



## 35. PROJECT PROFILE ON VIDEO SHOOTING

Category : Service

Total Cost of Project : Rs. 1,65,000/-

BEP : 38 %

### I. INTRODUCTION OF BUSINESS IDEA :

Video shooting is an essential service in functions, marriages etc. This service is available in big towns. Hobli area, and smaller towns depend on the near by towns for this service. Day by day the need for video shooting service is on the increase as people want to keep up the record of all the important events in life.

### II. SERVICE AND ITS APPLICATIONS :

Video shooting provides the recording of entire proceedings of function/marriages, conferences, etc. With the provision for editing, well finished record of all the events can be provided as per the requirement of the customer.

### III. MARKET POTENTIAL :

Presently in the district such services are not available in hobli areas. They depend on units from the nearby towns as such there is good potential for the proposed unit in specific areas.

### IV. CAPACITY / REVENUE :

Sl. No.	Sales / Income	No.	Rate (Average)	Total Amount (Rs.)
1.	Video Shooting	50 Programmes	10,000/-	5,00,000

### V. SERVICE METHODOLOGY AND QUALITY :

The service is provided to the customers, giving coverage to the function as per their requirement. The content is edited and given a good finish. The entire thing is copied in a CD and given to the customer.

Quality can be ensured by a experienced person who is well versed with the software for editing

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

#### A. Cost of Project :

Sl. No.	Particulars	Amount (Rs.)
	Equipments	90,000
	Other fixed assets	5,000
	Preliminary and preoperative expenses	5,000
	Deposits	50,000
	Working Capital Requirements	15,000
	<b>Total</b>	<b>1,65,000</b>

**B. Means of Finance:**

Sl. No.	Particulars	Amount (Rs.)
1	Loan @ 75%	1,24,000
2	Equity	41,000
	<b>Total</b>	<b>1,65,000</b>

**C. Working Capital Requirement :**

Sl. No.	Particulars	Basis	Period	Amount (Rs.)
1	Salaries to the employees	1,44,000/12 x 1		12,000
2	Utilities	Ref VIII B		1,000
3	Miscellaneous exp			2,000
	<b>Total</b>			<b>15,000</b>

**VII. MAIN INPUTS REQUIREMENT :****A. Machinery :**

Sl. No.	Particulars	No.	Rate	Total Cost
01.	Digital Video Camera	1	70,000	70,000
02.	TV & DVD Players			20,000
	<b>Total</b>			<b>90,000</b>

**B. Utilities :**

Sl. No.	Particulars	Total Monthly Charges. (Rs.)	Total Yearly Charges. (Rs.)
1	Electricity	1,000	12,000
	<b>Total</b>		<b>12,000</b>

**C. Man-power requirement :**

Sl. No.	Workers	No.	Monthly Salary (Rs.)	Annual Salary (Rs.)
01	Skilled Worker	1	8,000	96,000
2	Helper	1	4,000	48,000
	<b>Total</b>			<b>1,44,000</b>

**D. MAIN INFRASTRUCTURE REQUIREMENT :**

Building	Built shed of 200-250 sq. ft. is required
Power	1 KVA power connection is required.
Water	Water is required for general purposes.



### VIII. PROFITABILITY PROJECTION (Annual) :

Sales Revenue (Projected)	Basis	500000
Raw Materials	Ref : IV	-
Man power expenses	Ref : VII B	144,000
Utilities	Ref : VII D	12,000
Interest	12%	15,000
Depreciation	15% SLM	14,000
Overheads	Rent etc	100,000
<b>Total Expenses</b>		<b>285,000</b>
<b>Profit</b>		<b>215,000</b>

### IX. FINANCIAL INDICATOR :

<b>Break Even Point</b>  $\frac{FC}{SR-VC} \times 100$	$\frac{1,29,000}{3,44,000} \times 100$	38%
<b>Payback period</b>  $\frac{COP}{\text{Profit} + \text{Deprn.}}$	$\frac{1,65,000}{2,29,000}$	Less than 1 Year

### X. ADDRESSES :

#### SUPPLIERS OF MACHINERY / EQUIPMENTS :

Magna multimedia solutions  
22/3, Shamarao Compound, Mission Road  
Bangalore-27  
Ph 080-22483027

### XI. SPECIAL NOTE :

Training in the trade is required at Deshapande Rudseti, Haliyal.