Business Plan

Team Members: 1) urja bhanvadia
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Q.1 What Problem are you solving?

We see many people face problem in making Pan card, Aadhar card, Voter id and other documents. It happens that if one or two documents are missing then the officers tell to bring the documents and come again which creates a big problem to the citizens. Even the other problem is that many middle class people are not aware of the schemes provided to them by the government.
We have made an application in which people will get information of the documents related to Pan card, Passport, voter id, GST registration, licence, sim card, vehicle registration, aadhar card, birth certificate, death certificate, marriage certificate, RC book, and ration card. Also we have included government schemes.

Q.2 What is your innovative idea? What makes it unique?

People have to enter their age, name, gender, income and are they handicapped or not. Schemes related to them will be displayed. People will also get information about the documents required for different registrations.

Q.3 Who is your largest audience?

Our large audience is people of Gujarat.

Q.4 Who are your direct/indirect competition?

Private sites and application which also shares the same information and also allows people to save their documents. Also the applications linked up to government.

Q.5 How will you reach your target audience? What would be your marketing activities?

We will spread message through radio and television. Additional we can have posters at RMC of public places. We can ask agents to spread about our application to their clients.

Q.6 a.) At what price will you be selling the product? b.) How did you arrive at this cost? c.) What will be your margin of profits?

Our app will be free but we will earn by advertisement. We will also the advertisement to flash for 3 month for Rs 8000, 6 month for Rs14000.
For 3 months we will get profit of Rs 3000. And for 6 month we will get profit of Rs 9000.

Q.7 How many units will you produce & expect to sale in year 1,2 and 3? Have you done any demand analysis?

Does not apply for us.

Q.8 If you have to start this business, how much fund you will require? Please show the cash flow projections?

Firstly we will require $ 25 for uploading our app on play store. And if we want to spread our app by advertisement then we need fund for that also.

Q.9 Please explain your human resource requirements?

We need people who works on the schemes. So application is to be frequently updated and for that we also need a application managing person. Again we need a person who knows about the documents required for registration and if any updates require then he or she can help to manage our application.

Q.10 What are the other resources will you need in order to run this business?

One time sponsors. And people who can handle the application whether it is about editing or updating.