



## 34. PROJECT PROFILE ON VIDEO MIXING AND TITLING UNIT

Category : Service

Total Cost of Project : Rs. 3,18,000/-

BEP : 46 %

### I. INTRODUCTION OF BUSINESS IDEA :

There is a constant growth in the demand for TV, VCRs, and VCPs these days. Video recording of social events has become a fashion these days. A live event is recorded by a video camera, which can be viewed on VCRs and VCPs with both audio and visual effects. Even dubbing which involves recording of different songs, gazzals can be carried out matching with the event.

### II. SERVICE AND ITS APPLICATIONS :

To make the cassette of any event interesting, recording is done in studios, and dubbing is done with the help of special equipments. Titling is also done to introduce information regarding the program. The proposed unit provides the service of mixing, dubbing and titling.

### III. MARKET POTENTIAL :

There has been a continuous growth in the demand for TV, VCRs and VCPs. People are keener to record the family or organizational events in a interesting manner. As such, videography needs to be supported with the proposed services. Videography exists in major centers, however, facility of mixing, dubbing and titling does not exist. Hence, such units have good scope in major taluks or district head quarter.

### IV. CAPACITY-/REVENUE (1 ST YEAR):

Sl. No.	Service	Qty.	Rate Per event	Sales Amount in Rs.
01	Mixing, dubbing and titling of events	600	1,000	6,00,000
<b>Total</b>				<b>6,00,000</b>

### V. PROCESS & QUALITY:

Much software is available in the market for mixing work. Depending on the type of event, appropriate software is selected. Titling is done to introduce information regarding the programme. This is done with the help of titling computers. Thus with the help of dubbing, mixing and titling cassettes are made with immaculate pictures and audio effects.



## VI. COST OF PROJECT AND MEANS OF FINANCE, INCLUDING WORKING CAPITAL REQUIREMENTS:

### A. COST OF PROJECT :

Sl. No.	Particulars	Amount (Rs).
1	Equipments	2,03,000
2	Other fixed assets	20,000
3	Preliminary and preoperative expenses	10,000
4	Deposits	50,000
5	Working Capital Requirements	35,000
	<b>Total</b>	<b>3,18,000</b>

### B. MEANS OF FINANCE:

Sl. No.	Particulars	Amount (Rs).
1	Loan @ 75%	2,39,000
2	Equity	79,000
	<b>Total</b>	<b>3,18,000</b>

### C. WORKING CAPITAL REQUIREMENT:

Sl. No.	Particulars	Basis	Period	Amount (Rs.)
1	Raw-material	30,000/12 X 2	2 month	5,000
2	Bills receivable	6,00,000/12 X ½	½ month	25,000
3	Working exp	LS	1 month	5,000
	<b>Total</b>			<b>35,000</b>

## VII. MAIN INPUTS REQUIREMENT :

### A. MACHINERY :

Sl. No.	Particulars	Qty.	Total Cost
1.	Video mixer	1	70,000
2.	Titling computer	1	70,000
3.	VCR	1	25,000
4.	Colour TV	1	15,000
5.	Audio system	1	6,000
6.	Mixing video cassettes	5	1,000
7.	Audio cassettes	10	1,000
8.	Table, chair, racks etc	4 set	10,000
9.	Tools and accessories	5 set	5,000
	<b>Total</b>		<b>2,03,000</b>

**B. RAW-MATERIALS (P.A.) :**

Sl. No.	Particulars	Qty	Rate (Rs.)	Total Cost (Rs.)
1	Consumables	Lump sum	-	30,000
	<b>Total</b>			<b>30,000</b>

**C. UTILITIES :**

Sl. No.	Particulars	Monthly Charges. (Rs.)	Annual Charges (Rs.)
1	Electricity	1,800	21,600
2	Water	200	2,400
	<b>Total</b>		<b>24,000</b>

**D. MAN-POWER REQUIREMENT :**

Sl. No.	Workers	No.	Monthly Salary (Rs.)	Annual Salary (Rs.)
1	Skilled Technician	1	9,000	1,08,000
2	Helper	1	5,000	60,000
	<b>Total</b>			<b>1,68,000</b>

**E. MAIN INFRASTRUCTURE REQUIREMENT :**

Building	500 sq. ft. building with
Power	1KVA power required.
Water	For general purposes

**VIII. PROFITABILITY (ANNUAL) :**

Particulars	Basis	Amount (Rs.)
<b>Sales Revenue (Projected)</b>	Ref : IV	<b>6,00,000</b>
Raw Materials	Ref : VII B	30,000
Man power expenses	Ref : VII D	1,68,000
Utilities	Ref : VII C	24,000
Interest	At 12%	29,000
Depreciation	20% slm	40,000
Overheads	Rent, transportation, maintenance.	1,00,000
<b>Total Expenses</b>		<b>3,91,000</b>
<b>Profit</b>		<b>2,09,000</b>



**IX. FINANCIAL INDICATOR :**

<b>Break Even Point</b>		
$\frac{FC}{SR - VC} \times 100$	$\frac{1,69,000}{3,78,000} \times 100$	46 %
<b>PBP</b>		
$\frac{COP}{\text{Profit} + \text{Deprn.}}$	$\frac{3,18,000}{2,49,000}$	1 year 3 months

**ADDRESSES :**

**X. SUPPLIERS OF EQUIPMENTS :**

Magna Multimedia solutions  
22/3, Shamrao Compound,  
Mission Road, Bangalore-27  
Ph 080-22483027

**XI. SPECIAL NOTE :**

The promoter should have comprehensive training preferably from a existing unit in Bangalore.