

# Aarti for Girls - Business Proposal: Printing and Finishing Services for Aarti School and External Clients

## 1. Executive Summary & Project Overview

### a. Executive Summary

This proposal outlines the establishment of a **printing and finishing services shop** within Aarti School. The objective is to **reduce the school's operational costs** associated with printing, lamination, and cutting, and to generate a **sustainable income stream** by offering these services to neighbouring schools and businesses. The project requires a total capital investment of **₹5.40 lakhs** for equipment. We'll leverage existing resources including a computer, a dedicated workspace, and working capital. This initiative will not only create a new source of revenue but also provide a valuable, in-house resource for the school's 580+ students and staff, college-going students of Aarti Home

### b. Project Justification and Current Cost Analysis

Aarti School, with its 580+ students, incurs significant costs for outsourced printing, photocopying, and finishing services. These expenses include printing notes, assignments, school circulars, posters for events, and laminating ID cards or certificates. While the exact current expenditure is unknown, we can **estimate the costs** based on typical usage for a school of this size.

Service	Approximate Annual Usage	Estimated Cost per Unit	Total Estimated Annual Cost
Photocopies (B&W)	50,000 pages	₹1.50	₹75,000
Photocopies (Color)	5,000 pages	₹10.00	₹50,000
Poster Printing	50 posters	₹500.00	₹25,000
Lamination	1,000 sheets	₹20.00	₹20,000
Cutting	2,000 sheets	₹5.00	₹10,000
Total Estimated Annual Outlay			₹1,80,000

By bringing these services in-house, the school can **eliminate the profit margin of external vendors**, leading to direct savings. For instance, the **cost of a single black and white photocopy** for the school will drop from ₹1.50 to approximately ₹0.50 (considering toner, paper, and electricity). This represents a **cost reduction of over 66%**. The total estimated savings for the school would be approximately **₹1.2 lakhs per year**.

## 2. Business Operations & Financials

### a. Proposed Services and Pricing Strategy

The shop will offer the following services with a competitive pricing model:

- **Laser Printing/Photocopying:** High-quality black and white and colour prints for documents, reports, and circulars. Pricing will be kept below market rates to attract external customers.
- **Poster Printing:** Large format printing for events, notices, and educational displays. We will offer various sizes and paper types.
- **Lamination:** Durable lamination for ID cards, certificates, and important documents.
- **Cutting:** Precise paper and card cutting services for projects, crafts, and school materials.
- **DTP and Binding:** This service will be offered to the students. The college students (both professional and non-professional) need to design, print and bind their project reports. The shop will offer these services to the students at a competitive rate.

Our pricing strategy will be a **two-tiered system**: a subsidised rate for Aarti School and a competitive, market-driven rate for external customers. This ensures the shop's profitability while maximizing the benefits for the school.

### b. Equipment and Investment Plan

The total investment of **₹5.34 lakhs** will be allocated to acquiring high-quality, durable equipment. The proposed equipment list and their estimated costs are detailed below:

Equipment	Estimated Cost (₹)	Description
<b>Multifunctional colour laser printer</b>	Rs.283,200. Quotation from Konika Minolta attached.	A heavy-duty, commercial-grade laser printer capable of high-volume printing and photocopying. This will be the workhorse of the shop, handling daily document needs.

<b>Large Format Inkjet Printer (Poster Printer)</b>	Rs.157,000 Screenshot from the HP store website attached. Other sellers were quoting 1,75,000, and we wish to procure directly from HP	A reliable plotter for printing posters up to A0 size. Essential for school events, notices, and external clients requiring large-format prints.
<b>Commercial Laminating Machine</b>	Rs.25,960 (Rs.22000+18% GST) Quotation Attached Procure from Namibind, New Delhi	A robust machine capable of laminating various sizes of paper and card stock, ensuring durability for ID cards, certificates, and important documents.
<b>Paper Guillotine/Cutter</b>	Rs. 15930 (Rs.13,500+18% GST) Quotation from Namibind, New Delhi, attached	A heavy-duty, precise paper cutter for safe and efficient trimming of paper, card stock, and other materials.
<b>Consumables &amp; Miscellaneous</b>	20,000	Includes initial stock of paper, toner, ink cartridges, lamination pouches, minor tools, and unforeseen small expenses to kickstart operations.
<b>Commercial spiral, comb and ring binder</b>	Rs.31860 (Rs.27,000+18% GST) Quotation from Namibind attached.	This 4-in-1 binder, which will be used to bind project reports of the students (external customers, college-going students of Aarti Home) at a very competitive price
<b>Total Estimated Equipment Cost</b>	<b>Rs.5,33,950</b>	

### c. Operational Plan and Staffing

The shop can be managed by a dedicated staff member or a group of students as part of a vocational training program. This approach would provide them with valuable skills in business management and machine operation. The daily operations will include:

1. **Receiving orders:** From both school departments and external clients.
2. **Processing orders:** Printing, cutting, binding, and laminating according to client specifications.
3. **Quality control:** Ensuring all jobs meet a high standard of quality.
4. **Invoicing and payments:** Managing transactions and maintaining records.

#### **d. Financial Projections and Return on Investment (ROI)**

Estimated Revenue from External Customers:

Assuming the shop attracts a moderate number of clients from neighboring schools and offices, a conservative revenue target can be set. If the shop handles a volume of external jobs equivalent to the school's internal usage, the annual revenue would be approximately ₹1.5 lakhs.

##### **Total Annual Savings & Revenue:**

- **Direct Savings for Aarti School:** ₹1,20,000
- **Revenue from External Clients:** ₹1,50,000
- **Total Annual Benefit:** ₹2,70,000

Break-Even Point (BEP):

With an initial investment of approximately ₹5,33,950 (including initial setup and infrastructure cost) and an estimated annual benefit of ₹2,70,000, the Return on Investment (ROI) period is approximately 24 months. This is a very favourable return, making the project financially viable and a sound investment for the school's future. The initial investment will be quickly recovered, and the shop will continue to generate a steady income stream for years to come.