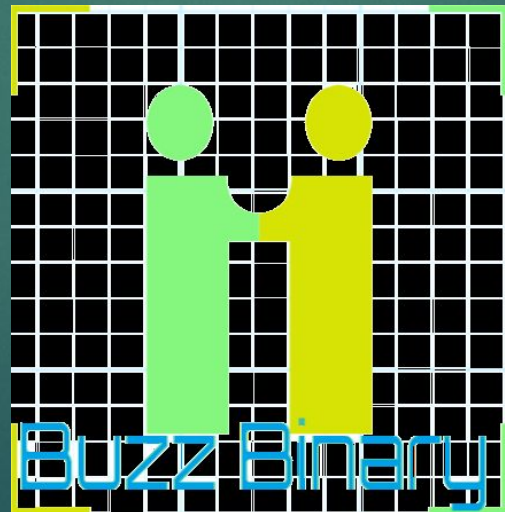


Buzz Binary's Artha

BUSINESS PLAN



Productivity for all

Group : 4507

Company Summary

- ▶ Who are we ?

By the end you will know :

- ▶ Why do we exist ?
- ▶ How are we different ?

Executive Summary

- ▶ Sarwaswa Vivek
- ▶ Rajan Choudhary
- ▶ Ritik Bhargava
- ▶ Rajinish Kr. Robin
- ▶ Mano Vishnu

Opportunity

- ▶ Buzz Binary's objectives for the first three years will be:
- ▶ To make BuzzBinary an **icon brand**.
- ▶ To develop an **effective**, well placed ERP kind of System
- ▶ To **improve** our **sales** and **marketing**
- ▶ **Launching Artha** exhaustively

Mission

The mission is to provide the finest product at the lowest possible cost. We believe that everyone should get advantage of the technology at lowest possible prices.

Vision

The vision is to have an ecosystem so that we can improve the productivity of the businesses by following customer-centric approach.

Products

- ▶ Buzz Binary will sell the product under the brand name “**Artha Sales**”.
- ▶ So, initially we have varying prices. You may be thinking why?
- ▶ Depends on needs of customers
- ▶ Depends on affordability

By in large, prices range between ₹15,000 to ₹40,000 for initial year

Keys to Success

- ▶ Buzz Binary's key to success includes:
 - ▶ Marketing
 - ▶ Modular Application
 - ▶ Product quality
 - ▶ After Sales
 - ▶ Pricing
 - ▶ Few competitors in Indian Market

Company Ownership

- ▶ As of now the company has 5 co-founders. So, the equity is divided equally 20 percent each.
- ▶ We intend to recruit a sophisticated team of owner board members after establishing ourselves in early years.
- ▶ The board members will be granted shares of stock to provide an incentive for their performance on the board.

Market Segmentation

- ▶ A significant trend across the globe, is that people are taking a more proactive interest in their business to be online.
- ▶ But, we haven't observed a similar trend in India mostly because of lack of awareness and the other main reason is the cost.
- ▶ Cost of similar applications .
- ▶ Our target market are businesses having turnover between 20lakh to 50lakh Rs.

Competitive Edge

- ▶ Artha's competitive edge will be the easy to understand UX, pricing, availability in various languages
- ▶ Artha's another competitive edge will be its superior after sales service.
- ▶ The mantra of the customer service department will be to solve the customer's problem.

Startup expenses

Start-up Expenses

Maintenance of room (including electricity bills)	₹90,000
Chair, Table other furniture	₹50000
Computer equipment	₹140000
Enterprise software	₹50000
Legal Advisory	₹15000
Advertising	₹50,000
Total	₹3,45,000

Calculation for the price of the application

	Assumption
1	15000
2	15000
3	15000
4	15000
5	15000
6	15000
7	15000
8	15000
9	20000
10	30000
Mean	17000

Staffing

Personnel Plan			
	YEAR 1	YEAR 2	YEAR 3
Marketing Staff			
Sales staff	0	₹ 1,25,000	₹ 2,00,000
Other	0	0	0
SUBTOTAL	0	₹ 1,25,000	₹ 2,00,000

Staffing

General Personnel			
Office Employees (Developers and Testers)	0	0	₹71000
Other	0	0	0
SUBTOTAL	₹ 0	₹ 1,25,000	₹ 2,00,000
TOTAL PEOPLE	0	20	25
Total Payroll	₹ 0	₹ 1,25,000	₹ 2,71,000

	Income Statement		
	Year I	Year II	Year III
Applications Developed (in units)	10	30	100
Price Per Application	17,000.00	17,850.00	19,099.50
Rise in Price of Application	-	0.05	0.07
Revenue	1,70,000.00	5,35,500.00	19,09,950.00
COGS	1,19,000.00	3,21,300.00	10,50,472.50
Depreciation and Amortization (5 Years Life Assumption)	48,000.00	54,640.00	1,41,816.32
Staff Expenses	0.00	1,25,000.00	2,71,000.00
EBIT	3,000.00	34,560.00	4,46,661.18

Balance Sheet			
	Year I	Year II	Year III
Assets			
	₹		
Cash	₹ 1,00,000	₹ 5,000.00	₹ 10,000.00
Fixed Assets	₹ 2,40,000	₹ 2,73,200.01	₹ 7,09,081.62
Total Assets	₹ 3,40,000	₹ 2,78,200.01	₹ 7,19,081.62
Liabilities			
Debt	0.00		0.00
Total Liabilities	0.00		0.00
Owner's Equity	₹ ,40,000.00	₹ 2,78,200.01	₹ 7,19,081.62

Capital

Capital

▶ Furniture	₹ 50,000
▶ Software	₹ 50,000
▶ Computers	₹ 1,40,000
▶ Capital	₹ 2,40,000

Staffing

- ▶ Staff planning is a systematic process to ensure that an organization has the right number of people with the right skills to fulfill business needs.

- ▶ Our initial hirings will include:
 1. Sales staff
 2. Customer care service [After Year 3]
 3. Developers - Co-founders

BUZZ BINARY

SWOT ANALYSIS

STRENGTHS

- High-quality products
- Stable consumer base
- Skilled team members
- Far lower prices than competition
- Focus on niche market

WEAKNESSES

Lacking in staff
Focus on niche;
so target
customers are
limited
It will take time to
establish brand
image

OPPORTUNITIES

Growing
community of
businesses who
want to get online

Improving social
media presence.

Building brand
image.

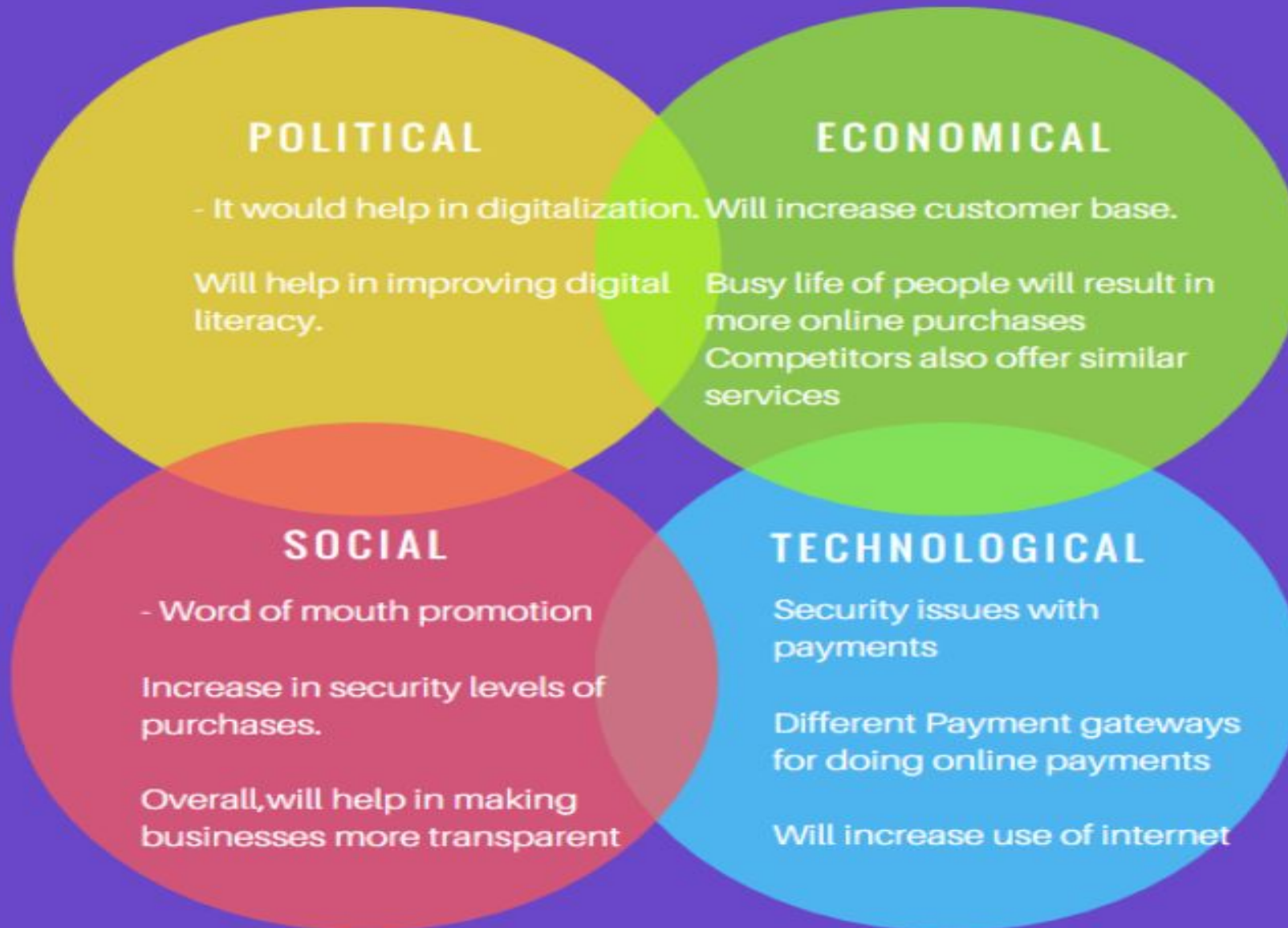
THREATS

Competitors

Advancements in
technology

Dependence on
pricing strategy

PEST Analysis



Marketing Strategy

- ▶ BuzzBinary is focused on the redefining the marketplace.
- ▶ In long run Buzz Binary intends not only to dominate the POS retail segment, but also to create an icon brand.

Initially the company will do:

- ▶ Door to Door Marketing
- ▶ Referral Advertising
- ▶ Provide free evaluation versions

Sales Strategy

- ▶ BuzzBinary will process few part of its sales online through a secure socket layer (SSL), a secure Internet connection. All orders will be charged to Visa, Mastercard, or American Express.
- ▶ Rest of the major part will be handled by the Cheque based system initially because we are targeting the SMEs as of now, it may be the case that many aren't aware of online payments.
- ▶ And, even today people believe in cash or cheque transaction initially but this would most probably change as we will move towards more and more established brand.

Production and Distribution

- ▶ Production would be done by the in-house developers only.
- ▶ For distribution we will personally deliver the application to the customer in the initial stage.
- ▶ But as the business will grow the application will be delivered via email or through any sharing service along with documentation.
- ▶ All of this will come with a great after sales service.

Operations

Location

- ▶ New Delhi
- ▶ The startup will be located in New Delhi

Reasons to choose Delhi:

1. The place has excellent support systems like Indus Entrepreneurs.
2. It's close to nearly every big market in the North India.
3. It's kind of prime location for startups.
4. It provides better environment as compared to Jaipur and other cities nearby.
5. Recent approval of setting of an incubation center which could accommodate 50 startups simultaneously
6. It's easier to find legal support system in Delhi.

Milestones

- ▶ Business plan completion. This will be done as a roadmap for the organization. This will be an indispensable tool for the ongoing performance and improvement of the company.
- ▶ Getting more customers; and receiving payment from them
- ▶ Setting up office.
- ▶ Completion of Website.
- ▶ Complete hiring of the initial company personnel including sales staff

MILESTONES

Milestone	Start Date	End Date	Budget	Department
Business plan completion	01/04/2018	14/04/2018	0	Marketing
Office set up	01/01/2019	01/02/2019	~₹2,25,000	Department
Website completion	01/08/2018	30/08/2018	5000	Department
Hiring	15/02/2019	10/03/2019	1,25,000	Department

Conclusion

- ▶ BuzzBinary's competition
- ▶ Aggressive margin rates of Artha, 1.76%, 6.45% and 23.39% in years, 2019, 2020, and 2021 respectively.
- ▶ BuzzBinary has the potential to become a highly regarded resource in local and national markets.
- ▶ Due to the company's aggressive pricing strategy, establishment of the company as a "unique" entity in its industry, careful development Artha and other products, well dedicated team.
- ▶ BuzzBinary has the potential to provide lucrative returns to potential investors.