



# ELECTRONICS HUB

Business Plan

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01-10-2016

## 1. EXECUTIVE SUMMARY

- Role of Electronics industry in INDIA's GDP is crucial. The electronics market of India is one of the largest in the world and is anticipated to reach US\$ 400 billion in 2022 from US\$ 69.6 billion in 2012.
- But, due to mode of production, it is somehow capitalist centred and thus not able to generate employment to its potential.
- Today, we see many small electronic gadgets to be China made that compel us to think that why these products cannot be made in INDIA.
- So , we are thinking to replace these products with ours by diffusing the means of production i.e people oriented manufacturing by first training them ,then providing basic components to build which leads to their earning.
- People can join us for fulltime work or even part-time i.e they continue whatever they are doing but can take this on their free time. Thus, it will also increase their overall earning with learning new technologies.
- We are aiming to start our business with making of few electronics and mechanical gadgets like LEDs, calculators .
- For sales, we will start from that particular center where they are made and then expanding its reach by making it available out of that center too.
- For fundings, we will approach government under Skill India Development as our motto is same as theirs.
- Our business will be managed by a team that will ensure all its requirements.

## 2. COMPANY DESCRIPTION

### Promoters and Shareholders

- Initially , it will be started by us and then after we will collaborate with government of INDIA under Skill India Development .

### Management Structure

It will be managed by seven cells.

- Training and Manufacturing Cell
- Basic Component Distribution Cell
- Research and Development Cell
- Assembled Product Collection Cell
- Warranty and Repairing Cell
- Advertisement Cell
- Packaging and Sales Department

### Products And Services

We will start with few electronic gadgets like..

- LED's
- Diwali Lights
- Calculator(arduino)
- Clocks

## Long Term Aim Of The Business

As according to our motto-“Learn,Build,Earn” , we will try to generate more and more self employment by training the people and making them capable to build by their own.

## Objective

Our primary objective is to generate maximum employment and secondary objective is to develop more efficient technologies by making amendments to pre-existing technologies.

## SWOT Analysis

<b>Strengths</b> <ul style="list-style-type: none"><li>• Due to it's people oriented modes of production, people will feel more attached to company as there are directly responsible for their profits.</li></ul>	<b>Weakness</b> <ul style="list-style-type: none"><li>• It will take time in training the people and thus our initial products may not be of good standard but Assembles Product Collection Cell will ensure its quality before its final sale.</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• According to survey, 2 million engineering students pass out every year.So, it will be easy to target this audience as they can take part in their free time.</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• It will be tough to compete with other companies in terms of price but it will somehow covered as these products will be sold directly and thus no other profit makers in between.</li></ul>

### 3. MARKET ANALYSIS

#### Target Market

- Since , these electronics gadgets are used throughout society and thus we will target to make our products reach to entire society.
- Electricity is reaching more and more villages and with that our potential customers are increasing.
- Later on, we can also export these gadgets to other countries by proper packaging when there is surplus production.

#### Competitors

We will have to compete all electronic giants like Philips, Anchor as well as Chinese products in terms of their prices and quality.

#### Competitive Advantage

With more competition , it will make us more focus on making pre-existing technologies more efficient and keep our prices comparable to others.

Since these products will be available at our stores where they are made and so no transportation costs

and thus customers can get them easily and at lower costs.

#### 4. MARKETING/SALES STRATEGY

##### Marketing Strategy

- Our advertisement cell will ensure make people aware of our products through banners or our representatives travelling the entire community.
- Our advertisement representatives motto will be to also make people emotionally attached to our products since it is directly related to their employment and boycott Chinese products.

##### Sales Strategy

- Our products will be available at stores where they are manufactured.
- Later on , we can also make our products available online on our website and app.

