

INFORMATION TECHNOLOGY RELATED PRODUCTS

Product : COMPUTER CENTRE  
FOR WEB SITE DESIGN AND DEVELOPMENT

Product Code : NO CODE AVAILABLE

Category : INFORMATION TECHNOLOGY

Quality Standard : AS PER THE CUSTOMERS SPECIFICATIONS

Production Capacity :

Development of 2 web sites per month  
@ average rate of Rs. 15,000 /- and  
Updating 2 web sites per month  
@ average rate of Rs. 5,000 /-

Turn over per annum = Rs. 4,48,000

Month & Year : DECEMBER 2006

Prepared By : SMALL INDUSTRIES SERVICE INSTITUTE,  
TAKYELPAT INDUSTRIAL ESTATE,  
IMPHAL.

## COMPUTER CENTRE FOR WEB SITE DESIGN AND DEVELOPMENT

### 1. INTRODUCTION :

The computer has grown to become essential in the operations of business, government, the military, engineering and research. It has also demonstrated itself, especially in recent years, to be very powerful tool in design and manufacturing. Through WEB enabled service we can meet any corner of the world from the work station instantly and we can display our products or service through web enabled services as marketing. It is essentially a web site to be developed and managed (for alterations of activity). It is a system interface with the outside world.

The work station must accomplish the following functions.

- i. It must interface with the Web Server.
- ii. It must generate queries and answer for some, collect feed back, etc.
- iii. It must provide digital descriptions of the activity.
- iv. It must facilitate communication between user and the system.

Besides the necessary and essential software, the system consists of a graphic software, operator to give reply, input devices, printers, etc.

### 2. MARKET :

In addition to the individual professional companies in the field of design for their own website. The entrepreneurs have scope to develop the website for small scale industries, educational institution, hospitals, etc, and also to maintain and updating it with time scale. Now the marketing through the Web enabled service are become the integral part of marketing strategy and some time it leads the market. The industrial establishments, government agencies and research organisations are now a days searching their requirement in the website, since it is faster, simple, easier and complete details are also available.

By considering the above factor, the estimated business in a Web Site Design will continue to be on the better side of challenge and profitability in the coming future.

### 3. BASIS AND PRESUMPTION :

- a) The basis for calculation of production capacity is on single shift basis, working of 25 days per month on 75% efficiency.

## (2006) Website Design & Development

- b) The maximum capacity utilization on single shift basis for 300 days a year. During first year and second year of operations the capacity utilization is 60 & and 80 % respectively. The unit is expected to achieve full capacity utilization from the third year onwards.
- c) The salaries and wages, cost of raw materials, utilities, rent, etc., are base on the prevailing rates in and around Manipur. These are likely to change depending upon the location of the project.
- d) Rate of interest for the term loan and working capital loan has been taken as 16 % on an average. This however, is likely to vary depending upon the financial outlay and location of the unit.
- e) The cost of machinery & equipment as indicated in the screen are approximate to those ruling at the time of preparation of the scheme. The entrepreneur may check up the exact price for specific make and model of the machine selected.
- f) BEP for the scheme has been calculated on full capacity utilisation.
- g) Rental charges of Rs. 2500 for 300 sq. ft. per month has been taken on an average. This figure is likely to vary depending upon the location of the unit
- h) Margin money requirement differs from project to project and type of entrepreneurs such as women, SC/ST, physically handicapped, etc. and the minimum margin money usually asked for by the financial institutions and banks is 15%. Margin money upto 25% in some cases is also asked for. The entrepreneurs may check up the margin money requirement from financial institutions for the project.
- i) Non-refundable deposits, cost of preparation of project profile, etc. may be considered under pre operative expenses.
- j) 2 KVA UPS back up for each computer is selected, by considering the Power supply available at Manipur is max. 2 hours in the day time. For other areas 1 KVA or 0.5 KVA is sufficient as per the Electricity availability.

#### 4. IMPLEMENTATION SCHEDULE :

The major activities in the implementation of the project has been listed and the average time for implementation of the project is estimated at 3 months;

Quotation & Provisional Registration	- 1 month
Sanction of loan	- 2 months
Delivery, Erection of m/c, electrification, etc	- 1 week

## B. TECHNICAL ASPECTS

### 1. PROCESS OF MANUFACTURE:

Process of the Web site development is basically developing the user requirement from various graphical software and interlinking various activities. After development validation of the software is the essential activity before marketed.

These development can be simplified into four functional areas:

- a. Geometric modeling.
- b. Engineering analysis.
- c. Design review and evaluation.
- d. Automated drafting.

The design process involves recognition of need, problem definition, synthesis, geometry modeling, analysis and Optimisation, engineering analysis, evaluation, design review and evaluation, automatic drafting and presentation.

The software's used for web site development also of 3 categories. Namely :

1. Graphic / DTP Software's.
2. Application / programme Software's .
3. Data Base management software's.

In each category plenty of software's are available and web site developer has to select the software before design. Since the process for each development is differs.

### 2. QUALITY STANDARDS:

As per customer's specification. The developed web site first shown to the customer and as per customer it will be modified and finalized.

### 3. PRODUCTION CAPACITY PER ANNUM:

By development of 2 web sites per month @ average rate of Rs. 15,000 /-	= Rs. 30,000
By updating 2 web sites per month @ average rate of Rs. 5,000 /-	= Rs. 10,000
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Total turn over per month	= Rs. 40,000
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**Total Turn over per annum = 12 x Rs. 40,000 = Rs. 4,80,000**

### 4. MOTIVE POWER :

The computers and peripherals requires approximately 2000 VA power, the Light & Fan requires 200 Watts. Since 5 HP connected load is more than sufficient. 2 KVA standby Diesel Generator set is recommended to continue the work even during power failure.

## 5. POLLUTION CONTROL

Since this unit is not making pollution environment, pollution control is not required. But keeping in view of the health of the working personal at soldering station, an exhaust / ventilator system can be provided near the soldering station to keep healthy environment.

## 6. ENERGY CONSERVATION

This is not a power intensifying unit, modern energy conservation techniques are not required. by adopting simple methods like, operating the instruments as per optimum requirement. Switching OFF the fan and lights when not required, etc., energy can be conserved.

However the following steps are taken to conservation of electrical energy:

- i. Efficient and optimum utilisation of the equipment.
- ii. Optimum use of electrical illumination and devices.
- iii. Periodical maintenance of Computers and Peripherals.
- iv. Timely switching on-off of the lights.

## C. FINANCIAL ASPECTS

### I. FIXED CAPITAL :

#### (i) Land & Building:

<u>S.No</u>	<u>DESCRIPTION</u>	<u>AMOUNT</u>
01.	Covered area 300 sq.ft.	Rs. 2500
Total		Rs. 2500

#### (ii) Machinery and Equipment :

<u>S.No</u>	<u>DESCRIPTION</u>	<u>QTY</u>	<u>RATE</u>	<u>AMOUNT</u>
1.	Computer (RAM 16 MB HDD MB FDD, Floppy Drive, CD R/W, DVD writer, key board, Mouse etc.)Ind.	2	48,000	96,000
2.	Hp Lazer Printer (All in one)	1	26,000	26,000
3.	Dot Matrix Printer – 132 Col.	1	13,200	13,200
4.	Operating & Graphic Soft wares	LS	--	50,000
5.	Uninterrupted Power Supply 2 KVA	2	14,950	29,900
6.	Office Furniture & Equipments	L.S	--	30,000
	Installation & Electrification	L.S	--	10,000
<b>Total</b>				<b>2,55,100</b>

## 2. WORKING CAPITAL PER MONTH :

### (i) Salaries & Wages Per Month :

S.No	DESIGNATION	NO	SALARY	AMOUNT
1.	Clerk cum Accountant	1	Rs. 3,500	Rs. 3,500
2.	Software Engineer	2	Rs. 3,000	Rs. 6,000
3.	Peon / Watchman	1	Rs. 1,500	Rs. 1,500
			Perquisites 15 %	Rs. 1,200
			<b>Total</b>	<b>Rs. 9,200</b>

### (ii) Raw Material Per Month :

S.No	DESCRIPTION	QTY	AMOUNT
1.	Computer Stationery	LS	2,000
2.	Floppy Disks, CD	LS	1,000
3.	Printer Catridges	LS	5,000
4.	other misc. items	LS	2,000
		<b>Total :</b>	<b>10,000</b>

### (iii) Utilities Per Month :

S.No	DESCRIPTION	QTY	AMOUNT
1.	Power - Electricity	L.S	Rs. 250
2.	Purchase of Petrol / Diesel	L.S	Rs. 500
3.	Water	L.S	Rs. 250
		<b>Total :</b>	<b>Rs. 1,000</b>

### (iv) Other Expenses Per Month :

S.No	DESCRIPTION	AMOUNT
1	Advertisement	500
2	Building Rent	2,500
3	Stationery, Postage, Telephone, Fax, etc	600
4	Transport	400
5	Repair/maintenance	1,000
	<b>Total</b>	<b>5,000</b>

## WORKING CAPITAL PER MONTH :

- a. Salaries & Wages Per Month : Rs. 9,200 /-
- b. Raw Material Per Month : Rs. 10,000 /-
- c. Utilities Per Month : Rs. 1,000 /-
- d. Other Expenses Per Month : Rs. 5,000 /-

Total : Rs. 25,200 /-

WORKING CAPITAL FOR 3 MONTHS = Rs. 75,600 /-

3. TOTAL CAPITAL INVESTMENT :

FIXED CAPITAL	Rs. 2,55,100
WORKING CAPITAL FOR 3 MONTHS	Rs. 75,600
	=====
Total	3,30,700
	=====

4. Cost of Production Per Annum :

S.No	DESCRIPTION	AMOUNT
1.	Depreciation On Machinery and Equipment @ 10%	= Rs. 16,510 /-
2.	Depreciation On Office Furniture @ 20 %	= Rs. 6,000 /-
3.	Depreciation On Tools @ 25 %	= Rs. 12,500 /-
4.	Recurring expenditure	= Rs. 3,02,400 /-
5.	Interest on capital investment @ 16 %	= Rs. 52,912 /-
	Total	= Rs. 3,90,322 /-

5. Sales Per Annum :

By development of 2 web sites per month @ average rate of Rs. 15,000 /-	= Rs. 30,000
By updating 2 web sites per month @ average rate of Rs. 5,000 /-	= Rs. 10,000
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Total turn over per month	= Rs. 40,000
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**Sales per annum = 12 x Rs. 40,000 = Rs. 4,80,000**

6. Profitability Analysis :

(i) Profit Per Annum :

Sales Per annum	= Rs. 4,80,000
Cost of Production per annum	= Rs. 3,90,322
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Profit	= Rs. 89,678
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(ii) profit on sales =  $\frac{\text{Profit/annum} \times 100}{\text{Sales/annum}}$

$$= \frac{89,678 \times 100}{4,80,000} = 18.68 \%$$

$$\begin{aligned}
 \text{(iii) \% of profit on investment} &= \frac{\text{Profit/annum} \times 100}{\text{Total Capital investment}} \\
 &= \frac{89,678 \times 100}{3,30,700} = 27.12 \%
 \end{aligned}$$

$$\begin{aligned}
 \text{7) Break Even Point} &= \frac{\text{Fixed Cost/annum} \times 100}{\text{Fixed cost/annum} + \text{profit/annum}}
 \end{aligned}$$

Fixed cost per annum :

1. Depreciation On Machinery and Equipment @ 10%	= Rs.	16,510 /-
2. Depreciation On Office Furniture @ 20 %	= Rs.	6,000 /-
3. Depreciation On Tools @ 25 %	= Rs.	12,500 /-
4. Interest on capital investment @ 16 %	= Rs.	52,912 /-
5. 40% of salary and wages	= Rs.	41,400 /-
6. 40% of other expenses & Utilities	= Rs.	12,000 /-
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Total	= Rs.	1,71,322 /-
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Profit per annum = Rs. 89,678 /-

$$\begin{aligned}
 \text{Break Even Point} &= \frac{\text{Fixed Cost/annum} \times 100}{\text{Fixed cost/annum} + \text{profit/annum}} \\
 &= \frac{1,71,322 \times 100}{1,71,322 + 89,678} = 65.6 \%
 \end{aligned}$$

### **E. Additional Information**

- The Project Profile may be modified / tailored to suit the individual entrepreneurship qualities / capacity , Production Programme and also to suit the locatinoal characteristics, wherever applicable.
- The Electronics technology is undergoing rapid strides of change and there is need for regular monitoring of the national and international technology scenario. The unit may, therefore keep abreast with the new technologies in order to keep them in place with the development for global competition.

- Quality today is not only confined to the product or service alone. It also extends to the process and environment in which they are generated. The ISO 9000 defines standards for Quality Management Systems and ISO 14001 defines standards for environmental Management System for global competition.
- The margin money recommended is 25% of the working capital requirement at an average. However, the percentage of margin money may vary as per bank's discretion.

**List of Supplier's of Raw Materials:**

1. Ms/ DOTCOM Computers, Thangal Bazar, MG Avenue, Imphal
2. M/s Symphony Computers, D.M. College Road, Imphal
3. M/s Infotech Computers, M.G Avenue, Imphal
4. M/s Mangal Info Tech Computers, M.G. Avenue, Imphal
5. M/s Koubru Computers, Palace gate, Imphal.
6. M/s NIDHI Enterprises, Thankgal bazaar, Imphal

**List of Supplier's of Machinery & Equipments:**

1. Ms/ DOTCOM Computers, Thangal Bazar, MG Avenue, Imphal
2. M/s Symphony Computers, D.M. College Road, Imphal
3. M/s Infotech Computers, M.G Avenue, Imphal
4. M/s Mangal Info Tech Computers, M.G. Avenue, Imphal
5. M/s Koubru Computers, Palace gate, Imphal.
6. M/s NIDHI Enterprises, Thankgal bazaar, Imphal