

KVIC- REGP-Gramodyog Rojgar Yojana

COMPUTERIZED ADVERTISEMENT DESIGN

Introduction

In the present environment of market competition, advertisements through display board are gaining importance. These display items of various size and shapes can be designed and produced using latest computer assisted systems. These are attractive, legible, cost effective and fast RAW MATERIALS Advertisement displaying sheet, chemicals and consumables 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. Now it is very easy to design and develop ideas for various types of advertisement. This has a very good demand especially in urban and in metros

Process of Manufacture: Advertisement displays are designed and produced using specialised software with the aid of computers and accessories. Sufficient copies can be taken and this can be transposed to the display sheets. The process affords a great deal of flexibility and is a versatile means of mass communication.

1 **Name of the Product :** **COMPUTERIZED ADVERTISEMENT DESIGN**

2 **Project Cost :**

a Capital Expenditure

Land : Own

Workshed in sq.ft on rent Rs. 24,000.00

Equipment : Rs. 300,000.00

Hardwares , Plotter , Printer ,UPS Application softwares

Total Capital Expenditure Rs. 324,000.00

b Working Capital Rs. 252,000.00

TOTAL PROJECT COST : Rs. 576,000.00

3 **Estimated Annual Production Capacity:**

(Rs. in 000)

| Sr.No. | Particulars | Capacity in No./Q. | Rate | Total Value |
|--------------|-----------------------------------|--------------------|-------------|---------------|
| 1 | COMPUTERIZED ADVERTISEMENT DESIGN | | | 694.36 |
| TOTAL | | 0.00 | 0.00 | 694.36 |

4 **Raw Material** : Rs. 504,000.00

5 **Labels and Packing Material** : Rs. 20,000.00

6 **Wages (Skilled & Unskilled)** : Rs. 36,000.00

7 **Salaries** : Rs. 24,000.00

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|----|-----------------------------|---|-----|------------|
| 8 | Administrative Expenses | : | Rs. | 10,000.00 |
| 9 | Overheads | : | Rs. | 20,000.00 |
| 10 | Miscellaneous Expenses | : | Rs. | 2,000.00 |
| 11 | Depreciation | : | Rs. | 31,200.00 |
| 12 | Insurance | : | Rs. | 3,240.00 |
| 13 | Interest (As per the PLR) | | | |
| | a. C.E.Loan | : | Rs. | 42,120.00 |
| | b. W.C.Loan | : | Rs. | 32,760.00 |
| | Total Interest | | Rs. | 74,880.00 |
| 14 | Working Capital Requirement | : | | |
| | Fixed Cost | | Rs. | 81,360.00 |
| | Variable Cost | | Rs. | 612,760.00 |
| | Requirement of WC per Cycle | | Rs. | 115,687.00 |

15 Cost Analysis

| Sr.No. | Particulars | Capacity Utilization(Rs in '000) | | | |
|--------|----------------------|----------------------------------|--------|--------|--------|
| | | 100% | 60% | 70% | 80% |
| 1 | Fixed Cost | 81.36 | 48.82 | 56.95 | 65.09 |
| 2 | Variable Cost | 613.00 | 367.80 | 429.10 | 490.40 |
| 3 | Cost of Production | 694.36 | 416.62 | 486.05 | 494.19 |
| 4 | Projected Sales | 800.00 | 480.00 | 560.00 | 640.00 |
| 5 | Gross Surplus | 105.64 | 63.38 | 73.95 | 84.51 |
| 6 | Expected Net Surplus | 74.00 | 32.00 | 43.00 | 53.00 |

- 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.