

E-DIRECTORY FOR UTILITIES AND SERVICES

1. INTRODUCTION

With high usage of smart phones and internet, people need everything at their finger tap. Building an E-directory with right amount of listings of nearby services and utilities, people will have easy and smooth search of services they needed. Nowadays, it is cumbersome to carry and handle data with heavy books with 1000s of pages. Instead, with android and iOS app of directory, people will have a great access to contacts and details of services offered by businesses, govt institutions, social workers, legal advisors, doctors etc.

2. SERVICE AND ITS APPLICATION

E-Directory will be an application where customers will search for their desired services like plumbing, electrician, printing, restaurants, Tiffin services, post offices, banks/ATMs etc. and then there will be listings of institutions with their contact information and list of services provided by them. Customers can access to various service providers' for services which are needed in their daily life or in some emergency. Mobile app can become handy for people who are in urgent need of some information for example doctors.

3. DESIRED QUALIFICATION FOR PROMOTER

An entrepreneur needs to have skills of leading a team where they need to convince service providers and institutions to list themselves on e-directory with sufficient information. A great leading with marketing skills to understand people's understanding on use of web based directory can be an added advantage to lead this business.

4. REQUIREMENTS – MATERIAL/EQUIPMENT AND MANPOWER

Resources

1. Computers, Internet and Telephone Network Infrastructure
2. Office Furniture and setup

5. Manpower

1. Entrepreneur for Leading and managing staff – 1
2. Sales Support to get service providers information on e-directory – 2
3. Marketing support for handling queries of Service Providers / Customers – 2 as per traffic

Project Building

Building an E-Directory is comparatively easy app. E-Directory app should be efficient in searching of a particular list. It also requires easy to use and easy to understand features which can be accessed to anyone of any age. For developing this project, there are various technologies available. There can be various features apart from Search and Listing of Service providers which can be as below:

1. Map based search
2. Market selection as per area
3. Integration of ratings from reputed agency
4. Geo-targeting directory where listing is shown based on user's location
5. CRM integration for service provider's easy access to add/modify
6. Community Forum where users interact and suggest their review
7. Affiliate Marketing Tracker (OPTIONAL)
8. Geo-targeted Banner Ads
9. Reporting/Analytics for Entrepreneur
10. Social Media Plug-ins

These features are needed as per convenience of an entrepreneur's business plan and growth which can eventually attract more traffic and thus more ads and more revenue. Every feature needs to be critically observed and implemented with proper design.

6. IMPLEMENTATION SCHEDULE

With more features and complexity, this project can take more time. Basic e-directory with basic designs for users and advertisement can be built in 5-7 weeks' time. As and when traffic gets increased on mobile app or website, features can be upgraded.

7. FIXED CAPITAL INVESTMENT

Sr. No.	Description	Qty	Amount	Total
1	Building Portal	1	₹ 60,000.00	₹ 60,000.00
2	Computers - with all necessary hardware & software	2	₹ 27,000.00	₹ 54,000.00
3	Routers Cables & telephone for Network	1	₹ 3,000.00	₹ 3,000.00
4	Office Setup	1	₹ 45,000.00	₹ 45,000.00
A	Total		₹ 1,62,000.00	

8. WORKING CAPITAL

Sr. No.	Description	Amount per Month
1	Salary	₹ 55,000.00
1a	Entrepreneur	₹ 15,000.00
1b	Marketing Support – 2 @ Rs 10,000 per month	₹ 20,000.00
1c	Sales Support – 2 @ Rs 10,000 per month	₹ 20,000.00
2	Raw Material	₹ 2,200.00
2a	Internet Connection Charges	700.00
2b	Annual Maintenance Charges for Portal by service provider	500.00
2c	Google Play Store	1,000.00
3	Utilities	₹ 2,500.00
3a	Power	₹ 1,200.00
3b	Water	₹ 300.00
3c	Misc.	₹ 1,000.00
4	Other Expenses	₹ 3,500.00
4a	Transportation	₹ 1,000.00
4b	Advertising/Marketing/Social Media	₹ 2,000.00
4c	Stationery	₹ 500.00
5	Rent	₹ 10,000.00
<i>B</i>	<i>Total</i>	<i>₹ 73,200.00</i>

9. COST OF PROJECT

Sr. No.	Particulars	Amount in Rs
1	Land	₹ 0.00
2	Building	₹ 0.00
3	Portal	₹ 60,000.00
4	Equipments/ Vehicle/ Other fixed investment	₹ 1,02,000.00
5	Working Capital Margin (3 Months)	₹ 2,19,600.00
5	Total Cost of Project	₹ 3,81,600.00

10. MEANS OF FINANCE

Sr. No	Description	%age	Amount (Rs)
1	Promoter's Contribution	25%	₹ 95,400.00
2	Term Loan/Bank Finance	75%	₹ 2,86,200.00
	Total		₹ 3,81,600.00

Cost of Production

Sr. No.	Particulars	Amount in Rs
	<u>Variable Cost</u>	
1	Raw Material and Other direct inputs	₹ 26,500.00
2	Salary (60%)	₹ 71,400.00
3	Power (70%)	₹ 2,310.00
	Variable Cost 1 Month	₹ 1,00,210.00
	<i>Total Annual Variable Cost</i>	₹ 12,02,520.00
	<u>Fixed Cost</u>	
1	Overheads	₹ 15,000.00
2	Salary (40%)	₹ 47,600.00
3	Power (30%)	₹ 990.00
	<i>Sub Total</i>	₹ 63,590.00
	<i>Total for 12 Months</i>	₹ 7,63,080.00
4	Interest	₹ 80,226.00
5	Depreciation	₹ 60,000.00
	<i>Total Fixed Cost</i>	₹ 9,03,306.00
	Total Cost of Production	₹ 21,05,826.00

Turnover

Sr. No.	Description	Per Month	Qty	Revenue per Month	Gross Income per Annum
1	Paid Membership Gold	₹ 600.00	100.00	₹ 60,000.00	₹ 7,20,000.00
2	Paid Membership Silver	₹ 250.00	250.00	₹ 62,500.00	₹ 7,50,000.00
3	Advertisement Banners	₹ 1,000.00	10.00	₹ 10,000.00	₹ 1,20,000.00
4	Events/Deals	₹ 750.00	10.00	₹ 7,500.00	₹ 90,000.00
Total Revenue per Annum				₹ 16,80,000.00	

Assumption for Turnover, here, is that there can be two types of membership provided to agencies which will have different access and features associated with e-directory. Also there can be good revenue from event organisers and advertisers whom can be convinced to feature their ads.

11. PROFITABILITY CALCULATION

Net Profit	₹ 7,42,956.00
Net profit Margin	44.22%

Profitability Projection

Sr. No.	Particulars	UOM	Year Wise estimates					At Full Capacity
			Year 1	Year 2	Year 3	Year 4	Year 5	
1	Capacity Utilization	%	30	40	50	60	70	100
2	Sales	Rs Lakhs	₹ 5.04	₹ 6.72	₹ 8.40	₹ 10.08	₹ 11.76	₹ 16.80
3	Raw Materials & Other Direct Inputs	Rs Lakhs	₹ 1.46	₹ 1.94	₹ 2.43	₹ 2.91	₹ 3.40	₹ 4.85
4	Gross Margin	Rs	₹ 3.58	₹ 4.78	₹ 5.97	₹ 7.17	₹ 8.36	₹ 11.95

		Lakhs						
5	Overheads Except Interest	Rs Lakhs	₹ 3.93	₹ 3.93	₹ 3.93	₹ 3.93	₹ 3.93	₹ 3.93
6	Interest	Rs Lakhs	₹ 0.34	₹ 0.34	₹ 0.34	₹ 0.34	₹ 0.34	₹ 0.34
7	Depreciation	Rs Lakhs	₹ 0.24	₹ 0.24	₹ 0.24	₹ 0.24	₹ 0.24	₹ 0.24
8	Net Profit Before Tax	Rs Lakhs	-₹ 0.93	₹ 0.26	₹ 1.46	₹ 2.65	₹ 3.85	₹ 7.43
9	Profit %		-18.50%	3.90%	17.34%	26.30%	32.70%	44.22%

12. BREAKEVEN ANALYSIS

Sr. No.	Particulars	UOM	Value
1	Sales at Full Capacity	Rs Lakhs	16.80
2	Variable Costs	Rs Lakhs	4.85
3	Fixed Cost incl. Interest	Rs Lakhs	4.52
4	Break Even Capacity BEP = FC/(Sales -Variable Cost) *100	% of Inst Capacity	37.81