

Business Plan



JxxxxxxCH MxxxxxMENT SExxxxxES PVT. LTD.

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Company Profile

If you are not a registered firm, Fill what ever information is available with you.



JAISTECH MANAGEMENT SERVICES PVT. LTD.

CIN - U80xxxxxxxx51
Date of Incorporation. - DD/MM/YYYY
Bihar Startup Registration no. - SBNxxxxxx88
Startup Recognition Certificate no. (Govt. of India). - D1xxxxxx33
Mail ID - raxxxxxxx@gmail.com, admin@admissionsky.com
Website - www.admissionsky.com
Contact - +91 629xxxx682/ xxxxxxx
Registered Office- -xxxxxxxxxServices Pvt. Ltd.
C/O xxxx, Vill- xxx (NP), xxxxxxxoad,
Panch- Mxxxxxxur (NP), xxx, Muzaffarpur, xxxxxxx.

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Startup recognition Certificate- DPIIT



Insert your DPIIT certificate if available.

Certificate No.: _____



Department for Promotion of Industry and Internal Trade
Ministry of Commerce & Industry
Government of India

CERTIFICATE OF RECOGNITION
Department for Promotion of Industry and Internal Trade

This is to certify that _____ **LIMITED** incorporated/ registered as a **Private Limited Company** on _____, is recognized as a startup by the Department for Promotion of Industry and Internal Trade.

Date of Issue: _____
Place of Issue: **New Delhi**


The certificate shall only be valid for the entity:

- Up to ten years from the date of its incorporation/ registration and
- If its turnover for any of the financial years since incorporation/ registration has not exceeded Rs. 100 crores.


Note:

- **Authorities accepting this Certificate may check its validity on the Startup India portal (<https://www.startupindia.gov.in/>)**
- This certificate is not the Certificate issued by the Inter Ministerial Board and is NOT VALID for availing Tax benefits
- This is a system generated certificate and hence does not require physical signature
- If such recognition is found to have been obtained without uploading the relevant documents or on the basis of false information, DPIIT reserves the right to revoke the recognition certificate immediately without any prior notice or reason.

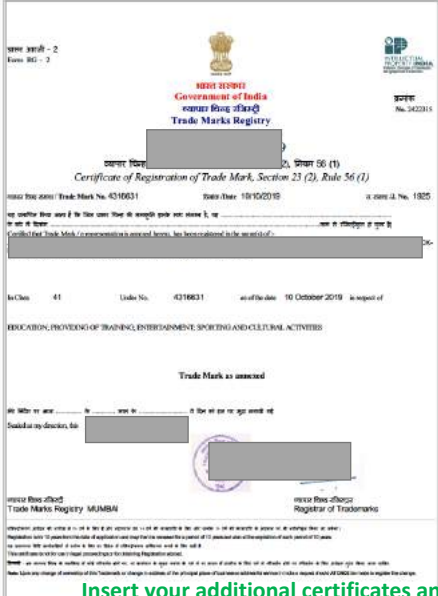
3




Trademark Registration
Class 41



Udyog Aadhar





Insert your additional certificates and registrations. (if ANY AVAILABLE)

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Background of Promoters

Jais [REDACTED] Services Pvt. Ltd. established in 2018 by a team of young, energetic, dynamic and experienced professionals as co-founder.

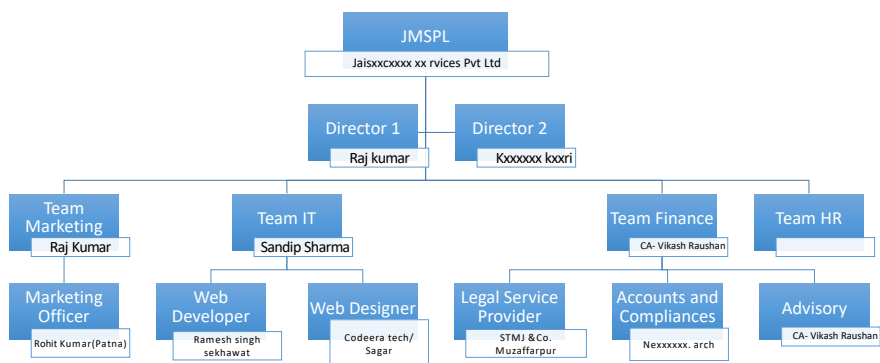
The first director “Mr. Raj Kumar” [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED] in corporate marketing, teaching and research.



The Second Director “ [REDACTED]
[REDACTED]
[REDACTED] between rural and digital India. She is MA is Geography.

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ORGANISATIONAL CHART- IF AVAALIBLE



An enthusiastic and expert team to achieve the organizations objective.

Executive Summary



An executive summary is a brief introduction and summary of your business plan. It should describe your business, the problem that it solves, your target market, and financial highlights.

Also mention the VISION and MISSION Statement

“admissionsky.com” admissionsky.com is an extensive search directory [REDACTED] for the students, parents, and education/skill development industry players who are seeking information and management services.

It is an online platform, which directly connects small institution/schools to students/parents, without any charges and much technical knowledge. It creates [REDACTED] institution.

Student and parents will get all of the required information and updated along with rating and reviews of any particular institute. With “Asky verification” student will also be sure about authenticity of the institutes in later stage.

The uniqueness of this platform : ‘[REDACTED] just one tap’.
Single online student profile [REDACTED].

Vision Statement-

Our vision is to be the best online listing [REDACTED] platform through excellent IT infrastructure, innovative service facilities and brand building.

Mission Statement-

Our mission is to make every coaching institute/schools/college digitally present for their students and also to remove the hassle from information [REDACTED] for students/parents, by easy, authentic and strong IT tools.

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Industry Analysis



In this section we have show that what is the potential of the industry we are getting into. Means the industry analysis and growth rate of the product/service relevant industry.

India holds an important place in the global education industry. **The country has more than 1.5 million schools with over 260 million students enrolled and about 751 universities and 35,539 colleges.** India has one of the largest higher education systems in the world. Around 35.7 million students were enrolled in higher education in India during 2016-17. However; there is still a lot of potential for further development in the education system.

- The education sector in India is poised to witness major growth in the years to come as India will have world’s largest tertiary-age population and second largest graduate talent pipeline globally by the end of 2020.
- **The education market in India is currently valued at US\$ 100 billion and is expected to nearly double to US\$ 180 billion by 2020.**
- Currently, the **school segment is valued at US\$ 52 billion** and contributes 52 per cent to the education market in India, higher education contributes 15 per cent of the market size, text-book, e-learning and allied services contribute 28 per cent and vocational education in manufacturing and services contributes 5 per cent.
- Higher education system in India has undergone rapid expansion. Currently, India’s higher education system is the **largest in the world enrolling over 70 million students** while in less than two decades, India has managed to create additional capacity for over 40 million students. It witnesses spending of over Rs 46,200 crore (US\$ 6.93 billion).
- Source- <https://www.ibef.org/archives/detail/b3ZlcnZpZXcmMzc3MzImMTA1Ng==>

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Opportunities and Solutions



Opportunities –

1. Lack of [REDACTED]
2. [REDACTED]
3. [REDACTED]
4. [REDACTED] of students and parents.
5. No Information on school/coaching 'ongoing admissions' for any specific location is available on a single platform.
6. Filling [REDACTED] different school/coaching/college.
7. Even for all [REDACTED] have their own webpage to reach their students.

Solutions provided by the platform-

1. A unique platform which and students.
2. Small [REDACTED]
3. [REDACTED]
4. [REDACTED]
5. [REDACTED] connects both end institutes |
5. The hassle of filling individual admission form every time for different school/coaching/college will be made easy by a unique and common admission form for applying in multiple schools/coaching/institutes.

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Social development opportunities for Bihar/India



• **This is one the most important section, We really need to highlight how our startup/ business will put positive impact on society. How the startup will contribute to overall development of society.**

• Employment generation-

The project is also devoted for social development, and to generate opportunities for the people of Bihar. As we grow we will be in a need of increasing our organizational family members.

Estimated employment in coming 5 years :-

- ✓IT and Operations - 20-25
- ✓Sales and Marketing - 40-50
- ✓Undergraduates - 5-6


• Rural Development-

Awareness and equal [REDACTED] students/parents.

- Making world [REDACTED]
- [REDACTED] towards more transparent education system.

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Business Idea

IN This Section talk in detail about the offered product or services, Highlight the uniqueness, and your offerings differentiation


- **Product-**
 - This is an online platform, [REDACTED]
 - [REDACTED] of courses.
- **Services for students-**
 - [REDACTED] platform, knowing admission dates, batch timings, fee structure, even finding a single subject coaching and institute for any specific location.
 - [REDACTED] have
- **Rating and reviews-** [REDACTED] apply online directly.


Uniqueness

- **Precise and focused information**
- [REDACTED] Process of [REDACTED]
- Super unique [REDACTED] for every individual institute.

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- **Market Segmentation-**
 - Geographical- State/Bihar
 - Demographic- [REDACTED]
- **Target-**
 - Unrecognized [REDACTED] providers, coaching/schools/colleges and single subject teachers.
 - Student and parents.
- **Positioning-**
 - An [REDACTED] institute and students.

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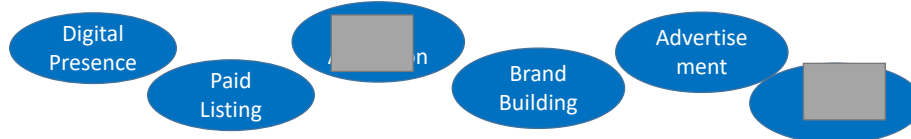
Our Marketing Mix- 4Ps of Marketing



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PRODUCT AND SERVICES

Highlight your product and services in Points



To School/Coaching/Institutes/Colleges.	To Students/Parents.
<ul style="list-style-type: none"> • Online Listing. • [Redacted] • [Redacted] • [Redacted] ment • Advertisements on webpage. • Data. 	<ul style="list-style-type: none"> • Search Facility. • Pre [Redacted] e • sub [Redacted] ning. • Stu [Redacted] • Onl [Redacted] • Mu [Redacted] ngle • Pro [Redacted]

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Pricing

What will be your pricing strategy in Initial days.

- Market Penetration Pricing
- Cost plus Pricing
- Competitive Pricing

- Initial pricing objective-
Market Penetration

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Revenue Generation

Which Part of your overall business plan actually going to generate revenue and How..?
Whether is from sale of product and service or rent or advertisement of any other possibility.

1. 'Asky verification' to Schools/Coaching/Institutes (Paid Listing) –

Asky [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED] sky verification will be valid for one year and we will charge certain amount for this service. Along with this we will make the web page of the institute more attractive and professional.

2. Online [REDACTED] services to institutes and students-

For example- A [REDACTED]
[REDACTED] charge i.e Rs 50 in this case. And hence the revenue will be generated. The amount will either charged to student or institutes, depending upon GST rules best fit for the start-up.

3. Advertisements on website/webpage and app.

4. In coming future various other services could be offered to generate [REDACTED], once we [REDACTED] chargeable.

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Product wise Pricing List your estimated prices with products .

	BASIC PLAN	FEATURED PLAN	ASKY VERIFIED PLAN
Listing	Free	Free	Free
Professional Look			
[Redacted]			
[Redacted]			
[Redacted]			
[Redacted]			
[Redacted]			
[Redacted]			
[Redacted]			
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[Redacted]			
Validity			
[Redacted]			
Price			
Coaching an Institute			
Schools			
Colleges			
Online admission Charges			

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Pricing strategy timeline- How you opt or change your pricing over the period of time..?

Services	2020-21	21-22	22-23
Basic Feature	Free	Free	Will change as per brand value and competition.
Asky Verified-	Charged	Charged	
[Redacted]	Free	Free	Will change as per brand value and competition.
[Redacted]	NA	10% if above 500, Minimum 50 Rs.	Will change as per brand value and competition.
[Redacted]	NA	Depends	Will change as per brand value and competition.
[Redacted]	NA	Depends	Market Penetration Pricing and Competitive Pricing

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Place

ONLINE Mode

- Own Website and Mobile Application

Physical Mode

- Direct Marketing- Sales Force
- Corporate office- Patna
- Registered office- Mxxxxur
- Market Cap- Bihar at Initial Stage

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Promotion- Blend of Digital and Traditional

Aggressive Digital Marketing

- Search Engine Optimization.
- Search engine Marketing.
- Social Media Marketing.
- Email Marketing
- SMS
- Content Marketing
- You tube channel

- Direct Approach of Marketing- For Database.
- Print Media- Flyers.
- Paper Insertions.
- Sticker.
- Logos.
- Branding of Auto and Rickshaw.
- Word of Mouth.
- Radio Adds.
- Paper Adds.
- Advertising Campaign.

OPERATIONAL PLAN-

- Hiring of Manpower For Marketing And Administration.
- Proper Office Setup.
- Create Data Repository.
- Brand Recognition.

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Recent marketing initiative-

Mode -Print
Material -Pamphlet
Size -A4
Method -News paper insertion and hand to hand
Location -Patna

RECENT ACHIEVEMENTS 105 OTP VERIFIED COACHINGS ALREADY REGISTERED

Digital Marketing- Social Media

In this LOCKDOWN Reach out more students through your Coaching's & School's own free webpage. A web page which works as your fully functional website.

2000+ SCHOOLS, 5000+ COACHING & INSTITUTES, 4000+ COLLEGES, 10,000+ STUDENTS

Admissionsky.com Educational consultant Sign Up

5,225 People reached, 293 Engagements, Boost again

2000+ SCHOOLS, 5000+ COACHING & INSTITUTES, 4000+ COLLEGES, 10,000+ STUDENTS

"Register Online Today.. Its Free"

Are You a School/Institute/College...?
- Are you looking for a platform to be found and reach maximum number of students?
- Are you looking for a platform which works as fully functional website for your Institution?

Are You a Student-Parent...?
- Are you finding difficulties in searching any institute for any specific location?
- Do you want to know all about any particular School/Institute/College?
- Do you want to find best Institute with ratings and reviews as per your need and criteria?
- Do you want to know about batch/classes timings and fee structure?
- Do you want to know about admission dates along with admission going on School/Institutes/Colleges?

How it Works:
1. Add your School/Institute/College, and be found.
It is an easy way to add and list your educational/Skill development/Sports/ Music/ Media all other type of institutions in the web directory, and information about your school available online, by adding it to Admissionsky. Be found at the right time. Your online page works like a fully professional website.
2. Publish your School/Institute/College.
Publish all informations, events, pictures, updated results and other information about your institution on a single page with full content. Works like fully functional professional website with a unique Admission ON/OFF button, where you can add batches and their timings along with your criteria. It's Amazing. Let Students, know your institution better.
3. Students-Search the Perfect.
I know, it's a tough task to find a best fit school/institute/college in a new city. But now, it's so easy with your "www.admissionsky.com" and its location and other criteria filters. Right place to find your perfect school, coaching and colleges. Also a single platform to find, whether admissions are going on or not, along with upcoming dates of admissions. Search Smartly to get right information.

Contact: support@admissionsky.com

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Promotion- Marketing Goals Time Line

Stage 1- Aggressive Marketing with main focus to Get maximum Sign Up Registration.

Stage 2- Media Planning and marketing to do Positioning and create Brand Recognition.

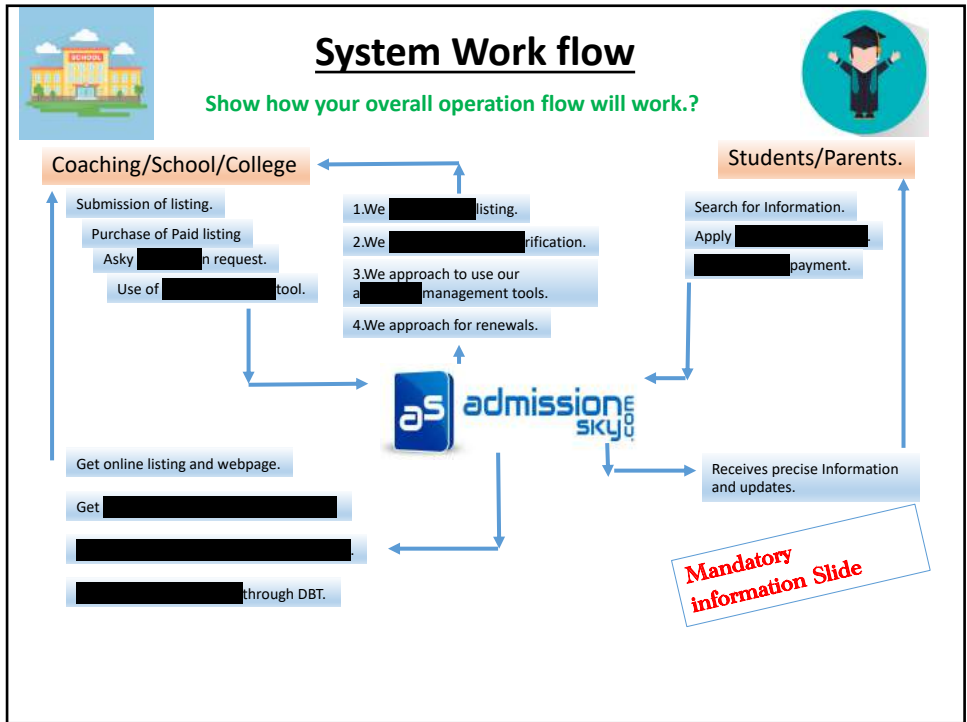
Stage 3- Regular [REDACTED]

Stage 4- Targeting schools. Focusing module. [REDACTED]

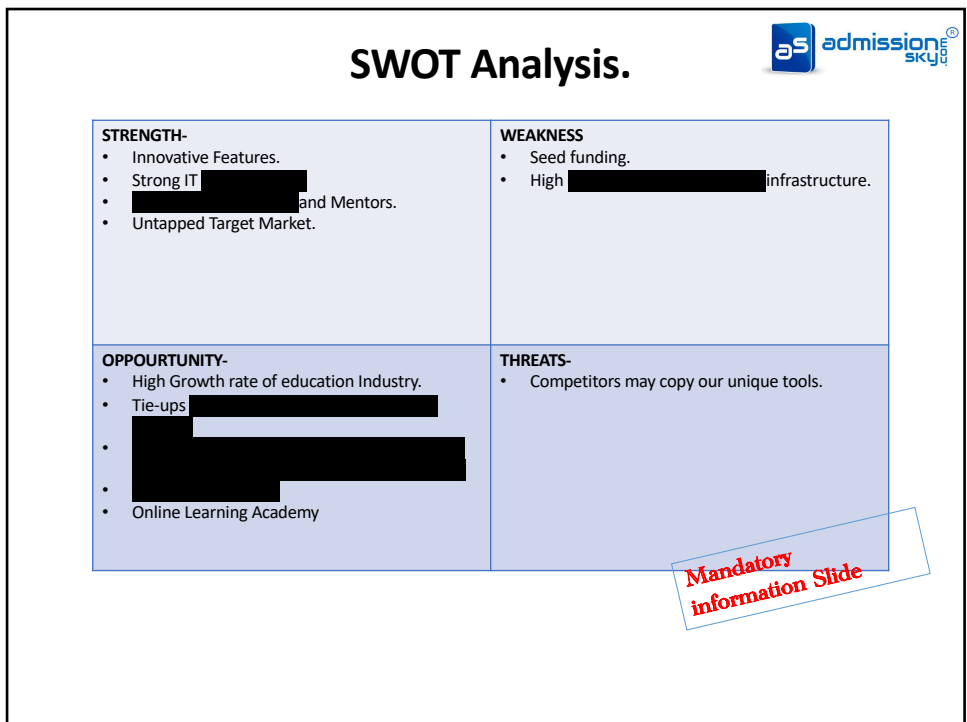
Stage 5- Aggressive Advertising Campaign to Implement Online Admission Module pan Bihar.

Stage 6- Market Expansion

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Competitive Analysis (Mention your Competition and their status)					
	Admissionsky.com	Shikha.com	Collegedunia.com	Coachinginpatna.co	Career 360
Listing Cost	Free	Chargeable	Chargeable	Free	Chargeable
Market Segment	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	Colleges
Target Market	[REDACTED]	[REDACTED]	Higher Education	Educational coaching's only	Higher Education
Geographical area Of Operation	Currently Bihar, Pan India Planned	India	India	Bihar	India
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Web Page Handling	Self Like a social Networking Site	By Company	By Company	Self but very poor interface	By Company
Web Security	SSL Certified	Yes	Yes	No.	Yes

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Functional strategy implementation 				
Activity	Current Goals and objectives.	Person	Plan of Action	Time-frame
IT	Web Upgradation App Development.	Raj Kumar. Ramesh Singh Shekhawat. Sandip.	Asky [REDACTED] module to be added. Android App development.	[REDACTED] Module by March 21.
Marketing	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
HRM	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
Tax, Accounting and Audits	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

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Financial Analysis and Projections

Most Important section

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Market research done for assessing the scalability and financial planning.

Show the finding of your initial research/Pilot survey to support your financial projection(If done).

- Sample Size- 100 OTP verified Institutions.
- Findings:-
- Population interested in products-
 - Basic- 28%
 - Featured- 49%
 - Asky Verified- 23%
- Average Pricing Expectation-
 - Basic - Free
 - Featured. - [REDACTED]
 - Asky verified. - [REDACTED]

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FINANCIAL PLAN AND PROJECTION



Active and Projected year Profit & Loss. (INR)

(Separate financial plan excel sheet has been attached for in details expenses and gains).

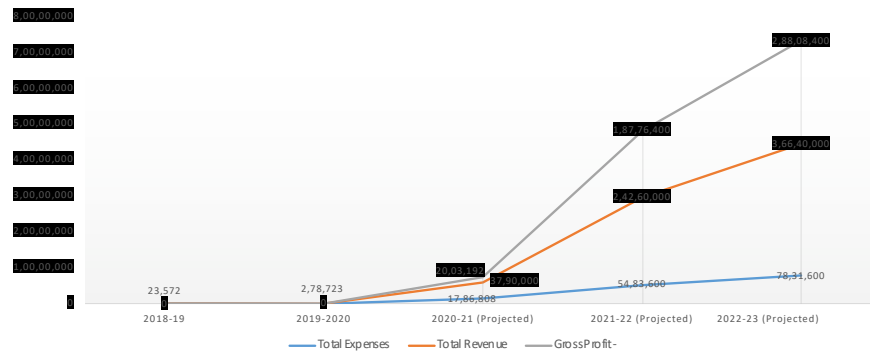
Note- The COVID 19 pandemic may effect time period of projection

	2018-19	2019-2020	2020-21 (Projected)	2021-22 (Projected)	2022-23 (Projected)
Total Expenses	2,572	2,723	1,008	5,000	78,000
Total Revenue	0	0	3,000	24,000	3,000
Gross Profit-	0	0	20,92	1,800	2,800
ROI %	0	0	█	█	38

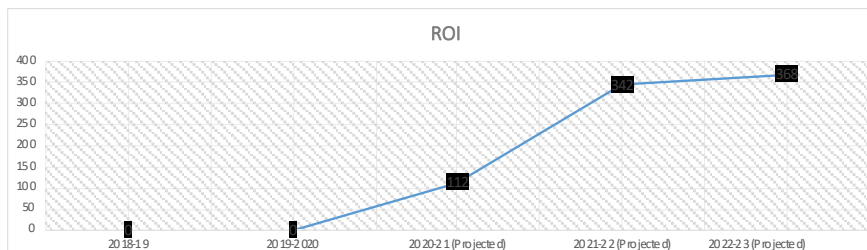
Return on Investment on Gross estimated profit.



Expenses/Revenue Profit



ROI



SEED CAPITAL REQUIREMENT -

(Separate financial plan excel sheet has been attached for in detail year and item wise fund requirements).

Note- The COVID 19 pandemic may effect time period of projection

	1 st Year	2 nd year
IT	█	█
MARKETING	█	█
OPERATIONAL	█	█
FINANCE & ACCOUNTING	█	█
Total	█	█

You can change expense heads as per your industry requirements

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Planned Source of Funding

Sl. No	Source	Amount INR	Granted	Institution	Year
1	Own Savings	█	█	█	2018-19
2	Loan From Relatives/DIR	█			2019-20
3	Govt. Fund and Relatives	█	█		2020-21
4	Venture Capitalist	█	█		2021-22

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**You can add other information, slides,
and docs to support your business plan**

THANK YOU