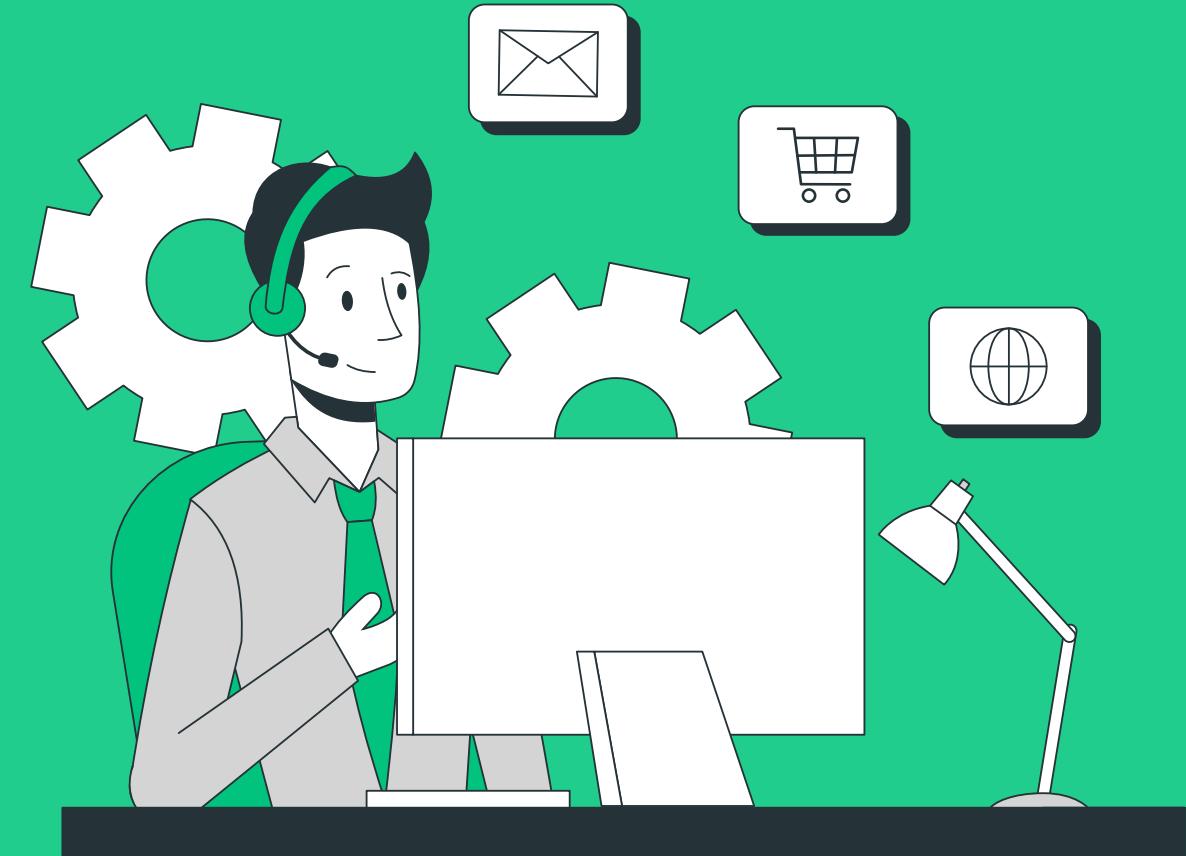
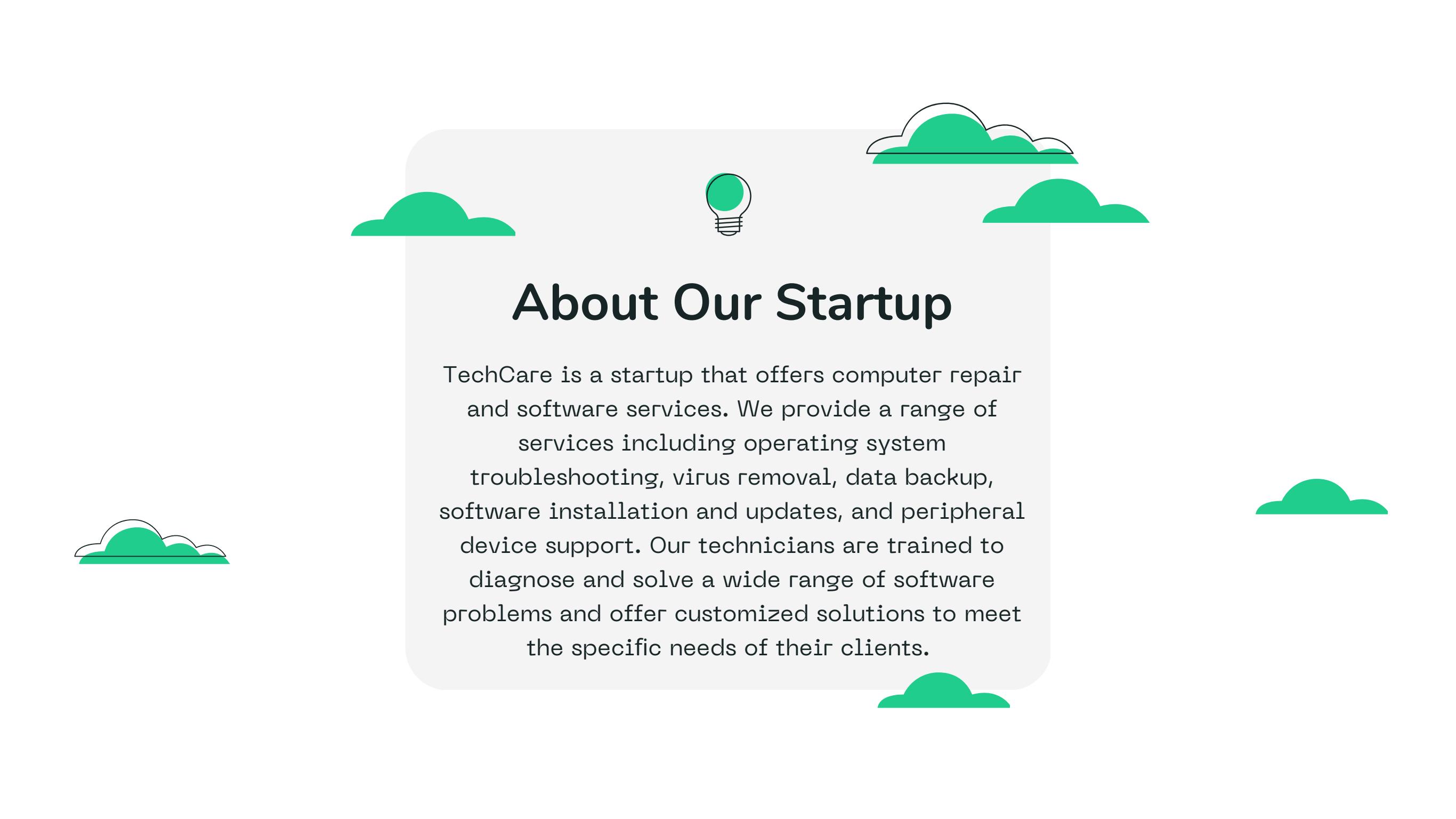




TECH CARE

CFO Conclave by Md Shalique





About Our Startup

TechCare is a startup that offers computer repair and software services. We provide a range of services including operating system troubleshooting, virus removal, data backup, software installation and updates, and peripheral device support. Our technicians are trained to diagnose and solve a wide range of software problems and offer customized solutions to meet the specific needs of their clients.

OUR PRODUCT



Data backup and recovery:

The process of creating and storing copies of important data to prevent loss in the event of a system failure or data corruption, and the process of restoring that data if necessary.



Repair and maintenance

The process of fixing issues and performing regular upkeep on a system or device to ensure it is functioning properly.



Peripheral device support

Assistance with setting up, troubleshooting, and maintaining peripheral devices such as printers, scanners, and external hard drives.

TARGET MARKET

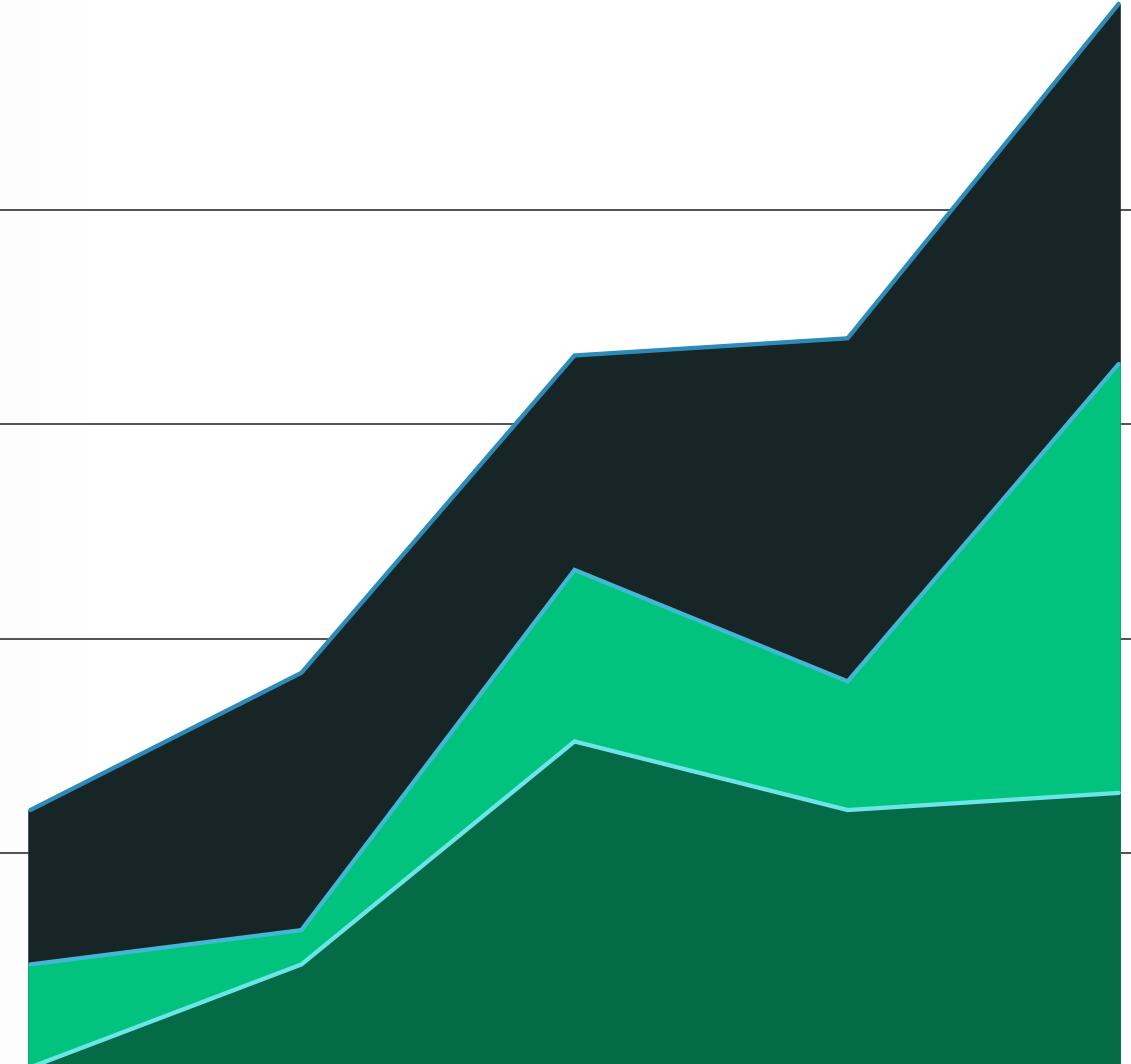
- TechCare's target market includes individuals and small to medium-sized businesses.
- These customers rely on their computers for daily activities such as word processing, email, internet research, accounting, and marketing. TechCare's services may be particularly attractive to students, freelancers,
- entrepreneurs, and small business owners. Customers who value convenience are likely to be drawn to TechCare's on-site repair and installation services.
- Overall, TechCare's target market is anyone who requires reliable and efficient computer repair and software services to keep their computers running smoothly.



Market Size

According to a report by Statista.

- The market size of the computer hardware and software industry in India was approximately \$10.8 billion in 2020, with an annual Growth rate of 16.8%.
- It is casted to have a Market size of \$21.58 billion by 2026
- It is further expected to grow with a CAGR of 7.8%



UNIT ECONOMICS

COST OF PRODUCING ONE UNIT OF SELLABLE PRODUCT

SOFTWARE ISSUES

ASSESSMENT CHARGES = 400

AVERAGE SOFTWARE PROBLEMS COST = 600

AVERAGE ORDER = 1000

COST OF SOLUTION INCLUDING TRANSPORT AND

SOFTWARE = 400

GROSS MARGIN = 600



AVERAGE ORDER = 1300
AVERAGE GROSS MARGIN(40%SOFTWARE + 60%HARDWARE) = 540
OPERATING EXPENSES (RENT + SALARIES + MARKETING) = 300
ESTIMATED PROFIT = 240

HARDWARE RELATED ISSUES

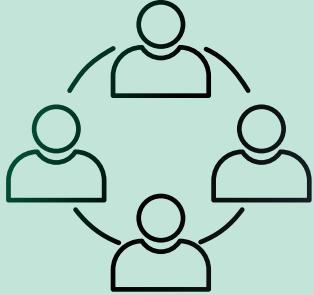
ASSESSMENT CHARGES = 400

AVERAGE HARDWARE PROBLEMS COST = 1100

AVERAGE ORDER = 1500

COST OF SOLUTION INCLUDING TRANSPORT AND
COMPONENT CHARGES = 1000

GROSS MARGIN = 500



UNIT ECONOMICS



COGS = 58%



OPERATING EXPENSES = 33%



REVENUE = 19%

PRICING STRATEGY



- We can give them loyalty cards which will give them a flat 10% discount on their next service with us and improve customer retention.
- We can give them one free maintenance session within 6 months for Hardware problems.
- We could offer our services to institutions and Businesses relying on computer needs and charge them an average of Rs 400 per computer.
- We could increase our price going further as we become more renowned.
- We are planning to expand our business and enter into custom PC building which will help us further improve our Revenue

Projected Revenue





Contact Us Now

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SOCIAL



THANK YOU

Questions?

