

BharatSanchar.com Business Plan

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1. Executive Summary

1.1. Business Concept & Mission Statement

BharatSanchar.com will be founded in 2001 to provide Internet access to niche markets that have not been currently penetrated by other existing ISPs in India. The company's stated philosophy is to provide unmatched service on a personal level to end users while maintaining profitability. By designing a scalable infrastructure, **BharatSanchar.com will be "Putting the Service back in Internet Service Provider"**.

The Indian Internet Service Provider market was deregulated in November 1998. Since then this is viewed as the fastest growing market in India. The market is a relatively new and immature one with few, but fast growing set of competitors. The market is plagued with lack of proper bandwidth, with poor call-completion rates and a lack of customer support.

BharatSanchar.com will provide dial-up, cable modem, and wireless access to the Internet with quality and personal service and will specifically target the middle-to-upper income population and small office/home office (SOHO) market. From a competitive standpoint, this niche is not as strongly affected by price or offers such as free Internet access.

1.2. Operating Plan Summary

BharatSanchar.com will provide the highest level of service and customer satisfaction through rigid adherence to established procedures and an ongoing process of evaluation and improvement. All of BharatSanchar.com's staff will be trained to answer both customer service issues, and technical questions, something very few providers do.

The company will provide reliable dial-up and cable modem Internet access through relationships with existing cable providers and national ISPs. The company will also provide value-added services such as web hosting, web-based e-mail and fax over the Internet.

1.3. Marketing Plan Summary

BharatSanchar.com's products will be marketed to middle and upper income residential users and small office/home office users. The company's sales will be sufficient to break even and gain a market share of 143,925 users by three planning years. This plan includes intensive customer interaction to foster additional word of mouth sales, which is the largest source of sales for ISPs, and bring down the cost to acquire customers.

1.4. Financial Plan Summary

This business plan has been prepared to obtain a total financing of \$6,000,000 in two rounds. A first-round funding in the amount of \$3,000,000 is required to complete the company registration, set up operations, acquire equipment, lease infrastructure and implement an aggressive sales and marketing program in the first year of operations. A second round of funding in the amount of \$3,000,000 is required based on the achievement of certain milestones (outlined subsequently) for sustaining operations in years two and three. The founders of the company will provide the company with the initial \$290,000 towards working capital that the company needs to take it through its crucial first couple of months.

The company feels that with adequate controls, BharatSanchar.com's sales figures and cash budget can be maintained and annual net sales of \$643,009 will be achieved with a cash balance of \$272,997.24 at the end of planning year one. BharatSanchar.com will be profitable within the third year of operations and conservatively expects to achieve sales of almost \$15,314,125.80 with a cash balance of \$ 4,590,663.40 by the end of the third year.

BharatSanchar.com is prepared to offer equity return for investment in the Company. The Company will also consider other arrangements to obtain the necessary finances.

The company will be filing for an Initial Public Offering (IPO) by the end of third year.

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