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## 

Executive summary

The main objective of this project is to analyze the business environment of SAIF SEA’S, and produce a short documentation for SAIS SEA’S, which is a Start-Up Company .

And also interpret the Business constraints what they are facing, and analyze the business insights for this company, by studying the SWOT and PESTLE Analysis.

Objectives

**Vision**: to democratize robotics and automation in the marine space to build better lives for humankind.

**Mission**: To build innovative products that solve today’s problems that are globally competent and locally relevant.

Analyzing the internal and external business environment insights of the company.

In addition, with study also ensure to produce the Solution for the business Constraints according to the case.

Description

One of the Biggest Problem in India is DROWNING. It is the second Largest Cause for Natural Deaths in India, leading to around 80 people drowning every single day. According to the stats, there has been a 55% rise in deaths due to drowning in the last five years (according to mid-day).

In addition, the Current Rescue Methods like Reach, Wade, Throw, and Row are ineffective due to time scenario and communication gap.

Saif Seas water drone is defining a new category of safety in marine. It has gone from concept to product in just 11 months. 100% Indian design and engineering, simulated up to ‘SEA STATE 4’and support from NATIONAL RESEARCH DEVELOPMENT CORPORATION under Start-Ups Intellectual Property Protection.

**Company details:**

|  |  |  |  |
| --- | --- | --- | --- |
| **TOTAL NUMBER OF CLIENTS** | **NUMBER OF CLIENTS FROM AP AND REVENUE GENERATED FROM THE CLIENTS** | **NUMBER OF CLIENTS OUTSIDE AP BUT FROM INDIA AND REVENUE GENERATED FROM THE CLIENTS** | **NUMBER OF OFFSHORE/FOREIGN CLIENTS AND REVENUE GENERATED** |
| **5** | **2 CLIENTS from AP and revenue generated from the clients is 1,50,000/- per anum** | **3 CLINETS from outside the AP And revenue generated from the clients is 4,00,000/- per anum** | **0** |

saif seas is an produced based company in which it is in the mature stage of the productions of products and growth of the company.

**SERVICE & PRODUCTION DIVISION**

The production of this water drone is done by the various stages like; Design, assembling, testing, and then selling the product in the market.

Moreover, this product has cost which is distributed on various parts. To assemble the buoy.

Basically the product cost is about 8,00,000/- Rupees. Moreover, major cost is on the motors and lightweight fiber material. In addition, importing the transmitters and receivers.

|  |  |  |
| --- | --- | --- |
|  | **ON THE DAY OF lunching product** | **AS OF 23TH september 2019** |
| **Number of Clients from Andhra Pradesh** | **1** | **2** |
| **Number of Clients from India [Outside Andhra Pradesh]** | **2** | **3** |
| **Number of Foreign/Offshore Clients** | **0** | **0** |

Finacial Growth:

|  |  |  |
| --- | --- | --- |
| **s.no** | **ON THE DAY OF JOINING** | **AS OF 23TH September 2019** |
| **INCOME GENERATED** | **50,000/-** | **6,00,000/-** |
| **FUNDING, IF ANY** | **0.5 crore from APIETA** | **0.75 crore from APEITA** |

Research methodology

This is which we will study the problems and strengths of the company.

SWOT analysis:

a study undertaken to identify its internal strengths and weaknesses, as well as its external opportunities and threats

Internal analysis:

**Strengths**:

* Support from the government, NRDC.
* Producing the lifeboats and water buoy to Indian Navy.
* 100% automated water buoy.
* Lightweight buoy.
* Deploy time is very less when compared to other lifeboats.
* Customizable for missions (fitting cameras, weapons, & robotic probes.)

Weakness:

* Financial development is not up to the mark.
* Number of employees.
* Space for the testing.
* Need huge power supply of charging and testing the product at initial stage.
* Battery backup.

External Analysis:

Opportunities:

* Costal surveillances.
* Water sport tourism.
* Ocean health.
* Geological survey.

Threats:

* Increase in price of raw material for manufacturing of the product.
* If support will be decreases from government & NRDC if the product is not up to mark, and cannot produce the fine product.
* Should implement with new updates to the product, as the competitors will rise with the same products as the technology is running

Pestle analysis:

Political approach:

* This political approach for this company is very huge a strength in case of Funding, providing Space for the testing.
* Moreover, the next amazing deal is they had a direct testing and selling products relation with Indian Navy.
* In addition, initially APIETA Government of Andhra Pradesh, had funded with 1.5 crore rupees. In addition, signed with the agreement of selling the product and space requirements.

Economical approach:

* Financial development is partially good with the current products.
* Also the time frame is about 7-12 months
* The type of impact is still unpredictable with the competitors.

Social approach:

* The norms and attitudes response to product is good.
* Preference’s from the consumer is high in expecting the quality and reliability of the product.
* In addition, the product is accepted in few states of India.

Technological Approach:

* Innovative technologies is influencing the product updates in case of transmitters and capacity of the water buoy, and making the buoy using lightweight material.
* In addition, using CNC machines for fasten the cutting process of the fiber or body of the product.
* In addition to this, 3D machines are used to make the different parts of the water buoy.
* Should protect the intellectual property rights of the product.
* Time frame of this product is usually about 6-11 months
* Importance of this technological approach is important.

Legal Approach:

* Consumer protection laws, health, and safety of the consumer as well as the survivor are done with the certain norms.
* Licensing and regulations of the product is as per the norms and the agreement with the Government and Indian Navy.
* Period of this legal approach is usually takes like 0-6 months.
* Importance of This legal approach is critical.

Environmental Approach:

* Sustainability and waste management of the product is good.
* Pollutions implications of the product is very keen and good.

Business constraints:

* Economical constraints are more in controlling the money flow in purchasing a product.
* More time taking to develop the product and not able to deliver the product up to date.
* No mentor for this company.
* Need awareness for the company.
* Only one person at a time can pull to safety side.
* What happens if the battery drains out?
* If the batteries is drained out how we are able to locate the water buoy?

Points emerged from the analysis

* Should restructure the company HR policies; resolve how to structure the policies that promise best performance of our employees and checks and balances that guarantee the necessary output for the pay. Moreover, which uses to money flow in an appropriate way for spending of raw materials.
* Moreover, need assistance on marketing and sales outreach to various government and non-government entities who can use the product.
* Need to concentrate on the PR and Promotions Sections in which the company can be known globally. By making contact with the media in the different states and various promotions tactics.
* Intellectual properties rights should be approved in order to make the product more feasible.
* Hiring should be done in order to make the completion of the product in time and create more employment in the environment.
* Brainstorming sessions, Town halls, and webinars with investors and already successful start-up founders, in order to make the business plan to improve more.
* In order to improve eth battery and track the water buoy they need to use the IP8 water ingress materials and use the GPS tracking system with no battery backup ,and make the water buoy with less lightweight material and so that it can carry 2 persons at a time and deploy more number life water buoy at a time.

Conclusions

From this project, what I have concluded is that how to analyze the business constrains and how to overcome those in a particular path. Moreover, from the company perspective **Saif Sea’s** should mainly concentrate on the problems what they are facing with and challenge them.