

Gold Partner

ZOOM TECHNOLOGIES (INDIA) PVT. LTD

**INFORMATION BRIEF FOR BUSINESS OPPORTUNITIES IN
NETWORKING / NETWORK SECURITY / HIGH-END TRAINING ON
CISCO (CCNA) / MICROSOFT (MCSE) / LINUX (RHCE)**

Gold Partner

THE BUSINESS-OPPORTUNITY

Zoom Technologies is a full service security and data networking solutions provider with operations in India.

Zoom technologies designs, develops, trains and deploys state-of-the-art information and communication systems in the area of Network Security / WAN solutions that are best suited to the needs of their customers.

BACKGROUND

Zoom technologies is a market leader in India offering WAN / Data Network Security Solutions and providing training in WAN technologies & Network Security (CCNA, CCNP, CCIE, CHECKPOINT, CISCO-PIX, LINUX Administration, MCSE & Mail Administration). There is a strong team of professionals at Zoom technologies with several years of enviable hands-on experience.

With several large organizations out sourcing works in India (BPO), the demand for network engineers has grown exponentially. There is a great demand for networking courses such as Cisco, Solaris, UNIX, Linux, MCSE, Internet security and Ethical Hacking.

Due to the networking boom, there is a rapid increase in the demand for the above-mentioned courses as well as offering Solutions In the above area. Therefore, to meet the ever-growing demands Zoom proposes to appoint franchisees in un-represented areas. Zoom has an unmatched set of trained, senior networking engineers / faculty making it the right choice to meet the IT industry's demands.

Zoom has strategic partnership with several majors in the networking and Network Security Market and will offer its entire gamut of products and services through this franchise.

Gold Partner

THE SWOT ANALYSIS

STRENGTHS	WEAKNESS
Very clear vision	Limited reach in un-represented areas
Substantial investments made in personal and technical services	
Successful track record in its area of Focus.	
Well knit, homogeneous team of Professionals with an enviable Track record.	
Well committed and passionate about their work	
Not dependent on a single revenue Stream. (Cisco /Solaris /MCSE /Firewalls training) and Network security solutions & consultancy	
Well reputed Brand name	

OPPORTUNITIES	THREATS
Capitalize on the rapidly growing Networking / Network Security / WAN solutions and High- end training boom by providing optimum training and solutions in un represented areas.	If operations are not started immediately, there is a threat of losing the inherent edge in terms of being futuristic in Technology.
Can seek strategic local /global Tie-up with similar vision.	A delay in entering un-represented areas aggressively will make the task of creating a brand and increasing market presence more difficult in future.
Right time to start operations immediately	

Gold Partner

COURSES OFFERED

1. Cisco Certified Network Associate (CCNA)
2. Microsoft Certified Systems Engineer (MCSE)
3. RHCE Linux Administration
4. Microsoft Exchange Server
5. PC-Hardware & Networking

Note: Website links for course content details:

<http://www.zoomgroup.com/training/india/ccna.asp>

<http://www.zoomgroup.com/training/india/mcse.asp>

<http://www.zoomgroup.com/training/india/linuxsolaris.asp>

<http://www.zoomgroup.com/training/india/exchange.asp>

<http://www.zoomgroup.com/training/india/hardware.asp>

<http://www.zoomgroup.com/training/india/solaris.asp>

<http://www.zoomgroup.com/training/india/firewall.asp>

ADVANCE COURSES CAN BE DONE IN FUTURE

1. CCNP
2. Security / Firewall
3. CCIE

Gold Partner

ZOOM'S RESPONSIBILITIES

1. The course content, the training material for imparting the courses will be provided by Zoom.
2. The Instructor / Engineer / Faculty training will be provided by Zoom
3. Up-gradation of the courses to keep abreast with the latest technologies will be Zoom's responsibility
4. Zoom will share the expertise and experience in assisting the franchisee to promote the courses. Zoom will also guide the franchisee in the right approach for marketing and advertisement from time to time
5. Upon successful completion of the course, zoom will provide certificates from their Head Office

Solutions Offered through the Franchisee

- a. Zoom has strategic partnerships with several Majors worldwide and has built-in several years of expertise in the area of network Security / WAN solutions.
- b. Zoom will provide total technical training and support to the Franchisee / partners in selling / promoting the above solutions.
- c. The entire gamut of its networking / Security products and solutions will be offered through this partnership adding additional revenue stream to the franchisee (Security like Firewall, IDS, IPS, and Content and Internet Security products).
- d. Zoom will provide website support and enquiries / lead sharing generated out of Zooms website and other marketing sources / contacts.

Gold Partner

FRANCHISEE RESPONSIBILITIES

- The total Investment like Servers, Routers, Switches, Computers, Furniture etc and other equipment will be the Franchisee's responsibility.
- The marketing/selling of the courses in its territory will be the Franchisee's responsibility.
- Setting up of the office, staff to manage and running the complete operations will be the Franchisee's responsibility.
- The advertisement/promotions in the local media will be the Franchisees responsibility
- The franchisees will appoint the Engineers/Faculty at their cost and send them to Zoom (Hyderabad) for training and Zoom will provide the necessary training at free of cost.

INVESTMENT REQUIREMENTS

- Equipment required
Approximately --- **Indian Rs. 12,00,000**
(Includes PCs, servers, Cisco Routers, switches, and other equipment as per the requirements of courses to be procured by the Franchisees/Business partners directly. Annexure attached with list of equipment, cost in Indian market.)
- Interiors/Furniture/Rent etc will be Franchisees responsibility (and can be done according to the mutual understanding between Zoom and the franchisee)
- Area required is about **1,200 sft - Carpet Area** or **1300 sft - Super Buildup Area** as per the list attached.

Gold Partner

REVENUE PROJECTIONS

INDIA : Assuming 15 students per batch and conducting 3 batches (Morning, Afternoon and Evening).

A minimum of 45 students are expected per month.

Package	Batches & Intake			Total Intake (Approx)	Package Fee (In Rs.)	Total Revenue per Month (In Rs.)
	Morning	Afternoon	Evening			
Package Courses – 3 Months						
MCSE : 1 Month						
Linux : 1 Month						
CCNA : 15 days	15	15	15	50	7,500	3,75,000
Exchange : 1 week						
Hardware : 1 week						

EXPENDITURE / COSTS OF RUNNING THE TRAINING PER MONTH

ITEM	Amount In Indian Rupees
Rents of the premises	18,000*
Electricity, Telephone and Internet	15,000
Advertisement – Newspaper	50,000
Franchisee Fee / Royalty to ZOOM (for a month)	25,000
Engineers salary (As per the industry norms)	1,14,000
Center Head salary + Counselors, etc.	20,000
Miscellaneous	15,000
Total Expenditure	2,57,000

(*Assuming Rs. 15 / sft Total = 1200 sft x Rs. 15 = Rs. 18,000)

The average returns after expenditure for month : Rs. 3,75,000 – Rs. 2,57,000 = Rs. 1,18,000

Roi (Return of investment) is 11 months : 11 months x Rs. 1,18,000 = Rs. 12,98,000

Note : Revenue depends on total intake of students. Monthly intake will increase gradually, therefore we may need 4 to 5 months to achieve the target intake. **As such Return of investment will be 16 months including 5 months of gestation period.**

Gold Partner

CAPITAL EXPENDITURE

ITEM	Amount In Indian Rupees
A. PC's	3,12,500
B. Cisco Lab Setup	1,61,000
C. Air Conditioner	68,000
D. LCD Projector	1,35,000
E. Furniture / Infrastructure	3,32,000
F. Franchisee Fees	1,00,000
G. Campaign Advertisement	50,000
H. Miscellaneous	50,000
Total Capital Expenditure	12,08,500

A detailed breakup of the above expenditure is enclosed.

Gold Partner

A. COST OF COMPUTERS (PC'S)

Sr. No.	Course	Minimum Specification (Suggested)	No. of Computers	Cost of each Computer (In Rs.)	Total Cost (In Rs.)	Comments
1.	Microsoft (MCSE 2003 or 2008)	Intel 945 Chipset Motherboard with COM Port support, Celeron 1.8 Ghz (64 bit) or above, DVD Drive, 1 GB RAM	9	12,500	1,12,500	8 Systems for MCSE Labs and 1 Systems for Class Room for showing Live demonstration
2.	LINUX (RHEL5)	Intel 945 Chipset Motherboard Celeron 1.8 Ghz (64 bit) or above, DVD Drive, 1 GB RAM	9	12,500	1,12,500	8 Systems for Linux Labs and 1 Systems for Class Room for showing Live demonstration
3.	Cisco (CCNA) Microsoft Exchange 2003 or 2007 and Hardware	Intel 945 Chipset Motherboard Celeron 1.8 Ghz (64 bit) or above, DVD Drive, 1 GB RAM (Additional 4 non working systems for hardware Assembling)	7	12,500	87,500	6 Systems for Labs and 1 Systems for Class Room for showing Live demonstration
TOTAL					3,12,500	

Note : All above Computers are Assembled Systems with Hard disk, Monitor, Keyboard, Mouse, LAN card, etc.

Gold Partner

B. CISCO Lab Setup

Sr. No.	Specification	No. of Unit	Cost of each Unit (In Rs.)	Total Cost (In Rs.)
1.	Cisco 2610 Router with 64 MB RAM, 16 MB Flash, WIC – 2T Card and Back to Back Cable	6	20,000	1,20,000
2.	Cisco 2960 Switch with 24 port	2	18,000	36,000
3.	19" 36 U - Standalone wall RACK with 8 slot Power Strips, Glass front door. (Local made)	1	5,000	5,000
TOTAL				1,61,000

Note: The Cisco routers and switches are reconditioned and in working order with limited warranty available in New Delhi and Bombay Market.

C. Air Conditioner

Room No.	Location	Specification	No. of Unit	Cost of each Unit (In Rs.)	Total Cost (In Rs.)
1.	MCSE - Class and LAB	1.5 Ton	1	17,000	17,000
3.	Linux - Class Room and LAB	1.5 Ton	1	17,000	17,000
4.	CCNA - Class Room and LAB	1.5 Ton	1	17,000	17,000
5.	Front Office	1.5 Ton	1	17,000	17,000
TOTAL			4		68,000

Note : Above pricing is based on LG window AC including Rs. 1000 installation charges.

Gold Partner

D. LCD Projector

Sr. No.	Location	No. of Unit	Cost of each Unit (In Rs.)	Total Cost (In Rs.)
1.	MCSE - Class Room	1	45,000	45,000
2.	Linux - Class Room	1	45,000	45,000
3.	CCNA - Class Room	1	45,000	45,000
TOTAL		3		1,35,000

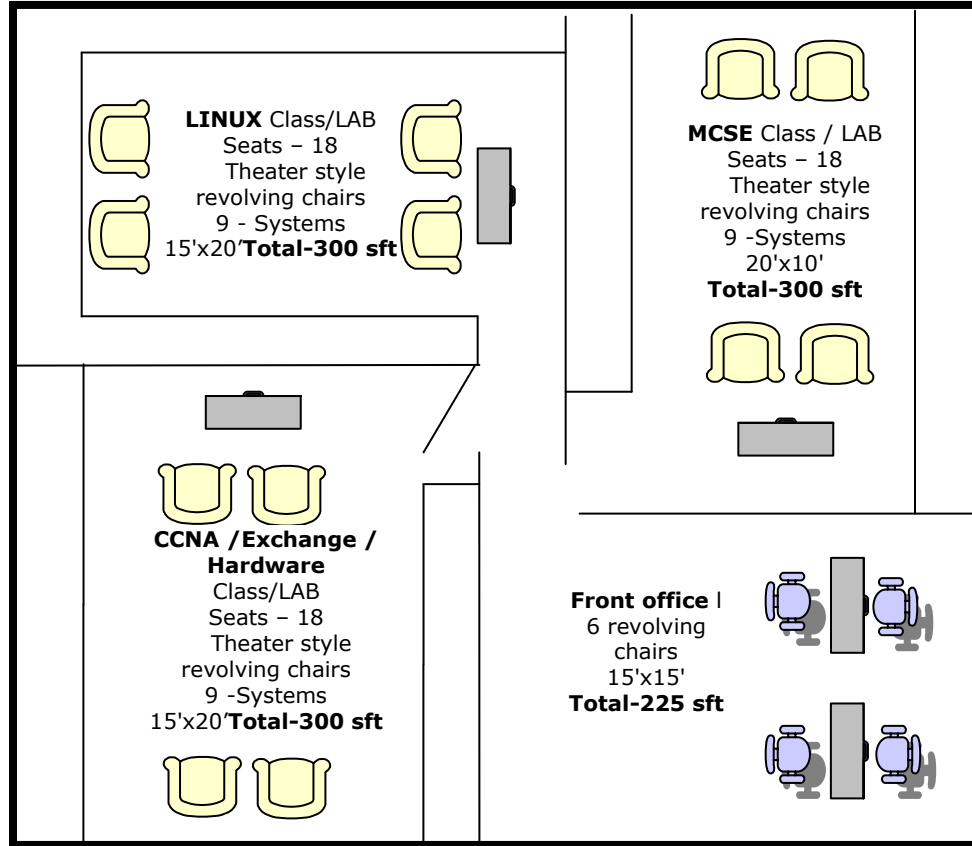
Note : Above LCD Projector pricing is for Sony ES5 with 2000 Lumens. Each projector Price includes installation with a Screen 6'X4', ceiling Mounting kit and VGA Cable (15 - 25 Meters).

Gold Partner

E. Cost of the Furniture (Interior & Infrastructure)

Sr. No.	Furniture / Infrastructure	Location	No. of Unit	Cost of each Unit (In Rs.)	Total Cost (In Rs.)
1.	Revolving Wheel Chairs	MCSE - Class / Lab	18	1500	27,000
		Linux - Class / Lab	18	1500	27,000
		CCNA- Class / Lab	18	1500	27,000
		Front Office	6	1500	9,000
Total			60		90,000
3.	Computer Table or it can be made by the carpenter as per the interiors	MCSE - Lab	9	1500	13,500
		Linux - Lab	9	1500	13,500
		CCNA- Lab	7	1500	10,500
		Front Office	2	1500	3,000
		Center Head	1	1500	1,500
Total			28		42,000
4.	Partitioning, Painting, Interiors , Electrical and Network Cabling				2,00,000
TOTAL					3,32,000

Gold Partner
FLOOR PLAN with Brief summary (Area & Seating Arrangements)



Partition name	Total seating	Types of chairs	Systems	Area in sft	AC	LCD Projector
MCSE Class & LAB	18	Revolving	9	300 to 350	1	1
Linux Class & Lab	18	Revolving	9	300 to 350	1	1
CCNA Class & Lab	18	Revolving	7	300 to 350	1	1
Front office	6	Revolving		150 to 200	1	
Private				150 to 200		
Total		60 Revolving Chairs	25 systems	Around 1200 to 1500 sft carpet	4 AC	3 LCD Projector

Gold Partner

Engineers Salary Breakup

Course	No. of Person	Salary / month	Total Expense
MCSE	2	15,000	30,000
LINUX	2	15,000	30,000
CCNA	2	15,000	30,000
Lab Faculty for all course	8	3000	24,000
Total Engineers Salary per month			1,14,000