

WEB DESIGN SERVICE CENTRE

1. INTRODUCTION

Computers have grown to become essential in business operations nowadays. It has also demonstrated itself, especially in recent years, to be a very powerful tool in design and manufacturing. Through WEB-enabled services, we can meet any corner of the world from the workstation instantly, and we can display our products or services through web-enabled services as marketing. It is essentially a website to be developed and managed (for alterations of activity). It is a system interface with the outside world. Uttarakhand has huge potential in tourism and traditional business, and its respective websites will help establish a strong online presence to attract visitors and customers. With a well-designed website, businesses can showcase their services, promote local attractions, and enhance customer engagement. A professional online platform generally boosts credibility and trust, making it easier for tourists to find essential information. Additionally, mobile-friendly and responsive websites ensure accessibility across devices, catering to a global audience. From a broader perspective, web design centers would promote digital presence, tourism traffic, and local economic development in Uttarakhand.

2. PRODUCT & ITS APPLICATION

In addition to the individual professional companies in the field of design for their own website, the entrepreneurs have the scope to develop websites for small-scale industries, educational institutions, hospitals, etc., and also to maintain and update them on a time scale. Now, marketing through the Web-enabled service has become an integral part of marketing strategy, and sometimes, it leads the market. Industrial establishments, government agencies, and research organizations are nowadays searching for their requirement on the website since it is faster, simpler, and easier, plus complete details are also available. By considering the above factors, the estimated business in a website design will continue to be on the better side of challenges and profitability in the future.

3. DESIRED QUALIFICATION FOR PROMOTER

Promoters of this service may have advanced degrees in web development design and backend coding in PHP, JAVA,.NET, or another language. Furthermore, a background in sales and marketing can be a value-added advantage because it reduces the cost of developing projects, makes implementation easier, and takes less time to build with higher quality.

4. BUSINESS OUTLOOK AND TRENDS

The business outlook for Web Design Centres in Uttarakhand is promising, driven by the growing need for digital transformation among local businesses and tourism-related ventures. As more businesses recognize the importance of an online presence, the demand for professional web design services is expected to increase. The rise of e-commerce, local tourism promotions, and government initiatives supporting digital adoption further fuel this trend. Websites tailored for mobile devices and search engine optimization (SEO) are becoming essential, as a significant

portion of traffic comes from smartphones. The region's tourism sector, in particular, can benefit from visually appealing and informative websites that attract travelers. Additionally, local artisans, hotels, resorts, and service providers increasingly use the Internet to expand their reach. With an expanding tech-savvy population and the increasing use of social media for business promotion, the demand for integrated web services such as SEO, digital marketing, and branding is also growing. Web design centers in Uttarakhand are also leveraging emerging technologies like AI and automation to offer more efficient solutions. As businesses embrace these trends, Web Design Centres are poised to play a key role in shaping the digital landscape of Uttarakhand's economy.

5. RAW MATERIAL REQUIREMENTS

1. The Computers with latest OS and Network Infrastructure
2. Advanced Software such as Photoshop, Illustrator, Adobe Dreamweaver, Adobe XD, Sketch, Figma , Webflow and more according to the requirement.

6. PROCEDURE

The Internet has been recognized as the fastest and most prolific growth-registering platform. While it continues to produce a new generation of entrepreneurs, the scope and issues that marketers face will only grow. The necessary web presence is now required. This subject of design and development is extensive and requires an awareness of not just your business, but also the category, competition, and knowledge of the online consumer in relation to your products and services.

Web Designing Services majorly has two stages for the scope of work.

- Website structure Designing
- Website development

Work flow of the single assignment of web designing:

- Defining Site Goal: This is probably the most important phase of any design project as you define the goals, set up the overall structure, decide on content and assign roles and the different deliverables throughout the project.
- Developing Site Structure: The site structure forms the backbone of the website. It acts as a reference guide for the team during the entire duration of the project. Use flowcharts to show the flow of the structure.
- Designing and Production: In this phase, make sure the designer works together with the programmer to ensure the implementation of coherent design elements. After the client approves the design drafts, the designer and the graphic team work on the look and the feel of the website. Compression, transparency, efficient use of color and design combine to create effective web graphics. The production stage is a point where the actual website is created. After the design and layout of the site is completed, the site goes into the engineering part of the work. Here, you will take all of the individual graphic elements from the prototype and use them to create the actual, functional site.
- Testing, collecting feedbacks and fixing bugs: Although testing is something that's done throughout the development process as well, there will always be bugs left. And we're not only talking about software bugs. Even a design can be buggy. So after giving the final touch the site will be ready to go live!

7. MANPOWER REQUIREMENT

Sr. No	Particulars	No.	No of month in year	Wages/Salaries per month (Rs. In Lakhs)	Annual Expense (Rs. In Lakhs)
1	Web Designer / Developer	1	12	40000	480000
2	Tech-Support	1	12	0.2	2.4
3	Sales and Marketing Official	1	12	0.2	2.4
	Total				4.80

8. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
1	Preparation of Project Reports	0.5
2	Essential Registration	1
3	Site Selection	0.5
4	Arrangement of Finance	1
5	Machinery and Equipment purchase	0.5
6	Recruitment of required manpower	1
7	Trial Operation	1
8	Commercial Operation	1
9	Total time required (some activities shall run concurrently)	6.5

9. COST OF PROJECT

Sr. No	Particulars	Amount in Rs.
1	Land	-
2	Building (Rented)	1,20,000
3	Plant & Machinery	1,90,000
4	Equipment and Furniture Exp.	30,000
5	Misc. Fixed Asset	2,000
6	Preoperative & Preliminary Exp.	27,000
7	Working Capital	30,69,000
	Total Project Cost	34,38,000

10. MEANS OF FINANCE

Bank-term loans are assumed @ 60 %

Sr. No.	Particulars	Amount in Rs.
1	Promoter's contribution	13,75,200
2	Bank Finance	20,62,800
	Total	34,38,000

11. LIST OF EQUIPMENT REQUIRED

Machinery

Machinery				
Sr. No	Particulars	Unit	Price per Unit(Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Computers with all necessary hardware and installed Windows	3	0.60	1.80
2	Network Installation	1	0.10	0.10
	Total Rs.			1.90

Furniture & Equipment

Equipment and Furniture				
Sr. No	Particulars	Unit	Price per Unit(Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Work Table	3	0.03	0.09
2	Chair	3	0.02	0.06
3	Fixture (Light, Fan, Cabinets etc.)	1	0.10	0.10
4	Others			0.02
	Total Rs.			0.30

All the machines and equipments are available from local manufacturers. The entrepreneur needs to ensure proper selection of software and proper type of machines and tooling to create modern and flexible outcome. It may be worthwhile to look at reconditioned imported machines and tooling. Some of the machinery and tooling suppliers are listed here below:

1. Arihant Computers

582 Tyagi Market,
Dehradun City,
Dehradun – 248001

2. Jack Infotech

Shop No.9 Lower Ground Floor,
Capri Trade Centre, Chakrata Road,
Dehradun - 248001 (Near Lic Building)

3. Computer Mirror

Eidgah Road, Ramnagar,
Corbett - 244715 (Near Welfare School,)

Besides these, online platforms such as India Mart, Trade Mart, Amazon, Flipkart etc. can also be explored for ordering online.

12. SALES REALISATION

Sales Realisation			
Sr. No	Product	Sales in Percentage	INR
1	Static Website	25.0%	2160000
2	Dynamic Websites	25.0%	4320000
	Total	100.00%	6480000

13. PROFITABILITY CALCULATIONS

The basis of profitability calculation:

Profitability Projection:		
Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realisation	64.80
B.	Cost of production	
i)	Raw materials	0.00
ii)	Utilities	0.24
iii)	Manpower Cost (Salaries/wages)	9.60
iv)	Administrative expenses	0.39
v)	Packaging Cost	0.00
vi)	Material Lost Cost	0.00
vii)	Selling & distribution expenses	7.92
viii)	Repairs & maintenance	0.10

ix)	Rent	1.20
x)	Interest	2.48
xi)	Misc. expenses	0.00
	Total (B)	21.93
	Gross profit/loss (A – B)	42.87
	Less: Depreciation	0.24
C.	PBIT	42.63
D	Income-tax	-
E	Net profit/loss	42.63
F.	Repayment (Annual)	-2.06
G	Retained surplus (E-F)	44.69

BREAKEVEN ANALYSIS

(Rs. in lakhs)

Fixed cost	
Land & Building Rent	1.20
Depriciation	0.24
Interest	2.48
Manpower	2.88
Total Fixed cost	6.80
Variable cost	
Raw materials	0.00
Utilities	0.24
ManPower	6.72
Administrative expenses	0.39
Selling & distribution expenses	7.92
Total Variable cost	15.27
Contribution margin	20%
Break-Even Point in Value	33.98

14. STATUTORY/GOVERNMENT APPROVALS

Setting The Bureau of Indian Standards (BIS) operates the Compulsory Registration Scheme (CRS) for Electronics and Information Technology Goods in accordance with Chapter IVA of THE BUREAU OF INDIAN STANDARDS RULES, 1987, for the product categories approved byMeitY.

Visit the official government website (Bureau of Indian Standards) for product notices at <http://crsbis.in/BIS/>. Entrepreneurs may contact the State Pollution Control Board when relevant.

16. TRAINING CENTERS AND COURSES

There are few specialized Institutes that provide certificate and diploma certification in web development design and backend coding. The most famous and authenticate Institutions are as follows:

- **National Institute of Electronics & Information Technology, Haridwar**
2nd Floor, Government Polytechnic Building,
Plot No- 6C, Sector -11, Near Pentagon Mall,
SIDCUL, Haridwar, Uttarakhand- 249403

- **National Skill Training Institute, Haldwani**
Tedhi Pulia, Nainital Road,
P.O. Kathgodam, Haldwani
Nainital, Uttarakhand- 263126

- **Minerva Institute Of Management Technology**
Manduwala Road, Sudhowala
Dehradun – 248015

Swayam portal (link: <https://swayam.gov.in/>) can also be accessed for enhanced learning on business commerce, accounting, production, marketing, and areas of entrepreneurship. Entrepreneurship program helps to run business successfully is also available from Institutes like Entrepreneurship Development Institute of India (EDII) and its affiliates all over 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.