

The background features a light gray base with several large, overlapping geometric shapes in dark blue, teal, and light green. In the top-left corner, there is a 4x5 grid of small dark dots. In the bottom-right corner, there is another 4x5 grid of small dark dots.

Assignment-3

Business finance and Investments

Sheikh Muhammed Tadeeb - AU19B1014

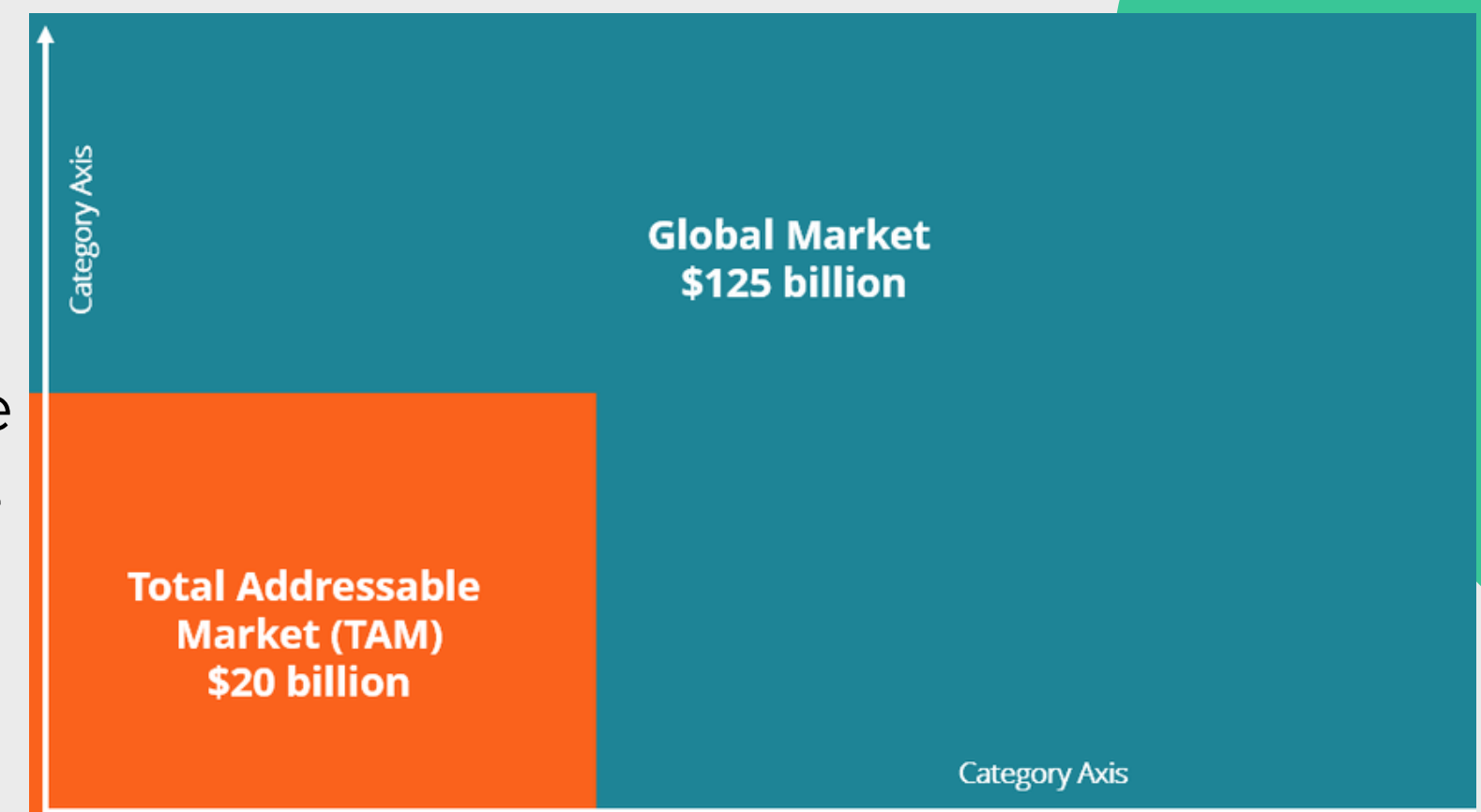
Ishita Tandon - AU19B1015

Abhijit Panchal - AU19B1016

Anushka Gupta - AU19B1020

01 Total Addressable Market

The Total Addressable Market (TAM), also referred to as total available market, is the overall revenue opportunity that is available to a product or service if 100% market share was achieved. It helps determine the level of effort and funding that a person or company should put into a new business line.






02 Top-down approach

A top-down approach to TAM is when you first consider the market as a whole, then narrow down to the portion that applies to your company.



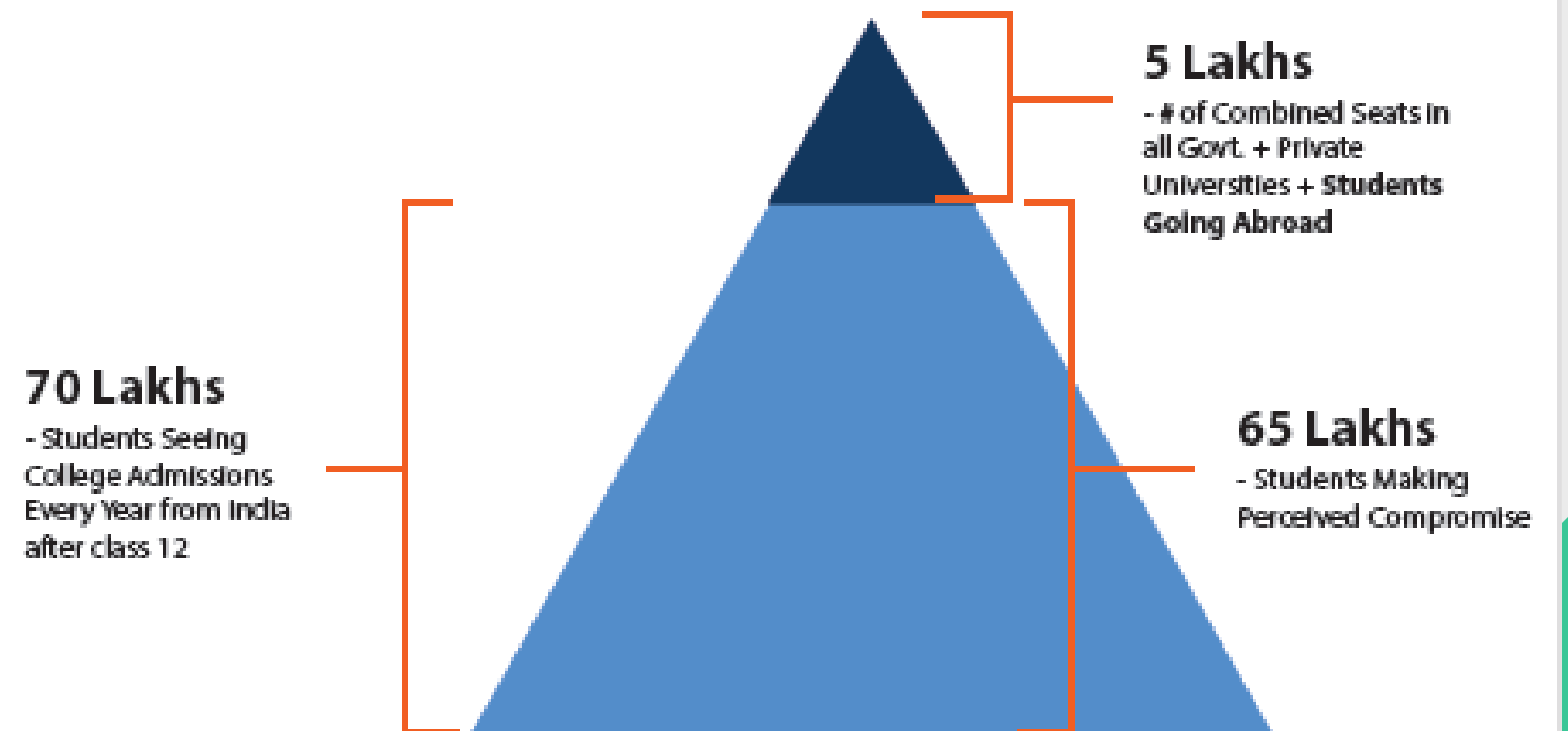
03

Our Market

- More than 50% of India's population falls under the age of 15 to 24 years.
 - This definitely increases the need for education services for students and parents in India. Therefore, there is an unprecedented demand for professional Education related guidance today.
- 

04 Company Goals

Very Competitive Landscape with a very Small Peak



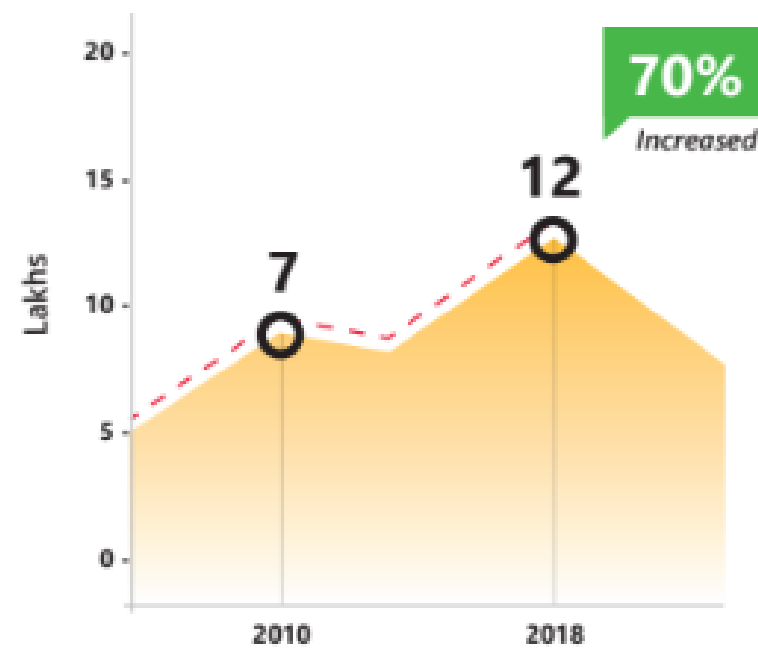
19%

employment rate predicted from 2010-2020
for school and career counsellors (BLS)

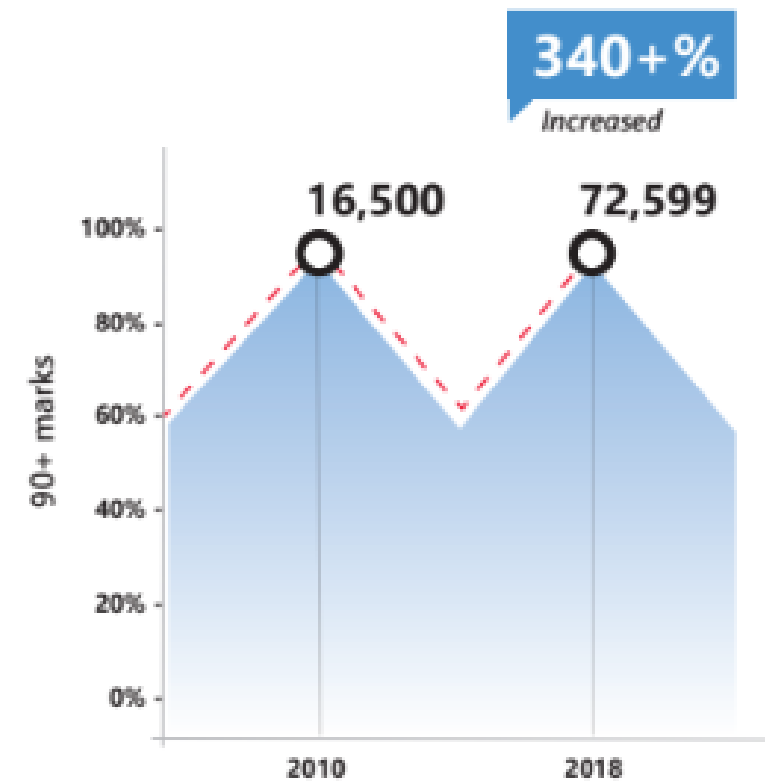
500+

Career Counsellors in India against
1.5 lakhs+ schools in India

Increased Competition for College Admissions



Students Appearing (CBSE)

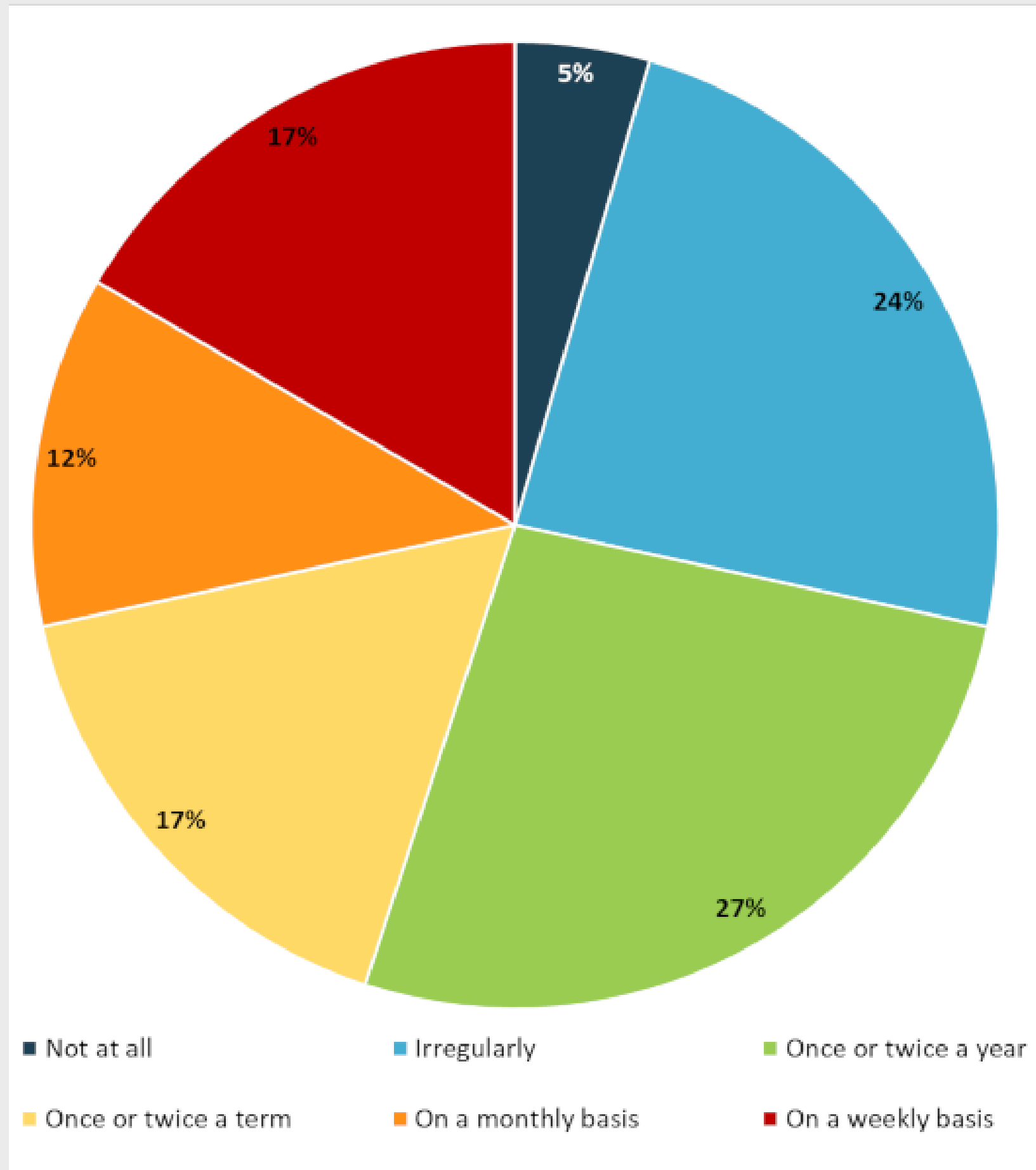


Students Appearing (CBSE)

05 Increased Competition



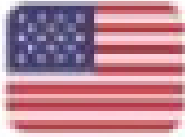


06 Guidance Need



07

How big is the market

Globally there is a favorable counsellor to student ratio of 1:250 whereas in India it is 1:3,000, thus, opening up HUGE opportunities for career counsellors. There is tremendous growth in job opportunities for Career Counsellors in schools, colleges, freelancing, etc with job portals having thousands of jobs at any given time.

	Students	Counsellors
	1,80,000	2,60,000
	28,000	21,000
	1,500,000	~500

3,000+ Jobs


India's No. 1 Job Site

10,000+ Jobs

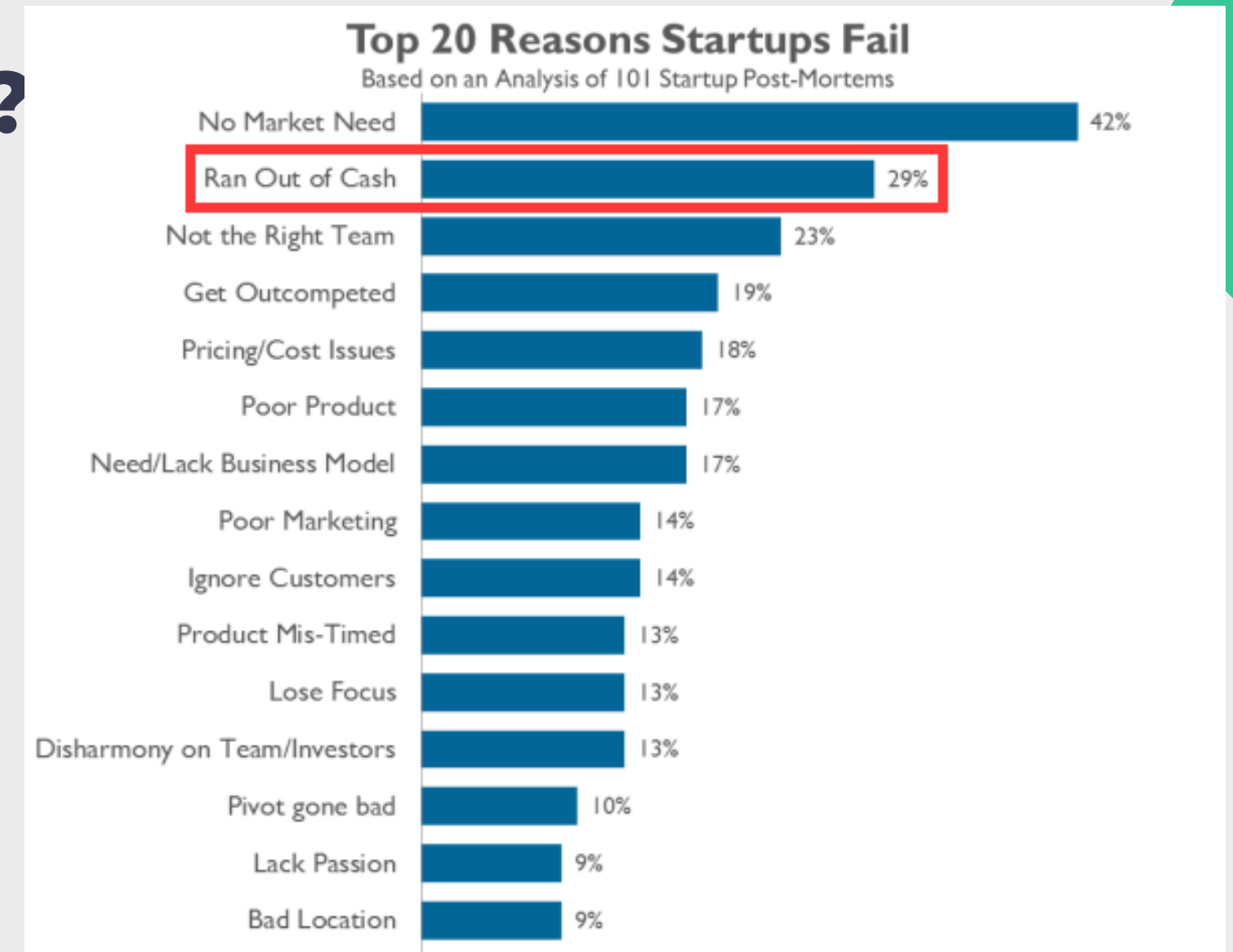

Find Better.™

20,000+
Jobs

Others


08 When not to start Hiring?

- Hiring help too early can be an issue.
- It could put your business at risk for potential cash flow problems.
- Running low on cash is one of the top reasons startup companies fail.



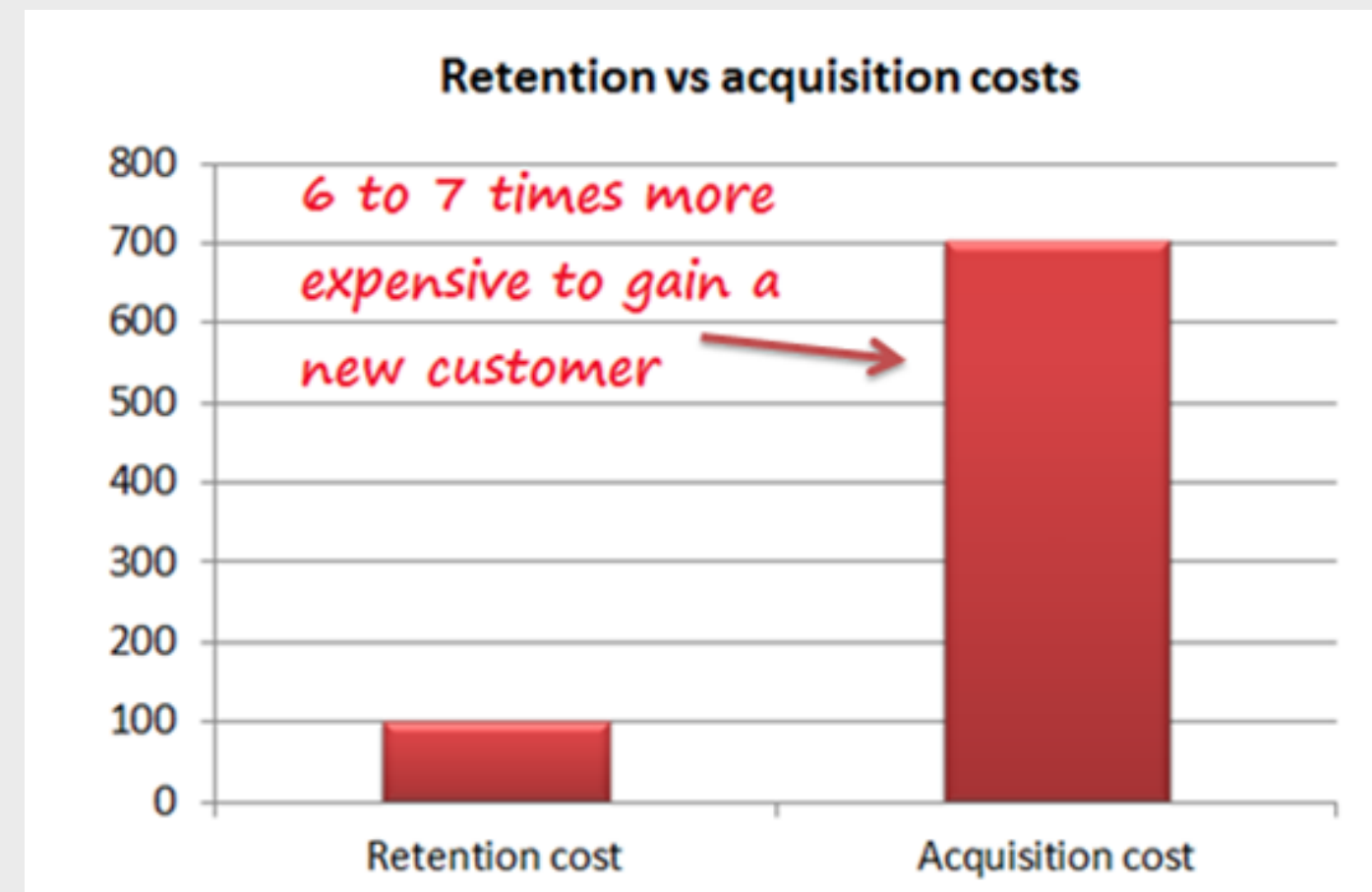


09 Whom to Hire ?

- We'll look for someone who:
 - Has similar values
 - Understands your vision
 - Is passionate
 - Has a high level of emotional intelligence
 - Is flexible and honest
- 

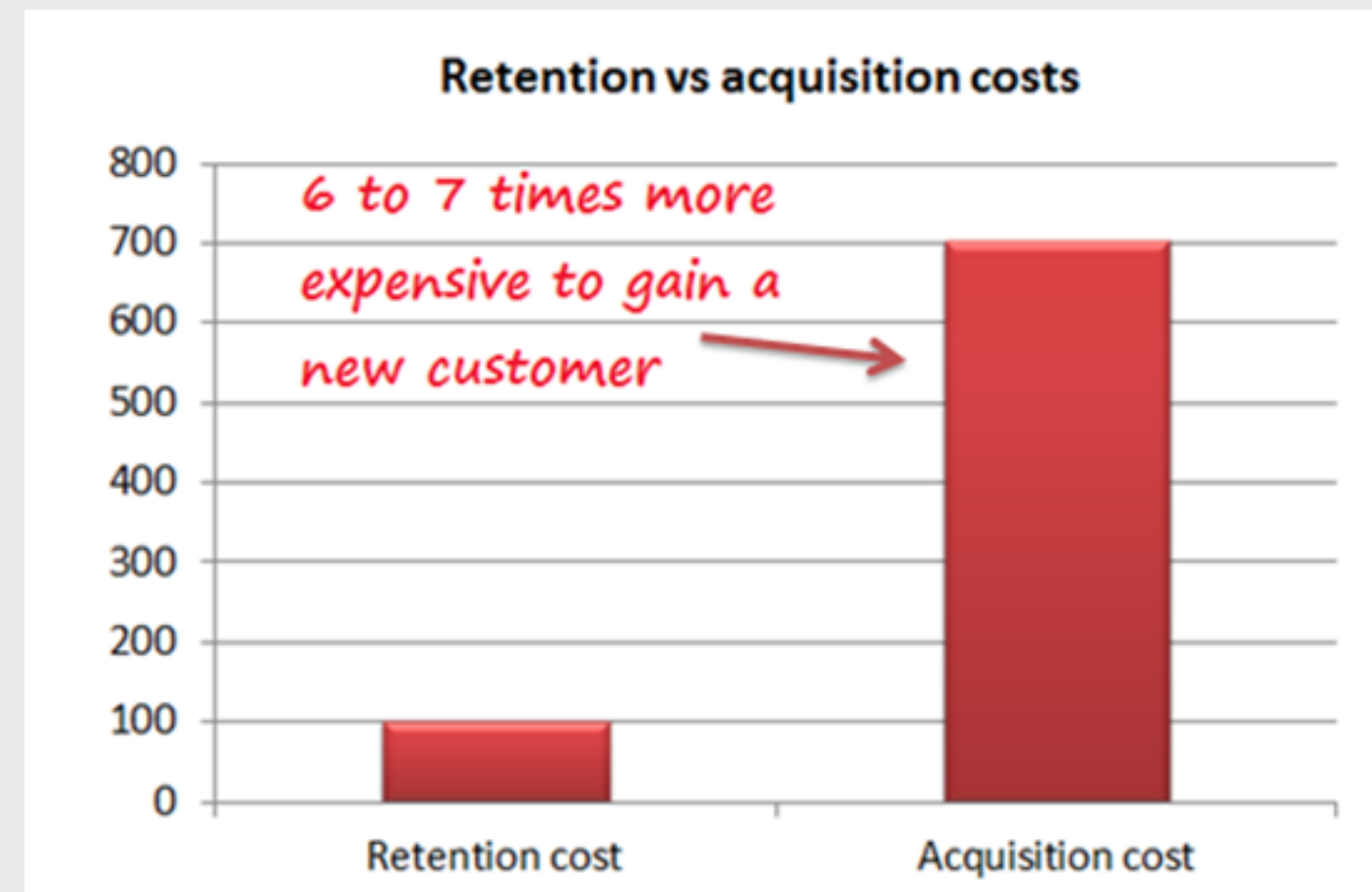
10 When To start Hiring

We'll start hiring once the customer base grows and we find it difficult to cope up with the increasing demand thereby loosing our existing customers



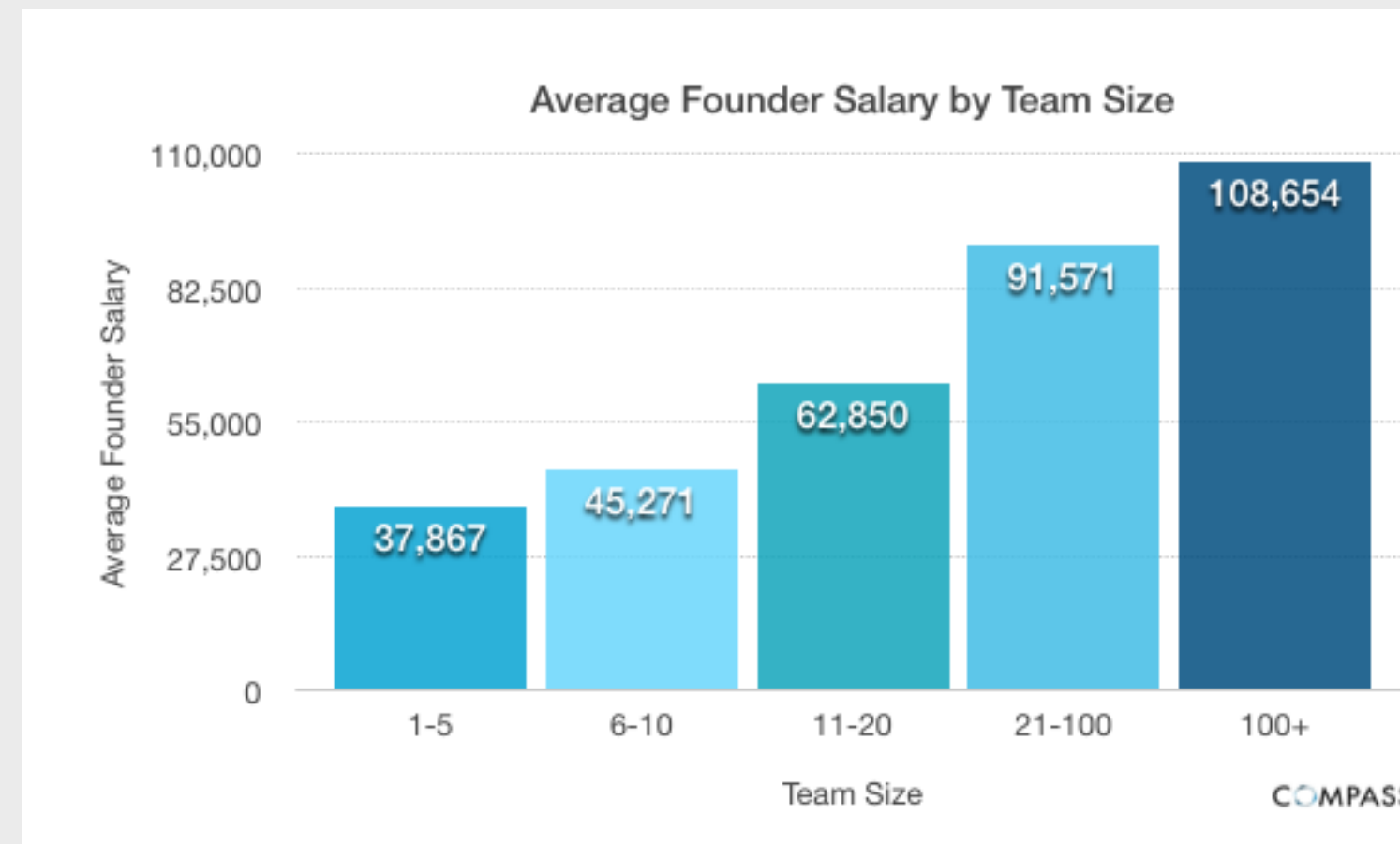
a. When we've identified new sources of potential revenue streams

We'll start hiring once the customer base grows and we find it difficult to cope up with the increasing demand thereby loosing our existing customers



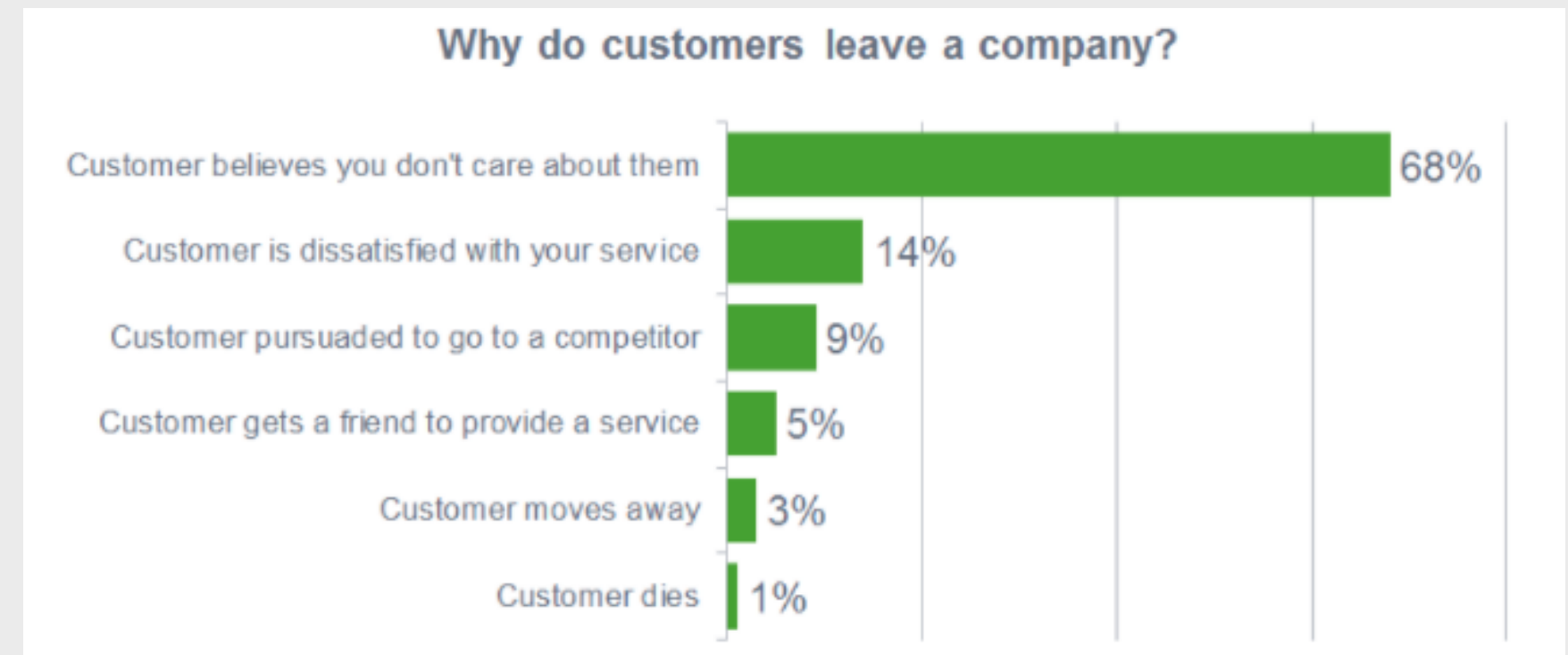
b. When we've identified new sources of potential revenue streams

- It could be a product extension, new territory, better service, or anything else.
- It may not happen right away, but adding members to your team can increase your salary.



C. When our customers are complaining

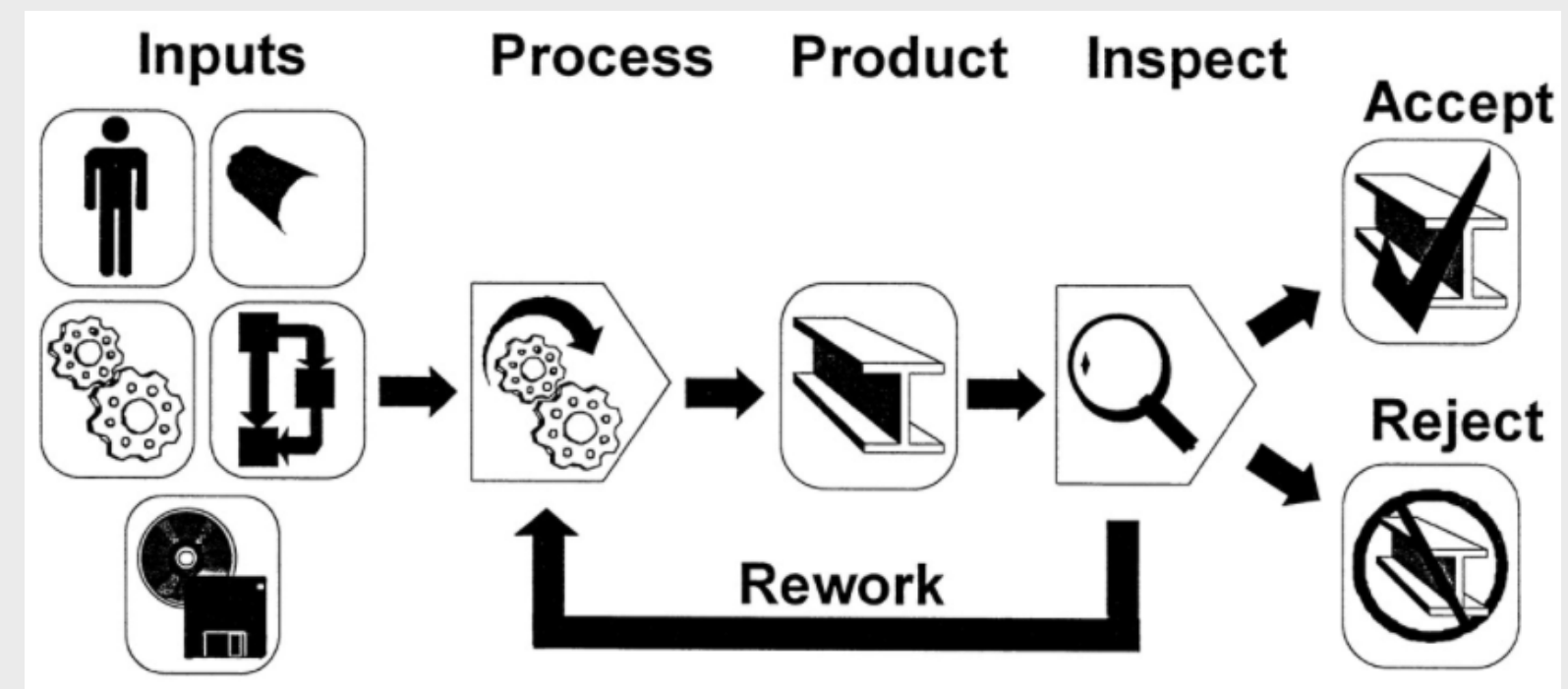
- There are a variety of reasons a customer could be upset.
- Here are some examples:
- Bad-quality product
- Poor customer service
- Problems with your website
- Long wait times
- There are dozens of other reasons, but these four could all be fixed if we hire help.



d. The quality of your products and services are suffering

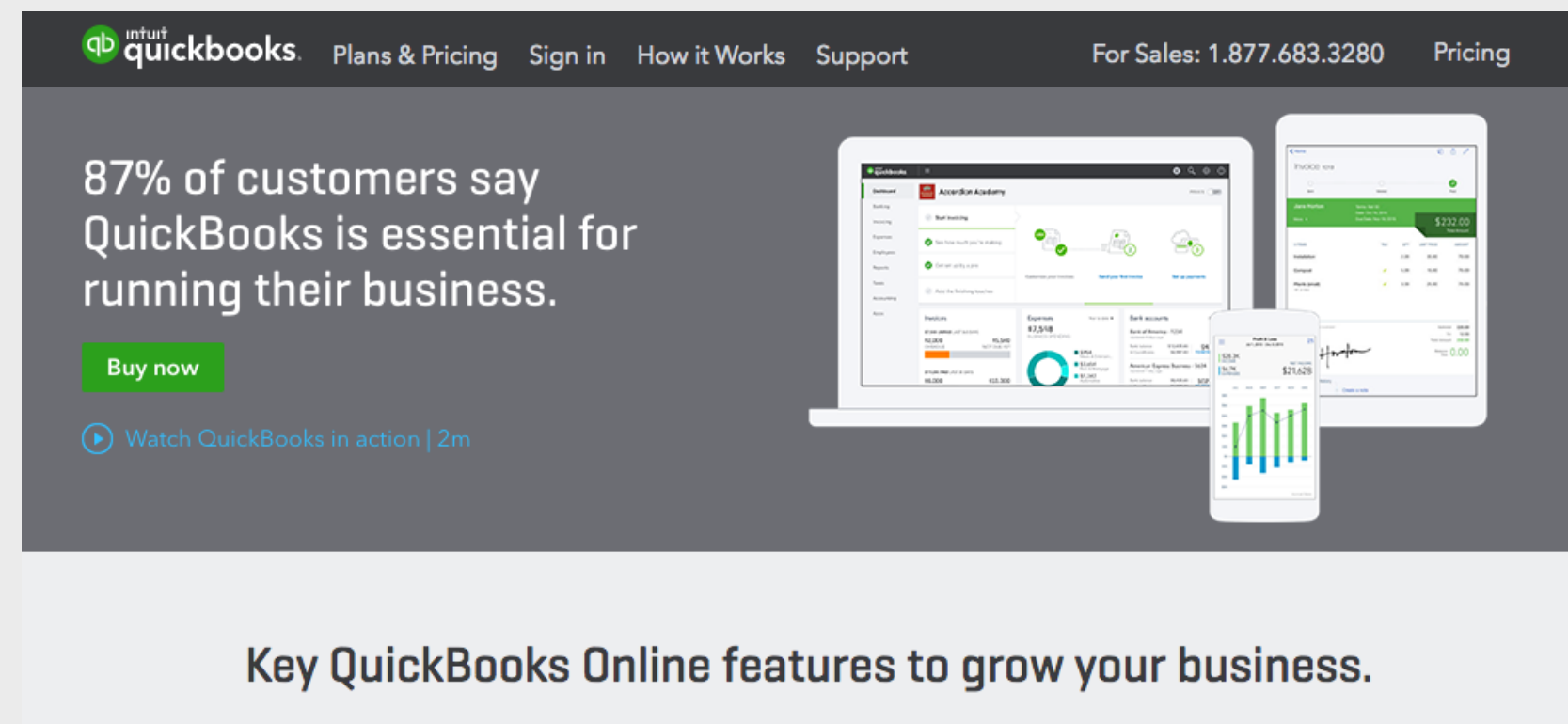
Poor products will end up costing us money.

1. We could lose the customer.
2. It will cost us more money to rectify the situation.

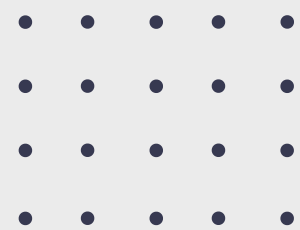


e. When we don't have time to do daily financials, bookkeeping, and paperwork

There should be a certain amount of time dedicated each day to our financials and other standard office tasks. But as our business grows, so will these responsibilities. If we don't have enough time for office work We'll hire someone who can help us.



The screenshot displays the Intuit QuickBooks website. At the top, the navigation bar includes the QuickBooks logo, links for 'Plans & Pricing', 'Sign in', 'How it Works', and 'Support', along with a phone number 'For Sales: 1.877.683.3280' and a 'Pricing' link. The main content area features a testimonial stating '87% of customers say QuickBooks is essential for running their business.' Below this is a green 'Buy now' button and a link to 'Watch QuickBooks in action | 2m'. To the right, there are three overlapping images of devices showing the QuickBooks interface: a laptop displaying a dashboard with various charts and tables, a tablet showing a 'Sales History' report, and a smartphone displaying a bar chart. At the bottom of the screenshot, a white banner reads 'Key QuickBooks Online features to grow your business.'



f. If we need someone with a specific skillset

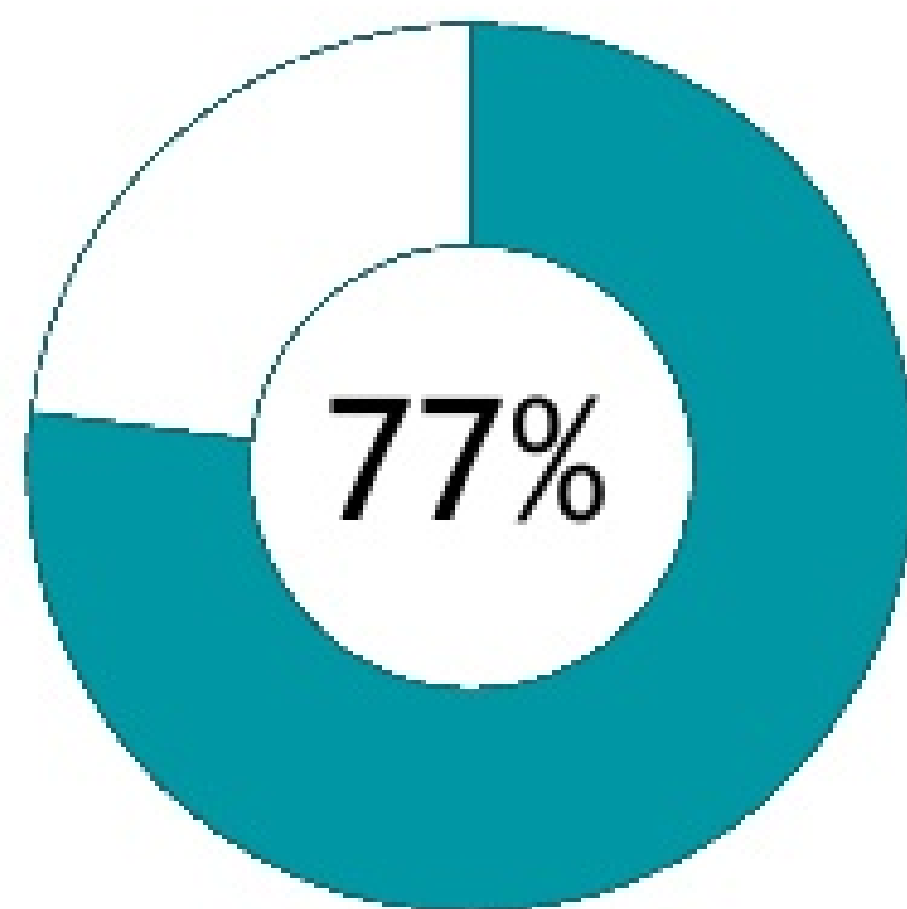
g. You can't find any time for a break or a vacation

h. Your company isn't growing

i. Your customers can't reach you

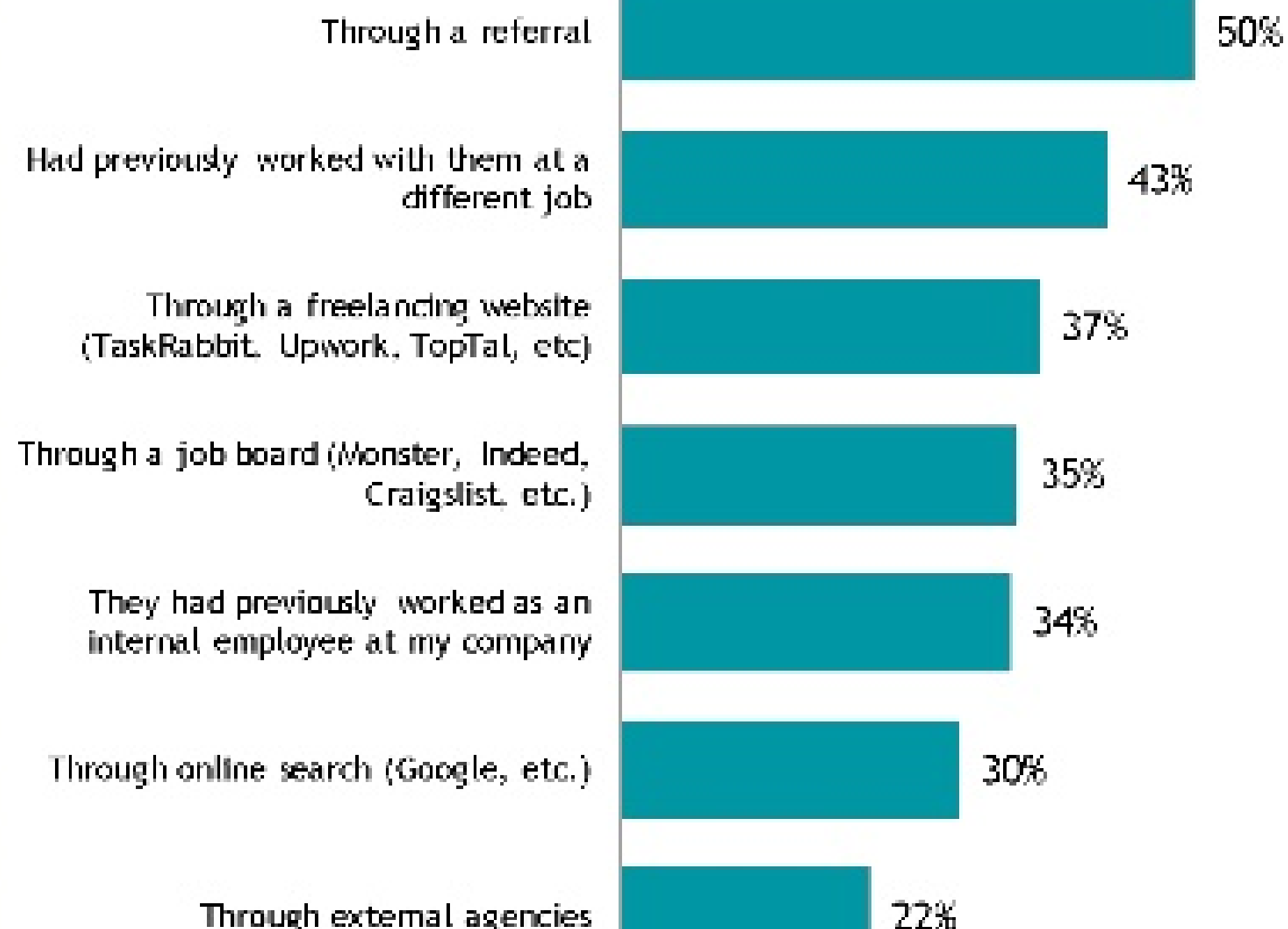


Hiring managers find freelancers through a variety of resources



of managers use more than one resource when finding freelancers to hire

Resources Used to Find Freelancers





11

Job Descriptions

- Front-end Developer
 - Back-end Developer
 - Business Analyst
 - Social Media manager
 - UI/UX Designer
- 



UI/UX Designer

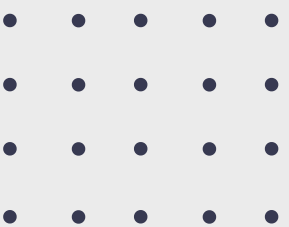
Are you an artist who loves to solve problems? Read on.

We're looking for -

A creative designer who can understand business problems and needs to come up with the best possible solutions. Someone passionate about helping small and mid-size companies grow and provide better experiences to their client. A self-motivated and self-driven designer who can work with a team or individually.

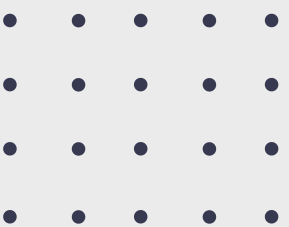
Who are we and what do we do?

We are Magnetize studio, we help SaaS and Tech businesses to design and test user-friendly products and websites. We are a small team that creates a huge impact. Designing for SaaS and Tech companies is not about creating artful work, it's more about solving problems efficiently by using best practices in design.



What's your role?

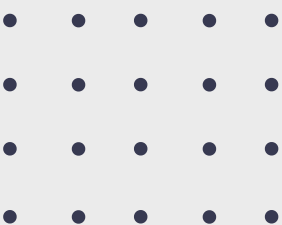
- Creating and iterating digital products for national and international clients.
- Ability to drive the design process from start to end i.e. from creating user flows, and wireframes to developing the final designs and prototypes.
- Presenting the designs to clients and stakeholders in a creative and persuasive way.
- Regularly communicating with clients and stakeholders of the project and guiding them through the design process.
- Creating modern, elegant and fresh designs, no DTP work is accepted here.
- Creating pixel-perfect designs and organising files in a systematic manner.
- Creating style guides and design systems from scratch or by referring to an existing product.
- Taking feedback positively and constantly learning new design skills and softwares.
- Having good listening, communication and interpersonal skills and being punctual is mandatory for this role.



- Working with developers to see your design was implemented properly and conducting Design QA after product/website development
- Comfortable working in a fast-paced design studio

Requirements -

- 3-5 years of experience in end-to-end UI-UX Design
- An expert in hands-on knowledge for creating a powerful UI-UX in iOS/Android mobile apps and websites.
- Should have experience in working in the SaaS industry
- Should be able to work in result driven environment with a data-driven approach
- Working with cross-functional teams (Design, Content, Marketing, Development, Product) to attain business goals



Back-end Developer

Our Company is one of the first and only enterprise solutions catering to streamlining structured roadmap enabling easy and focused learning pathways.

About Us-

- We are a startup team of 10+ amazing & diverse individuals from various backgrounds, ethnicities, and ages.
- We are an employee-first Product Company (not a service-based business), and you get to be a part of an amazing product roadmap.
- This is a 100% remote working opportunity with occasional company & team meetups (which is a lot of fun!)
- We guarantee your experience to be 10x more enriching and faster than a traditional MNC environment
- We work on exciting technologies and are open to try out new things.
- We are close-knit like a family and motivate each other to grow constantly

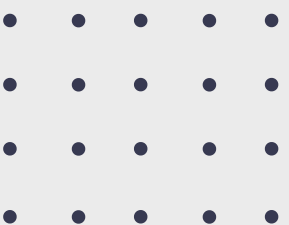



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As a backend engineer, you will:

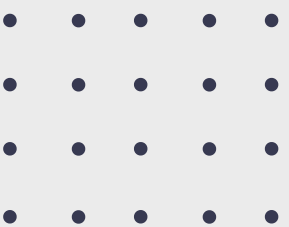
1. Build scalable software
2. Work in a flexible and remote role
3. Receive competitive compensation
4. Be surrounded with an incredible engineering culture
5. Be backed by some of Australia's top investors

Requirements:

- Previous professional experienced in a Golang-focused role
- Proven experience with producing production-ready and highly scalable applications
- Good teamwork and communication skills

Bonus attributes

- GraphQL experience
- Previous work in the EdTech industry
- Experience leading development teams



Front-end Developer

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What we are looking for-

- We are looking for full stack developers with both front end & backend experience (Angular & .NET & MS SQL)
- In case you don't have much front-end experience in Angular not to worry but backend experience in .NET is critical.
- You should have at least 1 year of relevant experience and not more than 5 years of experience.
- You are interested in being a part of a startup journey of a Product Company.

Key Responsibilities:

- Understand existing Web applications & Develop and maintain .NET Web applications.
- Deliver within specified timelines and up to expected quality standards
- Enhance Web applications as per client change requests
- Perform root cause analysis to address issues reported
- Liaise with peers, if required, and coordinate with other teams (DB, Testing, Front-end) to ensure timely and qualitative delivery.



Additional Perks -

- Employee Medical Insurance
- Flexible Working Hours
- Remote Working (Freedom to work from anywhere)
- Fast-paced & employee first work culture enabling you to grow faster
- Gain deep insight into the Marketing & Advertising industry
- Opportunity to interact with clients
- Performance-driven culture – 6 months appraisal cycle

Why work with us?

- While being part of a large corporation is attractive, it's harder to look at a business outcome and say, "Yes, I was an important part of that." In our company on the other hand, you will get a chance to say, "I was responsible for achieving that landmark!" We resonate with our team members in non-work ways. Our founders & managers regularly arrange get-togethers, physical activities, as well as voluntary social activities & other charitable events that you can be proud of. And you also can opt to earn partial leaves when you spend your holiday time volunteering.



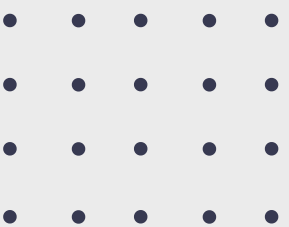
- Join us. But only if you're the ambitious, hardworking, do-it-yourself type. Someone who is willing to take on multiple challenges to create measurable, positive changes.

Must-Have Skills:

- Strong knowledge of Net Core 2.0 with more than 2 live projects
- Basic front-end knowledge of HTML Javascript, and JQuery skills
- Design Patterns & Object-oriented analysis and design (OOAD)
- Strong analytical skills
- Fast self-learning attitude
- Exhibit trust & self-respect
- Are a good team player
- Able to manage work & deadlines

Good to Have:

- Strong knowledge of Front-end
- Experience with Git
- Familiarity with Azure & AWS platforms

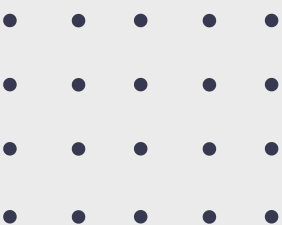



Social Media manager

We are hiring a talented and very efficient Social Media Strategist who would also do Client Servicing, We are looking to have a candidate who can handle 4-6 accounts at one time.

Responsibilities

- Work closely with the marketing team to develop social media campaigns that help to achieve corporate marketing goals
- Work on Monthly Social Media Content Calendars & Decks for Client Approvals and Team coordination.
- Develop monthly reports on emerging social media trends that will be submitted to the management and executive teams
- Monitor the company's social media accounts and offer constructive interaction with users
- Create methods for finding and saving online customer reviews.
- Do daily Social Media Posts as per Calendar Deadlines.
- Also, work on ORM





Analyze the long-term needs of the company's social media strategy and offer quarterly reports to the management and executive teams that outline any necessary changes to the digital marketing plan

Qualifications

- Prior Agency Experience
- Flexible to work in USA work hours too (Client Servicing)
- Loves Copy and Strategy in Social.
- Bachelor's Degree in Marketing, Communications, or related field
- 1+ years experience in social media management
- Exceptional multi-tasking skills
- Able to explain complex social media data in an understandable way
- Strong problem solving skills
- Knowledge of Facebook's advertising platform is required

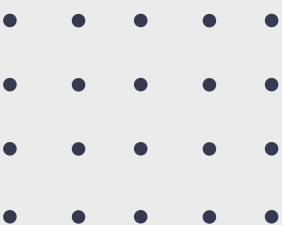



Business Analyst

We are hiring a business analyst to join our project team. We want Fresher's / Candidates will work alongside other business analysts and report directly to the project manager.

Their main tasks will include:

- Online bidding,
- Lead generation,
- Business Development,
- Performing detailed requirements analysis,
- Documenting processes, and
- Performing some user acceptance testing.
- Researching and collecting relevant Business Information as per our target market





Collaboratively work with the sales, marketing team and leadership teams to develop lead generation strategies to generate lead opportunities with prospective customers

Market research for identifying the new client, lead generation & converting the lead into a prospect.

- Competitive Analysis

Salary: Rs. 180000 – Rs. 300000 pa

- Schedule:
- Fixed shift
- Monday to Friday
- Supplemental Pay:
- Commission pay
- Performance bonus



Balance Sheet

CO - - name XYZ - - -
Balance-sheet For the year ended 31-3-2022

Liabilities	A/M (Rs.)	Assets	A/M (Rs.)
Capital		Fixed Assets:	
owner's Equity	50000/-	Furniture, fixtures & fittings	652945/-
Loans & Long Term Liabilities		current Assets	
Loan from B.O.I.	10,00,000/-	Debtors	40000/-
current Liabilities		Inventories	9,00,000/-
sundry creditors	1,00,000/-	Prepaid Insurance	150000/-
Income & Expenditure A/c	6,59,945/-	Cash In hand	30000/-
		Cash at Bank	37000/-
Total	18,09,945	Total	18,09,945

Income Expenditure and Financial Statement

Name of the firm So & So - - -

Income & Expenditure Account for the ~~month~~ ^{period} ended on 31-3-2022

<u>Expenditure</u>	A/M (Rs.)	Income	A/M (Rs.)
Bank charges	3,475	Income from pathway (website)	8,50,700
Electricity	13,775		
Salary & wages	14,5000		
Domain renewal	4500	Interest from Bank	2495
Professional charges	12000	Miscellaneous Income	8,500
Stationery & Printing	3000/-		
Maintenance charges	8000/-		
Rent	12000/-		
Excess of Income over Expenditure	→ 659945/-		
Total	8,61,695		
		Total	8,61,695

THANK YOU

