

PROJECTED PROPOSAL									
Digital Marketing IT Company Startup Proposal:									
Operations:									
Selling digital marketing packages & Training program									
Manpower Requirement				Candidates					
Sales staff required:				10					
Sales Manager				2					
Production Staff Required									
Graphics Designer				20					
Digital Marketing Experts				5					
Content writer and others				5					
Monthly Manpower Expenses				Per Candidate		Total Amount			
Sales Avg CTC				20000		200000			
Manager				35000		70000			
Operational Staff				20000		600000			
Total:						870000		Per month	
Other Promotional cost and Overheads						200000		per month	
Total:						1070000			
REVENUE		Target							
Monthly		Pakcages		Cost					
		300		15000		4500000		Per Month	
Yearly						54000000		Turnover	
BREAKEVEN for expenses									
For Manpower									
72									
Manpower Target									
30 package per candidate per month									
If 50% Achieved									
15		15000		225000		one candidate			
				2250000		Ten Candidate			
Margin (Monthly Revenue - Monthly Expenses)									
		1180000							
Shakehand Margin 60%				708000		ON 50% of			
Auctech Margin 40%				472000		TARGET			
total				1180000		VALUE			
INVESTMENT									
Rs 2500000		to be paid to Auctech		One time investment					
Responsibilites: Auctech									
1- Auctech will provide complete concept, execution of concept, operational execution, hiring of manpower, training of manpower, marketing packaging, promotion, sales and marketing to achive the target									
2- Provide CRM and ERP to execute and manage the day to day activities of sales, marketing and production and delivery									
Responsibilites: Shakehand									
1- Infrastructure will be provided by Shakehand like space, hardware and other fixed expenses									
2- Banking Fund Management Accounting will be take care and handle by shakehand group									
ROI									

[illegible]