

Diamond 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)**

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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.

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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	

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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

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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.

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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. 21,00,000.**
(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 **2,000 sft - Carpet Area** or **2500 sft - Super Buildup Area** as per the list attached.

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REVENUE PROJECTIONS

INDIA : Assuming 30 students per batch and conducting 3 batches (Morning, Afternoon and Evening).

A minimum of 90 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	30	30	30	100	6,500	6,50,000
Exchange : 1 week						
Hardware : 1 week						

EXPENDITURE / COSTS OF RUNNING THE TRAINING PER MONTH

ITEM	Amount In Indian Rupees
Rents of the premises	50,000*
Electricity, Telephone and Internet	20,000
Advertisement – Newspaper	1,00,000
Franchisee Fee / Royalty to ZOOM (for a month)	50,000
Engineers salary (As per the industry norms)	1,87,000
Center Head salary + Counselors, etc.	35,000
Miscellaneous	20,000
Total Expenditure	4,62,000

(*Assuming Rs. 20 / sft Total = 2500 sft x Rs. 20 = Rs. 50,000)

The average returns after expenditure for month : Rs. 6,50,000 – Rs. 4,60,000 = Rs. 1,90,000

Roi (Return of investment) is 11 months : 11 months x Rs. 1,90,000 = Rs. 21,00,000

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.**

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CAPITAL EXPENDITURE

ITEM	Amount In Indian Rupees
A. PC's	6,11,000
B. Cisco Lab Setup	1,72,000
C. Air Conditioner	89,000
D. LCD Projector	1,80,000
E. Furniture / Infrastructure	7,35,125
F. Franchisee Fees	2,00,000
G. Campaign Advertisement	50,000
H. Miscellaneous	50,000
Total Capital Expenditure	20,87,125

A detailed breakup of the above expenditure is enclosed.

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A. COST OF COMPUTERS (PC'S)

Sr. No.	Course	Minimum Specification	No. of Computer	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	18	12,500	2,25,000	16 Systems for MCSE Labs and 2 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	18	12,500	2,25,000	16 Systems for Linux Labs and 2 Systems for Class Room for showing Live demonstration
3.	Cisco (CCNA)	Intel Chipset Motherboard, Latest Celeron processor, DVD Drive, 256 MB RAM or above	7	10,500	73,500	6 Systems for CCNA Labs and 1 Systems for Class Room for showing Live demonstration
4.	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 Assembling)	7	12,500	87,500	6 Systems for Labs and 1 Systems for Class Room for showing Live demonstration
TOTAL					6,11,000	

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

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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.	36 U 19" Standalone RACK with 12 slot Power Strips, Glass front door, Two side open.	1	11,000	11,000
4.	Network setup for Routers, Rack and systems	-	-	5,000
TOTAL				1,72,000

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	1.5 Ton	1	17,000	17,000
2.	MCSE - LAB	1.5 Ton	1	17,000	17,000
3.	Linux - Class Room and LAB	2 Ton	1	21,000	21,000
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			5		89,000

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

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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
4.	Exchange - Class Room	1	45,000	45,000
TOTAL		4		1,80,000

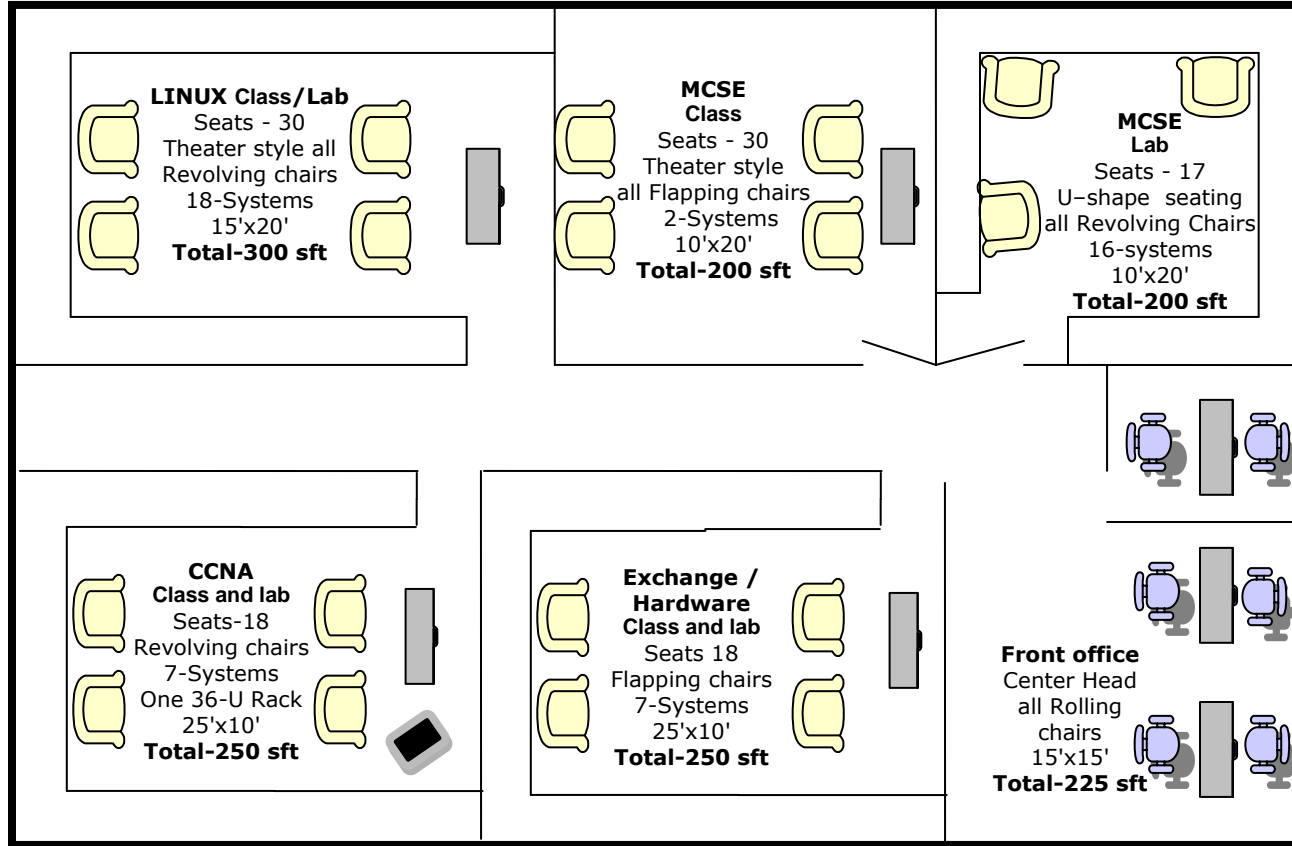
Note : Above LCD Projector pricing is for Sony ES5 with 2000 Lumens. Each projector Price includes installation with a Screen 6'X4', ceiling Mounting kit and VGA Cable (15 - 25 Meters).

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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.	Class Room Chairs with Flapping Writing Pad	MCSE - Class	35	375	13,125
	Total		35		13,125
2.	Revolving Wheel Chairs	MCSE - Lab	17	1500	25,500
		Linux - Class / Lab	35	1500	52,500
		CCNA- Class / Lab	18	1500	27,000
		Exchange - Class / Lab	18	1500	27,000
		Front Office	9	1500	13,500
	Total		97		1,45,500
3.	Computer Table or it can be made by the carpenter as per the interiors	MCSE - Lab	17	1500	25,500
		Linux - Lab	17	1500	25,500
		CCNA- Lab	7	1500	10,500
		Exchange - Lab	7	1500	10,500
		Front Office	2	1500	3,000
		Center Head	1	1500	1,500
	Total		51		76,500
4.	Partitioning, Painting, Interiors , Electrical and Network Cabling				5,00,000
TOTAL					7,35,125

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



Partition name	Total seating	Types of chairs	Systems	Area in sft	AC	LCD Projector
MCSE LAB	17	Revolving	16	200 to 250	1	
MCSE Class	35	Flapping	2	200 to 250	1	1
Linux Class & Lab	35	Revolving	18	350 to 400	1	1
CCNA Class & Lab	18	Revolving	7	250 to 300	1	1
Exchange Class & Lab	18	Revolving	7	250 to 300	-	1
Front office	9	Revolving		200 to 250	1	
Private				150 to 200		
Total	134 chairs all together (Out of which - 35 flapping chairs)		52 systems	Around 1800 to 2000 sft carpet	5 AC	4 LCD Projector

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Engineers Salary Breakup

Course	No. of Person	Salary / month	Total Expense
MCSE	2	20,000	40,000
LINUX	2	20,000	40,000
CCNA	2	20,000	40,000
Exchange	2	10,000	20,000
Hardware	2	10,000	20,000
Lab Faculty for all course	9	3000	27,000
Total Engineers Salary per month			1,87,000