

# Business Plan

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# Table of Contents

- Executive summary
- Company Overview
- Mission Statement
- History and Current Status
- Markets and Products
- Objectives

# Table of Contents

- Industry Analysis
- Market Analysis
- Financial Analysis
- Customer Analysis
- Competitor Analysis
- Marketing Strategy

# Table of Contents

- Advertising and Promotion Strategy
- Sales Strategy
- Marketing and sales Forecasts
- References
- Appendices

# A Model business Plan

**A**  
***Business Plan***  
***Of***

***e-gurukul***

.....Challenge the limit

([www.egurukul.com](http://www.egurukul.com))

By:

# **Contents at a glance.....**

**Introduction-----**

**Objectives-----**

**Services Provided-----**

**Subjects Taught**

**Other Players**

**Our Strategy**

**Uniqueness**

**Technical**

**Distribution**

**Marketing Planning**

**Competition with Others**

**Finances and Financial Sources**

**Total Expenditure**

**Total Income (Recovery)**

**Course Fee**

**RISKS**

# Introduction

- Today the students are overworked & just don't find time for themselves due to getting stuck between different tuitions.
- To help a normal child out of this situation and give him some leisure time without harming his/ her studies in any way whatsoever, the concept of online tuitions has been developed.
- An increasing number of students are turning to the convenience of the internet to take tuitions

# Objectives

- The primary objective is to ensure full understanding of the subject matter by the student.
- A secondary objective is to ensure the student has the required skills to apply the understanding, in the problem solving sense, and to preserve and retain the understanding in their minds for their long term benefit.
- A third objective is to help the students develop a learning strategy that enables them to rely less on the skills of their teachers, by taking control of their own learning processes.



# Services Provided

- Assisting students and parents to make use of widest variety knowledge base available, irrespective of the student's geography and time zone.
- 24X7 access.
- Regular test sessions.
- Special sessions via new multimedia coaching.
- Audio ,visual presentations prepared by professionals.
- Back up of all the sessions attended.
- Provision to access 24X7 e-library.
- Special interactive sessions with teachers.

# Services Provided

- Special problem and query solving session
- Provide a helpful Web Portal for interaction between student and tutor.
- To have a quick access of e-library through student account.
- Maintain a updated profile of student performance which is to send to parents weekly.
- A web portal and blogger for interaction between students.
- Monthly records of all audio visual classes of students and have a quick access to it by the students at any time.
- Interactive Software visual classes so that the students can access all notes and e-library simultaneously while studying.

# Subjects Taught

- Physics
- Maths
- Biology
- Calculus
- Statistics
- Economics
- Science
- Chemistry
- Memory and study skills (all students)
- Languages (English, Hindi, French, Japanese)

# Players

- The latest entrant into this growing market for online private tuition services currently dominated by names such as:
- Tutor Vista
- Educomp
- Learning Unbound
- Etutor
- 24 X 7guru.com
- mathsguru.com

# Technical

- Provide a helpful Web Portal for interaction between student and tutor.
- To have a quick access of e-library through student account.
- Maintain a updated profile of student performance which is to send to parents weekly.
- A web portal and blogger for interaction between students.

# Distribution

Distribution of our service to mainly in the Indian subcontinent covering mainly these countries --

- India
- Sri Lanka
- Myanmar
- Nepal
- Pakistan

Online Study Center will be established mainly in two cities-

- Ludhiana
- Lucknow

**Head office will be established at New Delhi.**

# Marketing Planning

- The market for online tuition is unlimited.
- The market consist mainly of parents.
- Our focus is to attract the parents.
- Advertise in the Ads by google section.
- Others sites for advertisement are the ones related to kitchen, cookery, decorative material shopping and gaming etc.
- Collaboration with the schools, district libraries and various other educational institutes.

<b>Tutors Facility</b>	<b>E-gurukul</b>	<b>Learn Well</b>	<b>TutorVista,</b>	<b>Educomp</b>	<b>E-tutor</b>
<b>Safe Portal</b>	√	<b>X</b>	<b>x</b>	√	<b>x</b>
<b>Weekly Report</b>	√	√	√	√	<b>x</b>
<b>Interactive software</b>	√	√	<b>x</b>	<b>x</b>	<b>x</b>
<b>Anytime access</b>	√	√	<b>x</b>	<b>x</b>	√
<b>Archive</b>	√	<b>X</b>	√	√	√



# Financial Plan

- The financial sources would be
- **FF&A: Friends, Family & Acquaintances**
- **Private angels**
- **Venture capitalists**
- **Corporate investors**
- **Strategic partners**
- **Banks**
-

# Financial Plan

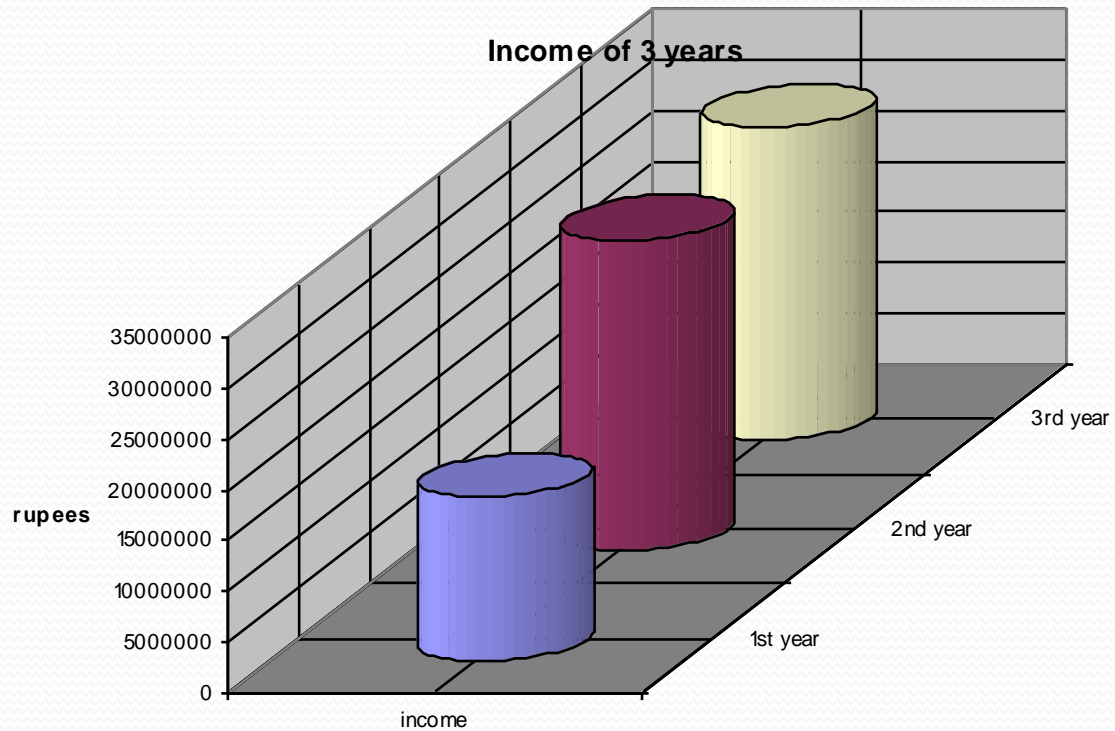
To set up unit at Lucknow and Ludhiana and office in New Delhi, total expenditure is (all figures are in INR per annum) –

Rent-	1,000,000
PC Purchase	1,920,000
Furniture	300,000
Internet	500,000
Electricity	500,000
Salary	7,974,000
Marketing	100,000
Miscellaneous	200,000
Total	12,494,000

# TOTAL INCOME (RECOVERY)

<b>Level</b>	<b>Subject (s)</b>	<b>No of session per week</b>	<b>Monthly Fees (INR)</b>
<b>Class 5 - 8</b>	<b>Per Subject</b>	<b>3</b>	<b>499/-</b>
<b>Class 9 - 10</b>	<b>Per Subject</b>	<b>3</b>	<b>649/-</b>
<b>Class 5 - 8</b>	<b>Maths, Science &amp; Social Science or English Combo</b>	<b>5</b>	<b>1449/-</b>
<b>Class 9 - 10</b>	<b>Maths, Science &amp; Social Science or English Combo</b>	<b>5</b>	<b>1899/-</b>
<b>Class 11 - 12</b>	<b>Per Subject</b>	<b>4</b>	<b>1199/-</b>
<b>Class 11 -12</b>	<b>PCM,PCB &amp;Competition</b>	<b>5</b>	<b>2900/-</b>
<b>All age groups</b>	<b>Languages (English,Hindi,French,japanese)</b>	<b>5</b>	<b>1499/-</b>

# Recovery



■ 1st year ■ 2nd year ■ 3rd year

# Risks

The success of these initiatives will depend on the broadband penetration.

The PC penetration in the home segment in India is less .

Not only fierce competition but also flaws in marketing strategy might pose a hurdle in the progress but as they say “without pain there is no gain”.