

## "KVIC- REGP-(Gramodyog Rojgar Yojana)"

### Project Profile on Web Designing

#### Introduction

The web is the most popular on ramp to Internets Information highway. The web is a set of inter-connected pages that represent specific web sites around the world. The web page use special limits that take form of highlight text or graphic, using which we are taken from one location to the other, i.e. other web page. A web site has certain requirements for itself to be approachable to the user, which are website links, graphic design, page layout, user friendliness among others make up for a good website. The advent of internet in India has opened in a big way the doors for website designing in the country. The dot com revolution has also taken place in India. Now everyone is looking forward for putting up their own website on the net. This opportunity led a plenty of scope for web designer. The requirement of a web site is depending on for which field it is being developed eg.- Newsite, sports site or email etc.

**Market Potential :**As we know that after 2003, when WTO (World Trade Organisation) references will be start working at that time whole world economy would be on computer. Every buyers & sellers would be looking forward to know the detail of each product or service. This will be the right time for web designer to developed specific web site for their customers. The manufacturer & service provider would required their web site, because for specific application of software is to obtain end result, which is satisfying to both the customer as well as being user friendly

1 **Name of the Product :** Web Designing

2 **Project Cost :**

a Capital Expenditure

Land

Workshed in sq.ft rental 1000 Rs. 200,000.00

Equipment : Rs. 500,000.00

Computers 4 ,. Modem (US Robotics) 2, Scanner (HP) 3, Laser Printer (HP) 3, Web Camera 2 Digital Camera 3, Other (Cable & Connectors etc) LS ,Softwares latest,b) Networking c)Graphics(Illustrator,Adobe Photoshot, GIF Animator, Macromedia, Extremes 3D) d) Programming Software (i) Frontpage ii) Dreamewer ,Internet connection,Domen Registration,Web Connection

Total Capital Expenditure Rs. 700,000.00

b Working Capital Rs. 250,000.00

**TOTAL PROJECT COST :** Rs. 950,000.00

3 **Estimated Annual Production Capacity:**

(Rs. in 000)

Sr.No.	Particulars	Capacity in No./Q.	Rate	Total Value
1	DataBaseEntry,PhotoEntry,Designing, Earning through Registration			2129.00
<b>TOTAL</b>		<b>0.00</b>	<b>0.00</b>	<b>2129.00</b>

4 **Raw Material** : Rs. 500,000.00

5 **Packing Material** : Rs. 25,000.00

6 **Wages (7-Skilled & 7-Unskilled)** Rs. 1,008,000.00

7 **Salaries 1- Manager** Rs. 120,000.00

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<b>8</b>	<b>Administrative Expenses</b>	<b>:</b>	<b>Rs.</b>	<b>120,000.00</b>
<b>9</b>	<b>Overheads</b>	<b>:</b>	<b>Rs.</b>	<b>150,000.00</b>
<b>10</b>	<b>Miscellaneous Expenses</b>	<b>:</b>	<b>Rs.</b>	<b>75,000.00</b>
<b>11</b>	<b>Depreciation</b>	<b>:</b>	<b>Rs.</b>	<b>60,000.00</b>
<b>12</b>	<b>Insurance</b>	<b>:</b>	<b>Rs.</b>	<b>7,000.00</b>
<b>13</b>	<b>Interest (As per the PLR)</b>			
	<b>a. C.E.Loan</b>		<b>Rs.</b>	<b>91,000.00</b>
	<b>b. W.C.Loan</b>		<b>Rs.</b>	<b>32,500.00</b>
	<b>Total Interest</b>		<b>Rs.</b>	<b>123,500.00</b>
<b>14</b>	<b>Working Capital Requirement</b>	<b>:</b>		
	<b>Fixed Cost</b>		<b>Rs.</b>	<b>413,000.00</b>
	<b>Variable Cost</b>		<b>Rs.</b>	<b>1,715,500.00</b>
	<b>Requirement of WC per Cycle</b>		<b>Rs.</b>	<b>266,063.00</b>

**15 Cost Analysis**

Sr.No.	Particulars	Capacity Utilization(Rs in '000)			
		100%	60%	70%	80%
<b>1</b>	<b>Fixed Cost</b>	413.00	247.80	289.10	330.40
<b>2</b>	<b>Variable Cost</b>	1716.00	1029.60	1201.20	1372.80
<b>3</b>	<b>Cost of Production</b>	2129.00	1277.40	1490.30	1531.60
<b>4</b>	<b>Projected Sales</b>	3000.00	1800.00	2100.00	2400.00
<b>5</b>	<b>Gross Surplus</b>	871.00	522.60	609.70	696.80
<b>6</b>	<b>Expected Net Surplus</b>	811.00	463.00	550.00	637.00

- Note :
1. All figures mentioned above are only indicative.
  2. If the investment on Building is replaced by Rental then
    - a. Total Cost of Project will be reduced.
    - b. Profitability will be increased.
    - c. Interest on C.E.will be reduced.