

STATIONERY & PHOTOCOPY CENTRE

1. INTRODUCTION

The growth of a stationery shop in Uttarakhand is highly promising, driven by the state's rich educational heritage and a robust academic ecosystem. Uttarakhand is home to a multitude of schools, colleges, and universities, making it a thriving hub for education. Cities like Dehradun, Nainital, and Mussoorie have historically been educational centers, boasting renowned institutions that have stood the test of time. With around 16,500 schools and over 11.5 lakh students, the demand for stationery is constant and diverse. Additionally, the presence of more than 500 colleges, universities, and educational institutions further amplifies the market potential.

2. SERVICE & ITS APPLICATION

The services offered would include photocopying, printing, binding, laminating, and the retail sale of stationery items. These services find application in academic projects, business presentations, administrative documentation, and everyday stationery requirements.

3. DESIRED QUALIFICATION FOR PROMOTER

The promoter should possess a sound understanding of stationery and photocopying services, along with business management skills. Knowledge of local market trends, customer preferences, and an understanding of the diverse needs of students and professionals would be advantageous.

4. BUSINESS OUTLOOK AND TRENDS

With Uttarakhand being home to numerous educational institutions, there is a consistent and growing emphasis on education. The demand for stationery items for students, teachers, and educational professionals is expected to remain high. A well-positioned stationery shop can become an integral part of the community, contributing to the academic success and creative endeavors of students and professionals alike. The potential for growth is not just based on the current demand but also on the continued development and expansion of the education sector in the state.

5. KEY BUSINESS ELEMENTS

- **Strategic Location:** The promoter must consider establishing the stationery shop in a strategic location, preferably in close proximity to educational institutions, offices, and commercial areas, ensuring easy accessibility for the target customer base.
- **Diverse Product Range:** Another consideration is to offer a wide and diversified range of stationery items, catering to the diverse needs of students, professionals, and artists. Ensure the availability of both basic and specialized products.
- **Quality and Reliability:** The promoter must maintain high standards of quality for all stationery items, ensuring that customers can rely on the durability and functionality of the products they purchase.
- **Competitive Pricing:** The promoter must implement a pricing strategy that remains competitive within the local market. They must consider offering bundle deals, discounts, and promotions during peak seasons to attract budget-conscious customers.

6. MARKET POTENTIAL AND MARKETING ISSUES; IF ANY

Uttarakhand's rich educational history and the presence of renowned institutions positions it as a significant education hub. The sheer number of schools, colleges, and universities signifies a substantial and consistent demand for educational resources, including stationery. The growth of colleges, universities, and educational institutions contributes to an emerging market for professional stationery items. Serving the needs of students in higher education and professionals adds to the overall market potential. However, there are certain marketing challenges that this business will have to overcome. The presence of local stationery shops may intensify competition. To differentiate, the promoter must focus on providing unique and specialized products, personalized services, and maintaining a strong local brand presence. Besides, the student population is price-sensitive. Balancing competitive pricing with quality and unique offerings is crucial to address this issue and cater to a diverse customer base.

7. SUPPLY OF RAW MATERIAL

Raw materials include stationery items such as paper, pens, notebooks, and printer consumables. Establishing relationships with wholesalers, distributors, and manufacturers ensures a steady and cost-effective supply chain.

8. BUSINESS MODEL

The store layout should be organized for easy access and navigation. Different sections can be designated for stationery items, photocopying/printing services, and a customer service area. Adequate space for machinery, storage, and customer waiting areas should be considered.

9. BUSINESS PROCESS

- Customer Intake: The primary step is to understand their requirements and receive requests for photocopying, printing, or stationery purchases.
- Service Execution: The next step is to perform photocopying, printing, and packaging as per customer specifications.
- Payment Processing: Third step is to ensure transparent and efficient billing processes.
- Customer Pickup: Following step is to hand over completed orders to customers.
- Inventory Management: A continuous and consistent process is regularly restocking stationery items and printer consumables.
- Customer Relationship: Final step is establishing and maintaining positive relationships with customers.

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	Photocopy machine technician	1	12	0.2	2.4
3	Assistant/Sales Associate	2	12	0.12	2.88
	Total				5.28

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.	0.10
2	Equipment and Furniture Exp.	4.90
3	Working Capital	5.53
	Total Project Cost	10.53

13. MEANS OF FINANCE

Bank-term loans are assumed @ 60%

Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	4.21
2	Bank Finance	6.32
	Total	10.53

14. EQUIPMENT & FURNITURE

Sr. No	Particulars	Unit	Price per Unit (Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Tools (Paper Cutter, Staplers, Staple Removers, Hole Punch, Scissors, Rulers and Measuring Tapes, Glue and Adhesives, etc.)	-	0.30	0.30
2	Equipment (Photocopier, Printer, Laminating Machine, Binding Machine, Computer, etc.)	-	1.50	1.50
3	Display Tables	2	0.25	0.50
4	Checkout Counter	1	0.15	0.15
5	Chairs and Seating	2	0.10	0.25
6	Shelving Desks	10	0.05	0.50
7	Lighting	4	0.05	0.20
8	Storage Cabinets	10	0.15	1.50
	Total			4.90

Tools & Equipment must be bought from authorized dealers and suppliers in Uttarakhand. The entrepreneur can avail required tools after thorough research and analysis. Below is the tentative list of suppliers in India. Besides these, online platforms such as India Mart can also be explored for ordering machinery online.

1. Narang Traders
4183, Pahari Dhiraj Gali, Ahiran,
Sadar Bazaar, Syndicate Bank Pahari Dhiraj,
Delhi-110006,
New Delhi, India
2. Swastik Office Solutions
F-30, Street no.-1,
Chand Bagh, Shahdara,
Delhi - 110094,
North East Delhi, India
3. M/S.Sony Office Solutions
Shop No.2, Ground Floor,
Hasan Premji House,
Janmbhoomi Marg, Fort,
Mumbai - 400001,
Maharashtra, India

15. SALES REALISATION

Sr. No.	Product	Sales in Percentage
1	Stationery Items	65.0%
2	Photocopying and Printing	15.0%
3	Binding and Laminating	15.0%
4	Art and Craft Supplies	5.0%
	Total	100.00%

16. PROFITABILITY CALCULATIONS

The basis of profit calculation is;

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realization	30.15
B.	Cost of production	
i)	Raw materials	15.08
ii)	Utilities	1.00
iii)	Manpower Cost (Salaries/wages)	5.28
iv)	Administrative expenses	0.28
v)	Packaging Cost	0.08
vi)	Material Lost Cost	0.08
vii)	Selling & distribution expenses	0.66
viii)	Rent	0.45
ix)	Interest	0.72

	Total (B)	23.61
	Gross profit/loss (A – B)	6.54
	Less: Depreciation	0.76
C.	PBIT	5.78
D.	Income-tax	1.16
E.	Net profit/loss	4.62
F.	Repayment (Annual)	0.61
G.	Retained surplus (E-F)	4.02

17. BREAKEVEN ANALYSIS

(Rs. in Lakhs)

Fixed cost	
Land & Building Rent	0.45
Depreciation	0.76
Interest	0.72
Manpower	1.58
Total Fixed cost	3.51
Variable cost	
Raw materials	15.08
Utilities	1.00
Manpower	3.70
Administrative expenses	0.28
Selling & distribution expenses	0.66
Total Variable cost	20.71
Contribution margin	20%
Break-Even Point in Value	17.55

18. STATUTORY/GOVERNMENT APPROVALS

Setting up a stationery and photocopy center in Uttarakhand would require several statutory and government approvals to ensure compliance with regulations.

1. Business Registration: Business registration has to be made with the appropriate local authorities within Local Municipal Corporation or Panchayat.
2. Trade License: Trade license is required to operate a retail business.
3. GST Registration: Goods and Services Tax (GST) registration is must for taxation purposes.

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

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.