

# Introduction

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## OVERVIEW:

Dream Home Reality, construction company, uses Zoho Books to track project expenses, manage subcontractor payments, and handle invoicing. They can generate estimates and invoices for clients, track job costing, and monitor the profitability of each project. Zoho Books provides them with financial insights to make informed decisions.

Merging digital end-to-end design with sustainable construction in a fourth industrial revolution to ensure **Dream Home Reality** is the standard by which the industry measures itself. A retooled economic model built on advanced technology, best-in-class efficiency, worker welfare and competency-in order to deliver livability and capital project standards never before witnessed. Not just in **Dream Home Reality**, but in the global market beyond. This is a game-changing circular economy with digital prototyping, built in parallel with a fundamentally progressive society-at a scale and speed previously not thought possible. In short, a new ecosystem to help build smarter, more ethical and highly-profitable industries. Join our transformational movement, be the change.

## **PURPOSE:-**

The use of this project:

1. **Business Promotion:** One of the primary purposes could be to promote and market Dream Home Reality. By creating a project that showcases their products, history, and values, the aim is to attract more customers and increase brand awareness.
2. **Customer Engagement:** The project could serve as a platform to engage with existing and potential customers. This might include sharing updates, offers, and events, as well as responding to customer inquiries and feedback.
3. **Online Sales and Ordering:** If Dream Home Reality wishes to expand its reach and enable online sales, the project could facilitate e-commerce functionality. Customers could place orders, make payments, and choose delivery options through the website or app.

What can be achieved using this:

1. **Educational Resource:** The project can educate customers about the cultural and traditional significance of Indian architecture, creating a more informed and appreciative customer base.

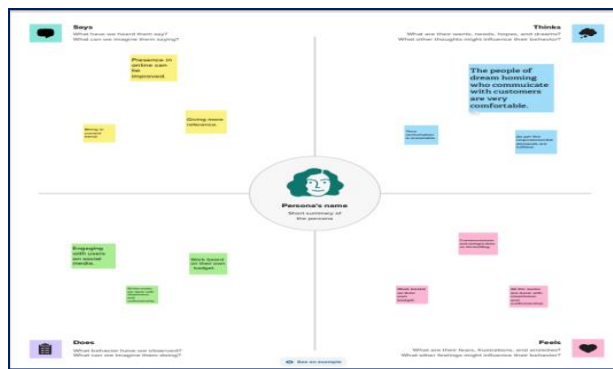
2. Sales Growth: An online platform for ordering and purchasing sweets can drive sales growth. It allows for 24/7 accessibility and the convenience of online shopping, which can lead to increased revenue.

## **PROBLEM DEFINITION & DESIGN THINKING:-**

### **Empathy map:**

- 1.Says: What customers explicitly state, such as their preferences, feedback, or opinions about Dream House Reality.
- 2.Thinks: The thoughts, beliefs, and attitudes customers may have when thinking about.
- 3.Feels: The emotions and sentiments customers experience when interacting with Dream Home Reality, which can range from delight to frustration.
- 4.Does: The actions and behaviors customers exhibit when engaging with the brand, such as making purchases, sharing reviews, or participating in events.
- 5.Hears: The sources of information and recommendations that customers listen to, which may influence their decisions related to Dream Home Reality.

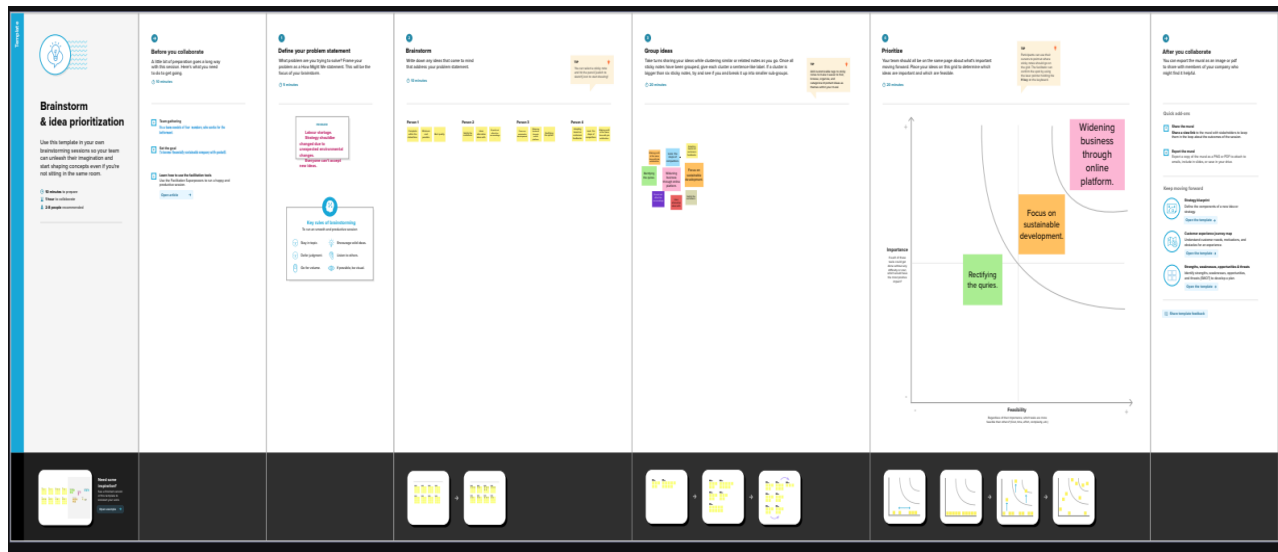
7.Gains: The benefits, positive experiences, and rewards that customers derive from their interactions with Dream Home Reality, such as enjoying beautiful architecture and experiencing cultural traditions.



1. Product Development: Brainstorming new designs , presentation ideas.
2. Marketing Strategies: Brainstorming marketing campaigns, social media content, and promotions.
3. Customer Engagement: Generating ideas for customer events, loyalty programs, and feedback channels.
4. Cultural Preservation: Brainstorming ways to educate customers about the cultural significance of architecture.

5. Business Expansion: Exploring possibilities for opening new branches, expanding the product line, or entering new markets.

6. Operational Improvements: Brainstorming ideas for enhancing the efficiency of the production and delivery processes.



## **RESULT:-**

Final findings (output) of the project:

1. Customer Preferences: Detailed information on which design are the most popular among customers and the factors influencing their choices.

2. Market Analysis: Insights into the competitive landscape, trends in the confectionery industry, and opportunities for growth or expansion.

3. E-commerce Potential: Data on the feasibility and potential benefits of establishing an online sales platform for Dream Home Reality.

4. Customer Feedback: A summary of customer feedback, reviews, and suggestions for improvement, highlighting areas that require attention.

5. Cultural Significance: An exploration of the cultural and traditional aspects of Indian architecture and how they can be preserved and promoted.

Dream Homes Reality	
Profit and Loss	
Basis: Accrual	
From 01.04.23 To 30.04.23	
Account	Total
<b>Operating Income</b>	
Sales	50,05,00,000.00
<b>Total for Operating Income</b>	<b>50,05,00,000.00</b>
<b>Cost of Goods Sold</b>	
Labor	10,00,000.00
Materials	20,00,000.00
<b>Total for Cost of Goods Sold</b>	<b>30,00,000.00</b>
<b>Gross Profit</b>	<b>49,75,00,000.00</b>
<b>Operating Expense</b>	
Other Expenses	5,000.00
Rent Expense	2,36,000.00
<b>Total for Operating Expense</b>	<b>2,41,000.00</b>
<b>Operating Profit</b>	<b>49,72,59,000.00</b>
<b>Non Operating Income</b>	
<b>Total for Non Operating Income</b>	<b>0.00</b>
<b>Non Operating Expense</b>	
<b>Total for Non Operating Expense</b>	<b>0.00</b>
<b>Net Profit/Loss</b>	<b>49,72,59,000.00</b>

\*\*Amount is displayed in your base currency INR

# Dream Homes Reality

## Balance Sheet

Basis: Accrual

As of 30.04.23

Account	Total
<b>Assets</b>	
<b>Current Assets</b>	
<b>Cash</b>	
Petty Cash	59,00,04,100.00
<b>Total for Cash</b>	<b>59,00,04,100.00</b>
<b>Bank</b>	
ICICI Bank 0001	64,96,520.00
ICICI Bank 001	25,00,000.00
<b>Total for Bank</b>	<b>89,96,520.00</b>
Accounts Receivable	5,90,000.00
<b>Other current assets</b>	
Prepaid Expenses	53,10,000.00
Input Tax Credits	0.00
Input CGST	2,91,690.00
Input SGST	2,91,690.00
<b>Total for Input Tax Credits</b>	<b>5,83,380.00</b>
<b>Total for Other current assets</b>	<b>58,93,380.00</b>
<b>Total for Current Assets</b>	<b>60,54,84,000.00</b>
<b>Total for Assets</b>	<b>60,54,84,000.00</b>
<b>Liabilities &amp; Equities</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
Accounts Payable	8,85,000.00
Unearned Revenue	1,72,50,000.00
GST Payable	0.00
Output CGST	4,50,45,000.00
Output SGST	4,50,45,000.00
<b>Total for GST Payable</b>	<b>9,00,90,000.00</b>
<b>Total for Current Liabilities</b>	<b>10,82,25,000.00</b>

Account	Total
<b>Total for Liabilities</b>	<b>10,82,25,000.00</b>
<b>Equities</b>	
Current Year Earnings	49,72,59,000.00
<b>Total for Equities</b>	<b>49,72,59,000.00</b>
<b>Total for Liabilities &amp; Equities</b>	<b>60,54,84,000.00</b>

\*\*Amount is displayed in your base currency INR

## **ADVANTAGES & DISADVANTAGES:-**

### **Advantages:**

- 1.Increased Accessibility: An online platform allows customers to view Dream Home Reality's schemes from the comfort of their homes, expanding the business's reach beyond its physical location.
- 2.24/7 Sales: Online sales enable the business to generate revenue around the clock, even during non-business hours.
- 3.Wider Customer Base: Dream Home Reality can attract customers from different regions and even international markets through e-commerce.



4.Convenience: Customers benefit from the convenience of online payment.

5.Data Collection: The online platform can collect valuable customer data that helps the business understand preferences and tailor offerings accordingly.

6.Customer Feedback: Online sales platforms typically offer a space for customer reviews and feedback, which can be used for continuous improvement.

7.Marketing Opportunities: An online presence provides opportunities for digital marketing, reaching a broader audience through social media and online advertising.

8.Operational Efficiency: E-commerce can streamline order processing, inventory management, and delivery logistics.

### **Disadvantages:**

1.Initial Investment: Developing and maintaining an e-commerce platform can be costly, requiring investments in website development, IT infrastructure, and marketing.

2.Competition: Entering the online market brings Dream Home Reality into competitor, requiring effective marketing and differentiation.

3.Cybersecurity Risks: E-commerce platforms can be vulnerable to cyberattacks and data breaches, posing risks to customer information and online operations.

4.Training and Skills: The business may need to invest in training or hiring staff with the necessary technical skills to manage the online platform.

5.Customer Service: Handling online customer inquiries and issues can be time-consuming and require dedicated customer service support.

6.Quality Control: Ensuring the quality of products during shipping and delivery can be challenging.

7.Cultural Preservation: There may be concerns about preserving the cultural and traditional aspects of architecture.

## **APPLICATIONS:-**

### **1.Sales and Distribution:**

Online Sales: The primary application is to facilitate online sales, allowing customers to browse via the internet.

### **2.Marketing and Promotion:**

Digital Marketing: Utilize the online platform for digital marketing efforts, including social media marketing, email

campaigns, and online advertising to promote products, special offers, and events.

### 3.Customer Engagement:

Customer Support: Use the platform to engage with customers, provide support, and address inquiries and concerns promptly.

Feedback Collection: Create channels for customers to leave feedback, reviews, and ratings, helping to understand customer preferences and improve products and services.

### 4.Data Collection and Analysis:

Customer Insights: Gather data on customer behavior, preferences, and purchase history, enabling data-driven decision-making and personalized marketing.

Performance Analytics: Monitor and analyze the performance of the online platform, including conversion rates, sales trends, and user engagement.

### 5.Operational Efficiency:

Order Management: Streamline order processing, inventory management, and order fulfillment to improve operational efficiency.

Inventory Control: Implement tools to manage stock levels and optimize inventory turnover.

## 6.Cultural Preservation:

Educational Content: Use the online platform to educate customers about the cultural significance of Indian architecture, their history, and traditions.

## 7.Brand Building:

Brand Image: Strengthen the brand's online presence and image through a professional and user-friendly e-commerce platform.

Storytelling: Share the brand's story, values, and commitment to quality and tradition through the platform.

## 8.Expansion and Market Reach:

Geographic Expansion: Explore opportunities to expand the market reach.

New Customer Segments: Attract and serve new customer segments, such as those seeking unique, authentic Indian architecture.

## 9.Community Building:

Loyalty Programs: Create loyalty programs or membership options to reward and retain customers.

## **Conclusion:-**

In conclusion, the project focused on Dream Home Reality has been a comprehensive exploration of the business, its operations, and the proposed solution of implementing online scheme. Through this project, several key findings and insights have emerged:

- 1.Customer-Centric Approach: Dream Home Reality has a dedicated and loyal customer base with preferences for a wide range of traditional Indian architecture.
- 2.Market Expansion: The implementation of an online sales platform offers a significant opportunity to expand the business's reach and attract a wider customer base.
- 3.Digital Marketing: Digital marketing and online promotion are vital for increasing brand awareness and driving sales.
- 4.Operational Efficiency: The project has highlighted the potential for streamlining operations, particularly in order management, inventory control, and quality assurance.
- 5.Data-Driven Decisions: The online platform can provide valuable insights through data collection and analysis, enabling data-driven decision-making.

6.Cultural Preservation: The project has emphasized the importance of using the platform to educate customers about the cultural significance of Indian architecture.

## **FUTURE SCOPE:-**

Dream Home Reality can consider several enhancements in the future to further improve its business operations, customer experience, and market presence. Here are some potential enhancements:

1. Online Personalization: Implement personalized recommendations based on customer preferences and purchase history to enhance the online shopping experience.
2. Mobile App: Develop a dedicated mobile app for Dream Home Reality, offering a more user-friendly and convenient way for customers to order and engage with the brand.
3. Geographic Expansion: Explore the possibility of opening additional physical store locations in strategic areas to reach more customers.
4. AI and Chatbots: Implement artificial intelligence and chatbots for customer support, enabling efficient and instant responses to customer inquiries.