

Proposal for Fund Raising.  
Prepare an annual operating plan for Financial year 2021-22

### **Case Study Solution**

#### **Case Understanding:**

The case study is all about scope of renewable energy in India. India's total market share in vehicles is near about 230 million. Automobile sector is moving towards renewable source of energy that's why they moved towards electric vehicle rather than petrol or diesel vehicles. India's market of electric vehicles is still in infant stage and has very good growth opportunities. Government of India is also planning to cover total market of electric vehicle near about 30% by the end of 2030. This target is achieved by launching of electric two wheelers, three wheelers or commercial vehicles.

According to the above case, giants players like Tesla, Tata, Toyota and many more took several steps in this direction and they are in growth stage. But Indian market is still in infant stage and it still has many more things to be achieved.

Peoples of India are still in dilemma that whether we should adopt the electric vehicles or not because of several reasons which may be:

- More habitual of petrol/ diesel vehicles
- More innovation are still required in electric vehicles segments
- Not having resources like charging station, poor body of vehicle and many more

As mentioned above that there is still very high growth potential in Indian market for electric vehicle, so we as an Indian electric vehicle producer have a growth opportunities and we have to develop a business related to electric vehicle because this is the future.

Also in the case it is mentioned that we are a team of 8 budding entrepreneurs and we have 40 lakhs of corpus fund and we can raise 60 lakh loans from the bank if needed at the rate of 16% p.a. If our partners wants to work with us at work from office se we have to pay 3000/ workstation and average financial expense for our staff members can be maximum 50000 which is all up to us like we want to pay now or later. One of our team members is also having experience in making electric vehicle prototype as a college project so we have to prepare our plan and will have to choose a perfect business in electric vehicle because electric vehicle is future.

## **Proposal for Fund Raising**

### **Our Project**

According to the case study which is based on the renewable energy and electric vehicles. Our Team Elite has decided to focus our business on the two wheeler Electric Cycle as there are very less competitors and huge growth opportunity due to the huge population and increasing GDP and the Per Capita Income of the individuals. Which will directly lead to increase in the purchasing power of the all individuals. So there are huge opportunities regarding the same. As this will lead to requirement of huge investment for the same purpose. Through growing and developing of the Indian Economy our Startup will lead to huge achievement.

### **Importance**

This will be an alternative to the renewable energy as it is a scarce resources. Focusing on the future Perspective of India there are huge growth opportunity in the same. As in the data Electric Vehicle Market have grown up to 4times within few years. This will also reduce the transportation cost. Electric Vehicles will be 100 percent Eco-friendly as they run on power engines. Electric Vehicles are safest vehicles to ride. It also Reduces Noise pollution in the environment.

### **FUND REQUIRED**

We need a total of approximately fund of INR 1, 10, 00,000 Or USD 11 Million for basic requirement for setting up and running the business. Which will include the followings:-

- Initial Investment
- Marketing Expense
- Production Expense
- Human Resource Expense
- Financial Expense
- Charging Station Expenses
- Research and Development Expense
- Patents and Copyrights
- Legal Expenses

We also will be required amount for various different types of expenses incurred on day to day and maintenance expenses.

### **OUTCOME**

We can use your Fund for direct and positive impact on developing and providing best quality and services, to become the market leader in the three wheeler Electric vehicle market.

## **Financial Targets**

Increasing the sales volume 10% every year for few initial years.  
Reducing the expenses by minimum 10%.  
Optimizing the Product and Service Pricings compared to its competitors.  
Improves Profit Margins through Customer Satisfaction.  
Reduction of cost of capital.  
Expansion of the business on the same lines  
Increase in the charging station availability.  
Managing the Debt Services.  
Generating Cash Flow for the business.

## **Product Mix**

Our company will be focusing on basically two products at initial stages and later on will diversify based upon the growth of the company.

- Base Product of two wheeler
- Premium Product of two wheeler.

## **Expansion Plan**

Our company will not focus on Expansion for first three year as company will be focused on providing best services and product to acquire a good market share in the industry and against its competitors.

# Annual Operating Plan F.Y 2021-22

What sets the context for 2021-2022?

## The Need to Change

First, this is the decade in which humanity must make major inroads on the Climate Emergency and the Nature Crisis or we face a bleak future. We recognise this in our One Planet Prosperity strategy. We are pursuing a radical change plan so that we can get even better environmental standards and help as many as possible to voluntarily move beyond those standards to decarbonise and dematerialise their activities and contribute to regenerating the planet.

## Managing our Risk

Team Elite recognizes risk management as an essential part of our daily activities and processes. It allows us to achieve an appropriate balance between realizing opportunities while minimizing losses. We are committed to an effective program of risk management and recognizes its importance as an ongoing process underpinning all our activities.

## 2021-22 ANNUAL AND PRIORITY ISSUE BUDGETS

The 2020 strategic planning budget priorities are:

|  |                    |
|--|--------------------|
| PRIORITY AREA 1: Manufacturing                   |                    |
| Consultant/Implementation                        | 50,00,000          |
| PRIORITY AREA 2: Marketing, Growth and Retention | 30,00,000          |
| Community outreach/surveys:                      | 10,00,000          |
| PRIORITY AREA 3: Operations                      | 20,00,000          |
| <b>TOTAL:</b>                                    | <b>1,10,00,000</b> |