



THANGVUNG PRIVILEGE SERVICES PRIVATE LIMITED
CIN NO. U74999MN2018PTC013689

BUSINESS PLAN

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Executive Summary

Thangvung Privileges Services offer Privilege Card unique and innovative products that is attractive to consumers, businesses. Its Privilege Card is a tool for business-to-business marketing solution for companies desiring to capitalize on brand recognition and strengthen brand loyalty. This unique and customizable marketing solution for businesses.

Qonect Privilege Card is a multipurpose card that has an advance solutions and bringing all vital services under one roof to satisfy the needs of every households. The cardholders will have access to maximum convenience and offer solutions for household's day-to-day needs, to save time, money and to live a hassle-free life. The cardholders will have the privileges of getting Discount across all our merchant partners, 24/7 Privilege Home Service On-Demand (Online/Offline Marketplace), and bridges the gap between consumers and businesses.

There is no escaping the fact that the cost of living expenses, goods and services continues to rise that includes food, housing, transportation, taxes and healthcare to make living expenses affordable. To satisfy the needs of customers from a wide array of income groups and provide personalized experiences, anytime and anywhere for every households. Thangvung Privileges Services ties up with top companies and service providers in Manipur. Such as, Shija Hospital, Imphal Hospital, Babina Diagnostic Centre, City Hospital Dental Clinic, The classic chian, Life Café, Family Pastry Shop, Accelerate institute, Gateway Institute and many more including retail and grocery stores. TPS offer these top companies and service providers risk free and zero upfront cost marketing & advertising services, and in return bargain discount price for its membership cardholders and claim small margin of commission for its services.

Thangvung Privilege Services is uniquely positioned to create benefits for society and businesses. Its innovative strategy enables every households to buy/avail high quality goods/services at affordable price and contextualized experiences. Also enables business to increase sales, attract new customers and brand exposure without having to invest in marketing & advertising upfront.

In addition, to meet the needs and demand of the market TPS diversify its services portfolio and implemented services that didn't exist or yet. Such as, 24/7 Medicine Home Delivery, 24/7 Roadside Assistance, Door step service (On-demand Home services) etc.

Our mission is creating benefits for society, we believe that the only way we're going to make substantial progress on the challenging problems of our time is to do businesses and drive the solutions, move beyond corporate social responsibility to total societal impact for the benefits of both our businesses and society at large. Giving access to basic resources to meet our daily needs. As the job of businesses is to meet customers need and to do so profitably one of the best way for our businesses to help ensure our own growth and our own longevity is to meet some of the hardest challenges in our society and to do so profitably, ethically, responsively and creatively. Leading the new generation and society into an innovative collaboration platform and build a connection to collaborate on anything, anywhere, and at anytime.

What we do

We provide people with access to products which seeks to address the burden of every households, business as well as providing a platform that connects people, goods and services.

Our services includes providing people with access to

- Affordable health care services at ease
- 24/7 Medicine delivery
- 24/7 Mini Ambulance
- 24/7 Telemedicine
- Medical Emergency Financial Assistance
- Basic First Aid Training
- Crowdfunding Assistance
- Legal Empowerment
- Free Vocational Course Basic Computer Training and & Spoken English
- Career Resource Services & Employment Assistance
- 24/7 Banking Support
- Doorstep Home Services
- 0% Interest EMI
- Renting platform

The company also contributes through generating employment opportunities, procuring local goods and services, hiring locally.

All this is underpinned by our core values of honesty, integrity and respect for human rights

Our Goal

- Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
- Ensure healthy lives and promote well-being for all at all ages
- Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
- Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

We already contributing to many of these goals. We will continue to develop our approach to how we can help achieve them, shared an understanding of how our business can most effectively support the goals and address environmental and social issues through our business.

About the Company

Thangvung Privileges Services is a company that offer Qonect Privilege Card that allow its membership cardholders to have the privilege of getting discounts that one can use reduce daily expenses. And buying or availing goods or services more affordable. Also, provide its membership cardholders ease of use and convenience platform to find the best professionals in different services that one can need on day-to-day basis. The platforms connect professionals like 24/7 Roadside Assistance, Electrician, home appliances repair & services, or 24/7 Medicine Home delivery etc. To its membership cardholders. And its Privilege Card is a tool for business-to-business marketing solution for companies desiring to capitalize on brand recognition and strengthen brand loyalty. This unique and customizable marketing solution for businesses. Qonect was founded in September 2017 and was operational under Autonomous District Council trade license. Later incorporated as Thangvung Privilege Services Private Limited on June 2018, based in Manipur.

Thangvung Privilege Services Founders:

Thangvung Privilege Services was founded by Lian Thangvung. Lian Thangvung both went to Churachandpur for his graduation. And have worked for the several companies such as webhelp, American Express, Encore Midland Credit Management.

Thangvung Privilege Services Fundings:

The company was entirely bootstrapped before and grew organically. The founder invested a total sum of Rs.5 lakhs and did not seek any external financing.

As the company intends to diversify its services portfolio and expand geographical area of services to meet and supply customers' demands efficiently. Being backed by well-respected investors can give potential customers the reassurance to buy in, which self-funding could potentially highlight a company's lack of resources and experience. The company's milestone is to secure a funding of Rs. 30 lakhs INR.

Business Model:

Thangvung Privilege Services is working on a simple business model. It provides discounts to its membership cardholders and most suited professionals to your day-to-day need for example electricians, home cleaning, photographers, interior designers or event planner etc. This is done through over the phone matchmaking platform, which the team is investing heavily to continue perfecting.

Thangvung Privileges Services also does a extensive background check and police verification for its entire partnered professional for safety purposes.

Primary Sources of Revenue.

• Private Label Sales:

- Enrollment fee for membership card.
- Monthly maintenance fees.

• Transaction Revenues on the sale, and use of services listed on our platform:

1. For service providers and sellers like hospitals, Restaurants, Institutes as our business act as an intermediary, helping to bring buyers to sellers we collect 3% commission on the resulting sale or services availed.

2. For services like DTH or Mobile Recharges, Utilities bill payments or Flight or Train ticket booking, we accept only 50% of the commissions we received from the sites like Indiafly, Crowdfinch and discounts customers the remaining 50% as rewards. *(Example: when customer recharge his/her jio phone with rupees 100 we get commission of 5% i.e 5 rupees we took only 2.5 rupees and credit 2.5 rupees to customers account for his/her next recharge)*
3. For fixed charge services like plumbing, electrician, mechanics or home cleaning we accept the payment directly from the consumer through card or cash and later transfer the amount to hired professional after deducting 10% commission.
4. For services like photographers, Roadside Assistance or Medicine Delivery, where charges are not fixed we charge 10% the professionals for lead generation and sponsored listing.

Thangvung Privilege Services as on date position

Thangvung Privilege Services is a young and dynamic marketing and advertising platform that facilitates, implements concierge services and creates and innovative product to provide benefits for both businesses and consumers at large. With a youthful and enthusiastic team determined to accomplish the vision of becoming world-class services platform in the Northeast states. As on date, Thangvung Privilege Services have tied up with 32 businesses partners across Manipur and has 732 households registered membership cardholders with 60-100+ booking every month.

Key Management Personnel

Thangvung Privilege Services management consists of four full-time employees. Additional assistance is acquired on a part-time basis or with consultants, specifically in legal matters. Detailed descriptions are found in the following section.

Lian Thangvung: CEO in charge of Sales & Marketing and Administration. Lian Thangvung, has worked in the Sales & Marketing business and collections for 7 years. Before starting TPS he was the Sr. Accounts Manager of the Encore midland credit management company. Mr. Lian Thangvung, who had decided to "start his own company" and run his own business, started Thangvung Privileges Services in 2018.

Khaitualian: Chief Finance officer in charge of finance and accounting. Khaitualian, completed his studies at Manipur University, worked for several years for non-profit, and churches as an auditor and accountant.

Haulemlal: in charge of IT, production and shipping. Haulemlal worked as a IT Technician for two years for American Express after completing an engineering degree in New Delhi. He is responsible for the supervision of all IT, production and shipping.

Additional Management:

Nemngailian, Customer Relation Manager
Kimberly, Hausamkim, & Ruby sales managers.

We currently lack a full-time professional who can deal with the changing legal and financial aspects of business. We have relied on legal consultants but are now analyzing the possibility of adding an additional position to deal exclusively with business legal issues. In addition, as we continue to grow and hire more personnel.

Current Shareholding

Thangvung Privilege Services Private Limited was formed on 13th June 2018. Its fiscal year is as per India's fiscal year from 1st April to March 31st. The share capital of the company is 100,000.00 rupees, divided into, 1,000.00 Equity shares of 100.00 rupees each. Its Founder Lian Thangvung takes 990 Equity of the share and Singreingam Shimprui takes 10 Equity of the share. Thangvung Privilege Services is located at Leisang, Churachandpur, Manipur 795128

Industry & Market

Industry Analysis

In an ever-changing economy, the discount card model is becoming more popular with the consumer. Providing a large selection of bargain-priced items is our intended goal. Thangvung Privileges Services intends to enter the marketing and advertising industry to address different aspect of Indian consumer market primarily and position its services between businesses and consumers. To lead consumer's convenience, doorstep services, ease of use and benefits of saving money, time, address consumer's day-to-day different needs, in a least sophisticated way and improve their life irrespective of their socio economics groups.

Zero upfront investment & risk free Marketing and advertising tool for businesses and service providers irrespective of their industries, for gaining more customers, reaching out new customer and strengthen brand loyalty.

Also, Qonect Privilege card has been recognized as the pioneer in the discount health card industry. And today is considered the single source solution for discount health and lifestyle benefits.

Market Analysis Summary

Our target market is five Northeast Indian household income categories (elite, affluent, aspirers, next billion, and strugglers), the top two income classes are the fastest growing. From 2016 through 2025, the share of elite and affluent households will increase from 8% to 16% of the total while the share of strugglers will drop from 31% to 8%. Sources: <https://www.bcg.com/en-in/publications/2017/marketing-sales-globalization-new-indian-changing-consumer.aspx>

We intend to tap into the consumer market with pricing that will encourage quantity buying, and our discount card will attract consumers on fixed budgets. the lower income portion of the Northeast Indian households. This includes working class individuals, the elderly, and students, many of whom are price conscious and looking to find a value for their rupee and dependable platform in case of financial and medical emergencies. In addition, we will also be in the market to serve, those households who are becoming comfort seekers, and willing to pay for it

Market Segmentation

The first segment of our target market are elite, affluent households. These households are who just spend time how he/she chooses to they have no desire to do households chores. And for a households who have no time to do households works and required service professional to do it and have the money to pay someone to do it This market has annual incomes over 10, 00,000 and live an expensive lifestyle. These groups will reliably uses home services and need on-demand home services to deal with their day-to-day households chores.

The second segment of our target market are aspirers, next billion; households are in need of a product to cut their expenses. Thangvung Privilege Services intends to provide affordable shopping alternatives to working class families with incomes under 30,000, for elderly people on fixed incomes, and also a large student population that tend to be on strict budgets. These families will appreciate the discounts and benefits associated with the card.

The third segment of our target market is strugglers Thangvung Privilege Services intends to provide affordable shopping and healthcare platform to these class families. These households are in strict budgets and needs assistance during medical emergencies.

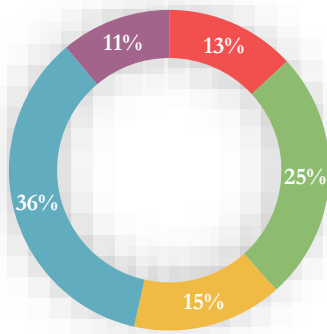
The fourth segment of our target customers are businesses and companies desiring to strengthen brand recognition with consumers, promotes their goods and services, and gain more exposures and whose businesses or services needs business marketing solution desiring to capitalize on brand recognition and strengthen brand loyalty.

Target Market Segment Strategy

We focus on the price conscious consumers who're looking for value, quality as well as comfort seekers and security for medical & financial emergencies. All allied businesses and service providers will be marketed to all our membership cardholders. If we can attract and keep these consumers the word will continue to spread about what our services has to offer.

The market analysis pie chart shows potential customers and the company's target markets.

Marekt Segmentation Chart



■ Elite ■ Aspirers ■ Affluent ■ Next Billion ■ Strugglers

Demographic Profile

Location: Northeast India

Population: 45,588,381

Income: 30144 per capita (average)

All Age Groups

Seniors

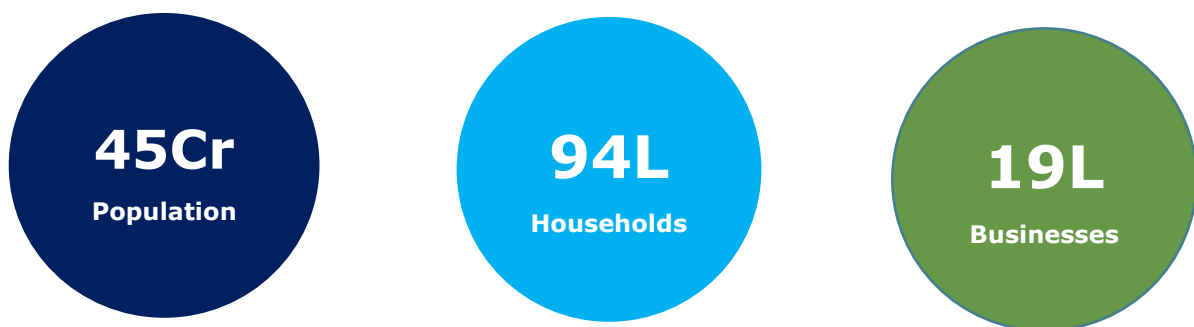
Travelers

The Insured

The Non-insured

The main source of income of the rural households in the Northeast is manual casual labour, with 39.03 per cent engaged in it. The next source of income is cultivation with 33.04 per cent of the households engaged in it. Combining both the rural and urban areas, the Northeast has 94,04,103 households (80,43,896 rural and 13,60,207 urban). There are 45,173 villages against 224 towns.

Market Size



Total Available Market in North East India

Sources: <https://evoma.com/business-centre/sme-sector-in-india-statistics-trends-reports/>
<http://necouncil.gov.in/sites/default/files/uploadfiles/BasicStatistic2015-min.pdf>
<http://databank.nedfi.com>

Marketing Strategy

As barriers to entry, we face shipping costs, high pricing on printing membership cards and services brochures, and potentially lack of credibility.

We plan to overcome these by installing our membership card-printing machine, printing high quantity of services booklets and Partners list booklet as well as make the booklets available online as ebook.

To gain more credibility we will hire sales executive with each community / village

To reduce use of paper and cut cost enrollment for membership card will be done online

Qonect Privilege Card can easily be purchased by opting a flexible payment option. Payment for the card can also be tailored to each household's / individual needs and as necessary.

Niche

We plan to decrease healthcare & daily lifestyle product costs, offer a platform to meet the needs of Every households at ease around the Northeast states. By offering this platform, we will be able to help every household reduce their daily expense and provide solutions to their needs as necessary at ease, give them an easy and hassle free life.

Our product has many features and benefits.

The privilege card is easy to carry and store

The card offer its holders accesses to varied benefits that meet the needs of every day life.

Numerous bases allow members to use the privilege cards for varied purposes with 24/7 customer support

Promotion

Our company will thrive through our advertisements, promotion and one-on-one sales and customer support. Sales will begin with a visit from sales executive to each households in order to promote Qonect privilege card products and services.

Our website will be designed to appeal to members and businesses. Will be interactive and easy to use with a design that will keep costs low while maximizing its interactivity advantage. It is important so that our customers will know that we are interested in the well-being of their day to day life.

In order to stay in contact with our customers we will have customer support on call to work on any issues that may arise. With infallible customer service and this much exposure of our company, word will get around and we will be able to sell to increasingly more cards around the state and, eventually, throughout North East.

To explain the product advantages and to create a product image, Thangvung Privileges Services will use different communication activities including advertising media campaigns, competitions and related activities to engage the consumer and strengthen their existing relationship. Although the marketing investments are high, communication is lacking, along with the involvement of the customer. In terms of communication, campaigns seek to put forward a youthful and bubbly image.

The communication lever is the main area of intervention of our Marketing plan.

With our product, we must therefore focus on the event implementation, public relations, but above all sponsorships. Moreover, it could be worthwhile to exploit new technologies and new media forms to create a relationship with the client that reinforce the company position and ensure that a consumer's loyalty does not waiver.

We will print advertisement, such as brochures and other handouts that can be mailed or given throughout our targeted area.

In addition, we will use Referral Program & Word of mouth marketing strategy:

- Makes spreading the word easy and quick
- Makes it worthwhile for both parties (with an incentive or other benefit)
- Measures the results of our campaigns

Offer an Incentive:

Giving our customers a reason to share with others can skyrocket our word-of-mouth marketing as well. Big or small, as people are always more willing and likely to do something if they receive some sort of value in return. Therefore we will give commission to our consumers in exchange for referrals.

Industry & Growth Drivers

Loyalty Management Market by Type of Solution (Customer Loyalty, Employee Retention, and Channel Loyalty), Deployment Type (On-Premises and On-Demand), Organization Size (SMEs and Large Enterprises), Vertical, and Region - Global Forecast to 2021", The loyalty management market is projected to grow from USD 1.68 Billion in 2016 to USD 4.59 Billion by 2021, at a CAGR of 22.2% during the forecast period, 2016 to 2021.

Rising need for competitive differentiation among organizations to increase their market shares is one of the major drivers for the growth of the loyalty management market. Other factors driving the growth of the loyalty management market include frequent shift in consumer demographics, increasing focus of loyalty programs on customer segmentations, significant rise in use of mobile technologies, and increase in the number of cardholders.

"Among solutions, the customer loyalty segment is expected to lead the loyalty management market during the forecast period."

Customer loyalty management solutions measure the success of a supplier in retaining a long-term relationship with its customers. Customer loyalty management solutions incline customers towards choosing a particular product against other products available in the market. Factors, such as need of the companies to obtain high return on investments (ROIs) to increase their profits and achieve competitive advantage over others to win customer loyalty are expected to drive the adoption of customer loyalty management solutions by companies, thereby fueling the growth of the customer loyalty segment of the loyalty management market during the forecast period.

The growth of loyalty management market can be attributed to presence of leading providers of loyalty management solutions in the region that cater to requirements of varied industries, such as BFSI, retail & consumer goods, healthcare & life sciences, and media & entertainment, among others

The increase in the price of goods and services as a channel for discount card has made the discount card highly cost effective and economical and has strengthened the market across the World. Discount privilege through various online and offline channels will intensify the Discount Card Market in the years to come. The E-Commerce segment popularity in terms of shopping will foster the market of the Global Discount Card industry in the next few years. Apart from this, change in lifestyles along with inclination in the personal disposable income of consumers will strengthen the Global Discount card market.

The Discount Card industry is studied for the major regions, which include North America, Latin America, Western Europe, Eastern Europe, Asia-Pacific, Japan, Middle East and Africa. Presently, North America captures the major chunk of the market in the Discount Card industry. In the coming years, Asia-Pacific region will cater the higher demand for discount cards. As retail consumption continues to bolster, discount cards will become a persistent element of shopping culture. Thus, rising demand for discount cards in Asia region will drive the overall Global discount card market in future.

Sources: <https://www.marketsandmarkets.com/PressReleases/loyalty-management.asp>

Competition

The company foresees one indirect competitor for the services we offer:

Based on the current intelligence, there is no Global, Domestic or regional independent company out there that offer "multipurpose privilege card" to consumers in the northeast India market. The current situation allows our company to gain the first-mover advantage and build entry barriers for any possible new entrants.

The types of competitors is discuss in the following sections.

Indirect Competitors

There are other companies and services by the state and central government that offer healthcare benefits card, such as Madeline, Shiroi, RSBY, CMHT and hospitals loyalty card. However unlike our company these service providers only offer discounts or reimbursement on health services if met the terms and conditions and isn't easy to claim.

Our competitive advantages

Our company Thangvung Privilege Services offer an innovative multipurpose product that is the very first of its kind to reach the marketplace, providing consumers, businesses with truly unique services and benefits under one roof. Bringing reliable, high quality and services to businesses and consumers. Our cardholder's doesn't only have privilege healthcare discount benefits, also the benefits to avail exclusive discount upon purchasing products or availing services from all merchant partners online or offline in healthcare, institutes, automobiles, retails, grocery, restaurants and many more. And give its cardholder accesses to our marketplace to avail ease of use services such as on-

demand home service professional, roadside assistance, medicine home delivery, utilities bill payments, recharges, flight & Train ticket booking, cab services, medical emergency financial assistance, 0% EMI etc. Which simplify their lives and assist every households / consumers gain total control to deal with their never-ending task and challenges in their daily lives. Which will make TPS qonect Discount Card by far the best discount/loyalty card in India.

Strategy & Future Plans

Our business strategy and future plans for the growth and expansion of our businesses are described below:-

We plan to upgrade our product features with reloadable prepaid debit card facilities

For larger market and better business growth and convenience of our privilege cardholders we intend to upgrade our discount card with reloadable debit card features. As almost half of the population don't have deposit account with banks. This leads to the basic need for prepaid payment channels. Besides being an appropriate payment tool for the unbanked, prepaid cards have started to become preferred choice for corporate, educational institutions and consumers at large. The penetration of prepaid cards is still low in the country, yet the market has a huge potential for growth. Further, entry in this segment is also widening the scope for the growth of cashless transaction through prepaid card market in India. In addition, it will enables us to target new market segments such as schools, institutions, businesses and provide safer platform to reduce cost of handling cash and risk involve as well as serve our customers better, and reduce cost and time involve in collecting cash. Which will also increase line of revenue such as, transaction fees, monthly maintenance fees and other charges as applicable.

We intend to continue our focus on product development

We are committed to producing quality products services that meet both the strict requirements of the prepaid and discount card market and the varying specifications of our customers. We intend to continue to focus on research, development and product development to ensure that our products meet the evolving and stringent requirements of the industry.

We also intend to develop mobile application with ease of use navigation system. Which can be extremely easy to navigate and in a very least sophisticate way.

We intend to expand our range our discount providers to include all sellers and service providers to better support our customers in various industries.

We intend to enhance our value-added services

We intend to maintain our long-standing relationship with our customers by providing more value-added services such as technical support and responsive after-sales services. For instance, we plan to provide more comprehensive, in-coming certification testing for customers on their use of products or services availed.

To enhance our customers' quality control procedures, we intend to make available our current electronic reports on the quality of our products to a larger number of customers.

We also intend to extend the provision of our privilege card services to a larger number of our customers.

We plan to enhance our production processes

We plan to invest in more advanced technology to enhance our production process. Through upgrading our existing production, laboratory testing and research and development facilities, we believe that we would be able to keep abreast of industry trends and meet the evolving demands of our customers.

We plan to invest in information technology and management information systems to better manage our services and to improve the benefits and the utilization of our product.

We intend to penetrate new industries, expand sales network and enhance brand awareness

Expansion into other industries

We plan to strengthen our market position by building relationships with existing customers in consumer services industry through joint efforts in product development, participating in exhibitions and publishing advertisements in trade publications. We also intend to extend our products to prospective customers in other sector, such as digital payment industries through marketing efforts such as the development of sales channels through the appointment of sales agents who are familiar with such industries.

Building and leveraging on our brand name

We plan to leverage on our "Qonect Privilege Card" brand name to further increase our sales of multipurpose privilege card to potential customers in the consumers market as well as other industries such as digital payment industries. We plan to develop our product and its benefits.

To increase the brand awareness of our "Qonect Privilege Card" brand, we also intend to participate in exhibitions, advertise in trade publications and provide updated information on our products and services on our website.

We intend to grow our business through joint ventures and acquisitions

We intend to leverage on our sales network to tap into inter-state business opportunities, penetrate into new markets and explore investment opportunities through acquisitions, investments, strategic alliances and/or joint ventures with suitable strategic partners. We will also explore opportunities to expand our services operations into other countries that will provide us with competitive advantages primarily in terms of servicing our customers' needs as well as other locational benefits

Geographical Expansion

We are currently operational only in Manipur, to market our products. We will consistently focus on developing a strategy for Geographic expansion according to the states regulatory, cultural differences, markets and needs for conducting business in the new state. Geographic expansion will provides us a compelling path to accelerated growth by opening up access to new markets and customers. We intend to expand our footprints and penetrate the entire northeast states by 2025.

We will penetrate the market state by state. We will first make an expansion of our services in the state of Mizoram by 2019 with our existing product, and then penetrate the state of Nagaland by the end of 2020.

Mizoram has a population of over 10.91 lakh, which is now estimated to be around 11.2 lakh with 91.33 per cent literacy rate. There are about 280000 households in Mizoram which most of the families are nuclear family. The per capita income of Mizoram is at Rs 95,317 in 2015-16 according to the Economic Survey. Mizoram is second least populated state of India. The density of population is 52 persons per square kilometer. Mizoram's GSDP grew at a compound annual growth rate (CAGR) of 10.2 per cent between 1999-2000 and 2008-09. With improving road, rail and air connectivity and the establishment of trade routes with neighboring countries, trade facilitation has improved significantly over the last decade.

There is a huge Potential Opportunities for our company to venture our service to facilitate a marketing channel and platform for businesses and service providers in Mizoram as the current marketing channels are unorganized. The service sector as well is unorganized and there is no service providers that can be consider as direct competitor who offer services similar to what our company has to offer in the Mizoram market currently. Mizo people are adopting the new mode of life, which is greatly influenced by the western culture. Their standard of living is high and they are comfort seekers, have the money and willing to pay for it. Hence, that give us the market potential and needs for our services in the market that can help them reduce their daily expenses without compromising on quality. They will value the doorstep services as the road in Mizoram are narrow that makes commuting is time consuming therefore most of the people will prefer availing services at home without having to deal with any hassle.

Sources: <https://www.census2011.co.in/census/state/mizoram.html> | https://www.ibef.org/download/Mizoram_190111.pdf
<http://indiapopulation2017.in/population-of-mizoram-2017.html>

Nagaland also has a vast potential for growth in consumer service industry. The state capital is Kohima, and the largest city is Dimapur. A population of 1,980,602 per the 2011 Census of India. Literacy rate in Nagaland has seen upward trend and is 79.55 percent as per 2011 population census. There are 396002 total number households and average household size is five family members. With a per capita income of Rs 78,367, Nagaland ranks 22nd in India, below the national average of Rs 86,454, according to the India Economic Survey 2016-17. Imitation of western lifestyles and adoption of western patterns, the process of modernization is overwhelmed with Western ideas, images, and concepts in the Naga society. With this trend, continuing the society is seeking comfort and convenience. As a result there is a huge opportunities our company to address the needs and demands of the society and penetrate the market effectively.

With the above market research and analysis, introducing our product and services, bringing improvement in the quality of life that defies limitations, advancing the opportunities for the society both in the state of Mizoram and Nagaland, uplifting the economy of the states and generating more employment opportunities will as well be trajectory that are truly remarkable.

<http://indiapopulation2017.in/population-of-nagaland-2017.html> <https://www.entrepreneurindia.co/project-and-profile-listing?CatId=152&SubCatId=149&CatName=Best%20Business%20Opportunities%20in%20Nagaland%20-%20Identification%20and%20Selection%20of%20right%20Project,%20Thrust%20areas%20for%20Investment,%20Industry%20Startup%20and%20Entrepreneurship> <http://morungexpress.com/nagas-and-modernisation-are-we-losing-our-identity/>

Markets Size

Mizoram



Serviceable Market



Market Value



10% per day 2.8L Services Commission
Rs. 30 per serviced

Nagaland



Serviceable Market



Market Value



10% per day 3.9L Services Commission
Rs. 30 per serviced

Risk & Mitigation Factors

RISK	MITIGATION
Violence an Extortion	<ul style="list-style-type: none">• Raising public awareness of how our business benefits the society, development and employment opportunities as well as the impact towards acceleration of economy such as, Create new jobs and reduce unemployment Promote entrepreneurship culture Grassroots economic development at district level Facilitate innovative business solution for un-met social needs.• Introducing procedural and developing procedures in the case of such instance and ensuring backups.• Building strong relationship with local youth, communities etc.
Economic Backwardness	<ul style="list-style-type: none">• Diversifying our portfolio• Developing a tool to proactively monitor, and leverage a wide range of market intelligence.• Hire a consultant if necessary
Cross Cultural Risk	<ul style="list-style-type: none">• Recognize the risk• Measure the scale of the challenge• Understand and act• Cross-cultural training for employees who deal with clients of a specific culture• Learn client's culture• Promote appreciation of cultural differences• Open to trying new things• Accommodating

SWOT



Company Current Stage Snapshot

Thangvung Privilege Services as on date position	
Membership Cardholders	732
Service request received per month	50-100
Average Services, Sales or Transaction Commission	20
Businesses & Service Providers (Tied up)	33
Registered Technician & Service Professional	13
Registered Cab & Taxi Service Provider	6

Year One Sales Projection

Thangvung Privilege Services Private Limited

Fiscal Year Begins: Apr-18

12-month Sales Forecast

Sales History

	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Annual Totals	Current Month Ending July 2019	2017	2016	2015
Card units sold	300	300	300	300	300	300	300	300	300	300	300	300	3600	3600	722		
Sale price @ unit	1,499.00	1,499.00	1,499.00	1,499.00	1,499.00	1,499.00	1,499.00	1,499.00	1,499.00	1,499.00	1,499.00	1,499.00	53,96,400	53,96,400	3,65,268	0	0
TOTAL	4,49,700	4,49,700	4,49,700	4,49,700	4,49,700	4,49,700	4,49,700	4,49,700	4,49,700	4,49,700	4,49,700	4,49,700	53,96,400	53,96,400	3,65,268	0	0
Monthly	4,49,700	4,49,700	4,49,700	4,49,700	4,49,700	4,49,700	4,49,700	4,49,700	4,49,700	4,49,700	4,49,700	4,49,700	53,96,400	53,96,400	3,65,268	0	0