

# MOBILE SALES, SERVICE & REPAIRING

## 1. INTRODUCTION

Uttarakhand's topography is distinguished by its difficult topographical features and hence has increased the need for reliable and extensive mobile coverage. The primary driving force behind this need is the critical role that mobile phones play in improving connectivity in isolated and difficult-to-reach places. In addition, social media sites like Instagram have been crucial in the region's mobile phone demand's rise in popularity. Small businesses, artisans, and entrepreneurs leverage mobile platforms for marketing and reaching a broader audience, transcending the geographical constraints posed by the hilly terrain. Mobile banking and e-commerce have become integral parts of the economic landscape further increasing the mobile demand in the region.

## 2. PRODUCT & ITS APPLICATION

With the revolution in communication, information access, entertainment, and other areas of daily life, mobile phones have become indispensable. Numerous communication channels, such as social networking and instant messaging, are supported by smartphones. Through web browsing, streaming, and gaming, they act as centers for information, productivity tools, and enjoyment. In addition to providing financial transactions and location-based services, mobile devices also support digital banking and investing. Applications for health and fitness, e-learning, and augmented/virtual reality are just a few examples of the many uses of mobile technology. Additionally, the provision of repairing services plays a vital role in the mobile technology landscape. As devices become more intricate, the need for reliable repair services becomes increasingly crucial. Mobile repair services ensure the longevity and optimal functioning of smartphones, addressing issues ranging from hardware malfunctions to software glitches.

## 3. DESIRED QUALIFICATION FOR PROMOTER

A promoter must possess a thorough awareness of the mobile models, brands, and new trends in the Indian mobile market. The promoter or the salesperson must hold knowledge of mobile technology, operating systems (such as iOS and Android), and gadgets. The success of a mobile store in the varied and dynamic Indian market is greatly influenced by real-world experience in the sector as well as a proactive and creative mindset.

## 4. INDUSTRY LOOKOUT AND TRENDS

The need for mobile devices has grown as a result of government programs and policies that support local business, connection, and digital literacy. Furthermore, mobile demand has been impacted by the growth of e-commerce and mobile payment services. Smartphones with secure payment features are in growing demand as more businesses go digital and consumers accept online shopping. Simultaneously, the demand for repair services for mobile devices has witnessed a notable surge in recent years, fueled by the widespread adoption of smartphones and rapid technological advancements. This increased reliance on mobile technology and has generated a growing need for skilled technicians and repair facilities to address diverse issues, both hardware and software-related.

In Uttarakhand, the seamless integration of 5G technology and fiber connectivity represents a noteworthy milestone in the region's digital transformation. This development signifies a pivotal step towards progress, aimed at uplifting every individual. The government's unwavering

commitment to achieving comprehensive connectivity signifies its determination to bridge the digital divide, paving the way for an interconnected future for all citizens. As improved connectivity becomes a catalyst for progress, Uttarakhand is poised to enter a new era of development and inclusivity.

## 5. KEY BUSINESS ELEMENTS

- Unique Value Proposition (UVP): This includes providing a wide range of mobile phones, outstanding customer support, and instant service solutions.
- Excellent customer service: This should be the top priority, from pre-sale assistance to post-sale support. Positive word-of-mouth and repeat business depend heavily on customer happiness.
- Efficient Staff: The promoter must make sure employees have received adequate instruction in technical support, customer service, and product expertise. An informed and accommodating staff can improve the entire clientele experience.
- After-sale services: After-sale services such as warranties, technical assistance, and repairs must be seriously offered. Strong after-sales support can increase client loyalty and trust.

## 6. MARKET POTENTIAL AND MARKETING ISSUES; IF ANY

Smartphones and other mobile devices are becoming more and more necessary in Uttarakhand as agricultural practices are adopting digital solutions for accessing market data, weather updates, and agricultural apps. Farmers are depending more and more on mobile technology to increase productivity, effectively manage crops, and keep up with the most recent developments in agriculture. The increasing requirement for internet connectivity in Uttarakhand's rural and urban areas is driving up demand for mobile devices. As the state moves closer to digitization, having access to the internet becomes necessary for several purposes, such as e-commerce, healthcare, and education. By providing reasonably priced handsets and data plans, mobile retailers can meet this need and increase the accessibility and wide distribution of internet usage.

## 7. SUPPLY OF RAW MATERIAL

The promoter must collaborate with authorized distributors who have prior connections with manufacturers. This will streamline the supply chain and aid in ensuring the authenticity of the products. Additionally, the promoter must collaborate with local retailers in the market to enhance offerings besides mobile phones and gadgets. To bolster the local economy and improve product offerings, the promoter has to find local vendors for smartphone accessories including chargers, screen protectors, and cases. The promoter must consider collaborating with local agents or representatives who can function as points of contact for consumers in hilly areas where it can be difficult to get to every site.

## 8. BUSINESS MODEL

Designing a small mobile store layout involves strategic placement of key elements. At the storefront, attention-grabbing displays must showcase featured products. Within the store, products must be logically grouped on well-organized shelves and racks to optimize space. A dedicated area for customer assistance should be planned. A strategic location for repairing services within the store layout should be kept. This not only emphasizes the importance of these services but also encourages customers to consider repair options, contributing to the store's overall revenue. Finally, the checkout counter must be strategically positioned near the exit for a seamless and efficient customer experience.

## 9. BUSINESS PROCESS

1. Inventory management: This entails keeping an eye on and updating the stock of mobile devices regularly.
2. Building solid connections: It includes establishing relations with trustworthy suppliers & distributors to provide a consistent and dependable supply of mobile devices and accessories.
3. Sales and Customer Service: It involves training employees to deliver superior customer service and product expertise. This is an important step towards promoting recurring business and building a strong customer base.
4. Technical Assistance: This involves offering technical support services, such as help to set up and troubleshoot the problems.

## 10. MANPOWER REQUIREMENT

Sr. No	Particulars	No.	No of month in year	Wages/Salaries per month (Rs. In Lakhs)	Annual Expense (Rs. In Lakhs)
1	Self-employed	1	-	-	-
2	Technical Expert	1	12	0.25	3.00
3	Sales Person	1	12	0.15	1.80
4	Helper	1	12	0.10	1.20
	<b>Total</b>				<b>6.00</b>

## 11. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
1	Acquisition of premises	1
2	Construction (if applicable)	1.5
3	Procurement & installation of Plant & Machinery	2.5
4	Arrangement of Finance	1
5	Recruitment of required manpower	1
6	Total time required (some activities shall run concurrently)	3

## 12. COST OF PROJECT

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
1	Pre-operative and preliminary Exp.	0.17
2	Equipment and Furniture Exp.	5.54
3	Working Capital	11.54
	<b>Total Project Cost</b>	<b>17.25</b>

### 13. MEANS OF FINANCE

Bank-term loans are assumed @ 60%

Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	6.90
2	Bank Finance	10.35
	<b>Total</b>	<b>17.25</b>

### 14. EQUIPMENT AND FURNITURE

Sr. No	Particulars	Unit	Price per Unit (Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Display Shelves and Racks	6	0.30	1.80
2	Computer	1	0.60	0.60
3	Tools & Equipment	-	0.50	0.50
4	Lighting Fixtures	5	0.05	0.25
5	Storage Cabinets	10	0.15	1.50
6	Electrical Outlet and Plug Points	10	0.05	0.50
7	Air Conditioning	1	0.35	0.35
8	Fire Safety Equipment	2	0.02	0.04
	<b>Total</b>			<b>5.54</b>

Local suppliers in India offer a wide range of furniture and fixtures. The entrepreneur can avail office furniture after thorough research and analysis. Below are the tentative suppliers in India. Besides these, online platforms such as India Mart, Trade Mart, etc. can also be explored for ordering online.

1. Nilkamal & Supreme Furniture  
149/1, Main Road-110031,  
New Delhi, India
2. Shree Inderaj Furniture  
Near Maharshi School, Dewalchour Kham,  
Haldwani, Haldwani-263139,  
Uttarakhand, India
3. Shree Balaji Traders  
73-74, Shree Plaza, Begum Bridge Road,  
Near Boundary Road, Lalkurti,  
Jawahar Nagar, Meerut-250001,  
Uttar Pradesh, India

### 15. SALES REALISATION

Sr. No	Product	Sales in Percentage
1	Mobiles	65.0%
2	Accessories	10.0%
3	Technical Support Services	10.0%
4	Warranty and Repair Services	15.0%
	<b>Total</b>	<b>100.00%</b>

**16. EQUIPMENT AND FURNITURE**

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realisation	58.95
B.	Cost of production	
i)	Raw materials	38.32
ii)	Utilities	0.10
iii)	Manpower Cost (Salaries/wages)	6.00
iv)	Administrative expenses	0.12
v)	Packaging Cost	0.19
vi)	Material Lost Cost	0.19
vii)	Selling & distribution expenses	2.64
viii)	Repairs & maintenance	0.00
ix)	Rent	0.45
x)	Interest	1.18
xi)	Misc. expenses	0.00
	Total (B)	49.19
	Gross profit/loss (A – B)	9.76
	Less: Depreciation	0.53
C.	PBIT	9.24
D.	Income-tax	1.85
E.	Net profit/loss	7.39
F.	Repayment (Annual)	0.99
G.	Retained surplus (E-F )	6.39

**17. BREAKEVEN ANALYSIS***(Rs. in lakhs)*

Fixed cost	
Land & Building Rent	0.45
Depreciation	0.53
Interest	1.18
Manpower	1.80
<b>Total Fixed cost</b>	<b>3.95</b>
Variable cost	
Raw materials	38.32
Utilities	0.10
Manpower	4.20
Administrative expenses	0.12
Selling & distribution expenses	2.64
<b>Total Variable cost</b>	<b>45.38</b>
Contribution Margin	20%
Break-Even Point in Value	19.76

## 18. STATUTORY/GOVERNMENT APPROVALS

It is important to comply with food safety and business regulations before starting a mobile sales, service, and repair business.

1. Shop and establishment license is necessary for operating a provision store wherein working hours, employment conditions, and other regulatory requirements are stipulated.
2. Trade License: The business has to obtain a trade license from the local municipal corporation. This license permits to carry out commercial activities within a specific jurisdiction.
3. Registration of business for Goods and Service Tax (GST) with the Goods and Service Tax Network (GSTIN) as it applies to all the products.
4. Since the nature of business is selling mobile phones, the promoter must obtain a No Objection Certificate (NOC) from the local fire department to ensure fire safety compliance.

## 19. TRAINING CENTERS AND COURSES

Training centers that offer professional training and certification in entrepreneurship and business management are as follows:

1. National Institute for Entrepreneurship and Small Business Development (NIESBUD)  
Regional Centre, Dehradun  
NSTI Campus, Green Park, Dehradun-248001,  
Uttarakhand, India
2. Indian Institute of Entrepreneurship (IIE)  
NH-37 Bypass, Near Game Village,  
Lalmati Guwahati- 781029,  
Assam, India
3. Institute of Entrepreneurship Development (IEDUP)  
A - 1 & 2, Industrial Area, Sarojini Nagar,  
Kanpur Road, Lucknow-226008,  
Uttar Pradesh, India

### Disclaimer

Only few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.