**Competitor Analysis:-**

Currently there are 46 companies who were developing this school management web application & desktop application for schools & colleges needs in India.

There are 23 companies other than India who were developing across the world.

**Note: -** out of 46 companies in India, 18 of them were only concentrating on school management web application. Other companies were also dealing with other products related to hospital and invoicing software’s.

**When did this school management web application Trend begin?**

**Fedena: -** 2009 this trend started, and now new companies started entering this field.

**Tam school manager**: 2014 we have entered this market.

**Who are major our competitors in India?**

<http://www.fedena.com/>

It was established in 2009, Bangalore with a 15 members team and now there are 100 employees working. This is the first company to release a web application for schools, after them the trend has started. Currently have 20,000 schools across the world in their network.

<http://tammanager.com/>

It was established in 2014, Hyderabad with a 4 members team and now there are 1 employee working. We are one of the company to release a web application for schools. Currently have 3 schools across the world in our network.

Schools under Tam school manager network:-

1. Gethanjali public school Bangalore
2. Sharjah Indian international school.
3. Australian nursery school.

**We have got 1,30,000 inr from them, we will get the same amount every year from them.**

**Fedena: -** Time taken to develop the product: - 2 years, they released a beta version in 2011. It was a success for them.

**Tam school manager**: - we have developed in 5 months. We have already released 2 versions.

**What features do they offer?**

**Fedena: -** They offer these below modules in their software.

**Tam school manager**: - we offer the same features what they offer, but we concentrate only on schools mainly. We offer other modules which they don’t offer like bus tracking system etc.

**Core Modules**

Courses and Batches, Human Resources, Student Attendance, Timetable, Examination, Multiple Dashboards, Student Admission, News Management, User Management, School/Event Calendar, Finance, Student Information, Employee/Teacher Login, Student/Parent Login , Messaging System , SMS Alerts, Email Integration.

**Premium Modules**

Hostel/Dormitory, Online Examination, Library, Transportation, Poll, Assignment, Placement, Task, Discussion, Instant Fee, Data Management, Mobile Version, Blog, Custom Import, Custom Report, Color Theme, Gallery, Inventory, Disciplinary, Registration, Fee Import.

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Modules we offer what fedena doesn’t offer:-

Student can read online books in the software.

Bus tracking system for parents with GPS technology.

Tally integration, Customized sms search.

**In what programing language do they develop the web application?**

**Fedena: -** Ruby on Rails.

**Tam school manager**: - Php – code ignite framework.

**Note: -** top most security level programing language. Highly rated by experts.

**Cost analysis:-**

**Fedena: -** They offer the software in 2 plans,

1. For basic school needs they offer at 20,000 per year.
2. Next package includes all their modules they offer at 35,000 per year.

**Tam school manager**: -

Tam school manager will be sold at the cost of 50,000 per school, per year basis, we will targeting only few schools less than 60 schools in the phase 1.

We basically don’t need more schools more than, 100 schools will be our bench, we will maintain good relations with them provide better service to them.

If we maintain 100 schools, we will get estimated revenue of 50 lacks per revenue.

**Why are they offering at a low cost? Reasons?**

**Fedena: -** Their main intention is to attract schools in bulk quantity and provide the service as they have lot of man power to handle it.

**IMPORTANT POINT:-**

**(Below mentioned details will be applied for Indian market)**

**Tam school manager**: Tam school manager will be sold at the cost of 50,000 per school, per year basis, we will targeting only few schools less than 60 schools in the phase 1.

**Why should schools buy tam school manager?**

We are offering the same features which are offered by fedena.

All the new features which we develop will be given to schools for free.

24/7 free support.

**Our current strategy:-**

1. **Tam school manager: -** The team in India, we will only concentrate on Indian market.

We will follow a strategy of abroad market.

Plan a) we will select product based companies over there , and th we will approach them to sell our product through them in the market , we will work with them on commission basis.