# Business Plan

## Space Sketcher

A unique aggregator of interior design services, offered through a web-based app that gives home owners complete control over the way they want to design, execute and budget their interior designing with a vendor of their choice.

SPACE Sketcher

Presented by-
Rhuta Santosh Baheti
Interior Designer,
Pune

# Business Plan

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# EXECUTIVE SUMMARY

## INTRODUCTION

A first-of-its-kind online, classified marketplace that connects home owners with interior design service professionals and material suppliers on a B2C (Business to Consumer), and later as C2C (Consumer to Consumer for sale of family heirlooms, artifacts, rugs, paintings etc.) platform, Space Sketcher services are purposefully designed to give complete control to the home owner in deciding what kind of space (commercial or residential) he wants to build for himself.

The most unique feature of our service is a web-based app that lets visitors to our site sample/test our services free-of-charge, before moving to the paid-service categories.

We offer services related to all home-decor categories, and although am presented offering these services only in Pune, we shortly plan to expand our presence to several other Tier-1 and Tier-2 cities, and offer our remote consultancy services to overseas clients as well.

## BUSINESS OBJECTIVES

- To offer interior planning on a self-serve, web platform to give users a complete control over the way they want to plan, execute and spend on their interior designing requirement
- To offer all vendor-related, interior design services on a common web platform, at the click of a mouse
- To help registered users take full advantage of our expert interior design consultation for free-of-charge, and later, after sampling the free service, graduate to our paid model
- To enable the owners of 1 BHK, 2 BHK and 3 BHK apartments take professional help from a panel of leading designers in planning their interiors in the most aesthetically-pleasing, cost-effective manner
- To offer an end-to-end service, right from purchase of materials to final installation from our certified, listed vendors and contractors
- To help users save time and money by delivering our consultation services remotely and in real-time
- To help local vendors, contractors, carpenters, painters, plumbers and electricians get online visibility through our web platform
- To make available an ecommerce platform for many who want to sell (seconds' sale) their artifacts, furnishings, electrical fittings, sanitary fittings, glasses, mirrors, furniture, plywood laminates and veneers, paints and flooring / wall tiles.
- To provide 100% safe payment gateways through which our registered users can

make convenient purchases

- To offer a unique price-meter through which users can get an exact estimation of the services they can book and order on our site, including the cost of the materials

## MISSION STATEMENT

- To enable registered users design their own spaces via Space Sketchers' free and paid consultation, B2Cmodel by eliminating all the middlemen, and conducting our business in a transparent, efficient, cost-effective manner

- To offer an efficient B2B platform to local contractors, carpenters, electricians, plumbers and material vendors to sell their services online through our portal and give them all the marketing support they need to expand their reach and revenue from the internet medium that has the potential of global outreach.

## VISION

- To become a “one-stop shop” that people from all over the world can contact, for all their interior-design, ceiling designs, furniture designs, plumbing and electrical layout designs, paint selection, materials purchase and contractor hiring requirements

## BUSINESS PHILOSOPHY

- Convenience: Users will be able to take advantage of our services right from the comfort of their own homes
- Quality:Through our panel of expert interior-designers, we provide expert advice, customized to their needs after assessing user requirements thoroughly.
- Affordability: We offer free consultancy as well as very affordable paid services through a two-tier business model to offer total budget control to our users in accessing our services.
- Availability: We are available 24/7, through online chat, e-mail and phone to users in different time zones.

## COMPANYOVERVIEW

Here is a brief overview of Space Sketcher:

### COMPANY OWNERSHIP

Space Sketcher is a privately-held company, planning to register in Pune, India. It's owned and managed by Ms. Rhuta Baheti, who is a professional interior designer practicing in Pune.

Space Sketcher, as a business idea, takes its inspiration from healthcare companies, financial services, legal firms, image consultancies, loan and insurance product services and re-sellers, and how theyhave managed to substantially improve their visibility and increase their sales volume by delivering cost-effective, convenient access to their services through the internet and smart phone technologies. There was however no such service available in the interior space. The outcome of identifying this need-gap was Space Sketcher.

## WHY SPACE SKETCHER?

- We have the professional expertise, skill and understanding of all aspects of interior designing, through which we can help those who want to design their own spaces
- We have a strong and established network of contacts with local vendors - carpenters, painters, electricians, plumbers, contractors and material traders in Pune - through whom we can offer cost-effective services to our clients.

- We can be of maximum help to house owners and builders, who would like to do away with the expensive proposition of hiring professional interior designers to design their spaces
- We can save a lot of time, money and efforts that is otherwise spent on commuting from one place to the other, meeting up with interior designers, purchasing materials or getting in touch with individual contractors, carpenters, plumbers, painters or electricians to get the project completed on time and within budget

- We give talented contractors and sub-contractors the visibility that they deserve to improve their business by offering them high-tech tools, technology and the use of innovative digital means to expand their footprint.

## OUR TEAM

Our team comprises of professionals in their respective fields, who are well-qualified and have many years of professional experience in the industry. Their quick understanding of client requirements gives us a distinct edge in the market.

We intend to conduct regular workshops and training sessions to keep our team members updated with the latest interior-design trends and technological changes. We continuously work on identifying and exploring tie-ups with new vendors in order to negotiate the best possible deal on material purchases for our registers users. We are always on the hunt for talented contractors, carpenters, painters, plumbers and electricians who can make our customers' dreams come true.

## ABOUT THE PROMOTER

Rhuta Baheti is a graduate in Interior Design from Pune, specializing in furniture designing and contemporary architecture from the University of Westminster London. She has been practicing in this field for the past 2.5 years.

## OUR SERVICES

Through our online portal, we plan to offer the following services:

? Free Furniture Layout: You can upload the floor plan of your one, two, or three bedroom apartment and get a furniture layout from our expert interior designers absolutely free-of-charge. This is helpful before placing an order for new furniture or planning to re-assemble your existing furniture to give a new look to your space.

? Paid services: At the payment of a specified fee, you can get detailed drawings from our experts, pertaining to:

- o Ceiling designs
- o Electrical layout
- o Plumbing layout
- o Furniture design
- o 3d views
- o Estimation

? List of service contractors/sub-contractors – city wise: This service gives users instant access to our huge database of certified, third-party vetted, qualified and skilled carpenters, painters, contractors, plumbers and electricians in your city.

? List of material suppliers: Our portal also lists and allows users to rate their experiences with leading suppliers in tiles, glasses, mirrors, furniture, furnishings, artifacts, painting supplies, electrical fittings, sanitary fittings, plywood laminates and so on.

? Materials library: Users can book and order any/all the material they may require from our online portal anytime through our fully-encrypted e-commerce platform. For instance, you can order:

- o Plywood – Laminates and Veneers
- o Flooring- tiles, marbles
- o Paint
- o Furniture- sofa, chair, dining table, cots, stools, coffee tables, shelves, wardrobes, etc.
- o Hardware
- o Furnishings- wallpaper, curtains
- o Electrical – light fittings
- o Plumbing- sanitary fittings
- o Glass- windows, mirrors
- o Artifacts

? E-magazine: Registered users can subscribe to our monthly e-magazine to stay informed about the latest trends in interior designing. Besides, find DIY tips from leading industry experts in order to be able to designyour space (residential, commercial or industrial) in a pleasing, efficient and affordable way.

? Helpline service: We are available to answer all queries and doubts on a 24/7 platform.

## MARKET STUDY

Here is a brief analysis of the market for online interior-designing consultancies.

### OUR TARGET AUDIENCE

As an online aggregator/classified/marketplace for on-demand, home-decor services, Space Sketcher targets two set of audiences:

- ☐ **Service providers:** architects, plumbers electricians and material suppliers who want to list their services with us and
- ☐ **Service seekers:** would be house owners, serviced apartments, companies that own or hire guesthouses for their executives, building contractors, real-estate agents and builders, besides well-informed individual customers who want to make their purchases online.

### TOP COMPETITORS

- ? foyr.com
- ? roomstory.com
- ? interiorproduct.com
- ? pepperfry.com
- ? askmeoninteriors.com

### OUR FOCUS

Our focus is on helping today's customers design their own spaces with expert help; get the maximum value from their purchase of material at the wholesaler (by eliminating the retailer) at cost-competitive prices; choose and compare products and vendor services; and get access to the right people through our portal who can give life to their designs, all in a manner that does not disturb their busy schedules.

### SUCCESS STRATEGIES

We aim at creating a strong position for ourselves in the market by following these success strategies:

- ? Partnering with a slew of certified, skilled contractors and sub-contractors including carpenters, painters, electricians, plumbers and local vendors to increase the convenience of all kinds of customers
- ? Making available professionally created interior-designs to customers at cost-effective prices
- ? Building excellent relationships with our vendors, contractors and sub-contractors to give them more reach and revenue and expand their footprint

- ☐ As a third-party aggregator of home-decor services make sure that our products and services are delivered to our customers exactly to their specs; on time, and within budget
- ☐ Clearing the queries and solving vendor-customer issues instantly through our customer-care representatives who would be available at different time zones
- ☐ Providing top-quality interior-designing consultancy servicesfor free, under a DIY model, to those who cannot afford the services of a professional designer

## OUR MARKETING PHILOSOPHY

In order to increase the visibility of our online Interior-designing portal within our target customer base, we intend to take part in various events and exhibitions that are hosted in the local communities. In the process we will develop contacts with the local businesses that serve the same target customer base and partner with them to improve our reach and vendor base.

## CUSTOMER ANALYSIS

For starters, our target customer base includes house owners, developers/ builders/ vendors in Pune dealing/residing in one, two and three bedroom apartments. We also serve building contractors, real estate agents and serviced apartment owners, who would like to design the spaces they deal with, without hiring the services of professional interior designers.

**Our online interior-designing portal will be of interest, mainly to:**

? Home owners who wish to get professionally created interior designs in a cost-effective way

? Builders who go that extra mile to offer pre-designed spaces to their customers

? Construction contractors who are also a little tech savvy

? Realtors who want to make a few extra bucks by designing the spaces they sell

? Service Apartment owners who don't wish to hire the services of professional interior designers

? Companies that own guest houses and apartments for their executives and wish to design their interiors in a cost-effective way

The younger generation who make use of their smart phones and the online services to satisfy all of their requirements will find Space Sketcher, very interesting and useful. They may even influence their elders when it comes to designing the spaces that they are going to live in.

## MARKETING PLAN

The first step in the marketing plan of Space Sketcher is to create awareness and increase the visibility of SS in the market. Prior to the launch of the app, we undertook a thorough research of the area to gather the contact details of all the carpenters, contractors, painters, plumbers and electricians. We also visited stores that sell flooring tiles, furniture, furnishings, glasses, mirrors, paints, artifacts and hardware to put up the pictures of their products in our material library.

### ADVERTISING STRATEGIES

Going forward, some of the advertising strategies we have identified are:

- **Newsletters & E-magazines:** Newsletters will help us reach our target customers directly. We intend to place our ads in established newsletters that are distributed in the local area that we target. Initially, we will also use e-magazines to reach customers whose email addresses we have with us and whom we know for sure

would be interested in our services. Subsequently we will also purchase our own database lists from trusted list vendors.

- **Online marketing strategies:** Online marketing is the way to go as this can bring the visitors directly to our online interior designing portal. We will use different strategies such as social media marketing, content marketing, email marketing, blogging, pay-per click advertising and affiliate marketing to improve the visibility and generate traffic to our portal.
- **SEO tactics:**Although there are many methods of online marketing, most users prefer search engines to look for products or services that interest them. Therefore, we, at Space Sketcher, intend to make use of the top tactics of search engine marketing to boost the traffic to our online portal, improve our customer base and increase our sales.
- **Local Area marketing using Banners and Hoardings:** Banners and Hoardings make quite an impact when it comes to local area marketing. These tools will increase our visibility for sure and create awareness about our company among our target audience.
- **Advertising in trade magazines:**There are many magazines such as Interior Design, Architect and Interiors India, Deco, Casaviva, Good Homes, Home Trends, Home & Design, etc. that we want to target.

**Events:** We, at SS, are planning to attend and participate in various property based events that are organized in Pune and other cities of India to increase our brand visibility.

### PARTNERING WITH US

Our classified/online marketplace, service aggregating business model can offer the perfect platform to Pune-based local vendors, contractors, carpenters, painters, plumbers and electricians and give them the opportunity to build a strong online presence. By partnering with us, they can be sure of getting:

- ? Increased visibility
- ? More reach
- ? Full-suit marketing and advertising support (**At least for the first few years, the listing would be free; then we will migrate to a premium listing model**)
- ? A chance to showcase their products and services on our portal and set up their e-stores.

In a manner, our website will serve as theirvirtual business card and online portfolio.

We would run a thorough background check on vendors before listing their services on SS portal. The reviews that our customers write about their services will get them more projects. This will take them a long way towards their success, apart from increasing their customer-base in a remarkable manner. **Quality** and **Affordability**would be the pre-conditions for listing with us.

## COMPETITION ANALYSIS

Competition is the essence of every business and we consider our competitors as the challenges we need to face in order to achieve success. Our top competitors in the business include:

- ? Foyr.com when it comes to making professional designs and selling products related to interior designing
- ? India mart, pepper fry, lalco interiors and 100 krafts which offer products related to interior designing on sale
- ? Just Dial, Yellow Pages and Sulekha.com for providing the customers with contact details of local vendors, contractors, carpenters, painters, plumbers and electricians

### COMPETITIVE STRATEGIES

- ? Compared to our competitors we are a one-stop shop that provides all interior designing services under one roof.
- ? We offer free to paid model, which is kind of unique in the industry. Customers get a trial/sample of our services, before they decide to hire any of the vendors listed with us. That's when we would offer them detailed designs pertaining to ceiling designs, furniture designs, electrical layouts, plumbing layout and 3D Views.

We would recommend to our customers, the services of our well-rated, third-party vetted vendors. This would mean guaranteed business for our partner-vendors, such as contractors, carpenters, painters, plumbers, electricians etc.

## FINANCIAL PLAN

Space Sketcher is the first of its kind web-based app service that offers all interior design-related services under one roof. Some of the key areas and strategies that we have identified to increase our sales/revenue include:

- **Paid services for our registered users:** On an average about 45,000 apartments are sold in Pune every year, of which about 60% happen to be 1, 2 and 3 BHK flats. From these home owners let us assume about 5,000 pay a visit to our portal. Out of these 5000, 250 may choose to use the paid services every year. The detailed drawings would cost about INR 25,000 per service, which means our earnings from this channel per year would be 250 X 25000 = INR **62,50,000**
- **Revenue from premium listing/Enrollment of contractors:** Although our initial plan is to offer free-listing, once we have built traction, we intend to charge our vendor-partners for premium listing under the following service categories: :
    - Civil
    - Carpenter
    - Plumber
    - Electrician
    - Painter
    - Supervisor
    - POP

These contractors will enjoy free membership for a period of 6 months after which we are going to charge them INR 15,000 per membership, per year.

*Assuming we get about 10 enrollments in each category in any month throughout the year.

- **Listing of Material Vendors:** This would be done under the following categories:
    - Plywood – Laminates, Veneers
    - Flooring- tiles, marbles
    - Painting supplies
    - Furniture- sofa, chair, etc.
    - Hardware
    - Furnishings- wallpaper, curtains
    - Electrical – light fittings
    - Plumbing- sanitary fittings
    - Glass- windows, mirrors
    - Artifacts

Annual membership fee for these vendors would be INR 15,000.

*Assuming we get about 10 enrollments in each category in any month throughout the year.

- **Listing e-stores:** We will be taking up online selling of the products of our local vendors to increase their sales and enhance customer experience of our service. For this, we would be charging an annual membership fee of INR 50,000 each.

  *Assuming we get about 5 enrollments in each category in any month throughout the year.

  **E-Magazine Subscriptions:** We will be offering E-magazine subscriptions to our customers across the world. The first six months we intend to give away the E-Magazines for free after which we would be charging a subscription of INR1000 per year.

  *Assuming we get about 10 enrollments in each category in any month throughout the year.

- **Advertising on our website:** Apart from the above, we also intend to put up advertisements of related businesses on our website on a pay-per-click basis. Here, we expect annual revenue of about **INR 25,000** per year.

Six months down the lane, we plan to enter the four metros namely Delhi, Mumbai, Chennai and Kolkata. We expect our revenues to increase from the second year onwards.

We are realistic when it comes to forecasting our sales. We don't anticipate any sales to happen during the first three months of our operation. This is the period when we will be busy with our marketing campaigns, creating awareness amongst our target audience, capturing the attention of the consumers and increasing conversions to begin sales.

**The sales forecast for the next three years are as follows: (schedule 1)**

| | **Year 1** | **Year 2** | **Year 3** |
|---|---|---|---|
| **Sales:** | | (20% (Incr) | (20% Incr) |
| Paid Services (250 customers per year X 25000 per service) | 62,50,000 | 75,00,000 | 90,00,000 |
| Enrollment fees from contractors | 2,75,000 | 9,75,000 | 14,62,500 |
| Enrollment frees from vendors | 2,75,000 | 9,75,000 | 14,62,500 |
| Enrollment for e-shops | 10,00,000 | 15,00,000 | 18,00,000 |
| E-Magazine Subscriptions | 50,000 | 95,000 | 1,30,000 |
| Income from Advertisements | 25,000 | 30,000 | 36,000 |
| **Total Sales** | **78,75,000** | **1,10,75,000** | **1,38,91,000** |
| **Direct Cost of Sales:** | | | |
| Office Rent (5,00,000 deposit in the first year and 50000 per month) | 11,00,000 | 6,00,000 | 6,00,000 |
| Salaries (150000 per month) | 18,00,000 | 18,00,000 | 18,00,000 |
| Website Maintenance (5,00,000 for launch and 25000 per month) | 8,00,000 | 3,00,000 | 3,00,000 |
| Marketing costs ( 2,00,000 per month) | 24,00,000 | 24,00,000 | 24,00,000 |
| Other Overheads (Inventory costs for first year (see startup costs) and then 50,000 per month for next two years) | 16,50,000 | 6,00,000 | 6,00,000 |
| **Total Cost of Sales** | **77 ,50,000** | **39,00,000** | **39,00,000** |
| **Gross Profit** | **1,25,000**<br>*Start up costs have been considered while calculating gross profit for the 1st year | **71,75,000** | **99,91,000** |

## CHART SHOWING SALES FORECAST FOR THE FIRST 3 YEARS

***AS COMPARED TO THE NEXT 2 YEARS, PROFIT IN THE 1ST YEAR IS CONSIDERABLY LOW DUE TO THE INITIAL INVESTMENT.**

## START-UP COSTS*(SCHEDULE 2)*

Our Start-up costs include website development charges, office rent, salaries, inventory costs, marketing costs and miscellaneous charges.

| **Description** | | **Amount in INR** | **Amount in INR** |
|---|---|---|---|
| **Start-up Expenses:** | | | |
| Website Development | | 5,00,000 | |
| Deposit for office | | 5,00,000 | |
| Computer peripherals | | 5,00,000 | |
| Software | | 10,00,000 | |
| Office Infrastructure & Interiors | | 5,00,000 | |
| **Total** | | | **30,00,000** |
| **Administrative Expenses:** | | | |
| Office Rent (50,000 per month) | | 6,00,000 | |
| **Salaries:** | | | |
| **Designers – 5 numbers** | 9,00,000 | | |
| Accountant – 1 number | 1,80,000 | | |
| Sales Person – 1 number | 1,80,000 | | |
| Web Controller – 1 number | 1,80,000 | | |
| Marketing Executives – 2 numbers | 3,60,000 | | |
| **Total Salaries** | | **18,00,000** | |
| **Marketing** | | **12,00,000** | |
| **Total Administrative Expenses** | | | **36,00,000** |
| **Total Start -up Costs** | | | **66,50,000** |

## FUNDING REQUIREMENT *(SCHEDULE 3)*

| Description | Amount in INR | Amount in INR |
|---|---|---|
| **Start-up Funding:** | | |
| Web Expenses | 5,00,000 | |
| Computer Peripherals | 5,00,000 | |
| Software | 10,00,000 | |
| Deposit for office premises | 5,00,000 | |
| Office Infrastructure & Interiors | 5,00,000 | |
| **Total Funding Required** | | 30,00,000 |
| **6 Months Administrative Expenses** | | |
| Office Rent | 3,00,000 | |
| Salary | 9,00,000 | |
| Other Expenses | 3,00,000 | |
| **Total Administrative Expenses** | | 15,00,000 |
| **Total Startup Funding required** | | **45,00,000** |

## SOURCES OF FUND

| Description | | Amount in INR |
|---|---|---|
| Own Capital | | 20,00,000 |
| Investor Funding/ Loan | | 25,00,000 |
| | | **45,00,000** |

**BALANCE SHEET AT THE END OF THE 1ST YEAR (*SCHEDULE 4)***

| Liabilities | | | Assets* | | |
|---|---|---|---|---|---|
| **Capital A/C** | | | **Fixed Assets:** | | |
| Owner's Capital | 20,00,000 | | Computers | 5,00,000 | |
| Add net profit | 1,25,000 | | Software | 10,00,000 | |
| | 21,25,000 | | Office Interior | 5,00,000 | |
| | | | Website | 5,00,000 | |
| | | | Other Investment | 11,25,000 | |
| | | 21,25,000 | | | 36,25,000 |
| **Unsecured Loan** | | | **Current Assets** | | |
| Investor Fund | 25,00,000 | | Office deposit | 5,00,000 | |
| | | | Cash and Bank balance | 5,00,000 | |
| | | 25,00,000 | | | 10,00,000 |
| | | | | | |
| | | | | | |
| | | | | | |
| **Total** | | **46,25,000** | **Total** | | **46,25,000** |

**Depreciation has not been considered.*

## FINANCES

- ? Our start-up costs are estimated at INR 66,50,000, details as per Schedule 2
- ? Funds required to start the business is estimated at INR 45,00,000, details as per Schedule 3
- ? 45% of this amount will come from the owner, Rhuta Baheti.
- ? For the remaining, we would be going for loan or investors or both, details as per Schedule 3

## EXPECTED GROWTH IN PROFITABILITY

We expect a growth in annual gross profit from an amount of INR 1, 25,000 in the first year to about INR 99, 91,000 in the third year considering Pune only. Please refer schedule 1 for the same.

## BREAKEVEN SALES

Considering the profit margin in the above business and the owners/ investors funding, breakeven sales would be achieved in the first year itself. However as calculated above the profit would be low, details as per chart showing sales forecast for first 3 years.

## THE KEY TO SUCCESS

Through unique and innovative services such as offering professionally created interior designs at affordable prices, bringing together all local contractors, sub-contractors and vendors under one roof and enabling the customers to buy whatever they would need to design their own spaces, we, at Space Sketcher, intend to achieve a dominant position in the market and maintain the same by providing top quality services that are geared towards 100% customer satisfaction.

Assuming, we start our operations in the four metros by next year and open our branch offices, this is how our total sales forecast will look for the next three years

**Assuming, we start our operations in the four metros by next year and open our branch offices, this is how our total sales forecast will look for the next three years**

| | **Year 2** | **Year 3** | **Year 4** |
|---|---|---|---|
| **Sales:** | ref year 1 | 20% incr | 20% incr |
| Paid Services (250 customers per city X 5 cities X 25000 each) | 3,12,50,000 | 3,75,00,000 | 4,50,00,000 |
| Enrollment fees from contractors (7 categories X 10 contractors each X 5 cities X 15000 each) | 13,75,000 | 48,75,000 | 73,12,500 |
| Enrollment frees from vendors (10 categories X 10 contractors each X 5 cities X 15000 each) | 13,75,000 | 48,75,000 | 73,12,500 |
| Enrollment for e -shops (10 categories X 5 vendors each X 5 Cities X 50000 each) | 50,00,000 | 75,00,000 | 90,00,000 |
| E-Magazine Subscriptions (250 subscribers X 5 cities X 1000 each) | 2,50,000 | 4,75,000 | 6,50,000 |
| Income from Advertisements (25000 X 5 cities) | 1,25,000 | 1,50,000 | 1,80,000 |
| **Total Sales** | **3,92,50,000** | **5,53,75,000** | **6,94,55,000** |
| **Direct Cost of Sales:** | | | |
| Office Rent (first year deposit in 4 branch offices and 50,000 pm 5 cities) | 5,00,00,000 | 30,00,000 | 30,00,000 |
| Salaries (150000 per month 5 cities) | 90,00,000 | 90,00,000 | 90,00,000 |
| Website Maintenance (launch 500000 first year 4 cities + 300000 pa5 cities) | 35,00,000 | 15,00,000 | 15,00,000 |
| Marketing costs (2400000 pa 5 cities) | 1,20,00,000 | 1,20,00,000 | 1,20,00,000 |
| Other Overheads (16,50,000 first year 4 cities + 600000 for pune) | 72,00,000 | 30,00,000 | 30,00,000 |
| **Total Cost of Sales** | **3,67,00,000** | **2,85,00,000** | **2,85,00,000** |
| **Gross Profit** | **25,50,000** | **2,68,75,000** | **4,09,55,000** |

**CHART SHOWING SALES FORECAST FOR YEAR 2, 3 AND 4, ASSUMING WE START OUR OPERATIONS IN DELHI, KOLKATA, MUMBAI AND CHENNAI FROM YEAR 2**

## ANNEXURE

Here are a few details about the kind of real estate properties that are coming up in Pune, where Space Sketcher can look for partner-vendors and target builder-contractors as customers:

| Property | Type |
|---|---|
| Aseem Vishwa, Chinchwad | High-end 2 and 3 BHK apartments |
| Godrej Prana, Undri | 2, 2.5 and 3 BHK apartments |
| Godrej Infinity, Keshavnagar | 1 and 2 BHK apartments |
| Anandban, Ravet | 1, 2 and 3 BHK apartments |
| Niravana Hills, Karve Road | Ultra-luxurious 2, 2.5 and 3 BHK apartments |
| Rohan Abhilasha, Wagholi | 1, 2 and 3 BHK apartments |
| Rohan Mithila, Vimannagar | 1, 2 and 3 BHK apartments |
| Nanded City, Sargam, Sinhagad Road | 2, 2.5 and 3 BHK apartments |
| Nanded City, Asawari, Sinhagad Road | 2 and 3 BHK apartments |
| Nanded City, Madhuvanti, Sinhagad Road | 2 BHK apartments |
| Nanded City, Mangal Bhairav, Sinhagad Road | 1 BHK apartments |

## Real Estate Trends in Pune over the last few years:

Map 1: Significant Price Movements in Pune Localities

*Source: http://www.99acres.com/articles/pune-real-estate-market-price-trend-analysis-insite-report-july-2014-september-2014.html*