

Parakram Academy



Parakram Resham: A New Chapter of Empowerment for Army Families

Introduction

Market Analysis

Financial Projections

Strategy & Implementation

OVERALL MARKET DESCRIPTION OF INDUSTRY

Target market = Eastern command

Number of cantonments = 10

Size of the market = 25000 Students

• Competition = Bhaiya ,didi and tuition wali aunty

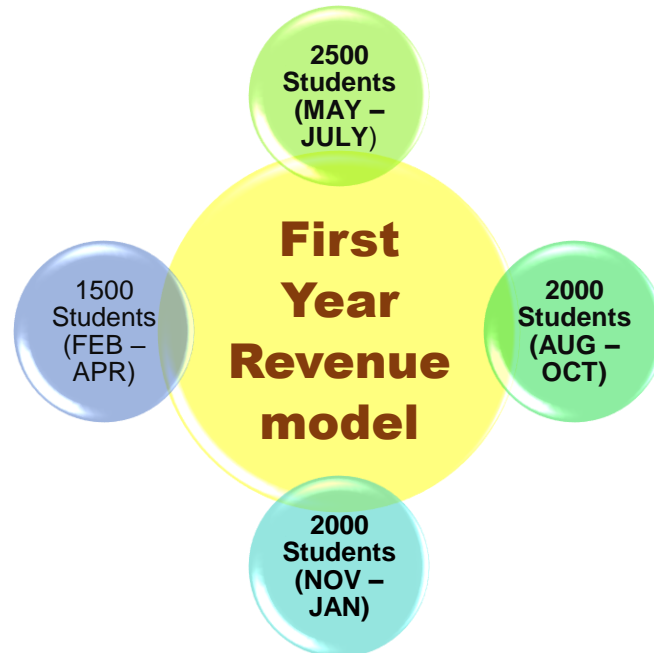
Overview of Parakram

- On-Site Institute Near Cantonments
- Hybrid Learning (Offline + Online)
- Focus on Remote Cantonments

Target Location:

• Initial Target: **Binnaguri**

- **Description:** One of the largest and most remote cantonments in India.
- **Rationale:** Large, remote, and strategically significant.



Positioning in the BCG Matrix



- Stars**: High growth, high market share.
- Cash Cows**: Low growth, high market share.
- Dogs**: Low growth, low market share.
- Question Marks**: High growth, low market share.

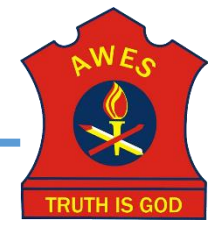
- Our focus lies in addressing the skill gap for army wards, a high-growth but underpenetrated market.
- With innovative, cost-effective solutions, we aim to convert this 'Question Mark' into a 'Star' by capturing significant market share.



SWOT

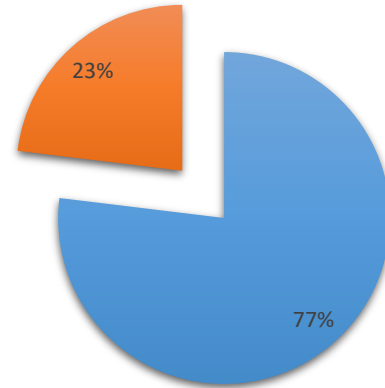
Strengths	Weaknesses	Opportunities	Threats
Affordable skill-building programs tailored to army wards.	Limited market share as a new entrant	High demand for affordable skill-building programs.	Competition from external training institutes or online platforms.
Unique focus on both hard and soft skills.	Reliance on initial online model for scalability	Growing digital accessibility in cantonments.	Dependence on cantonment-specific regulations.
Trusted presence in the cantonment community.	Limited resources for aggressive marketing.	Potential partnerships with educational institutions like APS and KV.	Limited awareness about the program among army wards initially.

Target Market



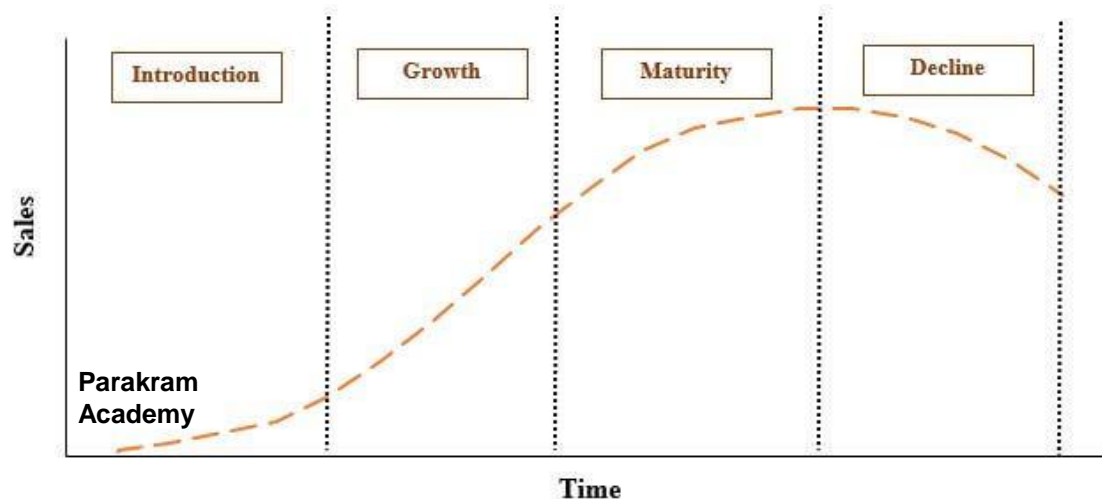
Cost Structure Overview

Cost Type	Amount (₹)
Fixed Costs	₹ 10,00,000
Variable Costs	₹ 3,00,000
Total Costs	₹ 13,00,000



AGE	COURSE
6-10	Spoken English
10-12	Excel , python
12-14	web development
14-18	ui/ux design courses

COURSE	COST
Spoken English	₹500
Excel , python	₹2000
web development	₹2500
ui/ux design courses	₹3000



Overview of Binnaguri Cantonment

Initial Target: Binnaguri



Land Area : 3,500.0084 acres

Total Population : 50,000 inside the cantonment

Student Population : 7,000 inside the cantonment

Target Audience:

Army wards aged 10–25 years living in cantonments.
Families valuing cost-effective skill training.
Students preparing for competitive job markets.
Schools like APS and KV for partnerships.

STP Model for Our Business



Demographics: Age groups of students (e.g., 10–18 years)

Psychographics: Aspirations for skill development, career advancement.

Geographics: Army cantonments like Binnaguri.

Behavioral: Students and parents seeking affordable and accessible skill programs.

Segmentation

Targeting

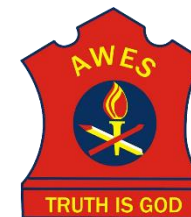
Positioning

Focus on both hard and soft skills.
Affordable pricing tailored for army families.
Accessible online and offline formats.

"Affordable, personalized skill-building programs tailored for army wards to help them excel in competitive environments."



Business Execution Plan



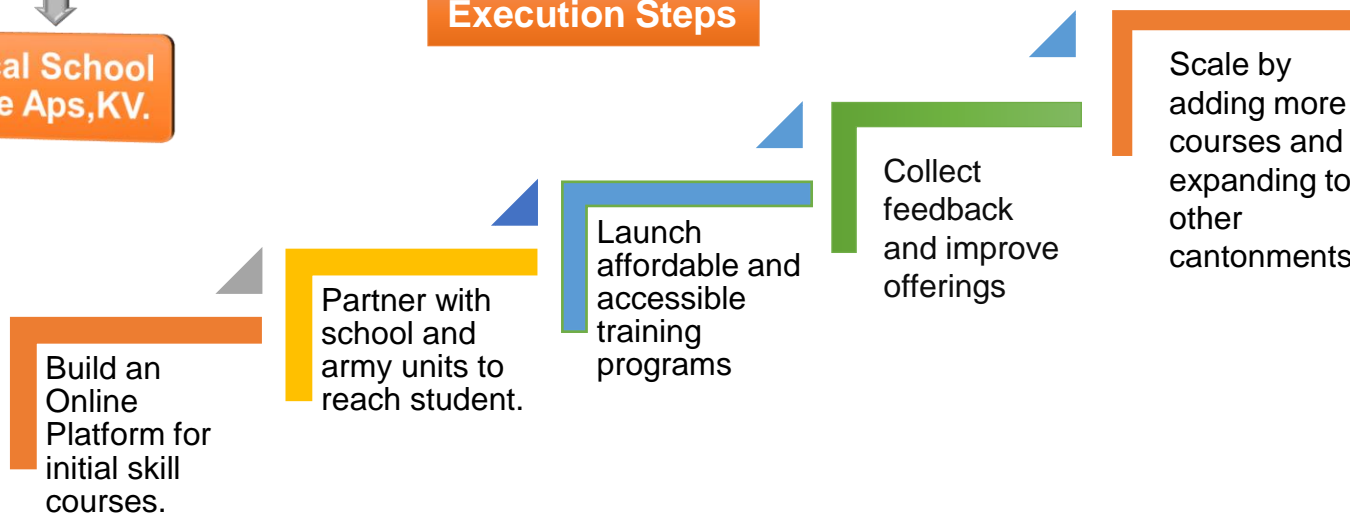
Marketing Approach

• Zero-Cost Marketing



• Use community networks to build trust and spread awareness

Execution Steps



Timeline

Task	Develop online platform	Outreach	Pilot program	Expansion
Month 1–2	Develop online platform and curriculum			
Month 3		Begin outreach through schools and WhatsApp groups		
Month 4–6			Launch pilot program and gather feedback.	
Month 7–12				Expand to other cantonments and increase course offerings