

**Platinum 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 Franchisee's 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. 45,00,000**  
(Includes Computers, 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 **3,800 sft - Carpet Area** or **4500 to 5000 sft - Super Buildup Area** as per the list attached.

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### REVENUE PROJECTIONS

**INDIA** : Assuming 60 students per batch and conducting 3 batches (Morning, Afternoon and Evening).

A minimum of 180 students are expected per month.

Package	Batches & Intake			Total Intake (Approx)	Package Fee (In Rs.)	Total Revenue per Month (In Indian Rs.)
	Morning	Afternoon	Evening			
<b>Package Courses – 3 Months</b>						
MCSE : 1 Month						
Linux : 1 Month						
CCNA : 15 days	60	60	60	180	7,500	13,50,000
Exchange : 1 week						
Hardware : 1 week						

### EXPENDITURE / COSTS OF RUNNING THE TRAINING PER MONTH

ITEM	Amount In Indian Rupees
Rents of the premises (Mumbai Rates)	2,00,000 – 3,00,000*
Electricity, Telephone and Internet	30,000
Advertisement – Newspaper	2,00,000
Franchisee Fee / Royalty to ZOOM (for a month)	1,00,000
Engineers salary (As per the industry norms)	3,30,000
Center Head salary + Counselors, etc.	50,000
Miscellaneous	50,000
<b>Total Expenditure</b>	<b>9,85,000</b>

(\*Assuming Rs. 45 / sft Total = 5000 sft x Rs. 45 = Rs. 2, 25,000)

The average returns after expenditure for month : Rs. 13,50,000 – Rs. 9,85,000 = Rs. 3,65,000

**Roi (Return of investment) is 13 months : 13 months x Rs. 3,65,000 = Rs. 47,45,000**

**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 18 months including 5 months of gestation period.**

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### CAPITAL EXPENDITURE

ITEM	Amount In Rupees
A. PC's	11,01,500
B. Cisco Lab Setup	3,12,000
C. Air Conditioner	2,33,000
D. LCD Projector	1,80,000
E. Furniture / Infrastructure	15,11,000
F. Franchisee Fees	4,00,000
G. Campaign Advertisement	5,00,000
H. Miscellaneous	3,00,000
<b>Total Capital Expenditure</b>	<b>45,37,500</b>

A detailed breakup of the above expenditure is enclosed.

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### 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	32	12,500	4,00,000	30 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	32	12,500	4,00,000	30 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	13	10,500	1,36,500	12 Systems for CCNA Labs and 1 Systems for Class Room for showing Live demonstration
4.	Microsoft Exchange 2003 or 2007	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 Exchange Labs and 2 Systems for Class Room for showing Live demonstration
5.	Hardware	Intel Chipset Motherboard, Celeron processor, DVD Drive, 256 MB RAM <b>(Additional 5 non working systems for Assembling)</b>	5	10,500	52,500	5 Systems for Hardware Labs and 5 non working Systems for assembling Labs
<b>TOTAL</b>					<b>11,01,500</b>	

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

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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	12	20,000	2,40,000
2.	Cisco 2960 Switch with 24 port	2	18,000	36,000
3.	42 U 19" Standalone RACK with 24 slot Power Strips, Glass front door, Two side open.	1	26,000	26,000
4.	Network setup for Routers, Rack and systems	-	-	10,000
<b>TOTAL</b>				<b>3,12,000</b>

**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	2 Ton	1	29,000	29,000
2.	MCSE - LAB	2 Ton	1	29,000	29,000
3.	Linux - Class Room and LAB	1.5 Ton	2	25,000	50,000
4.	CCNA - Class Room and LAB	2 Ton	1	29,000	29,000
5.	Exchange - Class Room and LAB	1.5 Ton	1	25,000	25,000
6.	Hardware - Class Room and LAB	1.5 Ton	1	25,000	25,000
7.	Front Office	1.5 Ton	1	25,000	25,000
8.	Center Head	1 Ton	1	21,000	21,000
<b>TOTAL</b>			<b>9</b>		<b>2,33,000</b>

**Note :** Above pricing is based on LG Split AC including Rs. 1500 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
<b>TOTAL</b>		<b>4</b>		<b>1,80,000</b>

**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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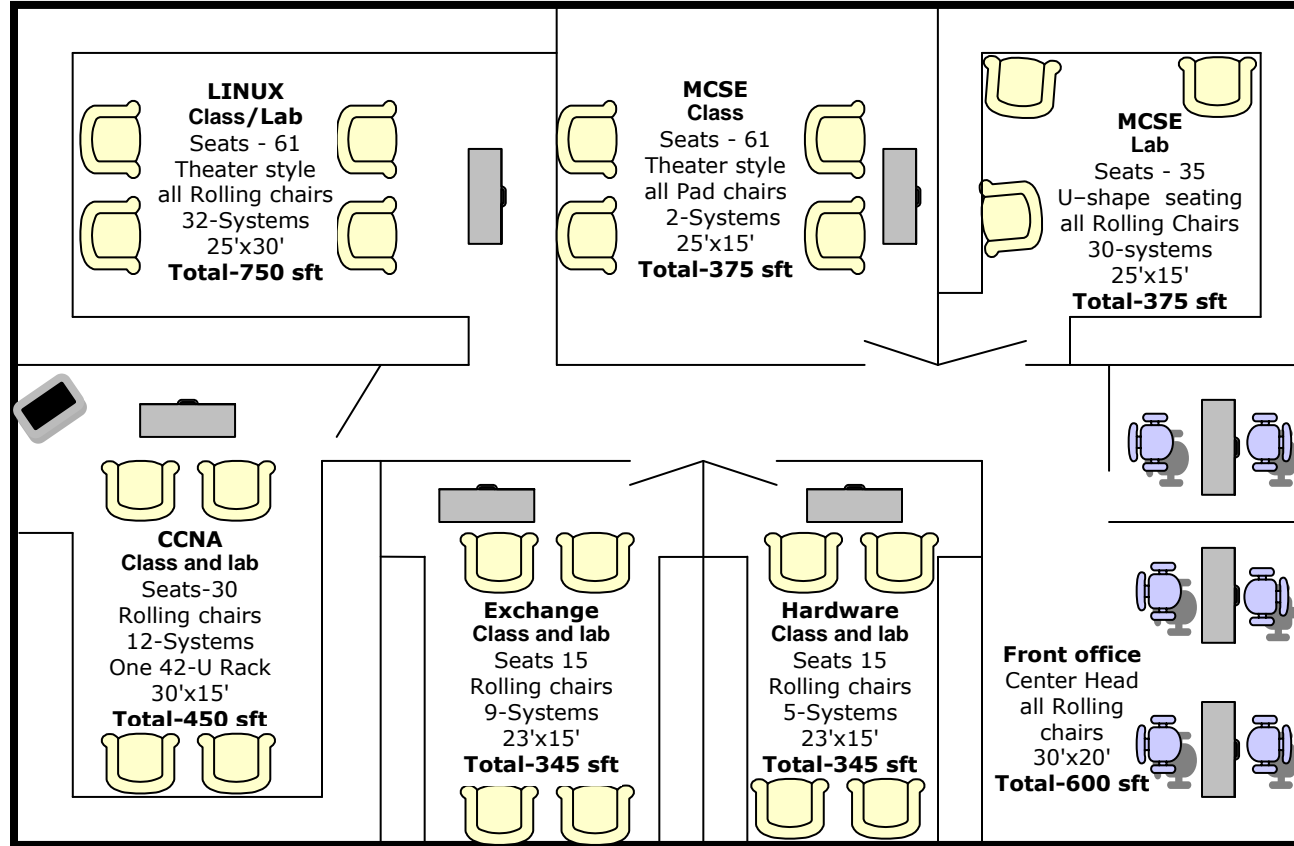
### E. Cost of the Furniture (Interior & Infrastructure)

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 *	60	375	22,500
		Hardware - Class / Lab	20	375	7,500
	<b>Total</b>		<b>80</b>		<b>30,000</b>
2.	Revolving Wheel Chairs	MCSE - Lab **	35	1500	52,500
		Linux - Class / Lab	61	1500	91,500
		CCNA- Class / Lab	35	1500	52,500
		Exchange - Class / Lab	17	1500	25,500
		Front Office	9	1500	13,500
	<b>Total</b>		<b>157</b>		<b>2,35,500</b>
3.	Computer Table or it can be made by the carpenter as per the interiors	MCSE - Lab	31	1500	46,500
		Linux - Lab	31	1500	46,500
		CCNA- Lab	13	1500	19,500
		Exchange - Lab	9	1500	13,500
		Hardware - Lab	10	1500	15,000
		Front Office	2	1500	3,000
		Center Head	1	1500	1,500
	<b>Total</b>		<b>97</b>		<b>1,45,500</b>
4.	Partitioning, Painting, Interiors , Electrical and Network Cabling				11,00,000
<b>TOTAL</b>					<b>15,11,000</b>

\* In Class Per batch 60 student, hence 60 chairs are required

\*\* In Labs 30 students will do labs before the class and 30 students will do the labs after the class hence 30 chairs are required.

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**FLOOR PLAN with Brief summary (Area & Seating Arrangements)**



Partition name	Total seating	Types of chairs	Systems	Area in sft	AC	LCD Projector
MCSE LAB	35	Revolving	30	375 to 450	1	
MCSE Class	60	Flapping	2	300 to 400	1	1
Linux Class & Lab	60	Revolving	32	550 to 650	2	1
CCNA Class & Lab	30	Revolving	13	350 to 400	1	1
Exchange Class & Lab	16	Revolving	9	250 to 300	1	1
Hardware Class & Lab	16	Flapping	5	250 to 300	1	
Front office	9	Revolving		500 to 550	2	
Private				200 to 250		
<b>Total</b>	<b>231 chairs all together (Out of which - 60 flapping chairs)</b>		<b>93 systems</b>	<b>Around 3800 sft carpet</b>	<b>9 AC</b>	<b>4 LCD Projector</b>

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### Engineers Salary Breakup

Course	No. of Person	Salary / month	Total Expense
MCSE	2	30000	60,000
LINUX	2	30000	60,000
CCNA	2	30000	60,000
Exchange	2	20000	40,000
Hardware	2	20000	40,000
Lab Faculty for all course	14	5000	70,000
<b>Total Engineers Salary per month</b>			<b>3,30,000</b>