IOS BASE APP DEVELOPMENT

1. INTRODUCTION:

Apart from windows and android apps, IOS devices are widely accepted and available in the market for which we need specific skilled developers who can develop mobile applications for IOS platforms.

2. SERVICE & ITS APPLICATION:

Custom IOS mobile apps are fully personalized for premium apple product users. These apps are altered to address a particular audience rather than providing a solution which caters to a large group with varying requirements. IOS mobile apps are gaining momentum - as per the reports, on an average, about 7.5 hours per employee per week are saved by using customized mobile apps, and 82% of the business owners believe that it helped them earn additional business revenues!

3. DESIRED QUALIFICATIONS FOR PROMOTER:

Promoter for this service may have higher studies in IOS platform application development as well as background of sales and marketing 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

IOS based mobile apps have made a great contribution to a lot of businesses in a variety of different industries. It used to be considered an optional addition to one's overall marketing

and business development efforts, however, it has now has become a necessity as it increases usability, meeting customer's demands while building brand awareness and increasing sales.

Mobile app development is on the upraise, With over 250 billion free apps downloaded in 2017 alone, an increase for these downloads is also expected to continue for many years to come. If you are in the mobile app development industry, below are some development trends that you should watch out for in 2018, as growth is expected to continue.

5. MARKET POTENTIAL AND MARKETING ISSUES:

These days, businesses of all kinds, whether small, medium or large are taking advantage of the customized business apps as it helps them stay competitive and increase productivity. We have some of the most popular advantages of custom mobile app development for businesses. Since the IOS apps are custom-built keeping your business requirements in mind, it acts like a comprehensive app performing diverse functions and negates the requirement of multiple apps. Also, as these apps are tailored to suit your working style, it enhances the employee productivity and in turn business ROI Regular apps are built to handle limited number of resources and processes. In the event of your business growing, these apps may not be able to handle the load. Custom made apps, on the other hand are built keeping in mind all these parameters and can be scaled up easily when the need arises.

6. REQUIREMENTS – Material/Equipment and manpower

- **Resources**
1. Computers with latest OS and Network Infrastructure
2. Advanced Software required in application development
- **Manpower**
1. Software developers: 2 or 3 minimum, who are skilled to write code in various languages according to requirement
2. Tech-Support: 1 who can manage server data and hosting

3. Sales and marketing: 1 or 2 who can work on official documentation and can represent project in front of client.

7. MANUFACTURING PROCESS:

Step 1: An app should always be developed keeping in mind the target users of an application. Having a clear vision regarding the target group, enhance the success ratio of an app.

Step 2: Mobile platforms and devices should be selected keeping in mind hardware performance, battery life, ruggedness and required peripherals. Certain factors that needs to be considered while selecting mobile platforms and devices includes coverage, device support, performance and other features.

Step 3: The app market is booming like never before. To ensure this resource and generate revenue, app developer needs to select appropriate approach in accordance with the app. There are different models of generating revenue from mobile applications which include paid applications, separate app and in-app freemiums, advertisements, subscription and pay per download.

8. MANPOWER REQUIREMENT:

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	App Developer	18000	54000	3	3	3	3	3
2	Tech Support	12000	12000	1	1	1	2	2
3	Marketing Support	10000	20000	2	2	2	3	3
4	Quality testing person	15000	15000	1	1	1	1	1
5	Accounts/Stores Assistant	12500	37500	3	3	4	4	5
6	Office Boy	9000	9000	1	1	1	1	1
	Total		147500	9	9	9	14	15

9. IMPLEMENTATION SCHEDULE:

The project can be implemented in 4 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 *(some activities shall run concurrently)*	4.00

10.   COST OF PROJECT:

The project shall cost ₹ **12.36lakhs** as detailed below

Sr No	Description	Qtty	Amount (Rs)	Total (Rs)
1	Building Application for service Centre	1	₹ 50,000.00	₹ 50,000.00
2	Computers - with all necessary hardware and installed Windows and MS Office	5	₹ 27,000.00	₹ 1,35,000.00
3	Purchase bulk hosting services	1	₹20,000.00	₹20,000.00
4	Software licensing	1	₹16,000.00	₹ 16,000.00
5	Registration for developer account on Apple store	1	₹6,500.00	₹6,500.00
6	Network Installation	1	₹ 10,000.00	₹ 10,000.00
7	Office Furniture	1	₹ 50,000.00	₹ 50,000.00
A	**Total**			₹2,87,500.00

Sr. No.	Particulars	₹ in Lacs
1	Land	0.00
2	Building	0.00
3	Plant & Machinery	2.88
4	Furniture, Electrical Installations	2.00
5	Other Assets including Preliminary / Pre-operative expenses	0.29
6	Working Capital	7.20
	Total	**12.36**

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	3.09
2	Bank Finance	9.27
	Total	**12.36**

12.   WORKING CAPITAL CALCULATION:

The project requires working capital of 7.20 lakhs as detailed below:

Sr. No.	Particulars	Gross Amt	Margin %	Margin Amt	Bank Finance
1	Inventories	3.60	0.25	0.90	2.70
2	Receivables	1.80	0.25	0.45	1.35
3	Overheads	1.80	100%	1.80	0.00
4	Creditors	-		0.00	0.00
	Total	7.20		3.15	4.05

Turnover

Sr No	Description	Cost/Unit	Quantity /Month	Sales/month	Revenue/year
1	IOS base Mobile App	₹60,000	5	₹6,00,00.00	**₹36,00,000**
Total					**₹36,00,000**

13.   LIST OF MACHINARY REQUIRD

Sr. No.	Description	Qtty	Amount	Total
1	Computers - with all necessary hardware and installed Windows and MS Office	2	₹ 27,000	₹ 54,000
2	Vehicle	4	₹ 40,000	₹ 1,60,000

3	Network Installation devices	1	₹ 5,000	₹ 5,000

All the Computers, its peripherals and other equipment are available from local manufacturers. The entrepreneur needs to ensure proper selection of product mix and proper type of equipment and accessories to have modern and flexible designs. Some of the suppliers of computers and accessories are as 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	21.60	25.20	28.80	32.40	36.00
3	Raw Materials & Other direct inputs	₹. In Lacs	12.72	14.84	16.96	19.08	21.20
4	Gross Margin	₹. In Lacs	8.88	10.36	11.84	13.32	14.80
5	Overheads except interest	₹. In Lacs	4.06	4.32	4.83	4.98	5.08
6	Interest	₹. In Lacs	0.93	0.93	0.62	0.46	0.37
7	Depreciation	₹. In Lacs	2.01	1.44	1.01	0.72	0.65
8	**Net Profit before tax**	₹. In Lacs	**1.88**	**3.68**	**5.39**	**7.16**	**8.70**

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.   BREAKEVEN ANALYSIS:

Sr. No.	Particulars	UOM	Value

1	Sales at full capacity	₹. In Lacs	36.00
2	Variable costs	₹. In Lacs	21.20
3	Fixed costs incl. interest	₹. In Lacs	5.45
4	BEP = FC/(SR-VC) x 100	% of capacity	36.83%

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.