



TM

AIFD

ACADEMY FOR INTERIOR

&

FASHION DESIGNING

# BUSINESS PROPOSAL

# FUTURE OF BUSINESS MODEL

Education has undergone radical change in last 3 decades. From mere Academic Degrees the focus has shifted towards Skill enhancement and Employability. Vocational Courses getting bigger attention is a part of that larger phenomenon. Design courses such as Fashion and Interior have cornered a big chunk of the market.

Recognizing this shift, AIFD opened it's first Academy way back 2016 and since then has trained more than 2000 students. On back of best in class syllabus and capable faculty we have created a brand amongst student community.

Right from day one, AIFD has been operating in the field of Fashion & Interior design education and has on board professionally equipped thinkers, strategists, communicators and specialists who have a varied experience in the industry and keep the company at par with the latest development of today's world.

# FUTURE OF BUSINESS MODEL

**Our robust business model and effective processes have helped us add 71 successful Business Partners across the india. Our expertise in launching of Franchise Ops in new city, creating buzz amongst target group and acquiring new admissions ensures our Business partners achieve Break Even quickly.**

**We feel Fashion and Interior Designing Education as a business is at inflection point and will give excellent returns to entrepreneurs ready to invest.**

**We request you to go through subsequent slides which will give you an idea about the Investment, BEP etc.**

# FRANCHISE INVESTMENT

HEADS	CITY	AMOUNT	PAYMENT SCHEDULE	TYPE / CONDITIONS
FRANCHISE FEE	TIER I	9,00,000/-	Offer acceptance	Non Refundable type
	TIER II	7,00,000/-	Offer acceptance	
	TIER III	5,00,000/-	Offer acceptance	
SECURITY DEPOSIT (REFUNDABLE)	All	2,00,000/-	Signing of Agreement	The Amount will be reimbursed to the at the time of disassociation
Inauguration exp.	As per Actual	According to requirements		
Marketing Exp.	As per Actual	All Cities		
Furniture & Interiors	As per Actual	All Cities		
	TIER I	9,00,000/-	Before Inauguration	One Time
	TIER II	7,00,000/-	Before Inauguration	
	TIER III	5,00,000/-	Before Inauguration	
Security Deposit for Rent/ Own Infrastructure	As per Actuals	All Cities		

**GST AS APPLICABLE\***

AIFD technology and services pvt. ltd.

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# PRE INAUGURATION INVESTMENT

S.No.	Particulars	PER UNIT	TIER I		TIER II		TIER III	
			Qty.	Amount	Qty.	Amount	Qty.	Amount
1	Computers Laptop	35,000/-	10	3,50,000/-	10	3,50,000/-	7	2,45,000/-
2	Swing Machine	9000/-	10	90,000/-	7	63,000/-	5	45,000/-
3	Dummy	7000/-	2	14,000/-	2	14,000/-	2	14,000/-
4	Library	10,000/-	1	10,000/-	1	10,000/-	1	10,000/-
5	Attendance Machine	6,000/-	1	6,000/-	1	6,000/-	1	6,000/-
6	CCTV camera	Acutal		Acutal		Acutal		Acutal
7	Projector	50,000/-	1	50,000/-	1	50,000/-	1	50,000/-
8	PA System	25,000/-	1	25,000/-	1	25,000/-	1	25,000/-
9	Misc. Exp.	30,000/-	1	30,000/-	1	30,000/-	1	30,000/-
	<b>Total</b>			<b>5,75,000/-</b>		<b>5,48,000/-</b>		<b>4,25,000/-</b>

# OPERATIONAL EXPENSES

## RECURRING EXPENSES- EMPLOYEE COST (A)

S.No.	Particulars	TIER I		TIER II		TIER III	
		No.	Expected Salary Monthly	No.	Expected Salary Monthly	No.	Expected Salary Monthly
1	Fashion Designers	1	30,000/-	1	20,000/-	1	18,000/-
2	Interior Designers	1	30,000/-	1	20,000/-	1	18,000/-
3	Receptionist Counselor	1	15,000/-	1	12,000/-	1	10,000/-
4	Office Helper	1	10,000/-	1	8,000/-	1	7000/-
	<b>Total - Monthly</b>	<b>4</b>	<b>85,000/-</b>	<b>4</b>	<b>60,000/-</b>	<b>4</b>	<b>53,000/-</b>
	<b>Total - Annual</b>		<b>10,20,000/-</b>		<b>7,20,000/-</b>		<b>6,36,000/-</b>

## RECURRING EXPENSES (B)

S.No.	Particulars	TIER I	TIER II	TIER III
1	Rent	40,000/-	30,000/-	25,000/-
2	Publicity & Adv.	1,00,000/-	75,000/-	50,000/-
3	Electricity	25,000/-	15,000/-	10,000/-
4	Telephone & Postage	7000/-	4000/-	3000/-
5	Office Expenses	10,000/-	4000/-	2000/-
6	Printing & Stationery	6000/-	4000/-	3000/-
	<b>Total Monthly</b>	<b>1,88,000/-</b>	<b>1,32,000/-</b>	<b>93000/-</b>
	<b>Total Annual</b>	<b>22,56,000/-</b>	<b>15,84,000/-</b>	<b>11,16,000/-</b>

## AIFD SHARE & STARTUP KIT TO STUDENT (C)

Sr. No.	Expenses Head	Categories		
		TIER I	TIER II	TIER III
1	AIFD Share	@25%	@25%	@25%

# City T-1 Investment & Earnings

<b>Inflow</b>	<b>2023-24</b>	<b>2024-25</b>	<b>2025-26</b>
<b>Students</b>	<b>130-150</b>	<b>160</b>	<b>190</b>
<b>Fee Collected</b>	<b>1.04Cr.</b>	<b>1.28 Cr.</b>	<b>1.52 Cr.</b>
<b>Outflow</b>	<b>2022-23</b>	<b>2023-24</b>	<b>2025-26</b>
<b>Employee Cost (A)</b>	<b>10.20 Lakhs</b>	<b>10.20 Lakhs</b>	<b>11.20 Lakhs</b>
<b>Recurring Exp. (B)</b>	<b>22.56 Lakhs</b>	<b>22.56 Lakhs</b>	<b>23.56 Lakhs</b>
<b>Reimbursement to AIFD</b>	<b>26.00 Lakhs</b>	<b>32.00 Lakhs</b>	<b>38.00 Lakhs</b>
<b>Total Expenses</b>	<b>58.76 Lakhs</b>	<b>64.76 Lakhs</b>	<b>72.76 Lakhs</b>
<b>Net Inflow</b>	<b>45.24 Lakhs</b>	<b>63.24 Lakhs.</b>	<b>79,24 Lakhs</b>

\*Fees @Rs. 80,000/- per student per year

\*Assuming 10% students drop out from 1st year to 2nd & 2nd year to 3rd year

\*Expenses increase by approx. 10% each year

# City T-2 Investment & Earnings

<b>Inflow</b>	<b>2023-24</b>	<b>2024-25</b>	<b>2025-26</b>
<b>Students</b>	<b>90</b>	<b>140</b>	<b>190</b>
<b>Fee Collected</b>	<b>72.00 Lakhs</b>	<b>1.12 Cr.</b>	<b>1.52 Cr.</b>
<b>Outflow</b>	<b>2021-22</b>	<b>2022-23</b>	<b>2023-24</b>
<b>Employee Cost (A)</b>	<b>7.20 Lakhs</b>	<b>7.92 Lakhs</b>	<b>8.81 Lakhs</b>
<b>Recurring Exp. (B)</b>	<b>15.84 Lakhs</b>	<b>17.42 Lakhs</b>	<b>17.59 Lakhs</b>
<b>Reimbursement to AIFD</b>	<b>18.00 Lakhs</b>	<b>28.00 Lakhs</b>	<b>38.00 Lakhs</b>
<b>Total Expenses</b>	<b>41.04 Lakhs</b>	<b>53.34 Lakhs</b>	<b>64.71. Lakhs</b>
<b>Net Inflow</b>	<b>30.96 Lakhs</b>	<b>66.57 Lakhs</b>	<b>87.29 Lakhs</b>

\*Fees @Rs. 80,000/- per student per year

\*Assuming 10% students drop out from 1st year to 2nd & 2nd year to 3rd year

\*Expenses increase by approx. 10% each year



# City T-3 Investment & Earnings

<b>Inflow</b>	<b>2022-23</b>	<b>2023-24</b>	<b>2024-25</b>
<b>Students</b>	<b>70</b>	<b>130</b>	<b>190</b>
<b>Fee Collected</b>	<b>56 Lakhs</b>	<b>1.04 Cr.</b>	<b>1.05 Cr</b>
<b>Outflow</b>	<b>2021-22</b>	<b>2022-23</b>	<b>2023-24</b>
<b>Employee Cost (A)</b>	<b>6.30 Lakhs</b>	<b>7.26 Lakhs</b>	<b>7.98 Lakhs</b>
<b>Recurring Exp. (B)</b>	<b>11.16 Lakhs</b>	<b>12.00 Lakhs</b>	<b>13.00Lakhs</b>
<b>Reimbursement to AIFD</b>	<b>14.00 Lakhs</b>	<b>26.00 Lakhs</b>	<b>38.00 Lakhs</b>
<b>Total Expenses</b>	<b>31.46 Lakhs</b>	<b>45.26 Lakhs</b>	<b>58.98 Lakhs</b>
<b>Net Inflow</b>	<b>24.54 Lakhs</b>	<b>58.74 Lakhs</b>	<b>93.02 Lakhs</b>

\*Fees @Rs. 80,000/- per student per year

\*Assuming 10% students drop out from 1st year to 2nd & 2nd year to 3rd year

\*Expenses increase by approx. 10% each year

# ASSUMPTIONS



## Course Fees

Course fees have been projected to increase by Rs. 5,000 per student in 2023-2024 over the estimated fee per student of 2022-23 batch.

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## Student Drop Outs

It has been assumed that 10% of students will drop out in second year only for under graduate course.

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## Statutory Obligations

Any statutory obligations as and when applicable under any specified law is not considered while estimating the franchise cost.

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## Enrollment

Assuming that only 25% of total (280) seat capacity get filled every year.

# ASSUMPTIONS



## **Borrowing Cost**

No effect on the amount of interest cost on borrowed funds has been given while calculating franchise net funds inflow.

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## **Third Year (2024-25)**

It is assumed that in the third year 2024-2025 the same figures of the second year i.e. 2023-2024 will be maintained or will reach beyond the projected numbers.

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## **Depreciation**

No effect on the amount of depreciation on fixed assets has been given while calculating franchise net funds inflow.

# FRANCHISE DELIVERABLES



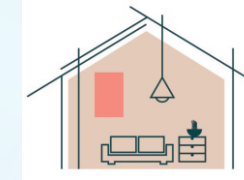
## Leads Generations

Leads generations through digital marketing for 1st year during admission season



## Website

A Domain name with AIFD prefix will be provided by HO



## Interior Design Plan

Interior Design Plan will be provided by HO after site inspection



## ERP

ERP access will be given for monitoring & control of entire operations



## Faculty Recruitment

Faculty Identification & technical training for 1st year will be done by HO



## Official E-mail ID

An official Email ID will be provided for communication

# FRANCHISE DELIVERABLES



## Creative Link

This link will give access to interior and exterior branding material and Creative



## Invitation Card Design

Digital & Printable card designs for Inaugurations will be provided by HO



## University Operations

On behalf of center HO will take care of all operation from registration to certification



## Training

Operations & AIFD training will be provided to directors / Faculties / Counsellor



## Visits By HO Team

HO Team will visit twice  
\*Site Inspection & approval  
\*On Inauguration



## Sample Student Kit

An official Email ID will be provided for communication

# ARE U READY ?

**If you feel this is right time to enter into Fashion and Interior Education let us take this forward.**

**If you feel that we together can make this opportunity work wonders, please contact us.**





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**AIFD**

**ACADEMY FOR INTERIOR  
&  
FASHION DESIGNING**

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