



# **WEB DESIGNING AND EMAIL REGISTERING**

## **Introduction**

A website is an assortment of site pages and related substance that is recognized by a common domain name and publish on at least one web server. Examples are wikipedia.org, google.com, and amazon.com.

All freely available sites by and large establish the Internet. There are additionally private websites that must be gotten to on a private network, like an organization's internal website for its representatives or employees.

Websites are ordinarily devoted to a specific theme or reason, like news, education, trade and commerce, entertainment, or social networking. Hyperlinking between website pages controls the route of the webpage, which frequently begins with a home page.

Users can access websites on a scope of gadgets, including desktops, laptops, tablets, and smart phones. The application utilized on these gadgets is known as an internet browser.

## **Market Potential**

Website Design and Development Statistical Research Reports and Industry Examination analyses website composition, website composition related item and website composition related administrations around the world. Key measurements are recognized and estimated to inspect market strategy, opportunity and trends inside the website designing and web developments area. In this way, independence studies exist for the US, China, Australia, and as well as boarder reports for North America, Asia, Europe and Oceania. Worldwide patterns are additionally analyzed.

The Website designing and development industry comprises individual web developers, website design template companies, web domain and hosting sales, and sound and video coding for web development. Digressive items and administrations, for example, web cameras, internal data Centre and web real-time communication products and services are also considered. The business is of significance to enormous organizations, private venture, schools, colleges, government offices and non-benefits. As increasingly more of the world moves on the web, it is normal that this industry will continue to grow.

## Cost of Project

Particulars	Amt. (Rs. In Lakhs)
Lease Premises on monthly rental basis	-
Interior 2000 Sq. ft. @ 1000	20.00
Fixed Asset	37.75
Misc. Fixed Assets	0.10
D G Set	2.50
Escalation & Contingencies	3.02
Preliminary & Preoperative Expenses	7.32
<b>Sub-total (A)</b>	<b>70.69</b>
Working Capital Margin @40% of Total WC Requirement	0.20
<b>Total Project Cost</b>	<b>70.89</b>
Total Working Capital Requirements (B)	0.50
<b>MEANS OF FINANCE</b>	
<b>Total funds required (A+B)</b>	<b>71.19</b>
<u>Loan component</u>	
Term loan (60% of A)	42.41
Working capital (60% of B)	0.30
<b>TOTAL</b>	<b>42.71</b>
Equity	28.48
<b>TOTAL</b>	<b>71.19</b>

## Detailed Cost Element

SL	Particulars	Qty.	Amt. (Rs. in Lakhs)
1	Furniture	-	2.00
2	Air conditioners	6	3.60
3	Water Filters	1	0.15
4	Server	1	0.90
5	Computers	20	10.00
6	Advanced Software and Technologies	-	20.00
7	Printer cum Scanner	2	0.70
8	CCTV	5	0.20
9	Electrical Appliances (Fan, Tubelight etc.)	-	0.20
	<b>Total</b>		<b>37.75</b>

## Contingencies and Escalations

It has been assumed at approximately 5% at cost of project.

## Preliminary Expenses

Particulars	Amt. (Rs. In Lakhs)
Incorporation Expenses	0.15
Project Report Preparation and Consultation	0.35
Feasibility and Engineer's/Architect's Report and Plans	0.50
Legal Charges - Drafting for agreements, contracts, stamp paper, notary and affidavit cost	0.05
Rent payments up to the start of commercial production	0.45
Other recurring expenses of revenue nature up to start of commercial	4.91
Interest Cost for period before commercial operations	0.91
<b>Total</b>	<b>7.32</b>

## Salary

Designation	Manpower	Amt. (Rs. In Lakhs)
Faculty	2	8.40
Work person	8	19.20
Web Designer	8	38.40
Security Guard	1	1.32
Sweeper	1	1.08

## Profitability Statement

Particulars	Amount (Rs. In Lakhs)				
	Year- 1	Year- 2	Year- 3	Year- 4	Year- 5
<b><u>A.INCOME</u></b>					
Annual Income	112.01	117.61	123.50	129.67	136.15
Fees from Diploma Course	8.00	8.80	9.68	10.65	11.71
<b>Total Income/ annum</b>	<b>120.01</b>	<b>126.41</b>	<b>133.18</b>	<b>140.32</b>	<b>147.87</b>
<b><u>B.OPERATING EXPENSE</u></b>					
Salary	68.40	75.24	82.76	91.04	100.14
Repair & Maintenance	1.21	1.26	1.31	1.36	1.41
Internet Connectivity	2.00	2.00	2.00	2.00	2.00
Power & utilities	3.43	3.43	3.43	3.43	3.43
Membership for online Classes/programs	0.50	0.50	0.50	0.50	0.50
Rent	0.60	0.60	0.60	0.60	0.60
Depreciation and amortization	9.27	9.27	6.98	4.69	4.69
<b>Total Operating Expenses</b>	<b>85.41</b>	<b>92.30</b>	<b>97.59</b>	<b>103.63</b>	<b>112.78</b>
<b>Operating Profit (A-B)</b>	<b>9.15</b>	<b>9.94</b>	<b>10.71</b>	<b>11.38</b>	<b>11.90</b>
<b><u>C. FINANCIAL EXPENSES</u></b>					
Interest on loan	3.76	3.41	2.80	2.18	1.52
Interest on Working Capital	0.03	0.02	0.02	0.02	0.01
<b><u>D. Other Expenses</u></b>					
Administrative and General Expenses	4.80	5.06	5.33	5.61	5.91
<b>Total Expenses</b>	<b>8.59</b>	<b>8.49</b>	<b>8.14</b>	<b>7.81</b>	<b>7.44</b>
<b>Profit before Tax</b>	<b>26.01</b>	<b>25.62</b>	<b>27.44</b>	<b>28.88</b>	<b>27.64</b>
Provision for Tax	6.50	6.40	6.86	7.22	6.91
<b>Profit After Tax</b>	<b>19.51</b>	<b>19.21</b>	<b>20.58</b>	<b>21.66</b>	<b>20.73</b>
Dividend	-	-	-	-	-
<b>Retained Profits</b>	<b>19.51</b>	<b>19.21</b>	<b>20.58</b>	<b>21.66</b>	<b>20.73</b>

## Breakeven Point

Break Even Point (BEP)					Amount (Rs. In Lakhs)	
SL	Particulars	Year - 1	Year - 2	Year - 3	Year – 4	Year – 5
A.	Net Sales	120.01	126.41	133.18	140.32	147.87
B.	Variable Cost					
	Power and Utility	3.43	3.43	3.43	3.43	3.43
	Administrative and	4.80	5.06	5.33	5.61	5.91
	<b>Total Variable Cost</b>	<b>8.23</b>	<b>8.49</b>	<b>8.76</b>	<b>9.05</b>	<b>9.35</b>
C.	<b>Contribution (A-B)</b>	<b>111.78</b>	<b>117.93</b>	<b>124.42</b>	<b>131.27</b>	<b>138.52</b>
D.	Fixed					
	Salary	68.40	75.24	82.76	91.04	100.14
	Interest	3.76	3.41	2.80	2.18	1.52
	Interest on Working	0.03	0.02	0.02	0.02	0.01
	Repair & Maintenance	1.21	1.26	1.31	1.36	1.41
	Membership on Zoom meeting	0.50	0.50	0.50	0.50	0.50
	Depreciation and	9.27	9.27	6.98	4.69	4.69
	Lease Rent	0.60	0.60	0.60	0.60	0.60
	<b>Total Fixed Cost</b>	<b>83.77</b>	<b>90.31</b>	<b>94.97</b>	<b>100.39</b>	<b>108.88</b>
E.	<b>Breakeven Point</b>	<b>75%</b>	<b>77%</b>	<b>76%</b>	<b>76%</b>	<b>79%</b>
F.	<b>Cash BEP</b>	<b>67%</b>	<b>69%</b>	<b>71%</b>	<b>73%</b>	<b>75%</b>

## Debt-Service Coverage Ratio

					Amount (Rs. in lakhs)	
SL	Particulars	Year - 1	Year - 2	Year - 3	Year - 4	Year – 5
i	Profit	19.51	19.21	20.58	21.66	20.73
ii	Depreciation	9.27	9.27	6.98	4.69	4.69
iii	Interest	3.76	3.41	2.80	2.18	1.52
A	<b>Total ( i + ii + iii )</b>	<b>32.54</b>	<b>31.90</b>	<b>30.36</b>	<b>28.54</b>	<b>26.94</b>
i	Interest	3.76	3.41	2.80	2.18	1.52
ii	Principal repayment	3.62	7.23	7.23	7.23	7.23
B	<b>Total ( i + ii )</b>	<b>7.38</b>	<b>10.64</b>	<b>10.03</b>	<b>9.41</b>	<b>8.75</b>
	<b>DSCR ( A / B )</b>	<b>4.41</b>	<b>3.00</b>	<b>3.03</b>	<b>3.03</b>	<b>3.08</b>

## Interest on Term Loan and Principal Repayment

Refer Annexure I.

We have assumed the repayment tenure of term loan for a period of 8 years, rate of interest being @8.5% with the moratorium period being 9 months.

## Address of Vendors

Name of the vendor	Address and Contact Number
Lakshya infotech	Grant Road, East, Mumbai, Maharashtra Ph. No. 08048799594
Akme India Links Pvt. Ltd.	Paschim Vihar, New Delhi, Ph. No. 08048601257

# ANNEXURE-1

<b>Principal</b>													
Opening	42.41	42.71	43.02										
Repaid													-
Closing	42.71	43.02	43.32										
<b>Interest</b>	0.30	0.30	0.30										<b>0.91</b>
I													
<b>Principal</b>													
Opening	43.32	43.63	43.94	44.25	44.56	44.88	45.19	44.91	44.63	44.34	44.05	43.76	
Repaid	-	-	-	-	-	-	0.60	0.60	0.60	0.60	0.60	0.60	3.62
Closing	43.63	43.94	44.25	44.56	44.88	45.19	44.91	44.63	44.34	44.05	43.76	43.47	
<b>Interest</b>	0.31	0.31	0.31	0.31	0.32	0.32	0.32	0.32	0.32	0.31	0.31	0.31	3.76
II													
<b>Principal</b>													
Opening	43.47	42.87	42.26	41.66	41.06	40.46	39.85	39.25	38.65	38.05	37.44	36.84	
Repaid	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	7.23
Closing	42.87	42.26	41.66	41.06	40.46	39.85	39.25	38.65	38.05	37.44	36.84	36.24	
<b>Interest</b>	0.31	0.30	0.30	0.30	0.29	0.29	0.28	0.28	0.27	0.27	0.27	0.26	3.41
III													
<b>Principal</b>													
Opening	36.24	35.64	35.03	34.43	33.83	33.23	32.62	32.02	31.42	30.81	30.21	29.61	
Repaid	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	7.23
Closing	35.64	35.03	34.43	33.83	33.23	32.62	32.02	31.42	30.81	30.21	29.61	29.01	
<b>Interest</b>	0.26	0.25	0.25	0.24	0.24	0.24	0.23	0.23	0.22	0.22	0.21	0.21	2.80
IV													
<b>Principal</b>													
Opening	29.01	28.40	27.80	27.20	26.60	25.99	25.39	24.79	24.19	23.58	22.98	22.38	
Repaid	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	7.23
Closing	28.40	27.80	27.20	26.60	25.99	25.39	24.79	24.19	23.58	22.98	22.38	21.78	
<b>Interest</b>	0.21	0.20	0.20	0.19	0.19	0.18	0.18	0.18	0.17	0.17	0.16	0.16	2.18
V													
<b>Principal</b>													
Opening	21.78	21.17	20.57	19.97	19.37	18.76	18.16	17.56	16.96	16.35	15.75	15.15	
Repaid	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	7.23
Closing	21.17	20.57	19.97	19.37	18.76	18.16	17.56	16.96	16.35	15.75	15.15	14.54	
<b>Interest</b>	0.15	0.15	0.14	0.14	0.13	0.13	0.12	0.12	0.12	0.11	0.11	0.10	1.52
VI													
<b>Principal</b>													
Opening	14.54	13.94	13.34	12.74	12.13	11.53	10.93	10.33	9.72	9.12	8.52	7.92	
Repaid	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	7.23
Closing	13.94	13.34	12.74	12.13	11.53	10.93	10.33	9.72	9.12	8.52	7.92	7.31	
<b>Interest</b>	0.10	0.10	0.09	0.09	0.09	0.08	0.08	0.07	0.07	0.06	0.06	0.06	0.95
VII													
<b>Principal</b>													
Opening	7.31	6.71	6.11	5.51	4.90	4.30	3.70	3.10	2.49	1.89	1.29	-	
Repaid	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	0.60	1.29		
Closing	6.71	6.11	5.51	4.90	4.30	3.70	3.10	2.49	1.89	1.29	-	-	
<b>Interest</b>	0.05	0.05	0.04	0.04	0.03	0.03	0.03	0.02	0.02	0.01	0.01	-	0.34