

DRAWING & DESIGN CONSULTANCY

1. INTRODUCTION:

Our surround is growing day by day; to make this process faster and quality-full we need best designing and drawing consultancy which can provide in depth consultancy in key areas like Quality Control, Engineering Services, Project consultancy and Structural design. Right from the feasibility analysis to successful completion of project and fruitful result is an assurance. This consultancy is a part of nation building process. Encompassing the whole nation, consultancy should offer their services through establishment in various parts of India. These proficient offices ensure high quality service structure and guarantee.

2. SERVICE & ITS APPLICATION:

Drawing and designing consultancy has very wide working span. This can serve in services like architectural drawing designing, Quality services, Maps digitizing services, Logo and Vectorization, structural drawing, Engineering drawing, Auto CAD Drafting, 3D Industrial Designing and 3D CAD Model. These all services are the first sight services as it shows the prototype or model of the whole project.

3. DESIRED QUALIFICATIONS FOR PROMOTER:

Promoter for this service may have any graduation in computer science as well as High Visualization skills plus Management in operations can be a value added plus point so that it brings down the cost of building project and also make the implementation smoother and it will require less time to build with greater quality.

4. INDUSTRY LOOK OUT AND TRENDS

Management consulting is one of business' earliest instances of outsourcing. Firms and managers have been seeking external advice and support for issues as critical as strategy to seemingly procedural matters such as accounting and taxation. Though the use of consultants and consulting firms has been prevalent for long, there has been not much research conducted on the same. Management consulting as an industry and practice can be viewed through the lenses of institutional theories (institutional entrepreneurship), transaction cost economics (principal-agent problems, transaction costs of outsourcing advice and implementation), and organization theories that study professional service firms (PSF). Academic research on the consulting industry has focused on studying the practice of consulting, the nature of assignments consulting organizations undertake, the value they generate for their clients, and the way consulting firms are organized and managed.

5. MARKET POTENTIAL AND MARKETING ISSUES:

These Services focus on traditional Architect/Engineering (A/E) contracts. The employees /Senior Team Leaders will usually contract the A/E to perform planning and design services. These design services include preparation of plans, specifications, and estimates. Construction services may be limited to occasional field visits and certain contract administration requirements. Typically, these types of projects distribute total design fees amongst the professionals involved in accordance according to the project guideline, which will be followed by the company and contractor.

6. REQUIREMENTS – Material/Equipment and manpower

- **Resources**

1. Computers with latest OS and Network Infrastructure
2. Advanced Software according to the requirement.

7. SERVICE PROCESS OUTLINE:

Full drawing & design agencies typically employ graphic designers and copywriters or contract with trusted outside firms. Since printing is a specialized industry, agencies will handle this function through a printing partner. Graphic design, copywriting and printing are vital elements of the overall ad program.

Have a production process, and follow it. It is important to create clear, easy-to-follow workflows for every kind of project. This ensures that steps aren't missed and that the final product has been vetted at each essential stage.

Create a culture that would not workarounds for anyone—even the owner. Make sure that the production process applies to everyone, no matter what rank they carry. If clients insist on special treatment or believe they don't need the expense of extra steps, they're not giving you the opportunity to provide your best work.

Encourage critical system implementation. Make it worth your employees' time to use the right systems to accomplish their tasks. Efficiency and productivity boosts benefit both your employees *and* your bottom line.

Hold regular, mandatory traffic meetings to stay updated on project statuses. Traffic meetings aren't optional. They keep projects on time and on budget. Use them to your advantage.

Create templates for frequently used processes and tasks. Make it as easy as possible for your team to ensure there's uniformity in your information and methods.

Leverage technology to make processes seamless and easy. There are many good software tools out there. Be sure to give your company and employees the tools they need to do the best job they can.

8. MANPOWER REQUIREMENT:

- Software Technician according to requirement : 5 (according to the services included)

- Tech-Support: 2 who can manage server data and number of software
- Sales and marketing: 1 or 2 who can work on official documentation and can re-present project in front of client.
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Sr. No.	Designation of Employees	Salary Per Person	Monthly Salary ₹	Number of employees required				
				Year-1	Year-2	Year-3	Year-4	Year-5
1	Software technician	12,000	60000.00	5	5	6	7	8
2	Tech Support	8,000	8000.00	1	2	3	4	4
3	Marketing Support	10,000	20000.00	2	2	2	2	2
4	Quality testing person	15,000	15000.00	1	1	1	1	1
5	Accounts/Stores Assistant	12,500	12500.00	1	1	1	1	1
6	Office Boy	9,000	27500.00	1	1	1	2	2
	Total		135500	11	12	14	17	18

9. IMPLEMENTATION SCHEDULE:

The project can be implemented in 3 months' time as detailed below:

Sr. No.	Activity	Time Required (in months)
1	Acquisition of premises	1.00
2	Construction (if applicable)	1.00
3	Procurement & installation of Plant & Machinery	1.00
4	Arrangement of Finance	2.00
5	Recruitment of required manpower	1.00
	Total time required <i>(some activities shall run concurrently)</i>	3.00

10. COST OF PROJECT:

Sr. No.	Particulars	₹ in Lacs
1	Land	0.00
2	Building	0.00
3	Plant & Machinery	2.95
4	Furniture, Electrical Installations	1.00
5	Other Assets including Preliminary / Pre-operative expenses	0.30
6	Working Capital	10.00
	Total	14.25

11. MEANS OF FINANCE:

Bank term loans are assumed @ 75 % of fixed assets. The proposed funding pattern is as under:

Sr. No.	Particulars	₹ in Lacs
1	Promoter's contribution	3.56
2	Bank Finance	10.68
	Total	14.25

Turnover

Sr. No	Description	Cost/unit	unit /Month	Sales/month	Revenue/year Rs. In Lakhs
1	Architectural Drawing Services	₹25,000	4	1.00	12.00
2	Maps Digitizing	₹20,000	6	1.20	14.40
3	Auto CAD Drafting and modeling	₹50,000	4	2.00	24.00
Total					50.00

12. WORKING CAPITAL CALCULATION:

The project requires working capital of 1.69 lakhs as detailed below:

Sr. No.	Particulars	Gross Amt	Margin %	Margin Amt	Bank Finance
1	Inventories	5.00	0.25	1.25	3.75
2	Receivables	2.50	0.25	0.63	1.88
3	Overheads	2.50	100%	2.50	0.00
4	Creditors	-		0.00	0.00
	Total	10.00		4.38	5.63

13. LIST OF MACHINERY REQUIRED

Sr. No	Description	Qty	Amount (Rs)	Total (Rs)
1	Building Application for service Centre	1	₹ 20,000.00	₹ 20,000.00
2	Computers - with all necessary hardware and installed Windows and MS Office	5	₹ 27,000.00	₹ 1,35,000.00
3	Software licensing	5	₹ 16,000.00	₹ 80,000.00
4	Network Installation	1	₹ 10,000.00	₹ 10,000.00
5	Fixtures and fittings	1	₹ 50,000.00	₹ 50,000.00
A	Total			₹ 2,95,000.00

All the machines and equipments are available from local manufacturers. The entrepreneur needs to ensure proper selection of product mix and proper type of machines and tooling to have modern and flexible designs. It may be worthwhile to look at reconditioned imported machines, dies and tooling. Some of the machinery and dies and tooling suppliers are listed here below:

1. Impressive Computers

Hasan Ali House No. 4/41-A, Noor Baug, Umerkhadi,
Mumbai - 400009, Maharashtra, India

2. Computer Planet

Shop No. 1, Shaniwar Peth-53, Opposite AmruteshwarMandir,
Amruteshwar Co Operative Housing Society, Near Shaniwar Wada,
Pune – 411030, Maharashtra, India

3. Visicube Technologies Private limited

Door No. 1-8-315,
Begumpet, Opposite US Consulate,
Hyderabad - 500016, Telangana, India

4. Micon Automation Systems Private Limited

A-814, Siddhi Vinayak Towers,
Behind DCP Office, Makarba, Ahmedabad - 380051,
Gujarat, India

5. Adaptek Automation Technology

No. 13, F- 3, 2nd Floor, Main Road, Adyar Nehru Nagar,
Near H.D.F.C. Bank A.T.M., Chennai - 600020, Tamil Nadu, India

14. PROFITABILITY CALCULATIONS:

Sr. No.	Particulars	UOM	Year-1	Year-2	Year-3	Year-4	Year-5
1	Capacity Utilization	%	60%	70%	80%	90%	100%
2	Sales	₹. In Lacs	30.00	35.00	40.00	45.00	50.00
3	Raw Materials & Other direct inputs	₹. In Lacs	9.18	10.71	12.24	13.77	15.30
4	Gross Margin	₹. In Lacs	20.82	24.29	27.76	31.23	34.70
5	Overheads except interest	₹. In Lacs	3.44	3.66	4.09	4.21	4.30
6	Interest	₹. In Lacs	1.07	1.07	0.71	0.53	0.43
7	Depreciation	₹. In Lacs	2.07	1.48	1.03	0.74	0.66
8	Net Profit before tax	₹. In Lacs	14.25	18.09	21.93	25.74	29.31

The basis of profitability calculation:

The growth of selling capacity will be increased 10% per year. (This is assumed by various analysis and study; it can be increased according to the selling strategy.)

Energy Costs are considered at Rs 7 per Kwh and fuel cost is considered at Rs. 65 per litre. The depreciation of plant is taken at 10-12 % and Interest costs are taken at 14 -15 % depending on type of industry.

15. BREAK-EVEN ANALYSIS:

Sr. No.	Particulars	UOM	Value
1	Sales at full capacity	₹. In Lacs	50.00
2	Variable costs	₹. In Lacs	15.30
3	Fixed costs incl. interest	₹. In Lacs	4.73
4	$BEP = FC / (SR - VC) \times 100$	% of capacity	13.62%

16. STATUTORY / GOVERNMENT APPROVALS

Bureau of Indian Standards (BIS) is operating Compulsory Registration Scheme (CRS) for Electronics & IT Goods as per the provision of Chapter IVA of THE BUREAU OF INDIAN STANDARDS RULES, 1987 for the product categories notified by MeitY. Visit official government website (Bureau of Indian Standards) for notice about products on: <http://crsbis.in/BIS/>

Entrepreneur may contact State Pollution Control Board where ever it is applicable.

17. BACKWARD AND FORWARD INTEGRATIONS

It is assumed that the unit will be viable at 75% efficiency on single shift basis considering 5 working days or as per demand of area per week.

The rate of interest in the scheme is taken at 11.5 % for both fixed and working capital. Due to liberalization and competition among banks, lower rate of interest is possible in future.

The prices of machinery and equipment are approximate which are ruling locally at the time of preparation of the project. When a tailor-cut project is prepared the necessary changes are to be made at the local level.

The cost of staff and labour is approximate which is ruling locally at the time of preparation of the profile. When a tailor-cut project is prepared the necessary changes are to be made.

18. TRAINING CENTERS AND COURSES

There is no specific course in repairing and assembling services, but the most authorized center is government authorized "ITI" available in all the cities across the country.

India Training institute of computer technology conducts various technical courses in different cities to enable students to make a bright career. Most of our vocational programs are job-oriented with which students can start earning the day they finish their training or can learn them as a hobby. Students can join for any of these in vacations as all these are short-term certificate courses.

Udyamimitra portal (link : www.udyamimitra.in) can also be accessed for hand-holding services viz. application filling / project report preparation, EDP, financial Training, Skill Development, mentoring etc.

Entrepreneurship program helps to run business successfully is also available from Institutes like Entrepreneurship Development Institute of India (EDII) and its affiliates all over India.

Disclaimer:

Only few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no

responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.