Group 8: Startn'Grow

Time Capsules

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UG 4

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“If you cannot do great things, do small things in a great way.”

—Napolean Hill

Content of our Project

- This Project is based on Synthesis type of Innovation.
- It is a combination of two services, one is storing like bank and other is delivering like amazon online services.
- Delivery Scheduling reduces wait time for customers, Reduces the need to communicate, makes Gifting easy etc.
- These type of services which are not common will attract the customers if we provide good quality of services.

TABLE OF CONTENTS

01

BUSINESS OVERVIEW

Explanation of our Project Idea.

02

MARKET ANALYSIS

About Competitors & surveys

03

MARKETING PLAN

Situation Analysis & Strategies

04

MANAGEMENT PLAN

About Decision Making

05

OPERATING PLAN

Agenda & Yearly Target

06

FINANCIAL PLAN

Revenue model and Growth Strategy

1.

Business Overview

Let’s see the Overall Idea.

PROBLEM VS. SOLUTION

PROBLEM

Impossible to track & deliver on scheduling bases for large companies.

SOLUTION

Provide service by controlling in limited areas and also adding additional features so that users get everything they may need at a single stop.

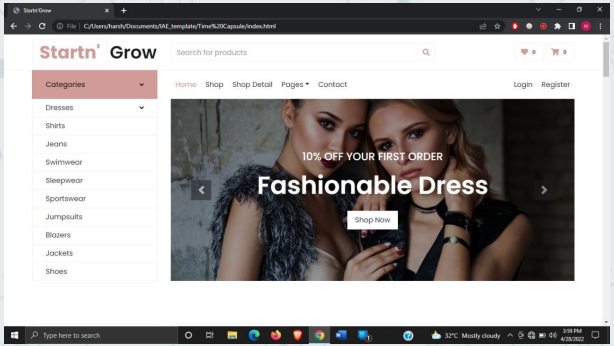
List of things

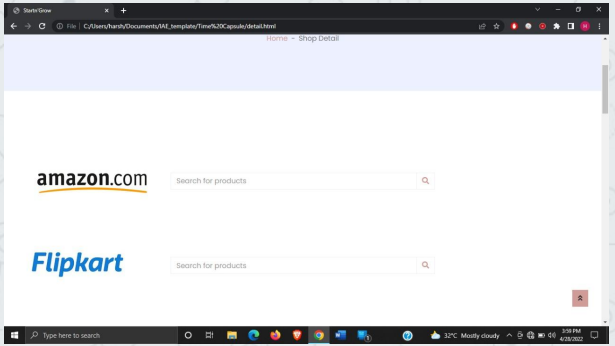
- E-commerce Website
- Online store containing clothings, shoes etc.
- Services like scheduled Delivery
- Additional items likes Gift Packing, Cakes, Bouquet or Photo Frames.

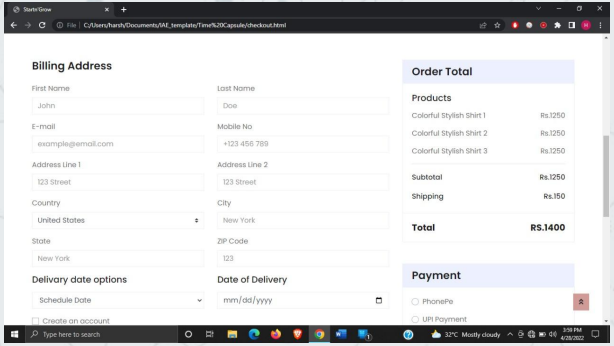
We are Planning to host an E-commerce website online which includes the above mentioned features or services. This service

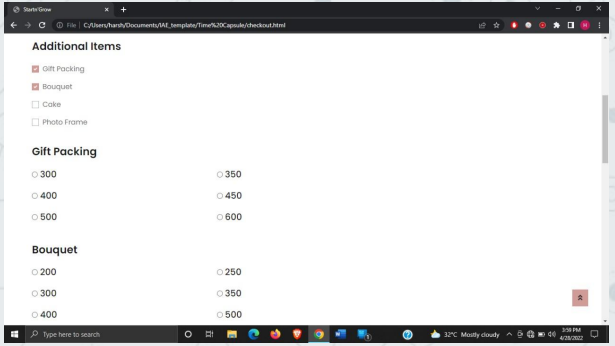
Website

1. Using HTML, CSS & Bootstrap, we designed a website which showcases our idea in a practical way.
2. We added features & services like Home, Product view, Login, Drop downs, F.A.Q etc. in the website.
3. The Delivery Schedule/Reschedule & Additional Items are added in the checkout page.
4. We included another service to order directly in popular sites through the website.

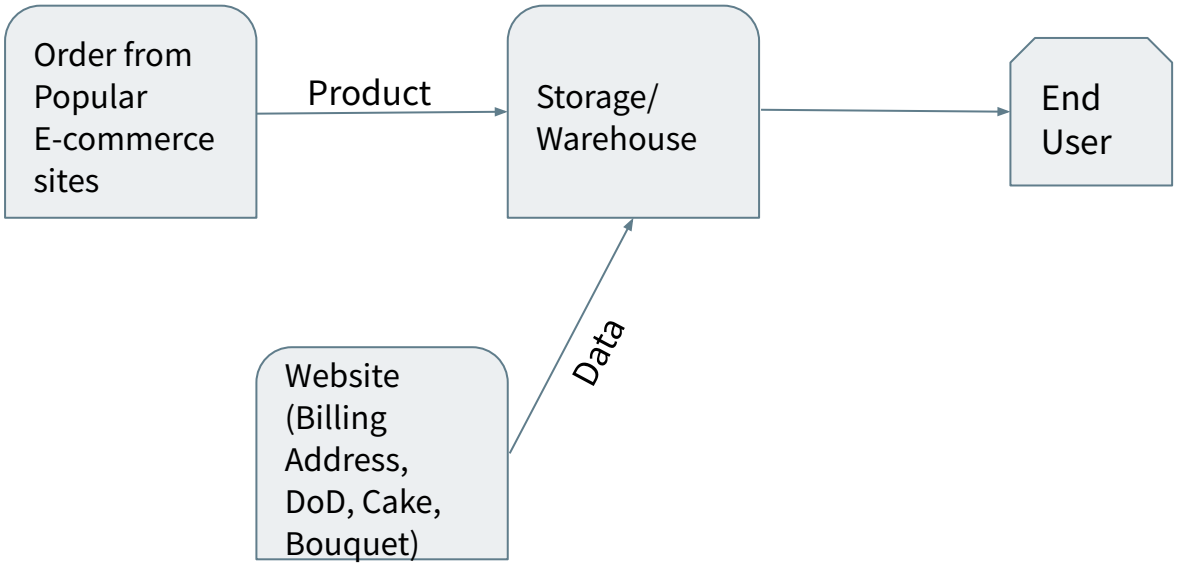

Startn' Grow
Search for products
Categories
Dresses
Shirts
Jeans
Swimwear
Sleepwear
Sportswear
Jumpsuits
Blazers
Jackets
Shoes
Home Shop Shop Detail Pages Contact
Login Register
10% OFF YOUR FIRST ORDER
Fashionable Dress
Shop Now


Home > Shop Detail
amazon.com
Search for products
Flipkart
Search for products


Billing Address
First Name
John
Last Name
Doe
E-mail
example@email.com
Mobile No
+123 456 789
Address Line 1
123 Street
Address Line 2
123 Street
Country
United States
City
New York
State
New York
ZIP Code
123
Delivery date options
Schedule Date
Date of Delivery
mm/dd/yyyy
Create an account
Order Total
Products
Colorful Stylish Shirt 1 Rs.1250
Colorful Stylish Shirt 2 Rs.1250
Colorful Stylish Shirt 3 Rs.1250
Subtotal Rs.1250
Shipping Rs.150
Total RS.1400
Payment
PhonePe
UPI Payment


Additional Items
Gift Packing
Bouquet
Cake
Photo Frame
Gift Packing
300
350
400
450
500
600
Bouquet
200
250
300
350
400
500

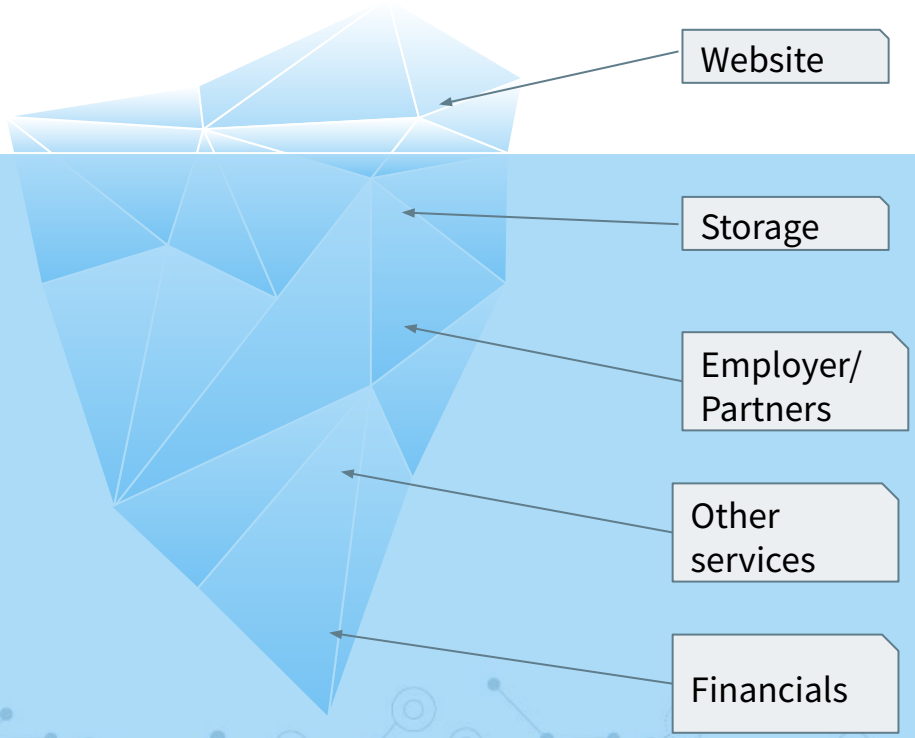
Process Chart



Business Model

Cardinal Process

- The fundamentals lying in the business process also lies in here.
- This includes Finance, Production, Marketing, Employee etc.
- Assets, Computer services and all other essentials.



Business Model Canvas

Key Partners

- By providing these services and features to big companies, we can get a chance.
- For capital, we need to partner with different companies.

Key Activities

- Delivery, Online store, additional stores.
- Interlink with other Online stores.

Key Resources

- Computer Services, Warehouses, clothings store, others.

Value Propositions

- This Business offers extra services which gives more options to users.
- Grouping of different items required into a single store to reduce user time.

Customer Relationships

- Developments can be made by improving trust and giving benefits.

Channels

- Website is created for the communication & Booking Process to customers

Customer Segments

- Services can be offered in different plans depending on the value, security & other essentials.
- The companies can be provided with different benefits based on the service requirements.

Cost Structure

- Storage + Security + Cost of Items Bought + Delivery Charges + Others.

Revenue Streams

- Profit from the services provided to users.
- Money earned from offering the services to Other companies.

2.

Market Analysis

About Competitors & Surveys

Collate Table

	Storing Data	Make Gifts	Delivery service	Capital Requirement
Start and Grow	**Yes**	**Yes**	**Yes**	**Medium**
Amazon	**No**	**Yes**	**Yes**	**High**
Fancy Stores	**No**	**Yes**	**No**	**Less**

Competitors

Delhivery

Includes services like reverse logistics & COD services

DTDC

Offers Bulk shipping, Heavy weight shipping and Express Delivery.

Blue Dart

Global Service with automated POD. Offers water resilient packages too.

FedEx

Offers Flagship Services, Return management and also High security for valuables.

Gati

Have more experience in COD packages and warehousing solutions.

DHL

Offers High standard shipment and tries to reduce Environmental footprint as much.

3.

Market Plan

Situation Analysis & Strategies

Marketing Plans

- We should understand our market and competition
- We should understand and take feedback from customers to improve our services
- We should promote our products and services by using social media and advertisements.
- We should set our sales and marketing goals
- Finally we should develop our marketing budget so that it can reach every corner.

4.

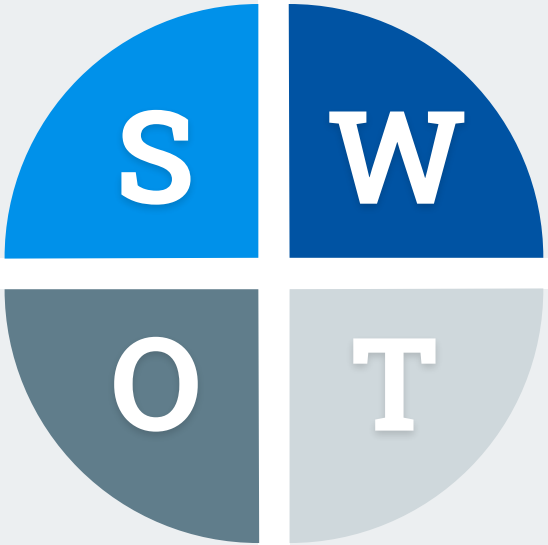
Management Plan

Decision Making & Core functions

SWOT Analysis

STRENGTHS

Inclusion of different features and services which are not even available in many popular sites.



WEAKNESSES

High Competition, less capital,low experience

Huge Growth & benefits, Chances for Improvements in the project.

OPPORTUNITIES

Less trust because it's a startup, less support, More Competitors.

THREATS

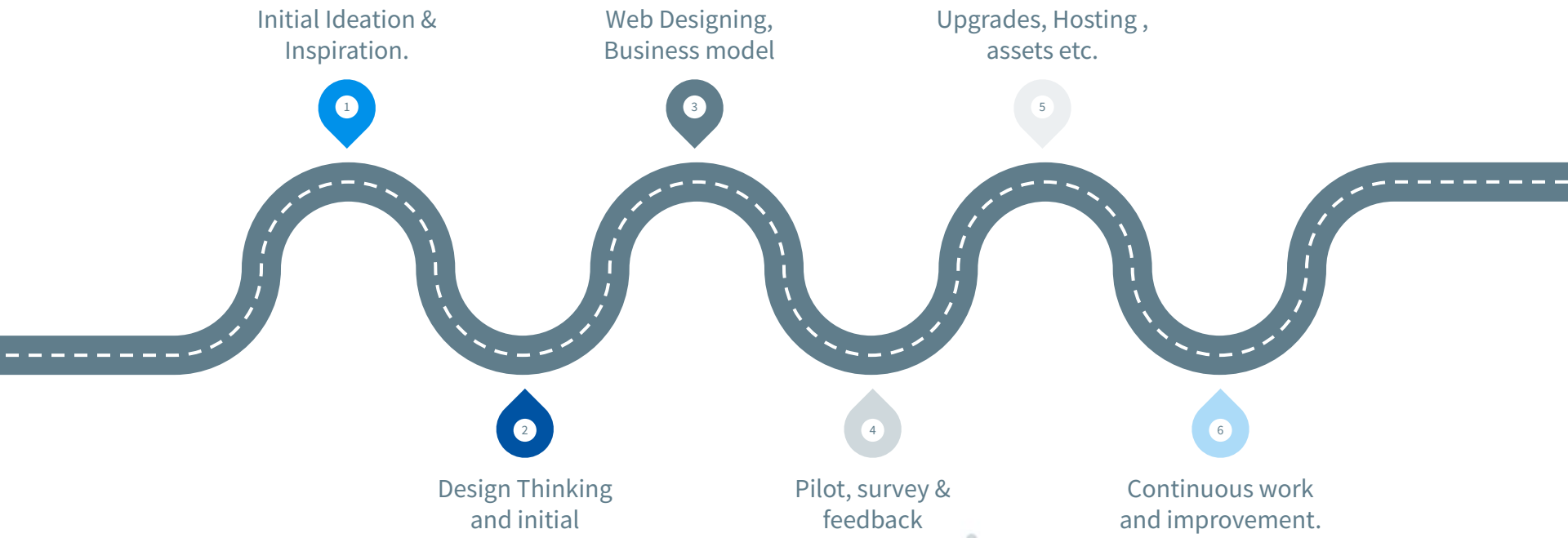
5.

Operating Plan

Agenda & Yearly targets

1. We need to pay attention to our Vision & Our mission to achieve success.
2. Our Goal is to make a good pilot during our start and continue to increase our business constantly.
3. Every milestone is to be celebrated which in turn increases our morale to give our all in the business.
4. Day sales, Cost of Goods sold, Customer retention rate, Net promoter score etc. are to be focused.
5. We should create a risk mitigation plan incase of a backlash.

Business Roadmap



6.

Financial Plan

Revenue model & Growth strategy

- Revenue model need to created based on Physical, Intellectual, human & Financial methods.
- Cost types can be divided into 2 types. They are Fixed and variable depending on Proportionality or services offered.
- Buying and shipping in bulk, Efficient use of machinery, Tech & labor helps in economies of scale.
- Selling many products, multiple value propositions & multiple revenue streams for same product increases the scope drastically.
- Categorizing expenses by COGS (Direct labor, raw materials, warehousing & Production equipment)
- Revenue - COGS = Gross Profit

Thanks!

Any questions?