

Project Dissertation Report on
BUSINESS PLAN OF A DIGITAL MARKETING
FIRM (OOBINNO SOLUTIONS)

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CERTIFICATE

This is to certify that **Upendra Kumar Sharma**, Roll No.: **2K18/EMBA/548** student of Masters of Business Administration (Executive 2019 – 2021) at Delhi Technological University, Delhi has accomplished the project titled “**BUSINESS PLAN OF A DIGITAL MARKETING FIRM, OOBINNO SOLUTIONS**” under my guidance and to the best of my knowledge completed the project successfully, for the partial fulfilment of the course in 4th semester of the course Executive MBA.

DECLARATION

I hereby declare that this Project Report entitled “**BUSINESS PLAN OF A DIGITAL MARKETING FIRM, OOBINNO SOLUTIONS**” submitted by me to Delhi School of Management, New Delhi, is a bonafide work undertaken by me and it is not submitted to any other university or institution for the award of any degree, diploma/certification or published any time before.

Signature of the Student

Upendra Kumar Sharma

Enrolment No: 2K19/EMBA/548

IV – Semester, Batch-2019-2021

Date:

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I would like to thank **Delhi School of Management** for providing me with this great opportunity to work on this report and choosing my own topic of interest.

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Upendra Kumar Sharma
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Introduction

OOBINNO Solutions is a technology company having a SAAS based marketing automation and sales execution platform that helps businesses to generate leads online, measure their ROI and provide analytics tools for sales intelligence. The company is 6 years old and has clients across the country. OOBINNO solution plans to expand from its current position and target other geographical area and this business plan aims to provide a structural approach towards marketing, operating and financial planning for the company in the next 3 years.

The strategy and planning mentioned in this business plan is in the continuation of the current state of OOBINNO Solutions.

Executive Summary

OOBINNO Solutions was started in the year 2009 with a vision to give its client unfair competitive advantage by achieving an impactful, innovative and sustainable digital presence. The word OOBINNO which is an acronym for “Out of Box Innovative Solutions” is a Delhi based digital marketing agency with clients ranging across geographies like US, UK and India. The company is into its existence for around 12 years and has 50 plus global brands and more than 100 Indian brands. The company OOBINNO solution is under the Sole Proprietorship in the name of Mr. Brijesh Saluja registered in the State of Delhi.

OOBINNO Solution services include the range of high-class digital marketing solutions shown below.

1. Performance Campaigns
 - a. Cost Per:
 - i. Click
 - ii. Lead
 - iii. Impression
 - iv. Registration
 - v. View
 - vi. Installation
 - vii. Sale
 - viii. Acquisition
2. Branding
 - a. Identity Design
 - b. Brand Positioning
 - c. Corporate Identity
 - d. Digital Branding
3. Artificial Intelligence
 - a. WhatsApp for Business Marketing
 - b. Integration of WhatsApp and Chatbots
 - c. Digital Kiosk Placement
 - d. Location Geo-Fencing
 - e. Integration of Public Wi-fi with User Analytics
4. Celeb + Influencer Marketing
 - a. Ambassadorship
 - b. Online + Offline Endorsement
 - c. Digital Video Commercials
 - d. Blogs + Vlogs
5. Data-Led Digital Strategy
 - a. Strategic User Targeting
 - b. Quarterly and Annual Strategies
 - c. Concept Development

- d. Online + Offline Campaign Integration
 - e. Non-Standard Projects
6. Out of Home Advertising
- a. Digital Installations
 - b. Training + Taxi Wrapping
 - c. Billboard Design + Placement
7. Social Media
- a. Page + Channel Management
 - b. Twitter, YouTube + Facebook Trending
 - c. Content Creation
 - d. Page Optimization + Growth

Among the products, OOBINNO solutions has its own products as follows

- Yes Nancy – AI based Video Marketing Bot for Business
- KLOSSERR – Create a WOW Customer Experience with WhatsApp Business

The range of products and services to assist its client in online world is a unique selling point which does not offered by its competitors. OOBINNO provides one stop solution for all the digital marketing needs.

Some of the major clients for which OOBINNO has worked with are:

- World Trade Centre
- Inlingua
- Munich University
- Thailand Tourism
- Explore Canada
- Welcome Heritage (by ITC Group)
- SGT University
- Apollo Munich Hospital
- Omaxe
- Taitra (Taiwan Government)
- Ministry of Tribal Affairs (Govt. Of India)
- Oppo

Target customer base which OOBINNO focuses are mainly SME's and SMB's, Start-ups, Small Entrepreneurs/business, Blooming small entities, Medical professionals, well established brands entering into new target segment.

Business Overview

Vision

Vision Statement of OOBINNO Solution

“To become pioneer into Digital Marketing Solutions Provider and help its client achieve phenomenal growth by providing a sustainable strategy for digital presence”

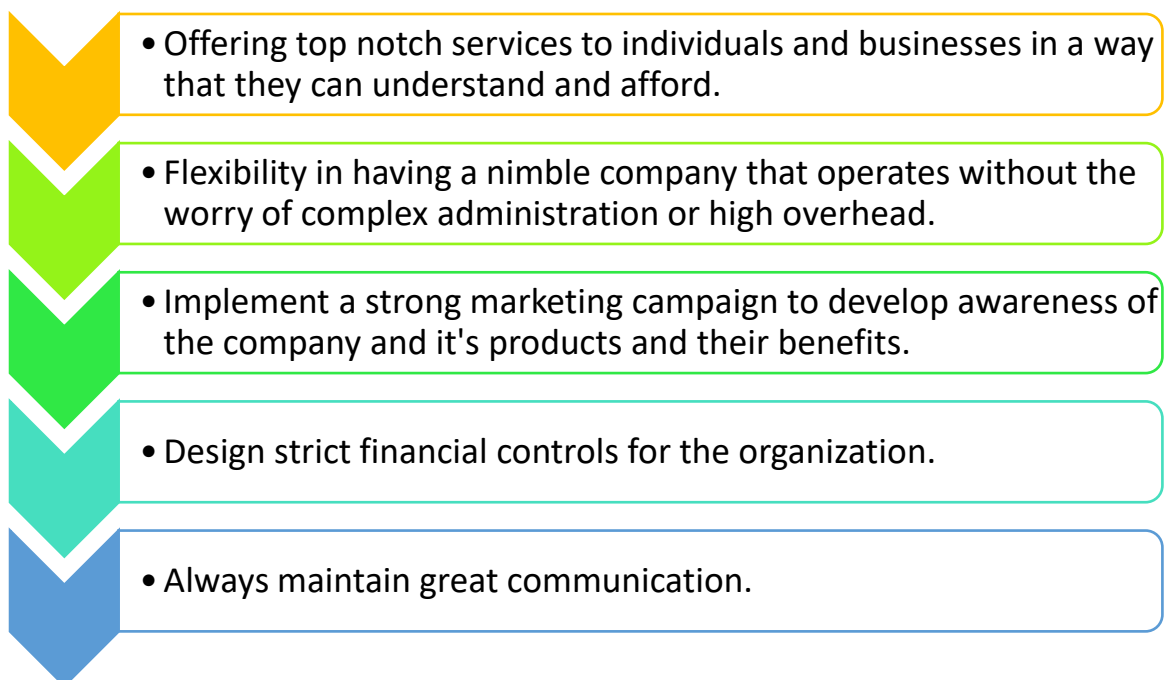
Mission

Mission Statement of OOBINNO Solution

- To provide innovative and result-oriented digital marketing solutions
- To deliver services that goes beyond customer satisfaction
- To leverage our own tailored made products that help our clients into digital presence.
- To adopt AI and VR driven products in our portfolio of digital marketing solutions
- To provide economic and competitive prices for our clients.

Keys to Success

OOBINNO intends to execute on the following keys to success:



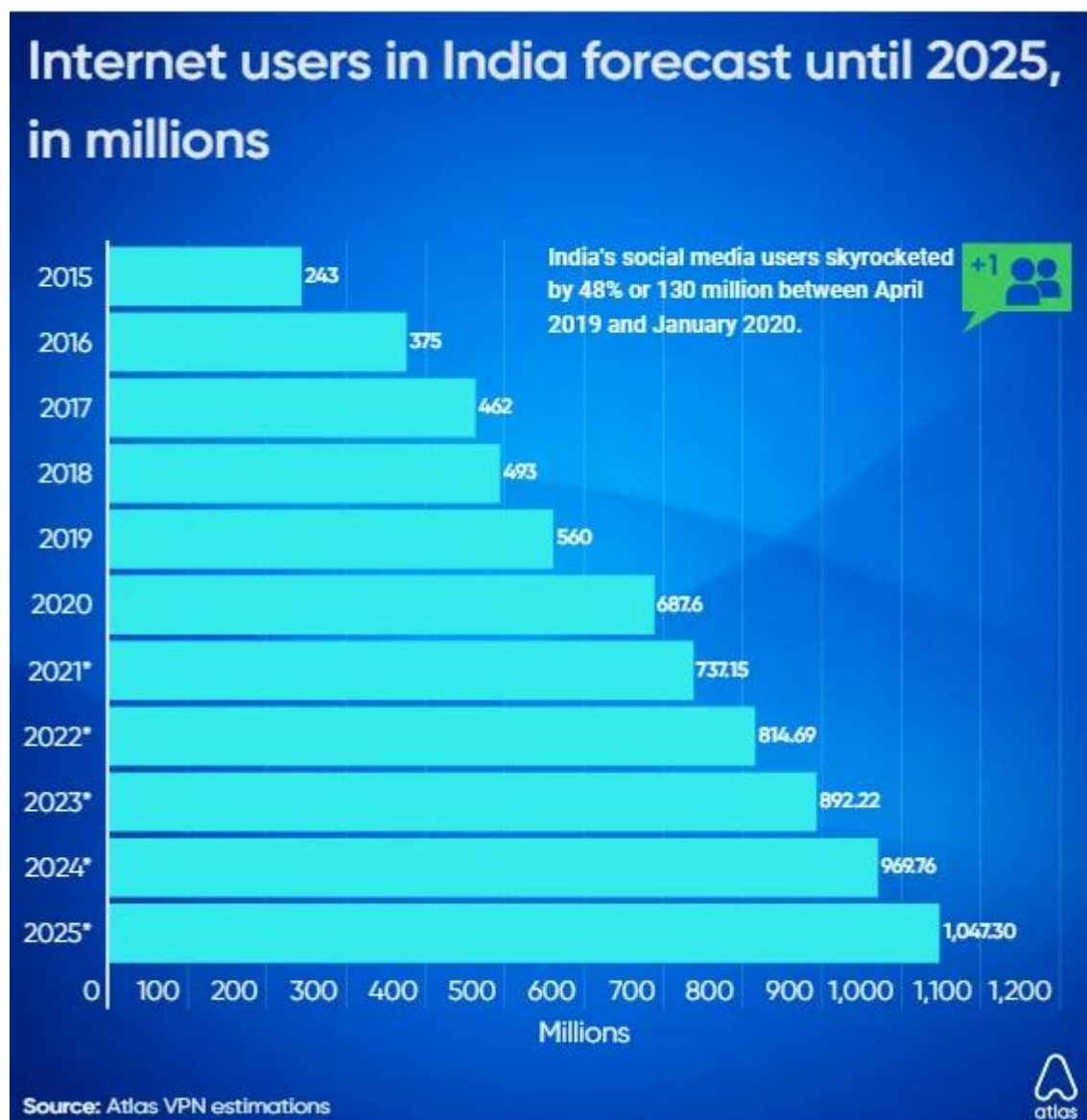
Business Philosophy

OOBINNO believes in international professional standards and position the company where the customers are. OOBINNO believes stay “top of mind” with its client and always thrive for the excellence in whatever the company does.

Always stressing our superior client relationship service and offering exceptional value for the money, we will have an advantage over others. Our team will build on its current business relationships and intellectual property to make sure service level standards are kept high, and client relationship management is of the highest quality. A sharp focus on client desires and impeccable attention to details will allow us to achieve steady growth by building new client relationships and retaining old. All this will be done while never forgetting that quality and price are the true drivers of growth. Our founders and management team will make up the strongest part of our competitive advantage. Our Company will be proactive when it comes to engaging with potential businesses that fall into the target groups in respect to size and business type.

Overview of the Industry

India has the 2nd highest internet user base in the world after China with 90 crore people are expected to be using internet by the year 2023. The mobile phone internet users are expected to reach 50 crores in 2023. The growth of number of users in India is growing at a very fast pace at 38%



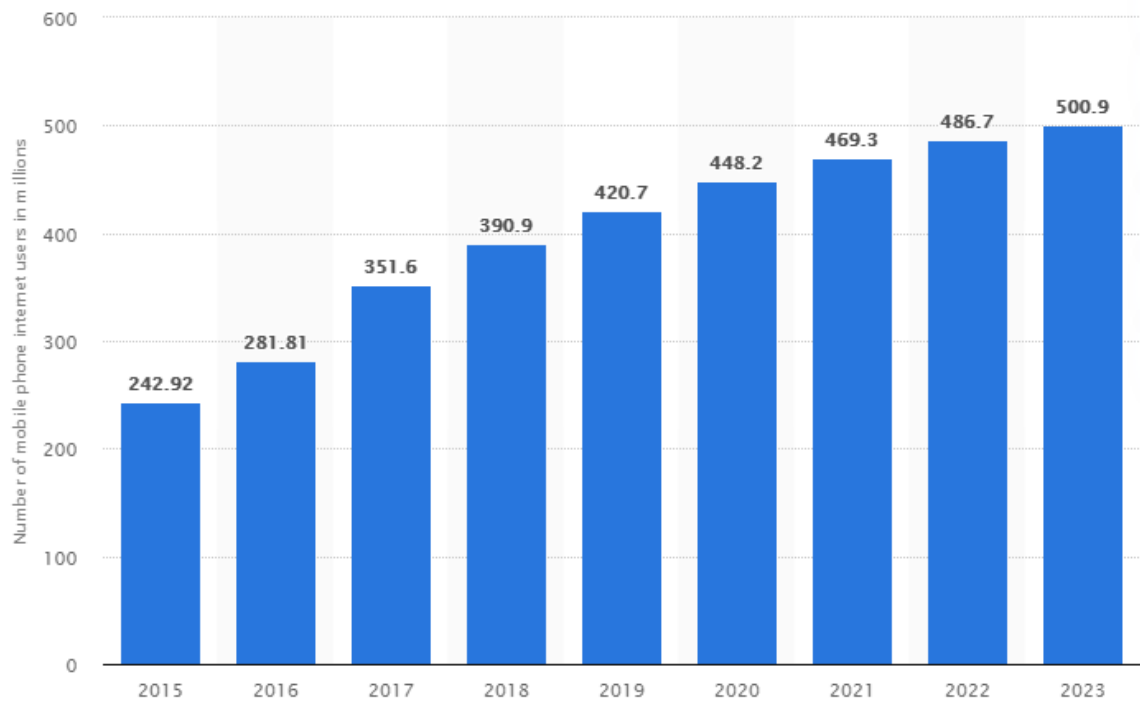


Figure 1: Number of Mobile Phone Users in Millions

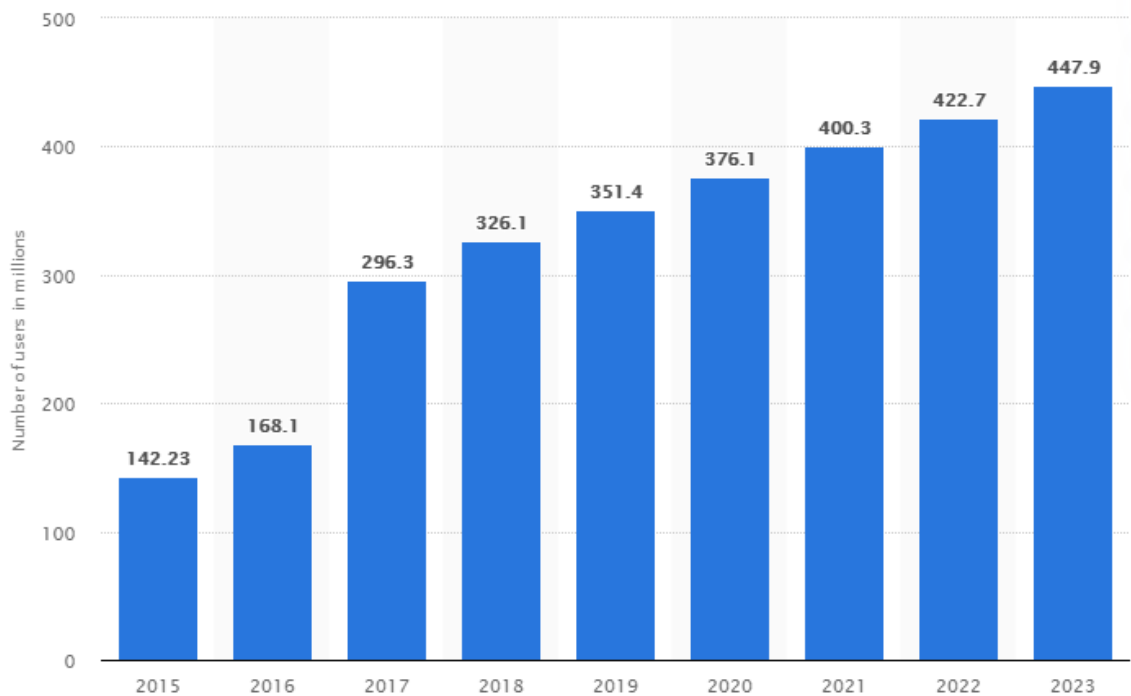


Figure 2: Number of Social Media Users in Millions

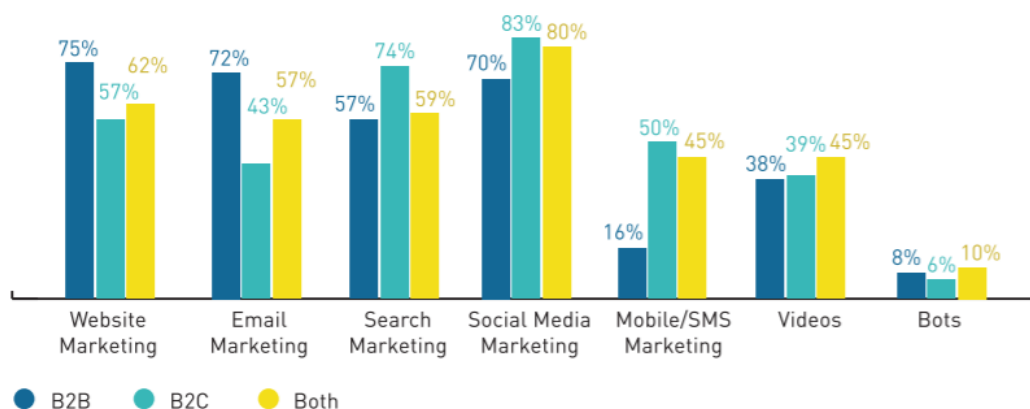
- India's digital advertising industry is growing at the rate of 33.5%
- The digital marketing industry would exceed the INR 225 billion mark by 2021
- The digital marketing in India reached \$1 billion mark in the financial year 2016-17
- Digital media is likely to have a growth rate of up to 24% by 2020 which is about 12% of the overall ad share.
- New generation customers check their smart phones every 9.6 seconds
- 220 Mn users accessing digital services through their smartphones.
- The number of Internet users in India was at 432 Mn in the year 2016
- The number of users in India is growing at a very fast pace at 38%
- Digital Advertising has reached the \$1 Bn mark by the end of the financial year 2016-17
- The likely growth in digital marketing is to be at an average of 14 percent annually.

Factors influencing the scope of Digital Marketing

- Shift from man-made to automated mediums
- Introduction of Robotics and Artificial Intelligence into Online space.
- Smartphone penetration is booming and expected to grow up by 800 Mn in the next half decade
- Benefits of precise and customized targeting with Digital Medium

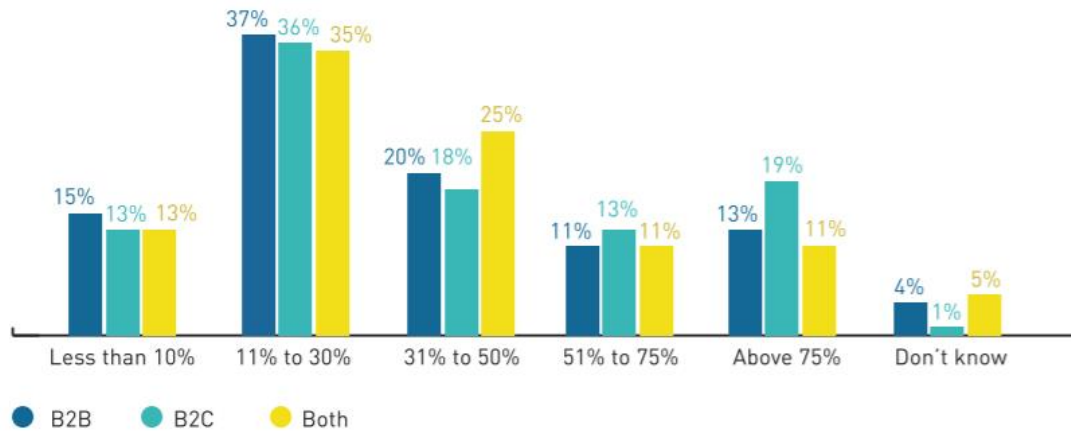
Top companies voted for top 5 primary marketing channels in the year 2020. 80% of the people voted for Social Media Marketing.

Which of the following were your primary online marketing channels in 2018?

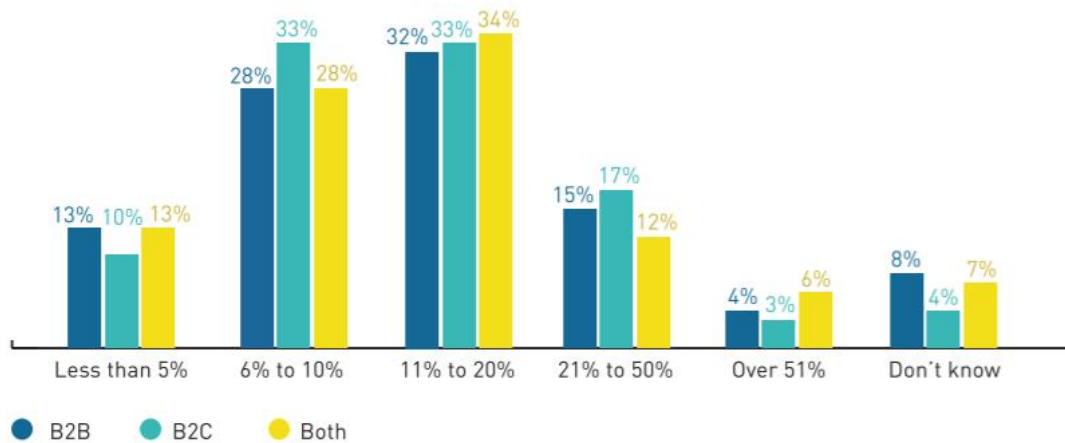


Budget Dedicated to Online Marketing – In 2019, overall, 36% India marketers 11-30% and 21% marketers allocated 31-50% of their marketing budget to digital marketing activities.

For this financial year, approximately what percentage of your marketing budget was allocated to Online Marketing activities?

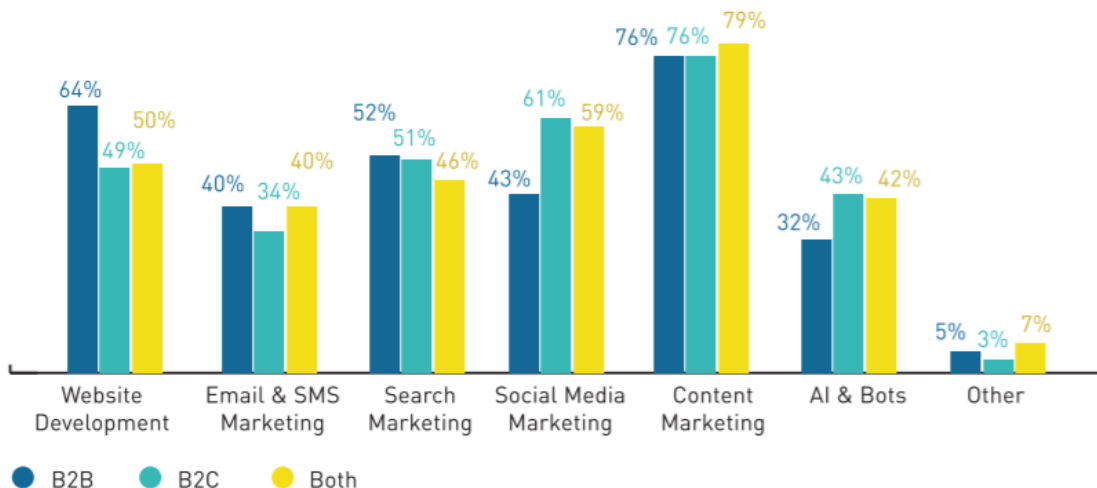


Online Budget Increase in 2019 – 93% businesses, irrespective of their revenue are planning to increase their online budget in the year 2021

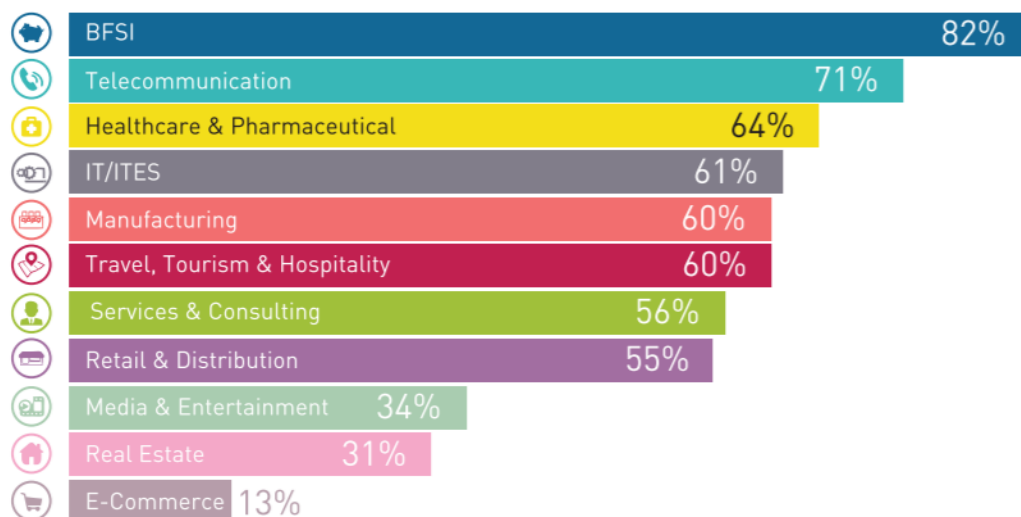


Top 3 Digital Marketing Activities Likely to increase going forward

73% of Retail Industry marketers are in the process of planning to increase the investment in Website Development. 85% of Real Estate marketers are planning the same for Social Media



Industry wise Investment Plan in AI/Chatbots in 2019



With COVID-19 scenario, following are the stats that gives rationale for Digital marketing growth.

- The Department of Telecommunications stated that India's internet consumption increased by 13-14 percent in the first week of lockdown

Need for Digital Marketing

1. **Cost effective** – Unlike traditional marketing like Print media, TV etc, digital marketing is significantly cheaper. Most of the digital marketing campaigns would be a small fraction of print and TV campaigns.
2. **Convenient Tracking** – Tracking of digital marketing campaigns is easy. A number of analytics tools helps to provide a thorough report daily, weekly or monthly as per the requirement.
3. **Target Audience** – Audience in digital marketing can be targeted based on profession, age, likes and dislikes, sex and many other categories. The ads can be targeted so accurately that if a person has searched for a particular product let's say, a book then that customer can be targeted with promotion of that book.

Due to inbound nature of digital marketing campaigns, the probability of conversion increases.

4. **Interactive** – In digital marketing, customer can engage with the brands, companies can influence them to get converted to potential clients and data can be effectively shared.
5. **Digital Disruption** – The rise of digital platforms like social media, search engines, websites and online portals has made the digital marketing superior to tradition marketing. Digital marketing is providing the first mover advantage and that to in a reasonable rate.

SWOT Analysis

SWOT Analysis of Digital Marketing in India

Strength

1. Brand to have recognition is easier now with Internet penetration and increase in smart phone users
2. Customer can be targeted easily at a cheaper price.
3. Easy to customize the campaigns as per the requirements.
4. Connect with people on a larger scale is more convenient now.
5. Very cheap than traditional marketing thus reducing the marketing budget of companies and channelise the funds elsewhere
6. Different plan to target different segments available.
7. Small business promotion is cost effective.
8. Requires less resources to perform digital marketing campaigns which in turn saves money, resources, time and increases the Return on Investment.

Weakness

1. A significant portion of the population in India still does not have Internet access.
2. Keeping pace with new technology and trends is still a challenge as one has to keep upgrade on new tools.
3. Deep understanding of requirements and human behaviour is a daunting task.
4. The product reviews or feedback are publicly available on portals which can damage the reputation.
5. A huge challenge lies in the data analysis techniques as most people either don't know it or don't know how to interpret or read the data.

Opportunity

1. The field of digital marketing is growing at a very fast pace but there are fewer firms in the area.
2. Digital marketing leads to direct profit as the cost is not involved significantly.
3. Digital marketing will help Government of India to become completely digital and expand its reach.
4. Digital India dream can become true.

5. Valuable and confidential data storage of government organization will be easy and secured
6. Digital India dream can become true

Threat

1. Continuous awareness is a challenge as trends are changing in digital marketing very frequently and rules of search engine optimization are ever changing.
2. Data storage securely is still a challenge.
3. Many companies are facing this issue that data analysed in a wrong manner which does not align with the digital marketing strategy.
4. With the advent of social platforms where public can raise their voices, the ability to damage the reputation of any brand or person has become easier and more frequent.

PESTLE Analysis of Digital Marketing Industry

- **Political –**
 - In India, the ruling party forms a stable government with majority. Therefore, the political environment to do any kind of start-up/business is quite healthy.
 - The Government of India also has a flagship initiative which is called #startupindia where policy and financial support is given to young entrepreneurs.
 - The Prime Minister of India, Mr. Narendra Modi himself are very active on social media to remain connected with the people. In fact, political parties are paying attention more to the digital marketing for their political campaigns.
 - The digital marketing industry has estimated to witness an increased political interest to deliver thoughts, ideas and beliefs. The brand imaging of a political party of leader is one of the most essential factors that go into the political marketing campaigns. Between June and September 2020, India has banned 223 Chinese Internet Services and Websites including TikTok, WeChat etc for being prejudicial to sovereignty and integrity of India but these platforms have no relation with a digital marketing services offered by OOBINNO solutions.
 - One thing to keep in mind is to carefully promote the Chinese products in India due to the above stated fact but as of now, OOBINNO solution does not have any Chinese client or product to promote in India.
- **Economic –**
 - The This Year Next Year (TYNY) report projects digital to grow the most in the year 2021.
 - The report has mentioned that digital advertising spends are expected to be at Rs.27,700 crore, 28 percent higher than the last year.

- Digital marketing industry is growing rapidly and with the Covid-19 situation has added fuel to the fire which propelled the adoption of Digital advertising.
- The spend on digital media has increased from a share of 20% in 2019 to 28% in 2020 and it is expected to reach 34% by the end of 2022. The rapid increase in internet penetration and mobile usage has led to 75% (Rs. 11,836 crore) of digital media spends on mobile devices. Majority of the online expenditure on mobile devices goes to online video 29% (Rs. 3458 crore) and social media accounts for 29% (Rs. 3429 crore)
- **Social -**
 - On average an Indian spends about 4-5 hours a day scrolling through social media, emails and browsers.
 - Social media platforms have become a marketplace where people can sell items to the people close to them.
 - Since the number of millennials using online platforms like Instagram, Facebook, Snapchat, WhatsApp and other social networking sites is increasing as well as the availability of cheap internet in India has fuelled the consumption of internet more than 50 percentage of the internet-using population in India is millennials hence the digital marketing is on the rise.
 - Popular posts around the world can be seen in the social networking platforms. India is well on its way to become a digitally advanced country propelled by falling cost and increasing availability of smartphones and high-speed connectivity.
 - Indians download more apps (12.3 billion in 2018) than any other country except China and spend more time on social media (an average of 17 hours a week which is more than the social media users in USA and China).
 - India is the second-fastest digital adopter among the 17 major digital economies. The increase in digital literacy among all age group is also an added factor which propels the need for digital marketing.
- **Technological –**
 - The significant increase in the internet using population in India from 400 million in 2017 to 650 million users in 2020 and 330 million internet-connected smartphones in 2017 to 500 million internet-connect smartphone users in 2020 has been a great shift from traditional marketing strategies to digital marketing strategies in India.
 - With the inception of 4G in India and cheaper price for internet connection, the target of digital marketing ads have been increased dramatically.
 - Today, during the COVID-19 pandemic, majorly every household in urban states are ordering groceries and medicines via online app. Mobile connectivity has reached to every location in India which reduces the gap between people and digital presence.
- **Legal –**

- The Government of India is set to draft new guidelines which will prevent misleading advertisements in the sector of digital marketing.
- Social media influencers and digital marketers may have to ensure the veracity of claims made in the advertisement according to these guidelines.
- Electronic trading of medical drugs in India will have stringent digital marketing and legal compliance. To register the company, it can be done by submitting an application to the Ministry of Corporate Affairs (MCA) and can be done online.
- A GST registration is mandatory for operating the services business in India. Bank account can be established with any national bank with Current account. All digital marketing business must ensure cyber law due diligence in India.
- Furthermore, digital marketing firms in India must ensure maintenance, privacy protection, data security, cyber security and confidentiality. Compliance with labour laws is also important in case if OOBINNO hires people full time. Also adhere to contract law and Indian penal code to operate digital marketing business in India.

The Business Strategy

SWOT Analysis of OOBINNO Solutions

Strengths

- Blend of both Product and Service
- Personalised Service to cater the digital marketing needs
- Wide variety of clients ranging from different domains
- Small skilled team hence low operating cost
- Focus on results
- 12 years of experience working with 50+ brands

Weaknesses

- Small team can take up few projects at a time
- Less recognition in other urban areas except Delhi NCR
- Variable requirements which are beyond digital marketing which is difficult to meet
- No in-house team for customization in the product adds overhead cost
- Not enough branding among the top global companies
- Not having enough exposure in Government related projects

Threats

- Too much competition in the market, even freelancers are grabbing big clients leading to price war.
- Technology is changing day by day so difficult to cope up with latest trends

- Unstructured and unorganized market in digital space as different pricing of same services is available.

Opportunities

- Due to Covid-19, online shopping and social media usage has increased leading to more potential customers
- Government of India relying on digital marketing efforts to create awareness on various social issues.
- Political parties are building their image by leveraging social media campaigns.
- Smartphone users are rapidly increasing expanding the ecosystem of digital space.
- More and more companies are relying on WhatsApp Chatbot support to reduce operating cost

Porters five forces analysis

Competitive rivalry – Very high

- The rivalry is increasing due to entry and exit barriers are going down because of the comparative low-cost of digital business models.
- Even the freelancers are increasing providing same set of digital marketing services as OOBINNO solutions as the service does not even require physical infrastructure or asset.
- The cloud platforms employing Software as a Service (SaaS) model has greatly reduced the initial investment for new players to enter into the Digital business space

Threat of new Entrant – Extremely High

- Traditional marketers like Print or TV are shifting to Digital marketing with reducing TV consumption and increasing `
- Low infrastructure cost and zero capex enables small players to enter into the industry and target SME's and other small businesses

Threat of Substitutes – Very high

- With an increasing number of Digital marketing agencies, it is very easy and convenient to find number of digital agencies offering same kind of services.
- There are number of freelancers who are providing the same services as OOBINNO solutions with less price.
- Digital Marketing services blended with product is a unique way of providing digital marketing solutions. This could reduce the threat of substitute product.

Bargaining Power of Buyers - High

- Due to substitute products and new players coming in rapidly into digital marketing space, bargaining power of buyers is very high.

- Easy access and low switching cost enable the organisation to look for vendors who can provide wholesome solution for their digital marketing needs.
- OOBINNO need to create its brand image and increase its visibility in order to remain on top of the option available for digital marketing agencies.

Bargaining Power of Suppliers – Low

- Licenses of software and third-party tools act as a supplier in digital marketing space
- The number of suppliers, resellers providing those tools and software are many and with low switching cost the bargaining power of suppliers get reduced.

Competitor Analysis

Following firms/agencies are direct competitor of OOBINNO Solutions:

1. Shootorder

Location: Hyderabad

Services Provided: Paid Search, Display Ads, Content Marketing & Social Media Delivers incomparable results in SEO.

Analysis: Shootorder is a company based out of the Hyderabad, focusing mainly on digital services for small and medium businesses, be it web design services, social media, specific web related projects, and staff-for-hire. Their areas of focus for their customers are to accelerate the mission, build awareness, and boost efficiency. While they focus on digital services, the company provides service packages that can be purchased either for projects, staff assistants, or for providing consultancy aimed at a focus of strategy, vision, and brand as to how it translates to the customers' communication channels. The company is well established and is in the single largest customer market area in South India providing them a plethora of choice and opportunity. However, should they decide to expand to North India, they could become an actual threat. The company has a large staff and are able to be flexible with resourcing for their various projects which gives them leeway to adjust as per their prioritization. This company can be either seen as a competitor or a company to benchmark from and adapt to the subject company.

2. SocialChamps Media Pvt. Ltd

Location: Pune

Services Provided: Design and branding services, Social media management, Political Digital Marketing, Search engine marketing, Social media consultancy.

Analysis: SocialChamps Media is a visual styling office providing services to make companies better, fresher and stronger. Established in 2016, this one-person company specializes in branding and company design, which translates into several service offerings including website design, graphic design, conference pop up design, as well as help with business' strategy and vision. SocialChamps Media is a local company based out of Pune and the skills and

experience of the owner are quite vast in visual design work as well as having developed a good reputation in the Maharashtra area. The marketing of the company seems to be rather irregular and seems to focus its efforts through its website and Facebook as a means to increase exposure. SocialChamps Media strength lies with the owner being very skilled in visual design and having an established portfolio to use when approaching new potential customers. Having said that, should the rather infrequent and inconsistent marketing continue, the threat level is manageable. Additionally, the company have no staff-for-hire concept which make their work largely project-based only.

3. BigZiel Technologies

Location: Chennai

Services Provided: Search Engine Marketing, Search Engine Optimization, Social Media Marketing, Pay Per Click, Email Marketing, App development, IoT, Web development and designing etc.

Analysis: BigZiel Technologies is a digital communication company that is relatively new in the Chennai area, having been established in 2017. BigZiel Technologies specializes in helping businesses with their branding, social media and website content management as well as provide training in social media usage for businesses. Additionally, the company provides a service called personal trainer which aims to work with companies to develop their marketing and communications objectives and goals. The company has developed a strong brand and is aggressively working to expand its exposure and competencies through acquiring more of the right kind of people. BigZiel Technologies have clear competencies in marketing and communications which will certainly translate to aggressive campaigns to increase exposure of their competencies and service offerings. With the company being so new, they are still adapting to the changes within as they work to find focus for the company. Despite being a direct competitor in website design and social media content management, their specialized competencies, in certain circumstances, could potentially act as a strategic partner on specific projects.

4. Creatlive Studios

Location: Bangalore

Services Provided: Expertise in professional responsive web design and development, online advertisement and web branding.

Analysis: Creatlive Studios is an advertising agency based out of Bangalore. The company has existed since 2016 and has a good footprint locally, having a breakthrough year in 2017. This company focuses on graphic design, responsive websites, web shops, video and photography services, as well as search engine optimization (SEO) services. The company provides both standardized and customized solutions to their customers utilizing powerful technologies such as WordPress and WooCommerce. Creatlive Studios has already a proven ability to deliver based on their portfolio and aims to increase its growth through continuous development of their competencies. The company collectively have a good set of skills to deliver what the customer

wants. However, the company is small and could find themselves in a volatile situation should outside changes and pressures occur. They offer no staff-for-hire concept and are seemingly running solely on a project-based approach. While seen as a clear competitor, in some circumstances, the company could be used as a strategic partner in helping to deliver larger, more complex projects requiring more know-how or resourcing than what OOBINNO could provide on its own.

Following are other competitors offering similar services as OOBINNO

1. Bluebit Systems

Location: Mumbai

Services Provided: SEO, Google Adwords, Digital marketing , Google analytics reports, and keyword ranking report generation, , Social Media Marketing, Facebook Ads campaigns, website development and designing.

2. Webdot Services

Location: Hyderabad

Services Provided: Social Media Marketing, Email Marketing, Search Engine Optimization, Content Marketing, Search engine Marketing, Pay Per Click, Social Media Optimization, Web Designing and development and more.

3. SocioAdvocacy

Location: Mumbai

Services Provided: They ensure customer support all through the program lifecycle; provide information on best practices, latest trends, and guidance to drive the program to success.

4. Acetz

Location: Noida

Services Provided: Content Marketing, Web designing and development, Consulting and Branding.

5. FruitBowl Digital

Location: Mumbai

Services Provided: Website design and development, Social Media Marketing, SEM, Media planning buying, Mobile App development, Strategy and Planning, Email Marketing, Branding, Lead Generation and Graphic designing etc.

6. Missing Link

Location: Mumbai

Services Provided: Pay per Click, Search Engine Optimization, Social media marketing, Search Engine Marketing, etc.

Business Strategy

OOBINNO will endeavour to surpass client expectations via exceptional proficiency, vigilant devotion to client needs, dependable high-quality work, and exceptional responsiveness. The focus is on building long term relationship with clients and community.

The strategy and its implementation for the company will be targeted at developing clients and fostering a following among small business owners. OOBINNO believes that unparalleled client service combined with verifiable results are crucial to developing relationships and referrals.

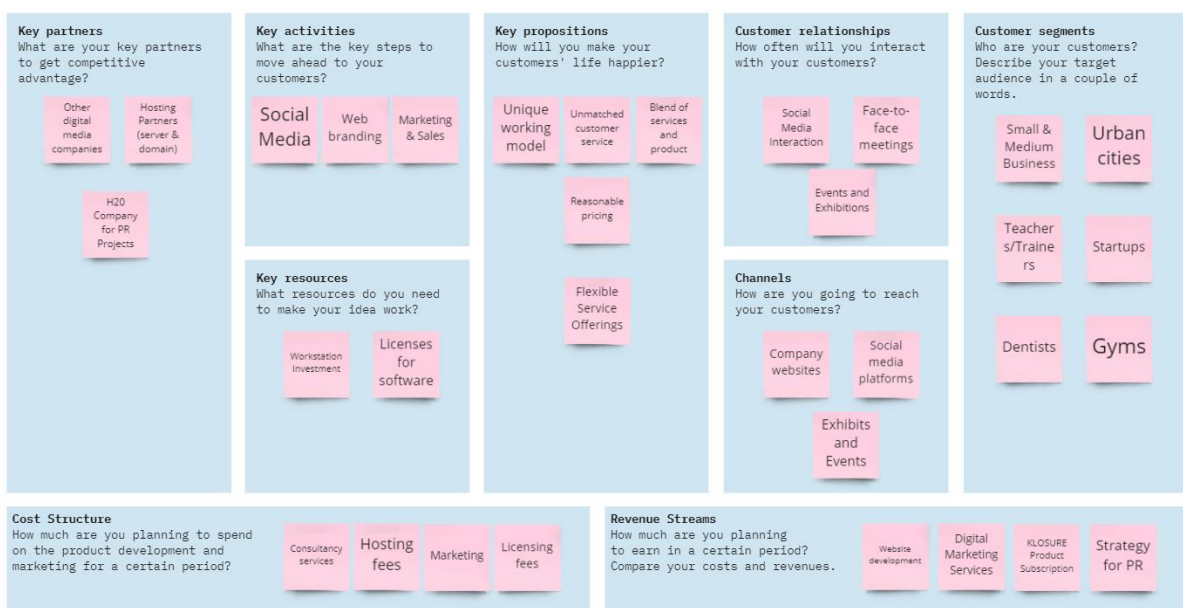
By outsourcing, the Company will be assured a healthy profit margin. The savings off the standard market rate for similar in-house provided services by utilizing freelancer's and independent consultants will be at the heart of the outsourcing policy.

Roll Out Strategy

- Retain existing base of customer for the first 2 year
- A good brand image of OOBINNO needs to be the focus
- Quick demo and face to face meeting shall be prevalent initially for couple of years to gain more clients.
- Target market would be urban cities like Delhi, Mumbai, Bangalore and Pune in the first initial years and small and medium enterprises.
- No restriction once the considerable positioning is built in the target market.

Following image describes the business model canvas for OOBINNO Solutions

The Business Model Canvas for OOBINNO Solutions



Product and Services Description

OOBINNO is a full-service digital technology agency. Their key services are performance campaigns, branding, strategic advertising and AI & VR driven marketing.

OOBINNO offers the following Products:

- Yes NANCY – AI based Video Marketing BOT for Business
- KLOSERR – Create a Wow Customer Experience WhatsApp Business

KLOSERR

The ability to engage your customer base using interactive Chatbot technology to create personalized individual conversations by sending messages, audi. Images, files and videos through WhatsApp. Transform the interactions between your brands and the consumer for AI-driven, personalized exchanges.

- 100% real-time: all feedback and exchanges between your customers and the platform are recorded and available through the client dashboard.
- It's the new emailer: Track, optimize and understand consumer sentiment through the interactive chat features.
- Engage on a deeper level: With the average message open rate of 94%, be sure that your message is reaching the target audience, and track this engagement through the tool to understand if sentiment is good, or bad.
- Goodbye scattershot marketing: OOBINNO will utilize the existing consumer data to endure messages reach the right audience. They can supplement this data with their own in-house 55Cr+ user database featuring over 700 unique filters such as gender, profession, location, salary, designation etc.

Sample Conversation

BRAND RECOGNITION
Your brand name is displayed at the top of the message history so each customer immediately knows who is contacting them

100% CUSTOMIZABLE CONTENT
Create custom lists to interact with your clientele.

RESPONSE COLLECTION
Each and every consumer response is logged in the dashboard for later analysis

VARIOUS WAYS TO INTERACT
Show your customer image responses, include URLs, audio and video, and more including PDF documents

The diagram illustrates a WhatsApp chat interface with the following elements:

- Header: Your Brand Name
- Message: Greetings from Client Name! We are thrilled that you have purchased with us today. We hope that your experience was memorable. For more information, please follow the below:
 - 1 - Sizing
 - 2 - Returns Policy
 - 3 - Store Locator
 - 4 - Customer Feedback
 - 5 - Learn more about us
 - 6 - Future events
- Response: 3 (with a checkmark)
- Message: Thanks! Our Mumbai stores are located in Worli, Bandra, Andheri and Powai. Please follow the below link to see the stores on a map:
www.storelocations.in
- Input field: Type a message

Clear Campaign Tool

Clear campaign helps customer to target the performance campaigns to the right audience with precision. By tracking the below parameters, we are able to accurately define the type of consumer who will engage most effectively with your strategy.

- Online habits
- Consumer journey
- Online experience
- Purchases made
- Individual interests

Every month OOBINNO delivers millions of targeted ad impressions across the internet for their clients. With Clear Campaign, they are able to focus the message in front of the right audience at the right time.

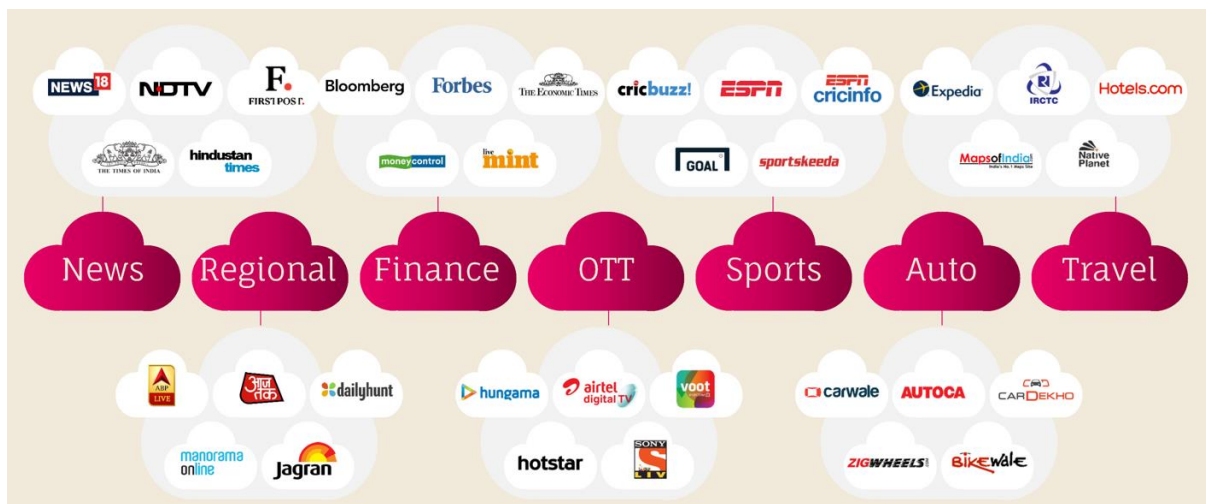
- 168+ countries covered by online inventory
- Multi Format – ads in standard and interactive banners and video
- Dashboard – access as standard for wide range of analytics.

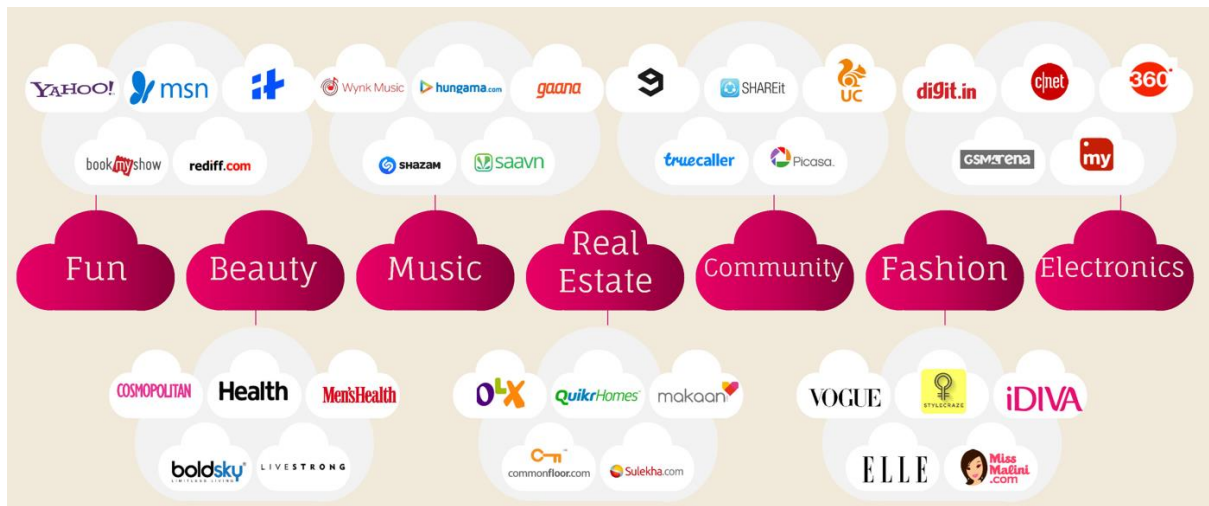
Performance Campaigns

OOBINNO runs cost per

- Click
- Lead
- Impression
- Registration
- View
- Installation
- Sale
- Acquisition

Paid Media – Sample Inventory





Influencer & Celebrity

Engage and activate audiences worldwide through top influencers, such as bloggers, vloggers, celebrities and social media influencers. Using OOBINNO's unique expertise, they develop and execute creative influencer marketing strategies to amplify the brand story at scale and reach billions of people. Their in-house influencer team includes

- Strategists
- Campaign managers
- Designers
- Developers
- Analysts
- Social media experts

PPC Management

OOBINNO will employ high level PPC skills in order to allow clients to obtain excellent Pay Per Click Strategies.

Social Media Management

One of the most important marketing strategies in today's online world is SMM and OOBINNO intends to provide clients with its in-depth knowledge of the space to assist them in executing on their overall goals. Our SMM marketing services allow clients to approach customers in a soft inviting way.

SEO /web copy

Search engine optimization is a service OOBINNO will be providing. Being experts in Google and other search engines, allows the company familiarity with how they work

and how clients can rank their sites. OOBINNO understands how to use keywords and content creation to build the search rankings of a site.

So as far as services, they will offer a full plethora and what the company may not be currently pursuing; can be handled by sub-contracting out to freelance providers.

Marketing Plan

Secondary market research indicates the following information:

While the internet has been publicly accessible for over 20 years, online advertising remains one of the most burgeoning forms of marketing worldwide. The industry of internet advertising is still growing thanks to the continued influx of new users on a global scale and has expanded in format over the years, from email marketing to search engine marketing to social media marketing. Other common online advertising methods include web banner advertising and more recently, mobile advertising.

Though the ad space is presented digitally instead of physically, online advertising frequently works in the same style as classical print advertising: a publisher incorporates advertisements into its medium and an advertiser supplies the advertisements to be presented on the publisher's medium. Advertising agencies are often employed to generate and place ad copy while ad servers' function to transmit ad content and measure viewership statistics. Additionally, online advertising affiliates work indirectly to help promote advertisements and are rewarded by the advertiser based on the number of visitors brought to the ad by the affiliate's efforts.

It is nearly impossible to assign a figure to the total amount of money currently being spent on online advertising. Analyst estimates of this figure vary widely because the real cost takes several different components into consideration. These include agency or creative costs, local branding and marketing costs as well as the cost of brochures, catalogues and other print materials. Also considered are website building and maintenance expenses.

The cost amounts available for study are usually limited and include spending on different mediums, such as billboards, TV, radio and paid search advertising. They include figures for local outlets as well as national media outlets and are frequently rough estimates. Over the past few years, spending on social media has become a larger component of internet advertising and these amounts are now tracked or estimated as well.

Today, mobile device use drives much of the growth in the online advertising industry. Because online advertising is a relatively new industry, it is often hard to predict marketing trends, especially because the enabling technology is still rapidly developing and advancing. One tried-and-true online marketing technique that remains highly useful is search engine optimization (SEO), which is the task of strategically placing relevant terms on a website so that search engines direct traffic to it, thereby increasing views of the advertisement. Algorithms used to determine SEO are complex and must be continually updated to maintain or improve traffic direction, making it a service area high in demand.

The soaring popularity of social media continues to have a significant impact on the industry of online advertising. Social media websites are now some of the most highly used and sought-after services on the internet. While it is impossible to predict levels of user adoption and success of newer sites like Google+ and Pinterest, there's likely room for newer social media sites to grow and co-exist along with well-established

titans such as Twitter and Facebook. Accordingly, social media will become a bigger part of online marketing in the near future as much of the world comes online and joins social media for the first time.

SEO & other analytical tools are becoming increasingly valuable, with companies like Google budgeting extra money to develop an expanded assortment of tools for advertisers. Free software like Google Analytics is now used almost universally, putting it on pace to replace more traditional analytics tools. The ever-increasing market for online advertising will undoubtedly bring increased competition along with it, furthering the need for increased sophistication of data analysis methods in the industry.

Total size of the market – Indian Digital media will grow at 20% to reach a market size of Rs. 18,938 crores by 2021.

Competitive Edge

OOBINNO is zeroed in on assisting small and medium sized businesses maximize online marketing for results. We believe our strengths compared to competitors are:

- Aggressive pricing structure coupled with low company overhead;
- Strong intellectual property that OOBINNO will monetize
- Value chain relationships with strategic partners

The competition in the industry OOBINNO is entering is high, decidedly fragmented and prone to swift change. The industry has numerous companies with an assortment of services. The company can vary depending and focus on a specific niche if needed to land a client. In addition, OOBINNO also expects to face competition from new entrants because the barriers to entry in our line of business remains rather low.

It is important for us to be able to compete on price. Many of our larger competitors will offer some of the services we offer as loss leaders. In these cases, they are willing to break even or lose money in order to obtain a client in the hopes that they can cross sell them other services. By running a streamlined operation, we expect to be able to compete even in such a scenario. We believe that our experience and wide range of services will allow us to compete successfully in the marketplace.

Our quality of our work and the calibre of our team provide a competitive edge over as well. Always stressing our superior client relationship service and offering exceptional value for the money, we will have an advantage over others. A sharp focus on client desires and impeccable attention to details will allow us to achieve steady growth by building new client relationships and retaining old.

Consumers

Geographical target for consumers for OOBINNO would be urban states like Delhi, Bangalore, Mumbai, Pune etc as the market is more matured here for digital marketing.

The target customer could be small and medium business owners. Dentists, Start-ups, Gym owners, Teacher/Trainer, Fashion Clothing factory owners, Healthy food manufacturer, etc can be potential segment of customer to target for OOBINNO.

Buyer Persona of a Gym Owner who has his own gym names "Body Shapers" in various location in Delhi and he wants to promote his gym among the active individuals.

Name: Yogesh Chauhan (Body Shapers Gym Brand)

Age – 45 years

Gender – Male

Income Level – 2-3 Lakhs per month

Location – East Delhi, North West Delhi and West Delhi

Social Class – Upper middle class

Occupation – Gym owner

Education – Graduate

Scenario – Yogesh has been running Body Shapers gym since last 15 years and he has provided a quality gym to the active individual. Body shapers is a spacious and well-equipped gym. It has all the training equipment and apart from strength training, it has a special arrangement for Kick boxing for the people who love to train in kick boxing. Yogesh needs OOBINNO solution services in order to promote his gym to the fitness freak people so that more and more memberships are availed for the gym.

For OOBINNO, marketing is not just something they can talk and write about, it is imperative that as an "online marketing firm" they practice what they preach. The goal of marketing strategy at OOBINNO solution is

- Increase awareness and exposure
- Brand Recognition
- Attract new customers

Product

- c These services are delivered in different branded packages designed to deliver specific services to the customer, selling what is needed and not anything extra for more money.
- Additionally, another 'product' of the service is the customer service itself, provided by the owner. Customers will get 'an experience' where they will feel listened to, understood, and get the value and deliverables they were expecting.
- Services are mainly acquired via the company website through inquiry and are followed up by the owner.

Price

- **Pricing Strategy** – OOBINNO Solutions pricing strategy is based in INR and is greatly influenced from competition prices. The pricing has been set up

accordingly which is within the competitive levels after evaluating the competition, their education, and competencies.

Place

- **Online website.** The OOBINNO Solutions website will be used to promote the company and its offerings and allow the customer to make inquiries for specific service needs they would have.
- **Social Media.** The company will have a web presence in social media platforms that will be branded in a similar manner as the website. The role of social media for the company is to build awareness, engage with the community, and to draw interested parties back to the website where there will be more information, news, and promotions.

Promotion

- **Social Media.** “It will play a major role in bringing awareness to the general public. Social media has an immediate and personalized effect. Through the use of targeted marketing ads, the probability of reaching the correct target group/users is high.
- **Search Engine Optimization (SEO).** Adding relevant tags and terms will bring people more easily to the company website as it becomes more findable through search engine results.
- **Sponsorships.** To increasing exposure and awareness of the company through sponsoring young peoples’ sports and other hobbies.
- **Personal selling.** Used by the owner in limited fashion when in favourable circumstances.
- **Discounts.** Advertised from time to time to help generate more business together with the use of targeted ads as well as increase the traffic to the company website.

People

- **Advice and Sales Support.** This has to be a role that is taken in any business and OOBINNO is no different. Sales and advice are key elements to making an inquiry into a sale or even aftersales sale.
- **Exhibitions.** These are targets of opportunity in certain places, exhibitions could be good places to network and increase awareness of the company and its competencies. Not only could this be a way to make new customer contacts, but it could be a good way to network with new potential strategic partners.
- **Social Media engagement.** This is one of the single most critical methods of communicating with the community. In order to build awareness, the company will need to put the work in to build a community, engage with it so as to build credibility and loyalty. It’s the community building that is critical to an eventual return on investment through acquisition of already loyal customers who have an affection for the company and its brand.

Process

- **Inquiries.** “Simplifying the process for potential customers to have the ability to ask more information regarding the services the company provides through a semi-structured form significantly speeds up the process and allows both parties to more quickly address the need more efficiently. The inquiry form will be posted on the website of OOBINNO.
- **Payments.** OOBINNO will take Paytm/PhonePe/BHIM UPI mode of payment as well as cash payment

Physical Evidence

- **Webpage traffic.** Analytics reports are to be used to evaluate the effectiveness of the marketing in how it affects the traffic coming to the website, including what pages they look at, how long, and from which locations. Analytics reports are great sources of information to further help focus marketing and increase the traffic even further which end results are of course to lead to more sales.
- **Awards.** As the business matures and grows, the customer satisfaction award is a goal for OOBINNO Solutions. It’s an important indication of how people perceive the service levels to be and that is an important face and value of the company to the customers.

Productivity & Quality

- **Feedback.** As part of customer service and for quality control, feedback will be asked from customers after they have received the company’s services. The same will be asked from customers that inquire but, in the end, decided not to buy services from the company. This is done so as to better understand the people interested in the services and to make adjustments/improvements accordingly where feasible.

The website and web presence will be the predominant marketing venue for marketing. The company intend to take a multi-pronged approach to marketing the site this includes:

1. Having the URL prominent in all company materials (business cards, stationary, promotional materials, etc...)
2. Creating a dynamic and robust online presence will be at the core of the marketing strategy for the company. The following shows an outline for executing the website marketing strategy
 - a. SEO (Search Engine Optimization) - This will improve the websites visibility through search engines.
 - b. Social Media Networking
 - i. Facebook
 - ii. Twitter

- iii. Pinterest
 - iv. Instagram
 - v. LinkedIn
 - vi. Other online communities
- c. Blogs
 - d. Online Virtual Newsletter – OOBINNO's monthly newsletter will serve as a resource for news on the online marketing industry and developments.

Sales Strategy

The major push with the sales strategy will be to bid on projects listed on freelance sites. OOBINNO expects to have a distinct advantage over others winning freelance projects. Many bidders for online and mobile marketing projects are only specialized in the specific task they know best. The lack of broad organizational and project management skills many freelancers have on sites such as Upwork and Freelancer will allow OOBINNO to stand out from the crowd. In turn, OOBINNO will have established relationships with other freelancers to provide specialized work to complete task for which OOBINNO do not have the time or skill to do in-house.

The second leg of the sales strategy will be to maintain differentiation from competitors. In terms of promotion, they intend to sell the company as a strategic ally, not just a service provider. Offering extremely reasonable prices in comparison to the competition will be part of the strategy.

They will market and sell directly to business owners, by visiting their physical location and offering the services that they need and can afford to keep their business competitive in the online marketing environment. The company will be cold-calling and knocking on the doors of local businesses in industries where online and mobile marketing services are most valuable and utilized.

The key message associated with its services is a top-notch customer service and results driven implementation. They will stress that using OOBINNO company to implement an online marketing strategy is a value-added proposal for small to medium-sized businesses. The company wants to emphasize to business owners that they are dealing with a professional company that understands their needs and desires.

Operating Plan

Execution

A main element in the successful execution of OOBINNO's business is outsourcing. Outsourcing is often viewed as involving the contracting out of a business function - commonly one previously performed in-house - to an external provider. Outsourcing will provide our company with:

- Reduced overhead — The slashing of operating expenses in the area of personnel. Salaries and benefits are often the largest expenses in a professional services company such as ours, the ability to reduce these costs in a small enterprise is essential.
- Deep intellectual base — Access to team members with experience and specializations that may be lacking internally
- Scalability — When business increases, there is little to no lag in ramping up production levels using outsourced providers.

By outsourcing, the company will be assured a good profit margin by the overall reduction of up to half off the standard market rate for similar in-house provided services.

The company expects to find reasonably pricing outsourced freelancers to provide with many of the services that OOBINNO will deliver to clients. Outsourcing will be used when the owner does not have the skills and/or time to work on the service personally in-house. The following are resources we may use to find outsourced freelance help.

- Fiverr.com
- Upwork.com
- Craigslist.org
- Freelancer.com
- Peopleperhour.com

Location

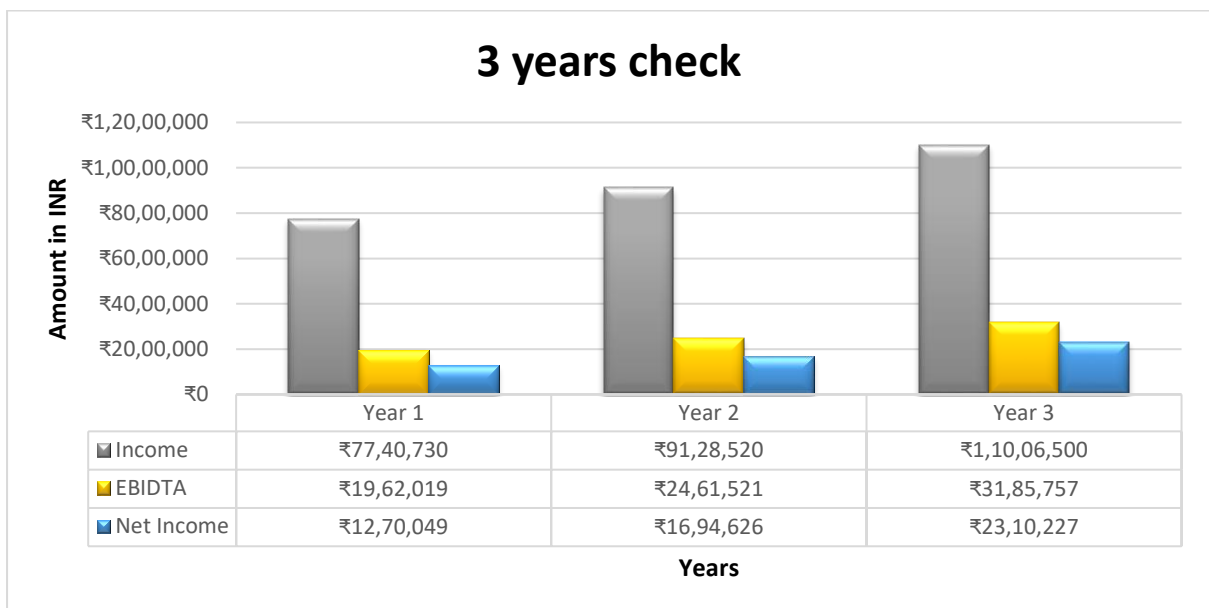
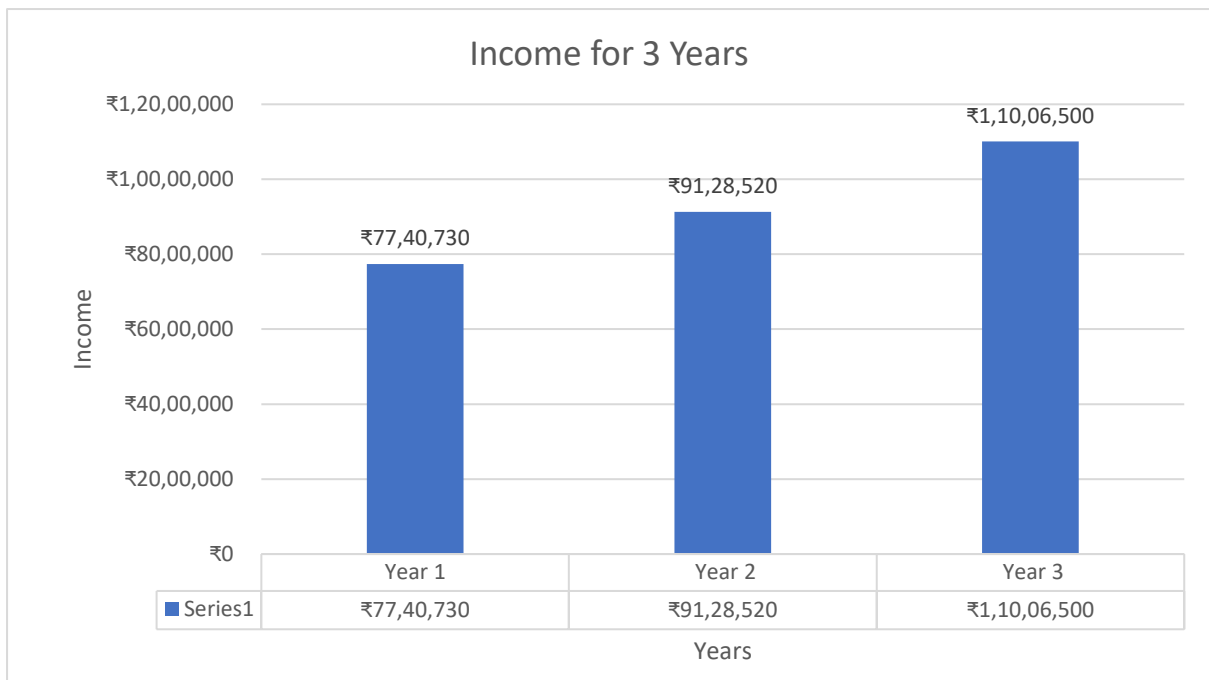
OOBINNO Solution will be located in an office space at the owner's personal place of residence in Rohini, Delhi. The company is a one-person company and the work is entirely digital, which does not require separate office space elsewhere. Due to the nature of the work, should the company grow to require more employees, the work can continue regardless of physical locations as communications can be done through internet communication tools and phone. As mentioned above, the company can employ freelancers to reduce the load which can be coordinated virtually and no office space would be required.

Licenses

OOBINNO Solution will buy the licenses of the following software at the start of the financial year

- WhatsApp API Subscription
- Google Ads Subscription
- Facebook Business Manager
- Facebook Insights
- Google Analytics
- Twitter Native Platform
- HubSpot Email Marketing
- Optimizely for Website Testing
- Vimeo for Video Hosting
- Canva
- MailChimp
- Trello
- KISSmetrics
- Upwork
- Fiverr
- Adobe Photoshop
- Adobe Illustrator
- Microsoft Office 2019
- Zoom
- MS Teams

Financial Plan



Assumptions

- Month on Month (MoM) Growth on Income is on average 3%
- Month on Month (MoM) Growth on Cost is 2.5%
- Depreciation on Fixed assets is taken as 2.3%
- Salary and Wages increase is 20% on Year 2 and 25% on Year 3
- Fixed operating expenses is taken as 5% increase in year 2 and 5% increase in Year 3

Required Start-Up Funds		
Required Start-Up Funds	Amount	Totals
Fixed Assets		
Website	₹ 50,000	
Equipment (not leased)	₹ 75,000	
Furniture and Fixture	₹ 2,00,000	
Vehicles	₹ 4,00,000	
Computers / Electronics	₹ 2,00,000	
Re-seller accounts	₹ 50,000	
Software	₹ 50,000	
Total Fixed Assets		₹ 10,25,000
Operating Capital		
Pre-Opening Salaries and Wages	₹ 2,70,000	
Prepaid Insurance Premiums	₹ 2,084	
Inventory	₹ 50,000	
Legal and Accounting Fees	₹ 4,166	
Rent & Deposits	₹ 10,000	
Utility Deposits	₹ 25,000	
Supplies	₹ 75,000	
Advertising and Promotions	₹ 30,000	
Licenses	₹ 50,000	
Other Initial Start-Up Costs	₹ 10,000	
Working Capital (Cash On Hand)	₹ 10,000	
Total Operating Capital		₹ 5,86,250
Total Required Funds		₹ 15,61,250
Sources of Funding	Amount	Totals
Owner's Equity	100.00%	₹ 20,00,000
Additional Loans or Debt		
Commercial Loan	0.00%	\$0
Total Sources of Funding	100.00%	₹ 20,00,000

Year End Summary			
	Year One	Year Two	Year Three
Income			
SEO	₹ 36,13,890	₹ 43,63,940	₹ 49,94,850
PPC	₹ 14,18,270	₹ 16,51,370	₹ 22,26,000
SMM	₹ 23,48,570	₹ 26,81,210	₹ 33,17,650
Email	₹ 1,98,500	₹ 1,86,000	₹ 2,22,000
Other	₹ 1,61,500	₹ 2,46,000	₹ 2,46,000
Total Income	₹ 77,40,730	₹ 91,28,520	₹ 1,10,06,500
Cost of Sales (Referral Commissions)			
SEO	₹ 3,61,494	₹ 4,36,394	₹ 4,64,436
PPC	₹ 1,40,483	₹ 1,65,144	₹ 1,83,624
SMM	₹ 2,34,934	₹ 2,68,121	₹ 3,00,916
Email	₹ 43,200	₹ 55,200	₹ 60,600
Other	₹ 43,800	₹ 53,600	₹ 60,600
Total Cost of Sales	₹ 8,23,911	₹ 9,78,459	₹ 10,70,176
Gross Margin	₹ 69,16,819	₹ 81,50,061	₹ 99,36,324
Salaries and Wages			
Owner's Compensation	₹ 12,00,000	₹ 14,40,000	₹ 18,00,000
Full Time Employees	₹ 14,40,000	₹ 17,28,000	₹ 21,60,000
Part Time Employees	₹ 6,00,000	₹ 7,20,000	₹ 9,00,000
Payroll Taxes and Benefits	₹ 0	₹ 0	₹ 0
Total Salary and Wages	₹ 32,40,000	₹ 38,88,000	₹ 48,60,000
Fixed Business Expenses			
Auto Expense	₹ 24,000	₹ 25,200	₹ 26,460
Bank Service Charges	₹ 1,200	₹ 1,260	₹ 1,323
Business Cards / Flyers	₹ 6,000	₹ 6,300	₹ 6,615
Computer Software / Cloud	₹ 6,00,000	₹ 6,30,000	₹ 6,61,500
Dues and Subscriptions	₹ 600	₹ 630	₹ 662
Insurance (Liability and Property)	₹ 25,008	₹ 26,258	₹ 27,571
Licenses/Fees/Permits	₹ 0	₹ 0	₹ 0
Legal and Professional Fees	₹ 49,992	₹ 52,492	₹ 55,116
Office Expenses & Supplies	₹ 1,20,000	₹ 1,26,000	₹ 1,32,300
Lease (on equipment)	₹ 0	₹ 0	₹ 0
Rent	₹ 1,20,000	₹ 1,26,000	₹ 1,32,300
Ongoing Maintenance / Repairs	₹ 0	₹ 0	₹ 0
Telephone and Communications	₹ 18,000	₹ 18,900	₹ 19,845
Meals & Entertainment	₹ 24,000	₹ 25,200	₹ 26,460
Marketing/Promotion	₹ 1,80,000	₹ 1,89,000	₹ 1,98,450
Internet / Cable Service	₹ 6,000	₹ 6,300	₹ 6,615
Accounting	₹ 0	₹ 0	₹ 0
Travel Expenses	₹ 1,20,000	₹ 1,26,000	₹ 1,32,300
Utilities	₹ 3,00,000	₹ 3,15,000	₹ 3,30,750
Other	₹ 1,20,000	₹ 1,26,000	₹ 1,32,300
Total Fixed Business Expenses	₹ 17,14,800	₹ 18,00,540	₹ 18,90,567
Operating Income (before Other Expenses)	₹ 19,62,019	₹ 24,61,521	₹ 31,85,757
[EBITDA]			

Other Expenses			
Amortized Start-up Expenses	₹ 1,55,417	₹ 1,55,417	₹ 1,55,417
Depreciation	₹ 2,85,000	₹ 2,85,000	₹ 2,85,000
Interest			
Commercial Loan	₹ 0	₹ 0	₹ 0
Line of Credit	₹ 0	₹ 0	₹ 0
Other Bank Debt	₹ 0	₹ 0	₹ 0
Taxes	₹ 2,51,553	₹ 3,26,478	₹ 4,35,114
Total Other Expenses	\$11,366	₹ 6,91,970	\$14,129
Net Income			
	₹ 12,70,049	₹ 16,94,626	₹ 23,10,227

Projected Income Statement - Year One													
Monthly	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Totals
Income													
SEO	₹2,62,500	₹2,72,300	₹2,78,250	₹2,80,700	₹2,83,500	₹2,83,850	₹2,84,550	₹2,85,250	₹3,42,300	₹3,43,000	₹3,47,900	₹3,49,790	₹36,13,890
PPC	₹1,02,060	₹1,08,850	₹1,12,000	₹1,15,500	₹1,17,950	₹1,32,930	₹1,19,350	₹1,19,490	₹1,20,680	₹1,21,450	₹1,22,850	₹1,25,160	₹14,18,270
SMM	₹1,75,000	₹1,77,800	₹1,78,500	₹1,86,900	₹1,88,930	₹1,94,950	₹2,00,550	₹2,03,000	₹2,09,650	₹2,10,490	₹2,11,050	₹2,11,750	₹23,48,570
Email	₹10,000	₹10,000	₹15,000	₹15,000	₹16,000	₹16,000	₹18,000	₹19,000	₹19,500	₹20,000	₹20,000	₹20,000	₹1,98,500
Other	₹10,000	₹10,000	₹12,000	₹12,000	₹14,000	₹14,000	₹14,500	₹15,000	₹15,000	₹15,000	₹15,000	₹15,000	₹1,61,500
Total Income	₹5,59,560	₹5,78,950	₹5,95,750	₹6,10,100	₹6,20,380	₹6,41,730	₹6,36,950	₹6,41,740	₹7,07,130	₹7,09,940	₹7,16,800	₹7,21,700	₹77,40,730
Cost of Sales (Referral Commissions)													
SEO	₹26,250	₹27,230	₹27,860	₹28,070	₹28,350	₹28,420	₹28,490	₹28,525	₹34,230	₹34,300	₹34,790	₹34,979	₹3,61,494
PPC	₹10,220	₹10,920	₹11,200	₹11,550	₹11,830	₹11,830	₹11,970	₹11,949	₹12,068	₹12,145	₹12,285	₹12,516	₹1,40,483
SMM	₹17,500	₹17,780	₹17,850	₹18,690	₹18,900	₹19,530	₹20,090	₹20,300	₹20,965	₹21,049	₹21,105	₹21,175	₹2,34,934
Email	₹2,000	₹2,000	₹3,000	₹3,000	₹3,500	₹3,500	₹4,000	₹4,200	₹4,500	₹4,500	₹4,500	₹4,500	₹43,200
Other	₹3,000	₹3,000	₹3,000	₹3,000	₹3,500	₹3,500	₹4,000	₹4,000	₹4,200	₹4,200	₹4,200	₹4,200	₹43,800
Total Cost of Sales	₹58,970	₹60,930	₹62,910	₹64,310	₹66,080	₹66,780	₹68,550	₹68,974	₹75,963	₹76,194	₹76,880	₹77,370	₹8,23,911
Gross Margin	₹5,00,590	₹5,18,020	₹5,32,840	₹5,45,790	₹5,54,300	₹5,74,950	₹5,68,400	₹5,72,766	₹6,31,167	₹6,33,746	₹6,39,920	₹6,44,330	₹69,16,819
Total Salary and Wages	₹2,70,000	₹2,70,000	₹2,70,000	₹2,70,000	₹2,70,000	₹2,70,000	₹2,70,000	₹2,70,000	₹2,70,000	₹2,70,000	₹2,70,000	₹2,70,000	₹32,40,000
Fixed Business Expenses													
Auto Expense	₹2,000	₹2,000	₹2,000	₹2,000	₹2,000	₹2,000	₹2,000	₹2,000	₹2,000	₹2,000	₹2,000	₹2,000	₹24,000
Bank Service Charges	₹100	₹100	₹100	₹100	₹100	₹100	₹100	₹100	₹100	₹100	₹100	₹100	₹1,200
Business Cards / Flyers	₹500	₹500	₹500	₹500	₹500	₹500	₹500	₹500	₹500	₹500	₹500	₹500	₹6,000
Computer Software / Cloud	₹50,000	₹50,000	₹50,000	₹50,000	₹50,000	₹50,000	₹50,000	₹50,000	₹50,000	₹50,000	₹50,000	₹50,000	₹6,00,000
Dues and Subscriptions	₹50	₹50	₹50	₹50	₹50	₹50	₹50	₹50	₹50	₹50	₹50	₹50	₹600
Insurance (Liability and Property)	₹2,084	₹2,084	₹2,084	₹2,084	₹2,084	₹2,084	₹2,084	₹2,084	₹2,084	₹2,084	₹2,084	₹2,084	₹25,008
Licenses/Fees/Permits	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0
Legal and Professional Fees	₹4,166	₹4,166	₹4,166	₹4,166	₹4,166	₹4,166	₹4,166	₹4,166	₹4,166	₹4,166	₹4,166	₹4,166	₹49,992
Office Expenses & Supplies	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹1,20,000
Lease (on equipment)	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0
Rent	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹1,20,000
Ongoing Maintenance / Repairs	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0
Telephone and Communications	₹1,500	₹1,500	₹1,500	₹1,500	₹1,500	₹1,500	₹1,500	₹1,500	₹1,500	₹1,500	₹1,500	₹1,500	₹18,000
Meals & Entertainment	₹2,000	₹2,000	₹2,000	₹2,000	₹2,000	₹2,000	₹2,000	₹2,000	₹2,000	₹2,000	₹2,000	₹2,000	₹24,000
Marketing/Promotion	₹15,000	₹15,000	₹15,000	₹15,000	₹15,000	₹15,000	₹15,000	₹15,000	₹15,000	₹15,000	₹15,000	₹15,000	₹1,80,000
Internet/Cable Service	₹500	₹500	₹500	₹500	₹500	₹500	₹500	₹500	₹500	₹500	₹500	₹500	₹6,000
Accounting	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0
Travel Expenses	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹1,20,000
Utilities	₹25,000	₹25,000	₹25,000	₹25,000	₹25,000	₹25,000	₹25,000	₹25,000	₹25,000	₹25,000	₹25,000	₹25,000	₹3,00,000
Other	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹10,000	₹1,20,000
Total Fixed Business Expenses	₹1,42,900	₹1,42,900	₹1,42,900	₹1,42,900	₹1,42,900	₹1,42,900	₹1,42,900	₹1,42,900	₹1,42,900	₹1,42,900	₹1,42,900	₹1,42,900	₹17,14,800
Other Expenses													
Amortized Start-up Expenses	₹12,951	₹12,951	₹12,951	₹12,951	₹12,951	₹12,951	₹12,951	₹12,951	₹12,951	₹12,951	₹12,951	₹12,951	₹1,55,417
Depreciation	₹23,750	₹23,750	₹23,750	₹23,750	₹23,750	₹23,750	₹23,750	₹23,750	₹23,750	₹23,750	₹23,750	₹23,750	₹2,85,000
Interest													
Commercial Loan	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0
Line of Credit	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0
Other Bank Debt	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0	₹0
Taxes	₹9,591	₹12,206	₹14,429	₹16,371	₹17,648	₹20,745	₹19,763	₹20,417	₹29,178	₹29,564	₹30,491	₹31,152	₹2,51,553
Total Other Expenses	₹46,292	₹48,907	₹51,130	₹53,072	₹54,349	₹57,446	₹56,464	₹57,119	₹65,879	₹66,266	₹67,192	₹67,853	₹6,91,970
Net Income	₹41,398	₹56,213	₹68,810	₹79,818	₹87,051	₹1,04,604	₹99,036	₹1,02,747	₹1,52,388	₹1,54,580	₹1,59,828	₹1,63,577	₹12,70,049

Projected Cash Flow Statement - Year One

Monthly												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Beginning Cash Balance	₹ 10,000	₹ 97,690	₹ 2,02,810	₹ 2,86,525	₹ 4,14,415	₹ 5,55,815	₹ 6,63,102	₹ 8,18,602	₹ 9,78,468	₹ 11,27,377	₹ 13,48,223	₹ 15,75,243
Cash Inflows												
Income from Sales	₹ 5,59,560	₹ 5,78,950	₹ 5,95,750	₹ 6,10,100	₹ 6,20,380	₹ 6,41,730	₹ 6,36,950	₹ 6,41,740	₹ 7,07,130	₹ 7,09,940	₹ 7,16,800	₹ 7,21,700
Accounts Receivable	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Total Cash Inflows	₹ 5,59,560	₹ 5,78,950	₹ 5,95,750	₹ 6,10,100	₹ 6,20,380	₹ 6,41,730	₹ 6,36,950	₹ 6,41,740	₹ 7,07,130	₹ 7,09,940	₹ 7,16,800	₹ 7,21,700
Cash Outflows												
Investing Activities												
New Fixed Assets Purchases	₹ 0	₹ 0	₹ 0	₹ 5,000	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Cost of Sales	₹ 58,970	₹ 60,930	₹ 62,910	₹ 64,310	₹ 66,080	₹ 66,780	₹ 68,550	₹ 68,974	₹ 75,963	₹ 76,194	₹ 76,880	₹ 77,370
Operating Activities												
Salaries and Wages	₹ 2,70,000	₹ 2,70,000	₹ 2,70,000	₹ 2,70,000	₹ 2,70,000	₹ 2,70,000	₹ 2,70,000	₹ 2,70,000	₹ 2,70,000	₹ 2,70,000	₹ 2,70,000	₹ 2,70,000
Fixed Business Expenses	₹ 1,42,900	₹ 1,42,900	₹ 1,42,900	₹ 1,42,900	₹ 1,42,900	₹ 1,42,900	₹ 1,42,900	₹ 1,42,900	₹ 1,42,900	₹ 1,42,900	₹ 1,42,900	₹ 1,42,900
Taxes	₹ 0	₹ 0	₹ 36,225	₹ 0	₹ 0	₹ 54,764	₹ 0	₹ 0	₹ 69,357	₹ 0	₹ 0	₹ 91,207
Financing Activities												
Loan Payments	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Line of Credit Interest	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Line of Credit Repayments	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Dividends Paid	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 5,000
Total Cash Outflows	₹ 4,71,870	₹ 4,73,830	₹ 5,12,035	₹ 4,82,210	₹ 4,78,980	₹ 5,34,444	₹ 4,81,450	₹ 4,81,874	₹ 5,58,220	₹ 4,89,094	₹ 4,89,780	₹ 5,86,477
Cash Flow	₹ 87,690	₹ 1,05,120	₹ 83,715	₹ 1,27,890	₹ 1,41,400	₹ 1,07,287	₹ 1,55,500	₹ 1,59,866	₹ 1,48,910	₹ 2,20,846	₹ 2,27,020	₹ 1,35,223
Operating Cash Balance	₹ 97,690	₹ 2,02,810	₹ 2,86,525	₹ 4,14,415	₹ 5,55,815	₹ 6,63,102	₹ 8,18,602	₹ 9,78,468	₹ 11,27,377	₹ 13,48,223	₹ 15,75,243	₹ 17,10,466
Line of Credit Drawdowns	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Ending Cash Balance	₹ 97,690	₹ 2,02,810	₹ 2,86,525	₹ 4,14,415	₹ 5,55,815	₹ 6,63,102	₹ 8,18,602	₹ 9,78,468	₹ 11,27,377	₹ 13,48,223	₹ 15,75,243	₹ 17,10,466

Balance Sheet - Year One		
	Start-Up Base Period	End of Year One
Assets		
Current Assets		
Cash	₹ 10,000	₹ 17,10,466
Accounts Receivable	₹ 0	₹ 0
Inventory	₹ 50,000	₹ 50,000
Prepaid Expenses	₹ 4,66,250	₹ 3,10,833
Other Current	₹ 10,000	₹ 10,000
Total Current Assets	₹ 5,36,250	₹ 20,81,299
Fixed Assets		
Website	₹ 50,000	₹ 50,000
Equipment (not leased)	₹ 75,000	₹ 75,000
Furniture and Fixtures	₹ 2,00,000	₹ 2,00,000
Vehicles	₹ 4,00,000	₹ 4,00,000
Computers / Electronics	₹ 2,00,000	₹ 2,00,000
Re-seller accounts	₹ 50,000	₹ 50,000
Software	₹ 50,000	₹ 55,000
	₹ 0	₹ 0
Total Fixed Assets	₹ 10,25,000	₹ 10,30,000
Less: Accumulated Depreciation	₹ 0	₹ 2,85,000
Total Assets	₹ 15,61,250	₹ 28,26,299
Liabilities and Owner's Equity		
Liabilities		
Accounts Payable	₹ 0	₹ 0
Loan Payable	₹ 0	₹ 0
Other Bank Debt	₹ 0	₹ 0
Line of Credit Balance	₹ 0	₹ 0
Total Liabilities	₹ 0	₹ 0
Owner's Equity		
Common Stock	₹ 15,61,250	₹ 15,61,250
Retained Earnings	₹ 0	₹ 12,70,049
Dividends Dispersed	₹ 0	₹ 5,000
Total Owner's Equity	₹ 15,61,250	₹ 28,26,299
Total Liabilities and Owner's Equity	₹ 15,61,250	₹ 28,26,299

Projected Income Statement - Year Two													
Monthly	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Totals
Income													
SEO	₹ 3,50,000	₹ 3,53,500	₹ 3,57,000	₹ 3,60,500	₹ 3,61,550	₹ 3,63,650	₹ 3,64,210	₹ 3,66,800	₹ 3,67,850	₹ 3,69,250	₹ 3,74,780	₹ 3,74,850	₹ 43,63,940
PPC	₹ 1,26,630	₹ 1,32,930	₹ 1,33,490	₹ 1,34,330	₹ 1,35,450	₹ 1,37,480	₹ 1,39,160	₹ 1,39,720	₹ 1,40,630	₹ 1,42,380	₹ 1,43,920	₹ 1,45,250	₹ 16,51,370
SMM	₹ 2,12,310	₹ 2,13,500	₹ 2,14,690	₹ 2,15,390	₹ 2,16,300	₹ 2,20,500	₹ 2,25,400	₹ 2,25,750	₹ 2,31,700	₹ 2,33,240	₹ 2,34,780	₹ 2,37,650	₹ 26,81,210
Email	₹ 15,000	₹ 15,000	₹ 15,000	₹ 15,000	₹ 15,500	₹ 15,500	₹ 15,500	₹ 15,500	₹ 16,000	₹ 16,000	₹ 16,000	₹ 16,000	₹ 1,86,000
Other	₹ 20,000	₹ 20,000	₹ 20,000	₹ 20,000	₹ 20,500	₹ 20,500	₹ 20,500	₹ 20,500	₹ 21,000	₹ 21,000	₹ 21,000	₹ 21,000	₹ 2,46,000
Total Income	₹ 7,23,940	₹ 7,34,930	₹ 7,40,180	₹ 7,45,220	₹ 7,49,300	₹ 7,57,630	₹ 7,64,770	₹ 7,68,270	₹ 7,77,180	₹ 7,81,870	₹ 7,90,480	₹ 7,94,750	₹ 91,28,520
Cost of Sales (Referral Commissions)													
SEO	₹ 35,000	₹ 35,350	₹ 35,700	₹ 36,050	₹ 36,155	₹ 36,365	₹ 36,421	₹ 36,680	₹ 36,785	₹ 36,925	₹ 37,478	₹ 37,485	₹ 4,36,394
PPC	₹ 12,670	₹ 13,293	₹ 13,349	₹ 13,433	₹ 13,545	₹ 13,748	₹ 13,916	₹ 13,972	₹ 14,063	₹ 14,238	₹ 14,392	₹ 14,525	₹ 1,65,144
SMM	₹ 21,231	₹ 21,350	₹ 21,469	₹ 21,539	₹ 21,630	₹ 22,050	₹ 22,540	₹ 22,575	₹ 23,170	₹ 23,324	₹ 23,478	₹ 23,765	₹ 2,68,121
Email	₹ 4,500	₹ 4,500	₹ 4,500	₹ 4,500	₹ 4,600	₹ 4,600	₹ 4,600	₹ 4,600	₹ 4,700	₹ 4,700	₹ 4,700	₹ 4,700	₹ 55,200
Other	₹ 4,200	₹ 4,200	₹ 4,200	₹ 4,200	₹ 4,500	₹ 4,500	₹ 4,500	₹ 4,500	₹ 4,700	₹ 4,700	₹ 4,700	₹ 4,700	₹ 53,600
Total Cost of Sales	₹ 77,601	₹ 78,693	₹ 79,218	₹ 79,722	₹ 80,430	₹ 81,263	₹ 81,977	₹ 82,327	₹ 83,418	₹ 83,887	₹ 84,748	₹ 85,175	₹ 9,78,459
Gross Margin	₹ 6,46,339	₹ 6,56,237	₹ 6,60,962	₹ 6,65,498	₹ 6,68,870	₹ 6,76,367	₹ 6,82,793	₹ 6,85,943	₹ 6,93,762	₹ 6,97,983	₹ 7,05,732	₹ 7,09,575	₹ 81,50,061
Total Salary and Wages	₹ 3,24,000	₹ 3,24,000	₹ 3,24,000	₹ 3,24,000	₹ 3,24,000	₹ 3,24,000	₹ 3,24,000	₹ 3,24,000	₹ 3,24,000	₹ 3,24,000	₹ 3,24,000	₹ 3,24,000	₹ 38,88,000
Fixed Business Expenses													
Auto Expense	₹ 2,100	₹ 2,100	₹ 2,100	₹ 2,100	₹ 2,100	₹ 2,100	₹ 2,100	₹ 2,100	₹ 2,100	₹ 2,100	₹ 2,100	₹ 2,100	₹ 25,200
Bank Service Charges	₹ 105	₹ 105	₹ 105	₹ 105	₹ 105	₹ 105	₹ 105	₹ 105	₹ 105	₹ 105	₹ 105	₹ 105	₹ 1,260
Business Cards / Flyers	₹ 525	₹ 525	₹ 525	₹ 525	₹ 525	₹ 525	₹ 525	₹ 525	₹ 525	₹ 525	₹ 525	₹ 525	₹ 6,300
Computer Software / Cloud	₹ 52,500	₹ 52,500	₹ 52,500	₹ 52,500	₹ 52,500	₹ 52,500	₹ 52,500	₹ 52,500	₹ 52,500	₹ 52,500	₹ 52,500	₹ 52,500	₹ 6,30,000
Dues and Subscriptions	₹ 53	₹ 53	₹ 53	₹ 53	₹ 53	₹ 53	₹ 53	₹ 53	₹ 53	₹ 53	₹ 53	₹ 53	₹ 630
Insurance (Liability and Property)	₹ 2,188	₹ 2,188	₹ 2,188	₹ 2,188	₹ 2,188	₹ 2,188	₹ 2,188	₹ 2,188	₹ 2,188	₹ 2,188	₹ 2,188	₹ 2,188	₹ 26,258
Licenses/Fees/Permits	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Legal and Professional Fees	₹ 4,374	₹ 4,374	₹ 4,374	₹ 4,374	₹ 4,374	₹ 4,374	₹ 4,374	₹ 4,374	₹ 4,374	₹ 4,374	₹ 4,374	₹ 4,374	₹ 52,492
Office Expenses & Supplies	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 1,26,000
Lease (on equipment)	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Rent	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 1,26,000	₹ 1,20,000
Ongoing Maintenance / Repairs	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Telephone and Communications	₹ 1,575	₹ 1,575	₹ 1,575	₹ 1,575	₹ 1,575	₹ 1,575	₹ 1,575	₹ 1,575	₹ 1,575	₹ 1,575	₹ 1,575	₹ 1,575	₹ 18,900
Meals & Entertainment	₹ 2,100	₹ 2,100	₹ 2,100	₹ 2,100	₹ 2,100	₹ 2,100	₹ 2,100	₹ 2,100	₹ 2,100	₹ 2,100	₹ 2,100	₹ 2,100	₹ 25,200
Marketing/Promotion	₹ 15,750	₹ 15,750	₹ 15,750	₹ 15,750	₹ 15,750	₹ 15,750	₹ 15,750	₹ 15,750	₹ 15,750	₹ 15,750	₹ 15,750	₹ 15,750	₹ 1,89,000
Internet/Cable Service	₹ 525	₹ 525	₹ 525	₹ 525	₹ 525	₹ 525	₹ 525	₹ 525	₹ 525	₹ 525	₹ 525	₹ 525	₹ 6,300
Accounting	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Travel Expenses	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 1,26,000
Utilities	₹ 26,250	₹ 26,250	₹ 26,250	₹ 26,250	₹ 26,250	₹ 26,250	₹ 26,250	₹ 26,250	₹ 26,250	₹ 26,250	₹ 26,250	₹ 26,250	₹ 3,15,000
Other	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 10,500	₹ 1,26,000
Total Fixed Business Expenses	₹ 1,50,045	₹ 1,50,045	₹ 1,50,045	₹ 1,50,045	₹ 1,50,045	₹ 1,50,045	₹ 1,50,045	₹ 1,50,045	₹ 1,50,045	₹ 1,50,045	₹ 1,50,045	₹ 1,50,045	₹ 18,00,540
Other Expenses													
Amortized Start-up Expenses	₹ 12,951	₹ 12,951	₹ 12,951	₹ 12,951	₹ 12,951	₹ 12,951	₹ 12,951	₹ 12,951	₹ 12,951	₹ 12,951	₹ 12,951	₹ 12,951	₹ 1,55,417
Depreciation	₹ 23,750	₹ 23,750	₹ 23,750	₹ 23,750	₹ 23,750	₹ 23,750	₹ 23,750	₹ 23,750	₹ 23,750	₹ 23,750	₹ 23,750	₹ 23,750	₹ 2,85,000
Interest													
Commercial Loan	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Line of Credit	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Other Bank Debt	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Taxes	₹ 22,282	₹ 23,766	₹ 24,475	₹ 25,155	₹ 25,661	₹ 26,786	₹ 27,750	₹ 28,222	₹ 29,395	₹ 30,028	₹ 31,191	₹ 31,767	₹ 3,26,478
Total Other Expenses	₹ 58,983	₹ 60,468	₹ 61,176	₹ 61,857	₹ 62,363	₹ 63,487	₹ 64,451	₹ 64,924	₹ 66,096	₹ 66,730	₹ 67,892	₹ 68,468	₹ 7,66,895
Net Income	₹ 1,13,311	₹ 1,21,724	₹ 1,25,741	₹ 1,29,596	₹ 1,32,462	₹ 1,38,835	₹ 1,44,297	₹ 1,46,974	₹ 1,53,621	₹ 1,57,208	₹ 1,63,795	₹ 1,67,062	₹ 16,94,626

Projected Cash Flow Statement - Year Two

Monthly												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Beginning Cash Balance	₹ 17,10,466	₹ 18,82,760	₹ 20,64,952	₹ 21,81,346	₹ 23,72,799	₹ 25,67,624	₹ 26,92,344	₹ 29,01,092	₹ 31,12,990	₹ 32,47,340	₹ 34,71,278	₹ 37,02,965
Cash Inflows												
Income from Sales	₹ 7,23,940	₹ 7,34,930	₹ 7,40,180	₹ 7,45,220	₹ 7,49,300	₹ 7,57,630	₹ 7,64,770	₹ 7,68,270	₹ 7,77,180	₹ 7,81,870	₹ 7,90,480	₹ 7,94,750
Accounts Receivable	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Total Cash Inflows	₹ 7,23,940	₹ 7,34,930	₹ 7,40,180	₹ 7,45,220	₹ 7,49,300	₹ 7,57,630	₹ 7,64,770	₹ 7,68,270	₹ 7,77,180	₹ 7,81,870	₹ 7,90,480	₹ 7,94,750
Cash Outflows												
Investing Activities												
New Fixed Assets Purchases	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Cost of Sales	₹ 77,601	₹ 78,693	₹ 79,218	₹ 79,722	₹ 80,430	₹ 81,263	₹ 81,977	₹ 82,327	₹ 83,418	₹ 83,887	₹ 84,748	₹ 85,175
Operating Activities												
Salaries and Wages	₹ 3,24,000	₹ 3,24,000	₹ 3,24,000	₹ 3,24,000	₹ 3,24,000	₹ 3,24,000	₹ 3,24,000	₹ 3,24,000	₹ 3,24,000	₹ 3,24,000	₹ 3,24,000	₹ 3,24,000
Fixed Business Expenses	₹ 1,50,045	₹ 1,50,045	₹ 1,50,045	₹ 1,50,045	₹ 1,50,045	₹ 1,50,045	₹ 1,50,045	₹ 1,50,045	₹ 1,50,045	₹ 1,50,045	₹ 1,50,045	₹ 1,50,045
Taxes	₹ 0	₹ 0	₹ 70,523	₹ 0	₹ 0	₹ 77,603	₹ 0	₹ 0	₹ 85,367	₹ 0	₹ 0	₹ 92,986
Financing Activities												
Loan Payments	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Line of Credit Interest	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Line of Credit Repayments	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Dividends Paid	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 50,000
Total Cash Outflows	₹ 5,51,646	₹ 5,52,738	₹ 6,23,786	₹ 5,53,767	₹ 5,54,475	₹ 6,32,911	₹ 5,56,022	₹ 5,56,372	₹ 6,42,830	₹ 5,57,932	₹ 5,58,793	₹ 7,02,206
Cash Flow	₹ 1,72,294	₹ 1,82,192	₹ 1,16,394	₹ 1,91,453	₹ 1,94,825	₹ 1,24,720	₹ 2,08,748	₹ 2,11,898	₹ 1,34,350	₹ 2,23,938	₹ 2,31,687	₹ 92,544
Operating Cash Balance	₹ 18,82,760	₹ 20,64,952	₹ 21,81,346	₹ 23,72,799	₹ 25,67,624	₹ 26,92,344	₹ 29,01,092	₹ 31,12,990	₹ 32,47,340	₹ 34,71,278	₹ 37,02,965	₹ 37,95,509
Line of Credit Drawdowns	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Ending Cash Balance	₹ 18,82,760	₹ 20,64,952	₹ 21,81,346	₹ 23,72,799	₹ 25,67,624	₹ 26,92,344	₹ 29,01,092	₹ 31,12,990	₹ 32,47,340	₹ 34,71,278	₹ 37,02,965	₹ 37,95,509

Balance Sheet - Year Two		
	Start-Up Base Period	End of Year One
Assets		
Current Assets		
Cash	₹ 17,10,466	₹ 37,95,509
Accounts Receivable	₹ 0	₹ 0
Inventory	₹ 50,000	₹ 50,000
Prepaid Expenses	₹ 3,10,833	₹ 1,55,417
Other Current	₹ 10,000	₹ 10,000
Total Current Assets	₹ 20,81,299	₹ 40,10,926
Fixed Assets		
Website	₹ 50,000	₹ 50,000
Equipment (not leased)	₹ 75,000	₹ 75,000
Furniture and Fixtures	₹ 2,00,000	₹ 2,00,000
Vehicles	₹ 4,00,000	₹ 4,00,000
Computers / Electronics	₹ 2,00,000	₹ 2,00,000
Re-seller accounts	₹ 50,000	₹ 50,000
Software	₹ 55,000	₹ 55,000
	₹ 0	₹ 0
Total Fixed Assets	₹ 10,30,000	₹ 10,30,000
Less: Accumulated Depreciation	₹ 2,85,000	₹ 5,70,000
Total Assets	₹ 28,26,299	₹ 44,70,925
Liabilities and Owner's Equity		
Liabilities		
Accounts Payable	₹ 0	₹ 0
Loan Payable	₹ 0	₹ 0
Other Bank Debt	₹ 0	₹ 0
Line of Credit Balance	₹ 0	₹ 0
Total Liabilities	₹ 0	₹ 0
Owner's Equity		
Common Stock	₹ 15,61,250	₹ 15,61,250
Retained Earnings	₹ 12,70,049	₹ 29,64,676
Dividends Dispersed	₹ 5,000	₹ 55,000
Total Owner's Equity	₹ 28,26,299	₹ 44,70,926
Total Liabilities and Owner's Equity	₹ 28,26,299	₹ 44,70,925

Projected Income Statement – Year Three														
Monthly	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Totals	
Income														
SEO	₹ 3,74,850	₹ 3,85,000	₹ 3,92,000	₹ 3,99,000	₹ 4,06,000	₹ 4,13,000	₹ 4,20,000	₹ 4,27,000	₹ 4,34,000	₹ 4,41,000	₹ 4,48,000	₹ 4,55,000	₹ 49,94,850	
PPC	₹ 1,47,000	₹ 1,54,000	₹ 1,61,000	₹ 1,68,000	₹ 1,75,000	₹ 1,82,000	₹ 1,89,000	₹ 1,96,000	₹ 2,03,000	₹ 2,10,000	₹ 2,17,000	₹ 2,24,000	₹ 22,26,000	
SMM	₹ 2,37,650	₹ 2,45,000	₹ 2,52,000	₹ 2,59,000	₹ 2,66,000	₹ 2,73,000	₹ 2,80,000	₹ 2,87,000	₹ 2,94,000	₹ 3,01,000	₹ 3,08,000	₹ 3,15,000	₹ 33,17,650	
Email	₹ 18,000	₹ 18,000	₹ 18,000	₹ 18,000	₹ 18,000	₹ 18,000	₹ 19,000	₹ 19,000	₹ 19,000	₹ 19,000	₹ 19,000	₹ 19,000	₹ 2,22,000	
Other	₹ 20,000	₹ 20,000	₹ 20,000	₹ 20,000	₹ 20,000	₹ 20,000	₹ 21,000	₹ 21,000	₹ 21,000	₹ 21,000	₹ 21,000	₹ 21,000	₹ 2,46,000	
Total Income	₹ 7,97,500	₹ 8,22,000	₹ 8,43,000	₹ 8,64,000	₹ 8,85,000	₹ 9,06,000	₹ 9,29,000	₹ 9,50,000	₹ 9,71,000	₹ 9,92,000	₹ 10,13,000	₹ 10,34,000	₹ 1,10,06,500	
Cost of Sales (Referral Commissions)														
SEO	₹ 37,485	₹ 37,800	₹ 37,975	₹ 38,150	₹ 38,255	₹ 38,584	₹ 38,885	₹ 39,130	₹ 39,305	₹ 39,550	₹ 39,592	₹ 39,725	₹ 4,64,436	
PPC	₹ 14,525	₹ 14,700	₹ 14,861	₹ 15,050	₹ 15,113	₹ 15,330	₹ 15,365	₹ 15,470	₹ 15,575	₹ 15,750	₹ 15,855	₹ 16,030	₹ 1,83,624	
SMM	₹ 23,765	₹ 24,150	₹ 24,500	₹ 24,850	₹ 24,955	₹ 25,032	₹ 25,116	₹ 25,137	₹ 25,613	₹ 25,844	₹ 25,900	₹ 26,054	₹ 3,00,916	
Email	₹ 5,000	₹ 5,000	₹ 5,000	₹ 5,000	₹ 5,000	₹ 5,000	₹ 5,100	₹ 5,100	₹ 5,100	₹ 5,100	₹ 5,100	₹ 5,100	₹ 60,600	
Other	₹ 5,000	₹ 5,000	₹ 5,000	₹ 5,000	₹ 5,000	₹ 5,000	₹ 5,100	₹ 5,100	₹ 5,100	₹ 5,100	₹ 5,100	₹ 5,100	₹ 60,600	
Total Cost of Sales	₹ 85,775	₹ 86,650	₹ 87,336	₹ 88,050	₹ 88,323	₹ 88,946	₹ 89,566	₹ 89,937	₹ 90,693	₹ 91,344	₹ 91,547	₹ 92,009	₹ 10,70,176	
Gross Margin	₹ 7,11,725	₹ 7,35,350	₹ 7,55,664	₹ 7,75,950	₹ 7,96,677	₹ 8,17,054	₹ 8,39,434	₹ 8,60,063	₹ 8,80,307	₹ 9,00,656	₹ 9,21,453	₹ 9,41,991	₹ 99,36,324	
Total Salary and Wages	₹ 4,05,000	₹ 4,05,000	₹ 4,05,000	₹ 4,05,000	₹ 4,05,000	₹ 4,05,000	₹ 4,05,000	₹ 4,05,000	₹ 4,05,000	₹ 4,05,000	₹ 4,05,000	₹ 4,05,000	₹ 48,60,000	
Fixed Business Expenses														
Auto Expense	₹ 2,205	₹ 2,205	₹ 2,205	₹ 2,205	₹ 2,205	₹ 2,205	₹ 2,205	₹ 2,205	₹ 2,205	₹ 2,205	₹ 2,205	₹ 2,205	₹ 26,460	
Bank Service Charges	₹ 110	₹ 110	₹ 110	₹ 110	₹ 110	₹ 110	₹ 110	₹ 110	₹ 110	₹ 110	₹ 110	₹ 110	₹ 1,323	
Business Cards / Flyers	₹ 551	₹ 551	₹ 551	₹ 551	₹ 551	₹ 551	₹ 551	₹ 551	₹ 551	₹ 551	₹ 551	₹ 551	₹ 6,615	
Computer Software / Cloud	₹ 55,125	₹ 55,125	₹ 55,125	₹ 55,125	₹ 55,125	₹ 55,125	₹ 55,125	₹ 55,125	₹ 55,125	₹ 55,125	₹ 55,125	₹ 55,125	₹ 6,61,500	
Dues and Subscriptions	₹ 55	₹ 55	₹ 55	₹ 55	₹ 55	₹ 55	₹ 55	₹ 55	₹ 55	₹ 55	₹ 55	₹ 55	₹ 662	
Insurance (Liability and Property)	₹ 2,298	₹ 2,298	₹ 2,298	₹ 2,298	₹ 2,298	₹ 2,298	₹ 2,298	₹ 2,298	₹ 2,298	₹ 2,298	₹ 2,298	₹ 2,298	₹ 27,571	
Licenses/Fees/Permits	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	
Legal and Professional Fees	₹ 4,593	₹ 4,593	₹ 4,593	₹ 4,593	₹ 4,593	₹ 4,593	₹ 4,593	₹ 4,593	₹ 4,593	₹ 4,593	₹ 4,593	₹ 4,593	₹ 55,116	
Office Expenses & Supplies	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 1,32,300	
Lease (on equipment)	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	
Rent	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 1,32,300	₹ 10,000	₹ 1,20,000
Ongoing Maintenance / Repairs	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	
Telephone and Communications	₹ 1,654	₹ 1,654	₹ 1,654	₹ 1,654	₹ 1,654	₹ 1,654	₹ 1,654	₹ 1,654	₹ 1,654	₹ 1,654	₹ 1,654	₹ 1,654	₹ 19,845	
Meals & Entertainment	₹ 2,205	₹ 2,205	₹ 2,205	₹ 2,205	₹ 2,205	₹ 2,205	₹ 2,205	₹ 2,205	₹ 2,205	₹ 2,205	₹ 2,205	₹ 2,205	₹ 26,460	
Marketing/Promotion	₹ 16,538	₹ 16,538	₹ 16,538	₹ 16,538	₹ 16,538	₹ 16,538	₹ 16,538	₹ 16,538	₹ 16,538	₹ 16,538	₹ 16,538	₹ 16,538	₹ 1,98,450	
Internet/Cable Service	₹ 551	₹ 551	₹ 551	₹ 551	₹ 551	₹ 551	₹ 551	₹ 551	₹ 551	₹ 551	₹ 551	₹ 551	₹ 6,615	
Accounting	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	
Travel Expenses	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 1,32,300	
Utilities	₹ 27,563	₹ 27,563	₹ 27,563	₹ 27,563	₹ 27,563	₹ 27,563	₹ 27,563	₹ 27,563	₹ 27,563	₹ 27,563	₹ 27,563	₹ 27,563	₹ 3,30,750	
Other	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 11,025	₹ 1,32,300	
Total Fixed Business Expenses	₹ 1,57,547	₹ 1,57,547	₹ 1,57,547	₹ 1,57,547	₹ 1,57,547	₹ 1,57,547	₹ 1,57,547	₹ 1,57,547	₹ 1,57,547	₹ 1,57,547	₹ 1,57,547	₹ 1,57,547	₹ 18,90,567	
Other Expenses														
Amortized Start-up Expenses	₹ 12,951	₹ 12,951	₹ 12,951	₹ 12,951	₹ 12,951	₹ 12,951	₹ 12,951	₹ 12,951	₹ 12,951	₹ 12,951	₹ 12,951	₹ 12,951	₹ 1,55,417	
Depreciation	₹ 23,750	₹ 23,750	₹ 23,750	₹ 23,750	₹ 23,750	₹ 23,750	₹ 23,750	₹ 23,750	₹ 23,750	₹ 23,750	₹ 23,750	₹ 23,750	₹ 2,85,000	
Interest														
Commercial Loan	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	
Line of Credit	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	
Other Bank Debt	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	
Taxes	₹ 18,814	₹ 22,358	₹ 25,405	₹ 28,448	₹ 31,557	₹ 34,614	₹ 37,971	₹ 41,065	₹ 44,101	₹ 47,154	₹ 50,273	₹ 53,354	₹ 4,35,114	
Total Other Expenses	₹ 55,516	₹ 59,059	₹ 62,106	₹ 65,149	₹ 68,258	₹ 71,315	₹ 74,672	₹ 77,766	₹ 80,803	₹ 83,855	₹ 86,975	₹ 90,055	₹ 8,75,530	
Net Income	₹ 93,662	₹ 1,13,743	₹ 1,31,010	₹ 1,48,253	₹ 1,65,871	₹ 1,83,192	₹ 2,02,215	₹ 2,19,749	₹ 2,36,957	₹ 2,54,254	₹ 2,71,931	₹ 2,89,388	₹ 23,10,227	

Projected Cash Flow Statement - Year Three

Monthly												
	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Beginning Cash Balance	₹ 37,95,509	₹ 39,44,687	₹ 41,17,490	₹ 42,44,029	₹ 44,57,432	₹ 46,91,562	₹ 48,51,450	₹ 51,28,337	₹ 54,25,853	₹ 56,20,475	₹ 59,58,584	₹ 63,17,490
Cash Inflows												
Income from Sales	₹ 7,97,500	₹ 8,22,000	₹ 8,43,000	₹ 8,64,000	₹ 8,85,000	₹ 9,06,000	₹ 9,29,000	₹ 9,50,000	₹ 9,71,000	₹ 9,92,000	₹ 10,13,000	₹ 10,34,000
Accounts Receivable	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Total Cash Inflows	₹ 7,97,500	₹ 8,22,000	₹ 8,43,000	₹ 8,64,000	₹ 8,85,000	₹ 9,06,000	₹ 9,29,000	₹ 9,50,000	₹ 9,71,000	₹ 9,92,000	₹ 10,13,000	₹ 10,34,000
Cash Outflows												
Investing Activities												
New Fixed Assets Purchases	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Cost of Sales	₹ 85,775	₹ 86,650	₹ 87,336	₹ 88,050	₹ 88,323	₹ 88,946	₹ 89,566	₹ 89,937	₹ 90,693	₹ 91,344	₹ 91,547	₹ 92,009
Operating Activities												
Salaries and Wages	₹ 4,05,000	₹ 4,05,000	₹ 4,05,000	₹ 4,05,000	₹ 4,05,000	₹ 4,05,000	₹ 4,05,000	₹ 4,05,000	₹ 4,05,000	₹ 4,05,000	₹ 4,05,000	₹ 4,05,000
Fixed Business Expenses	₹ 1,57,547	₹ 1,57,547	₹ 1,57,547	₹ 1,57,547	₹ 1,57,547	₹ 1,57,547	₹ 1,57,547	₹ 1,57,547	₹ 1,57,547	₹ 1,57,547	₹ 1,57,547	₹ 1,57,547
Taxes	₹ 0	₹ 0	₹ 66,577	₹ 0	₹ 0	₹ 94,618	₹ 0	₹ 0	₹ 1,23,137	₹ 0	₹ 0	₹ 1,50,781
Financing Activities												
Loan Payments	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Line of Credit Interest	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Line of Credit Repayments	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Dividends Paid	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 50,000
Total Cash Outflows	₹ 6,48,322	₹ 6,49,197	₹ 7,16,460	₹ 6,50,597	₹ 6,50,870	₹ 7,46,112	₹ 6,52,113	₹ 6,52,484	₹ 7,76,377	₹ 6,53,891	₹ 6,54,094	₹ 8,55,337
Cash Flow	₹ 1,49,178	₹ 1,72,803	₹ 1,26,540	₹ 2,13,403	₹ 2,34,130	₹ 1,59,888	₹ 2,76,887	₹ 2,97,516	₹ 1,94,623	₹ 3,38,109	₹ 3,58,906	₹ 1,78,663
Operating Cash Balance	₹ 39,44,687	₹ 41,17,490	₹ 42,44,029	₹ 44,57,432	₹ 46,91,562	₹ 48,51,450	₹ 51,28,337	₹ 54,25,853	₹ 56,20,475	₹ 59,58,584	₹ 63,17,490	₹ 64,96,152
Line of Credit Drawdowns	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0	₹ 0
Ending Cash Balance	₹ 39,44,687	₹ 41,17,490	₹ 42,44,029	₹ 44,57,432	₹ 46,91,562	₹ 48,51,450	₹ 51,28,337	₹ 54,25,853	₹ 56,20,475	₹ 59,58,584	₹ 63,17,490	₹ 64,96,152

Balance Sheet - Year Three		
	Start-Up Base Period	End of Year One
Assets		
Current Assets		
Cash	₹ 37,95,509	₹ 64,96,152
Accounts Receivable	₹ 0	₹ 0
Inventory	₹ 50,000	₹ 50,000
Prepaid Expenses	₹ 1,55,417	₹ 0
Other Current	₹ 10,000	₹ 10,000
Total Current Assets	₹ 40,10,926	₹ 65,56,152
Fixed Assets		
Website	₹ 50,000	₹ 50,000
Equipment (not leased)	₹ 75,000	₹ 75,000
Furniture and Fixtures	₹ 2,00,000	₹ 2,00,000
Vehicles	₹ 4,00,000	₹ 4,00,000
Computers / Electronics	₹ 2,00,000	₹ 2,00,000
Re-seller accounts	₹ 50,000	₹ 50,000
Software	₹ 55,000	₹ 55,000
	₹ 0	₹ 0
Total Fixed Assets	₹ 10,30,000	₹ 10,30,000
Less: Accumulated Depreciation	₹ 5,70,000	₹ 8,55,000
Total Assets	₹ 44,70,925	₹ 67,31,152
Liabilities and Owner's Equity		
Liabilities		
Accounts Payable	₹ 0	₹ 0
Loan Payable	₹ 0	₹ 0
Other Bank Debt	₹ 0	₹ 0
Line of Credit Balance	₹ 0	₹ 0
Total Liabilities	₹ 0	₹ 0
Owner's Equity		
Common Stock	₹ 15,61,250	₹ 15,61,250
Retained Earnings	₹ 29,64,676	₹ 52,74,902
Dividends Dispersed	₹ 55,000	₹ 1,05,000
Total Owner's Equity	₹ 44,70,926	₹ 67,31,152
Total Liabilities and Owner's Equity	₹ 44,70,925	₹ 67,31,152

Recommendations

- According to the PESTLE analysis of Digital marketing industry, OOBINNO has a huge scope in expanding its current business state considering the political and technological factors that favours it. The company should focus on Urban states like Delhi, Bangalore, Mumbai etc where it can target the SME's which need digital presence. Example of SME's includes Trainers, Gym, Dentists, Start-ups, Small business owners etc.
- Since the threat of substitutes is very high in this kind of business therefore pitching the company as a mix of product and services to fulfil the digital marketing needs could be a significant factor. Products like Kloser can be a guiding light in closing the deals.
- Another point to be noted here is since the bargaining power of buyers is too high, so OOBINNO need to emerge as a cost leader to reduce their prices and compete effectively in the market. Go for the subscription-based model on software and licenses and that too on demand basis. As and when requirement comes, procure the software and license based on number of users. Hire freelancers to save cost as they work on project-by-project basis so this will reduce the operational cost. With Covid-19 giving rise to virtual meetings, so reduce the transportation cost by providing online meetups and demos. Follow the BYOD (Bring your own device) concept to reduce cost on workstations.
- Focus on existing customer base and upsell the new products to generate more value from the customer. Be Proactive in Social Media Interaction. Target new customers by increasing promotions on social media and analysing the website traffic from different social media advertisements. Focus on the platform (e.g., Facebook) based on analytics data to increase the ad visibility.
- Hire one permanent employee to manage the operations and execution of campaigns for the 1st year and rely on freelancers for on-demand projects. On 2nd year, increase the team to a size of 5 including couple of sales people who can pitch the product/service to new customers. Incentivize the new sales to the team.
- Sales strategy is to focus on social media interactions, leads coming on Website traffic. Also, rely on freelancing sites like Upwork, Toptal, Freelancer.com etc to look for global as well as domestic projects. Build excellent profile and show experience in these kinds of platforms to make credibility visible.

Roadmap



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