**Business Proposal**

**[Dream FYI]**

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**2. Executive Summary**

What is the project? ----- **INTRODUCTION**

1. The Idea and The Aim

The happening world gives the best of its advantages through the technology to the end users even now. A doubt on a store located nearer to your location can be identified through the website and phone calls by all means. So to take the topic of our project is to provide the end user with details on what they are up to on that basis our product to end user will be what kind of knowledge they can study to get to their aim.

1. The Requirements

“The need to know” what a student at the higher secondary education is not given a chance to think of his/her aim. So through this project we are revealing him/her the availability of freedom to choose his own carrier pathway. Up to date we have seen how much parents can direct their ward’s carrier in a path which the particular child has dreamt of. The possibility among us is so limited.

1. The Present Market

At present the market is flooded with the consulting ideas from an individual company to a particular location for the youngster’s education of what he/she is going to study through his/her 10th and 12th marks, but these companies/firms enter the market and see their profit in a very small scale as a small time players.

1. The Reality and The Innovation

To see the reality of the coming events we don’t have the product in the market as such as ours.

1. **The Product** *(OUR PROJECT)*: We are providing the society a project mainly focusing on students who are to finish 10th and 12th. For them the idea of what to study after their school period has been narrowed by their parents or relatives or through friends. Once our project is released we can give them a hope of where to start, and how to start and what to start. As this will be their path creator to his or her.
2. Basically the parents who want their child to study MBBS or B.E or B tech, After B.E to M.E or after B tech to M tech or after UG to MBA or After MBBS to MD (specialization). We surely know there are plenty of other fields to enter and they can flourish in that thought. This is where we come in by providing the end user a product of what are all the courses there to study to achieve their aim or goal in mythological ways.
3. An Example question that can be asked: How many people do know by choosing a biology group and computer science group in 12th standard and when they are not placed in college for their respective base study can also enter in mathematical field such as CA or Actuarial Science?
   1. The answer is very simple so easily it can be said only a very few people know this fact.
   2. There are very few people educated well enough to say what to study what are the options one can do and what are the subordinate options one can achieve if the 1st option fails
4. Conclusion

The Upcoming generation is in such scattered way where one individual couldn’t make up his/her own decision on what to do for his/her own AIM and GOAL.

“A survey conducted by government says that there are 80,000 seats in engineering are vacant”

This proves that only Engineering seats, and the rest of the arts and science and other places are far worse bad than the engineering.

1. Introduction
   1. Moto and Self Evolve

Giving The End User a chance of attaining their goal through our product from our project

* 1. What is project?

A website consisting of course details in which a way of showing the end user what are the courses to study for the End User to attain their aim of job position.

1. Necessity of Investor
   1. The Project consignments
      1. Website: To construct a website that requires the details that can the end user see through it and register their details in it.
      2. Development Team: A group consisting of 2 developers at minimum or maximum of 4 developers , a designer and project manager and a team manager to produce a finalized product in to the live.
      3. Systems: The work flow to initiate the project has to be done with the systems and best level, so in need of 3 PC(personal computers)
      4. Business Analyst: In order to gather the requirements for the website with and from the ideas of the creators .Such as what are the courses that are to study.  
         And in future gather the details of the colleges that can offer these courses and still for future upgrades of the project.
      5. Sales Team: Once the website is completely finished and brought up to live and with the students databases are filled out we need a sales team to sell our product *(Database)* to colleges who are willing to buy this.
2. Achievements by the investors.

Once the project is launched with the help and major contribution by the investors a product is been given to society to raise it to firm position.

1. What is the profit of this project as far as investing and working on it?
   1. Phase 1:

The real work out is that once we publish the website to live and bring it into the market the main attraction and concentration of our work will be focused on schools to the students to introduce our projects in a manner that what they can get from this website/product and via free registration in our website, we store the details of the students in our database.

* 1. Phase 2:

The vital role of project begins at the second phase, as we have our database filled out of student details the next step we need to approach colleges for selling out the databases.

* 1. Phase 3:

What happens when this is processed at phase 2 , eventually the things start back to phase 1 and phase 2.

1. How to work out the project?
   1. 3 team work commences the idea and the project
      1. Team A: Business Analyst and Business Development Executive.
      2. Team B: Developers, Designers, Team Leader, Project Manager.
      3. Team C: Staff / Advisors to the schools for students.
      4. Team D: Marketing Team to sell the databases.

Team A: Gathers Requirements.

Team B: Analyses the requirements and starts developing the project.

Team C: Publicizes our product to schools and ward’s.

Team D: Sell the details of the school students to the colleges.

1. What are the differences between the products in the market apart from our product?
   1. Existing and Present Projects:
      1. Course Guidance: Offers what are the courses to study and where to study.
      2. Course values: what are the courses and what are the colleges.
   2. Our Project:
      1. Course Guidance: Offers what are the courses to study and where can the students study.
      2. Course values: We provide the databases filled in our website and redirect the databases to the colleges, where there they will be taking in the students.
      3. End Result: We provide the college with the students who know what he is to study and what he needs to do after his college period.
2. Tenure of the project:
   1. Requirement gathering – 1st and 2nd month(60days)
   2. Pre-Construction of the project(Lay out designing) – 2nd month (45th day of 2nd month) Project Constriction – 3rd, 4th months and 15 days from 5th month (75 days)
   3. Staff to schools – 5th,6th and 7th months (75 days)
   4. Sales Team – 8th month and 15 days from 9th month(45 days)

OVER ALL REPORT FOR TENURE:

In Months : 9 months

In Days : 270 days

1. Why this project?

As there are many projects in market that cannot give the out of what we our project cannot give at the delivery to the client and to end user. Our Project is entirely different and might be first of its kind.

1. Conclusion:

The Project shall be lead in a way to help the society and in return to help the organization from what started the project to publish us at high level throughout the globe, since it is the first of its kind we can and will be the top of the chain in the market at maximum efficiency.

**3. General Company Description**

**Overlay:** A product to the end user which guides his/her carrier life by guidance.

**Mission Statement:**

Providing the society a better way of life by analyzing the necessity of free will of an individual who can attain his/her dream or aim in such a shaped way for their life.

**Company Goal and Objective:**

*Goal:* Provide the society with people who knows who are they and how to achieve their own goal.

*Objective:* a.)Assist the youngsters in their dream

b.) Guide them in their Achievement.

**Business Philosophy:**

Our Product is a website, consisting details of possible educational courses to achieve the end user’s job position. By registering to the service for free to the end users, the website stores the database of an end user and shows multiple and possible ways to achieve his/her dream job position by what are the courses he/she needs to study and where the localities he/she can study in. The final product of the business is the profile of the end users’ than can be placed/sold/market to the respective localities

The Industry: The level of a student (the end user) after his/her 12th standard who has the knowledge of academic studies lacks in common knowledge of what to study and what is need to be achieved for his dream and aim to come true.

The growth of an individual helps the society to its standards by which our growth (The Organization) can flourish in upcoming industry level.

In Long Term the organization can multiple the details of the profile databases of the end users as every year of the education resides. As the education resides the work of the website which also resides within and therefore the project is a self evolve process.

*Advantages:*

1. The realization of an individual of his freewill.
2. A database consisting of aim full students (the end users) that can be marketed to the field.
3. Collection of colleges at the start is on south India and in future is all over India and also international.
4. A first of its kind in the market.
5. Long Term Business which can be a self evolve.

Once the project is finalized, the work flow of the project can be initiated by the organization Mjack Trading & Co., as the organization has the below experiences

* Experience of handling web based projects for than 2 years and
* Providing technical classes to the students for their courses.
* Completing the project within the estimated tenure.
* As the existing marketing team who provides the current projects to the organization can also assist the new team to how to work in smart ways.
* Business Analysts are experts in gathering requirements as far from the existing projects and till date.

Hence the existing team has a handful experience on how to work on projects with huge functionalities and even how to split the phase to initiate the works and finalize it at the end and assist the new team and complete the work with efficiency and effective output.

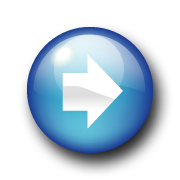
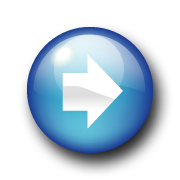
**Legal Form of Ownership:**

The existing organization is in the sole proprietorship and the wish is to continue with it. Under one roof, the project initiates as the existing team and also resides in the organization to assist and will work in full flow to complete the project.

**4. Products and Services**

**Our Product to the end users:**

Our Product is a website  web based product that can give intiative to the schools students / the end users of what are the courses present in the education systems and what are the localities that can present the end user to it.

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Competitive Advantages:

A qualified person is what the product that is sold to the market (colleges).

**Existing Product:**

A person who know what and why he/she is studying for. As the market is already flooded with projects like counseling and carrier guidelines whose one sole purpose is that they can achieve the target line of attaining the end user with his field of interest and redirecting him to a certain course of what he is capable of at certain price for counseling.

**What do we give the society apart from existing projects?**

Our Project initializes the end users to realize the necessary of free will and complete the quest for the destiny he/she awaits. By assisting the end user of what course they can do to achieve their goal is our quest and by providing the necessary profile details to us (the website) as we can direct them to relative/respective colleges. Our candidates will not be charged and the Phase 1 of project will be free to the end user.

1. **Marketing Plan**

**Economics:**

*Market:* The total size of the market will be 500 colleges in different fields such as Arts and science, Engineering, Post Graduate courses, Master degrees, Research Departments, culinary arts, Medical fields, Master in medical fields, Architect, Law fields and so on...

*Current demand in the target market:* The market is flooded with counseling and guidance for carrier, our product gives the end user where he/she wants to study and our product lets the destination(College) of the end user to know that there is a student(The End User) who wants to study in that particular concern.

*Trends in the target market:* We do our product’s work not by man to man speech in this process. The technology unites us between the end user (students) and the Customers (Colleges), we give the database of the end users to the customers via the online product which will control the limitation of the product that what we intend to give the customers.

*Growth Potential of the business:*  The initial phase of work will be in limitations for which we will be focusing on 50 mid level colleges from 3 cities and over 25 to 30 schools from 2 to 3 cities.

*Typical Barriers:*

1. Capital Cost.
2. Production Cost.
3. Marketing Cost.
4. Consumer acceptance and brand recognition.
5. Training and skills.
6. Unique technology and patterns.
7. Tariff barriers and quotas.

*Overcome the barriers:*

1. ***Capital Cost***: The capital cost will be in a minimum focus at the initial stage, where the invest will be in the new hardware resources
   1. Hardware Resources: Personal Computers, Printers, Scanners.
2. ***Production Cost:***
   1. Human Resources: Business Analyst, Developers, Councilors, Marketing Team and Sales Team.

The first phase will be concentrating on around 100 schools and collect the database of at the average range of 30,000 students on a single year and we trade the student’s database to the respective 50 college count of at the split of 1500 seats to each college.

Capital investment 🡪 Personal computer (2+P) ---- `2,50,000

Production cost per month 🡪 Marketing Lead ---- `15,000 (15) (2m)

Business analyst (1) ---- `15,000 (9m)

Developers (4) ---- `36,000 (15+10+6+5)(3,4,5,6,7,8,9 =7m)

Staff (8) ---- `61,000 (15+10+6+6+6+6+6+6) (5m)

Marketing Team (4) ---- `45,000 (15+10+10+10) (2m)

Team Leader (1) ---- `10,000(7m)

Project Manager (1) ---- `15,000(7m)

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Total for BA ---- `1,35,000 for 9months

Total for Developer ---- `2,52,000 for 7months

Total for staff ---- `3,05,000 for 5months

Total for marketing ---- `90,000 for 2months

Total for marketing **L** ---- `30,000 for 2months

Total for TL and PM ---- `1,75,000 for 7months

Capital Cost : `2,50,000/-

Production Cost : `9,87,000/-

TOTAL COST : `12,37,000/-

30,000 databases of total

1,500 databases for single college at the cost of `3,75,000/-

So to 20 colleges at the cost of `75,00,000/- per year’s profit with 1500 students databases to a single college.

1. ***Marketing Cost:*** The phases of work would be and will be effective on wide reach on two methods of promoting the products to customers
   * 1. SEO (Search Engine Optimization).
     2. Advertisements (Newspapers and Flyers).

What is Search Engine Optimization (SEO)? and Why SEO?

A marketing strategy of promoting our product through internet, Cause our product is a web based product that for which our product should be listed in search engines like Google, Bing, Yahoo, and Duckduckgo. And since our project is initiated in south India, It is best to start with Google and Yahoo. Listing our product in the search engines are an easy task but listing our product first on the search engine as to the users’ keyword where we need the Search Engines to show our product in the first position is what Search Engine Optimization.

Why Advertisements?

In order to publish our product to the users where we can easily achieve our target we need Advertisements

*Costs:*

SEO (Search Engine Optimization) ---- `45,000/- to `50,000/- over a year.

Advertisements ---- `3,00,000/-

To incur the attraction of the people to our product we can produce more than average target of 30,000 databases to \*50,000 databases where we can return our spending cost thrice the investment of Marketing cost by achieving the target.

\*The research indicates the market value increase and produces a output of 20,000 the output may vary.

1. ***Consumer Acceptance and Brand Recognition:***

What we are to give the consumer is The Opportunity with guidance to explore what are the options he/she has for his/her own dreams by which we can direct them to their individual path. The possible ways of acceptance is we do not charge the end user for the guidance of what are the possible courses that he/she can study to attain his goal/dream/aim job position and we are also providing him/her an opportunity of finding a way out to place him in the right direction by where the courses are offered and with the acknowledgement of the end user we deliver his/her profile to the concern college/locality to proceed him/her with the courses.

The Complete section is that we can initiate the work for which our product is the first of its kind in the market and this advantage will be our BRAND RECOGNITION in the first place, After placing the end users to their respective locality/college where he/she can study his/her courses to attain his/her aim we can place advertise the testimonials in order to bring the brand recognition at large scale.

The Success is placing the students/the end users to the respective college/locality we gain two kind of long term relation in the project, Colleges will be ready to buy our product since we are doing the market work for the colleges and as far concern to the end user we are getting him placed in the objective region so we will be very well known to our business at large scale and as how much the inputs we receive is the definite and effective output will be relieved.

1. ***Training and Skills:***

The Effective region where our product has to be trained well is

* Development Region of the product at the Developers Team.
* Staff Team to the schools.

*The Development Team: the real product is the website where we have to attract the end users by setting them the values of their AIM*

*The Staff Team: the second phase of our product is that we have to hire professionals in counseling department where they should be the experts in providing interactive sessions which must make the end user think of his/her future and let him in the step of success where it resides in our project and product.*

1. ***Unique Technology and Patterns:***

The technology is the only way where we have to focus, in this section we need our product to be user compatibility and user friendly, this enables the feature of attraction to our product and friendly and easy accessible to the users.

In order to provide our product with the latest technology we need patterns that can help out the products in future upgrades and predicting the future behavior, where the problem resides can be easily identified and solve at once. This brings the identification of any future problem where product will be always on surveillances.

1. ***Tariff barriers :***

Our product the end user is free and at initial stage the tariff for marketing the profile databases of the end users are the range of `1,80,000/- for 1500 profile databases of TEU

* + - 1. *Why this Cost for 1500 databases?*

The time, the development, the marketing, and the investment where to return at the initial stage take up to `1,80,000/-. The valuation is that if that particular college or locality buys the database of 1500 and students and markets at least 45 – 50 candidates at the average cost of `2,50,000 per candidate for which the customer’s average earning of `1,12,50,000/- for the first year profit.

* + - 1. *The cost is low?*

We are new to the market and in order to achieve our target and return the investment within a year.

**Product:** IN CUSTOMERS’ POINT OF VIEW

The need for the product is that we are much known of the fact as there are as much as vacant seats in a college. So the product will be a marketing agent to the customer. As the products promote the customers in such a way the vacant seats would be filled in.

***Features and Benefits:***

As our product gives the customers the databases of the students who want to achieve his/her aim in the particular course that is available in the customers’ locality.

And our product gives the customers who are self dedicated to study their courses and hence he/she will promote the customer’s locality by improving their graduation at their own interest.

Note: Our product does not provide databases of students to the customers’ who are not related to them.

**Customers:**

Our Targeted customers are colleges. At first we will be focusing on 50 colleges around Tamil Nadu and in South India. Mainly our targets will be colleges that are in the mid level growing section so that the vacancy of seats in those colleges will be at the focusing level, where these type colleges will be our targets.

**Competition:**

As we are the first of its kind in the market our only completion is compromising the end users to use our products at the best reach.

**Niche:**

Our Company/Organization will sustain and improve the power of providing the society the best career to the people through providing the opportunity for an individual to realize the necessary of free will. This is how we achieve our target by delivering a unique featured product to the market. In the progress of 5th year of the project development and maintenance life we are aiming to assist a minimum of 40,000 student individuals to attain their career goals.

**Strategy:**

The consecutive presence of finding the schools of students who has the thirst of fulfilling his/her destiny is our one key stroke to continue our work flow, and thereby we can guide him to the right direction for the historical name he/she is yet to earn.

*There are 3 phases of work in our marketing strategy:*

Phase 1: We will be targeting colleges that can provide various courses, we need to pitch the colleges and pick them to enlist in the product.

As the end user (the students) will be needing choices for various localities that can provide the courses of what they want.

Phase 2: Secondly we will be focusing on schools to the students by approaching them as guidance to their carrier growth. And by validating them on what are the options listed out

A scenario for phase 2: A school consisting of students more than 300 in numbers will be provided set of valuables such as

* Interactive session on what is a carrier development and importance of it.
* Validating all the students by taking them a participation test in basic aptitude and attitude test.
* After validating the end result in class consisting 50 students, we might/will have a set of 10 students who are high performers and who can be place in colleges through government counseling and another 30 students who will be average in the process and not much aggressive and the rest 10 or below 10 student details will be below average and our main concentration will be focused on 30 students of average performers and medium focus on 10 top players and 10 lest players.
* We will focus the filtered student and store their details in our product and will finalize the courses that the end user can study in the choice of their locality that we are providing them to achieve/attain their aim.

Phase 3: After the second phase we will have the targeted student’s databases and we will market the databases the respective colleges/localities

A work flow:

* Our marketing team will be leading the colleges/localities with the database of the students.
* As our team will insist the colleges to buy our product since we are provide the candidates who have interest in studying in the courses which the colleges can provide.
* As our product will completely provide the satisfaction for the customers as we are marketing his/her product through our product.

**Promotion:**

We will have two promotions:

* A marketing team of our product that can market our customers’ product through product.
* SEO for the end users to use our product and fill our product with their data bases.

We will be using the both internet marketing and media marketing since our product is technology web based product we need the out websites preferences in the search engines and social media marketing both known as internet marketing. The internet marketing will provide the user to who often stays in technology and media marketing will be concentrating on the users who do not stay on technology much often.

And these are the low cost methods of promoting our product into the market,

* SEO is a yearly based promotion for an website to be in search engines at the first position when the user searches the relative keywords such as carrier and guidelines etc.,
  + And the advantage is when we get published in market at a standing level the necessary of spending expenses on internet marketing can be prevented. Once the product is famous on 30% on the market region the regional search engines will show our products on first position.
  + Since our product is first of its kind we will not need the additional internet marketing to bring our website in the first position.
* And the medial advertisement is required only when we don’t pitch the schools and guide the students from our organisation. On that basis our media marketing will be needed only if we stop our second phase of work in the “strategy marketing”.

**Promotional Budget:**

*Costs:*

SEO (Search Engine Optimization) ---- `45,000 to `50,000 over a year.

Advertisements ---- `3,00,000

To incur the attraction of the people to our product we can produce more than average target of 30,000 databases to \*50,000 databases where we can return our spending cost thrice the investment of Marketing cost by achieving the target.

\*The research indicates the market value increase and produces a output of 20,000 the output may vary.

**Proposed location:**

As our existing organisation is in location where a business of providing customized product to the consumers. So in our business there is no necessary for the customers to come to the business development location.

As our marketing team will lead the databases to the colleges in their location and finalize the product selling.

**Distribution Channels:**

We will be using our web product selling to the colleges by our own sales force team.

Independent Representatives of our organization will represent the schools with a team with them and incur the students’ databases to our websites and another set of sales force team will be sent the colleges to sell our product.

**Sales Forecast:**

**Series 1:** Marketing Plan – within the 1st year we will be focusing on students’ databases of 30,000.

**Series 2:** Cost to the database will also notoriously rise to the databases since the Human effort and the Timings spent and Expenses to be incurred at the best timings.

**Series 3:** The Collector team will be focusing to the range of schools to the regions as every year resides to the plan of 2 point increase as of to the ever year active

1. **Operation Plan**

**The daily process & Production methods:**

1. The first step is that our marketing team will be focusing on the colleges around 50 at start and getting a pact with the colleges and the organization.
2. The Business Analyst will be gathering the details/requirements for the website such as the courses offered in the colleges, and the details of job positions and what are the course to attain the job positions
   1. Example : CA (charted accountant – job position) now the valuable courses that can offer the end user to bring the knowledge of the course history such as the course has three 4 phases
      1. Phase 1: CPT Common Proficiency Test (3 Months)
      2. Phase 2: IPCC Integrated Professional Competence(8 Months)
      3. Phase 3 &4 simultaneously: B.com(3 Years) and Final for CA(3 Years)

These are the valuable details that a business analyst will be gathering.

1. Once the BA (Business Analyst) gather details of 25 colleges and around 50 different job positions, the development team will start the analyzation of the website with the details provided by the BA on how to design and construct the website.
2. Once the development teams comes with the idea, we will be initiating the website construction at once and once the product is reached with 40 colleges and 150 job positions we will be releasing the website in live and start the counseling team’s work.
3. When the website is launched our counseling team will be approaching the schools with an individual representative of the organization of the product and explain the necessary of the product to the students and convince the schools’ management to allow the counseling team to start their work and get the databases to the product.
4. Once our product is filled with the databases of students’ profiles we will send our sales force team to the customers, that is the colleges and sell our products to the colleges.

**Personnel:**

1. Number of Employees: 19
2. Type of labors:
   1. Skilled:
      1. Business Analyst ---- Requirement gatherer
      2. Project Manager ---- Manage projects & logical suggestions
      3. Team Leader ---- Team management
      4. Developers team ---- php, html, css, CMS and Oops
      5. Counseling team ---- validate students
      6. Marketing & Sales team ---- market the products to customers
3. Quality of existing staff:
   1. Skilled :
      1. Developers: Existing 2 Associate developers have an experience of minimum two year in the field of website developing.
      2. Expert Developers: There are 2 developers has an experience of handling project solely and assisting the associate developers.
      3. Team Leader: The team leader is capable of managing 2 persons team with experience of 1+ year of experience.
      4. Marketing team: A team of 2 persons has the experience of the marketing projects to the organization for 2 years.
4. Pay Structure: Note: ex 🡪represents existing staff in the present organization
   1. Developers:
      1. Senior level 2 developer (1person) : `15,000 per month
      2. Senior level 1 developer (1person) : `10,000 per month(ex)
      3. Associate developer (1persson) : `6,000 per month(ex)
      4. Associate Developer (1 person) : `5,000 per month(ex)
   2. Business Analyst:
      1. Senior developer(1 person) : `15,000 per month
   3. Project Manager
      1. Project manager(1 Person) : `15,000 per month
   4. Team Leader
      1. Team Lead(1 person) : `10,000 per month(ex)
   5. Counseling team
      1. Head Counselor (1 person) : `15,000 per month
      2. Senior Counselor(1 person) : `10,000 per month
      3. Junior Counselor(6 person) : `36,000 per month
   6. Marketing team
      1. Marketing Team lead(1 person) : `15,000 per month(ex)
      2. BDE (3 persons) : `30,000 per month(1 ex)

Allowances and Expenses are listed out in **Startup Expenses and Capitalization** section **9**

**Task Allocation & Job Description:**

1. Marketing & Sales Team:
   1. Marketing Team: Will empanel colleges with the organisation in to the products.
   2. Sales Team: BDE (Business Development Executive) will sell the products to the customers.
2. Business Analyst:
   1. The BA will gather the details of the courses from the colleges which are empanelled to the organization.
   2. The BA will also gather the details of the possible job positions that can be achieved by the courses which are available in the colleges which are empanelled with the organization.
3. Project Manager, Team Leader and Developer:
   * 1. Project Manager will allocate the project tenure with BA’s details and assist the Team Leader in co-operation.
     2. Team Leader will be assisting the developer team on how to achieve the milestones to attain the goal of the project without errors and any technical difficulties and provide logical solution to the developer team by consulting with project manager.
     3. Developers will be working on the website project development on day to day targets, which will achieve the milestones and as a result of the milestone achievement we will have our web product in shape.

**Schedules and Procedures:**

1. The first step is that our marketing team will be focusing on the colleges around 50 at start and getting a pact with the colleges and the organization.
2. The Business Analyst will be gathering the details/requirements for the website such as the courses offered in the colleges, and the details of job positions and what are the course to attain the job positions
   1. Example : CA (charted accountant – job position) now the valuable courses that can offer the end user to bring the knowledge of the course history such as the course has three 4 phases
      1. Phase 1: CPT Common Proficiency Test (3 Months)
      2. Phase 2: IPCC Integrated Professional Competence(8 Months)
      3. Phase 3 &4 simultaneously: B.com(3 Years) and Final for CA(3 Years)
   2. These are the valuable details that a business analyst will be gathering.
3. Once the BA (Business Analyst) gather details of 25 colleges and around 50 different job positions, the development team will start the analyzation of the website with the details provided by the BA on how to design and construct the website.
4. Once the development teams comes with the idea, we will be initiating the website construction at once and once the product is reached with 40 colleges and 150 job positions we will be releasing the website in live and start the counseling team’s work.
5. When the website is launched our counseling team will be approaching the schools with an individual representative of the organization of the product and explain the necessary of the product to the students and convince the schools’ management to allow the counseling team to start their work and get the databases to the product.
6. Once our product is filled with the databases of students’ profiles we will send our sales force team to the customers, that is the colleges and sell our products to the colleges.
7. **Management and Organization**

**Manages Business day-to-day basis:**

Gowtham Rajasekar. R is the sole proprietor of the company Mjack Trading & Co., By running the existing business from more than 2 years in affordable ways to sustain the company in the market, We Mjack Trading & Co., entered the field two year before without the knowledge of how to run the business and now we have 2 years of experiences which can ultimately taught us how to survive and compete the world with its competitions. Mjack Trading &Co., have made so far 27 outstanding projects was managed by R.Gowtham Rajasekar and more than 20 projects with satisfied customers and 4 projects in hand and 3 self projects which is still in market. And the idea of this current project of Course Guidance and placing the individual in the localities of the end user’s expectation and attain his/her goal was also developed by Gowtham Rajasekar. R.

**Organizational Chart:**

According to the hierarchy organizational chart:

1. The investors are the head of the departments and each department comes under them.
2. Boards of members are the partners of the firm and addition to the investors are also invited.
3. Administration is for the partners and the management is answerable to them.
4. The Management is the key player in this occurrence.

Under the management there are 3 major departments:

* 1. Manager : who leads the marketing team and Counseling team is answerable to the Management and responsible for the production work and incurring work and reports back to management
  2. Business Analyst: The BA is directly answerable to the Management and responsible for the requirement gathering and delivering the collected details to the PM and TL and report back to management for further work allocation and verification of past works.
  3. Project Manager: Who has the control on major work of the project and the PM is answerable to Management and is responsible for the Development of the website.

**Professional and Advisory Support:**

List:

* Board of Directors
* Management Advisory Board
* Attorney
* Accountant
* Banker
* Consultant or Consultants
* Mentor and Key Advisors

1. **Personal Financial Statements**
2. **Startup Expenses and Capitalization**

Hardware Expenses : `2,50,000/-

Human Recourses Salary : `9,87,000/-

**Expenses for Human Recourses in Counselors Departments**

Day 1 Batch 1:

1st school: 300 students target (4 staff)

Day 1 Batch 2:

2nd school: 300 students target (4 staff)

1. 1 staff Travel allowance : up to `2,500 Travel (`113/- for 1 day petrol allowance)
2. Total 8 Staff : `20,000/- (per month)
3. Total For 5 Months : `1,00,000/- [5 months](working period as per **Marketing Plan** section **5**)
4. 1 Batch – 2internet modems : `2000/- for one month
5. 2 Batch – 4 internet modems : `4000/- for one month
6. Total -5m includes expense- 8P : `1,04,000/- [5 months] (working period as per **Marketing Plan** section **5**)

Total Expenses : `13,41,000/-

(Hardware, salary – ALL\*,

Travel allowance – CD\*,

Internet Connection – CD\*)

*\*ALL – All Departments || \*CD – Counselors Departments*

Total working days for STAFF: 110 days for the first year (5 months – 22 days per month)

2 Batch of our staff (8 members) will be concentrating on 2 different schools at two different locations and cultivate a strength of 300 students approximately from single school and in total for a day to achieve a target of 600 students approximately for a day.

Yearly Target of 2 Batch staff : 30,000 student’s databases within 5 months.

Per Months target of 2 Batch staff : 6,500 student’s database within 30 days.

Per day target of 2 Batch staff : 500 student’s database in 8 hours working per day.

**Expenses for Human Recourses in Marketing Team**

Total Colleges to attain for the first year = 50 Colleges

1 staff Travel allowance = up to `3,500/- Travel (`159/- for 1 day petrol allowance)

Total Cost for 1st 2 months = up to `7,000/-(1 person)

Total Cost for last 2 months = up to `7,000/-(1 person)

Total Cost for last 2 months = up to `21,000/-(3 people)

Total Expense = `13,76,000/-

(Hardware, Salary – ALL\*,

Travel Allowance – CD\*,

Travel Allowance – MT\*,

Internet Connection – CD\*)

*\*ALL – All Departments || \*CD – Counselors Departments || \*MT – Marketing Team*

**Contingencies:**

1. **Financial Plan**
2. **Appendices**
3. **Refining The Plan**