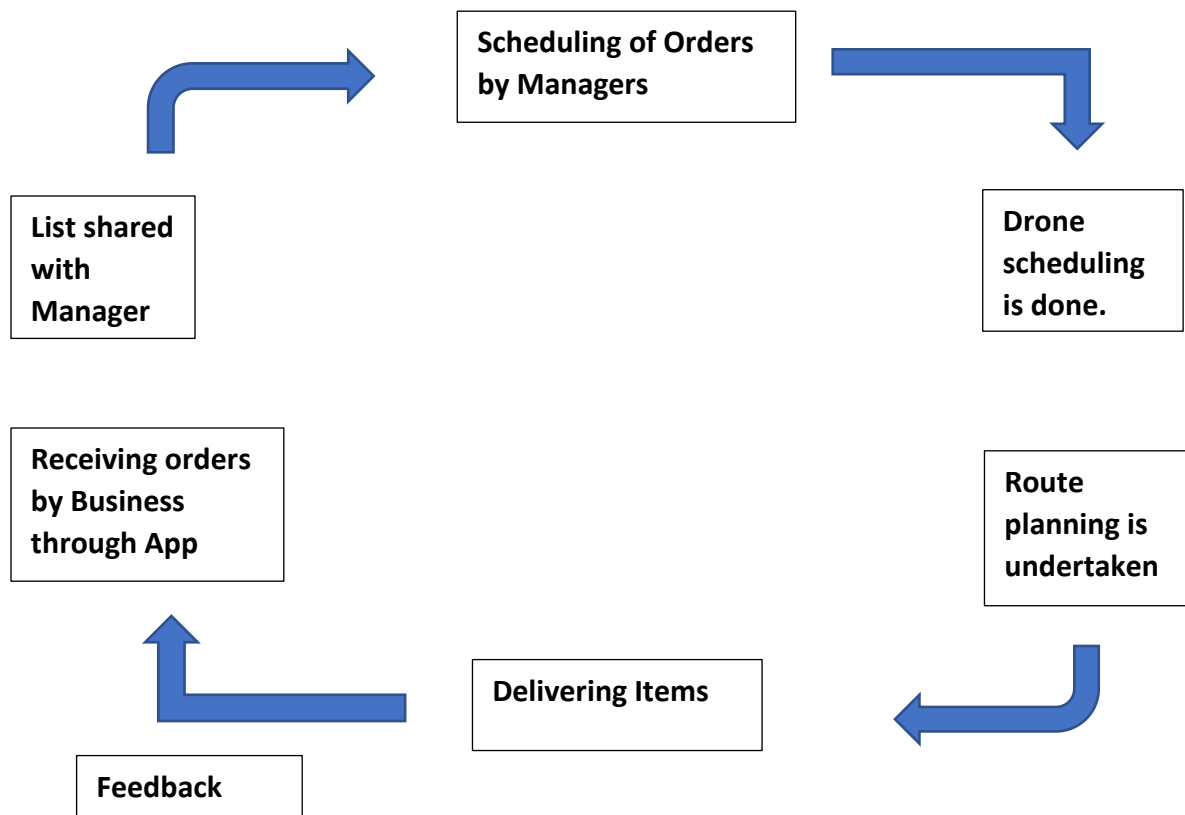


*GNIOT Institute of Management Studies,
Greater Noida*

Airway Delivery

Team Unicorns: Ms. Bhawna Gupta- Leader
Ms. Surbhi Rajput- HR Manager
Ms. Amisha Goyal- Finance Manager
Ms. Shweta Singh- Marketing Manager
Ms. Pushpa Jha- IT Manager

1. Business Model: -



2. Department: Human Resource Function

- **Recruitment Process:**

1. **Aptitude Test:** This test will help us determine the person's ability in the skill and field of knowledge we require in our organization.
2. **Technical Written Test:** This test will help us to know the candidate's technical skills, their skill sets, and responses to specific technical problems.
3. **Technical and HR Interviews:** In a technical Interview, the expert in the specific domain will ask the questions to the candidate and in HR Round HR will ask the questions to candidates to know his strength and weakness to handle the role of the job.

- **Training plan for the employees:**

- ✓ When employees will select for the job and after their joining, we will conduct an Induction program for them in which they will meet each other and will know each other also they will get to know about the policies of our organization and roles and responsibilities which they are accepted to follow.
- ✓ Then their training will be started for 5 days in which they will train for their work or job.
- ✓ After training gets over, their job will be started.
- ✓ After every 15 days, the performance of the employees will be analysed, the best performers will be rewarded and for underperformers, we will conduct training sessions.
- ✓ we will also provide training to every employee on a regular basis as technology changes frequently so it is very important to train them on a regular basis.

Job Description for Drone Operator:

-Duties and Responsibilities:

1. Safe and proper operation of a drone by checking it before it flies.
2. Forecast weather before drones fly.
3. Document pre and post-flight logs.
4. Monitor drone while flying.
5. Plan the routes of the Drone.
7. Perform Equipment testing, troubleshooting, and Maintenance.

-Educational background:

1. Should have Bachelor's degree
2. Certified from FAA.

-Skills Required:

1. Good communication skills
2. Immediate problem solver
3. Excellent mechanical and technical skills.
4. Multitasker

-Salary offered: Rs. 50,000 per month.

Job Description or Management Team:

-Duties and Responsibilities:

1. Develop a multifaceted Reward system to make their team motivated towards the job.
2. Supervise a telecommuting pilot project and report on its feasibility.
3. Teach and train team members on various customer service strategies.
4. Good communication skills.

-Qualification required:

1. Minimum bachelor's degree
2. Expertise in Microsoft Office programs, in desktop and mobile technology.
3. Six Years of experience as a team leader

- Salary offered: Rs. 100,000 per month.

Job Description of Software Development Team:

-Duties and Responsibilities:

1. Researching, Designing, Implementing, and managing software programs.
2. Testing and evaluating new programs.
3. Writing and implementing efficient code.
4. Maintenance and upgrading the existing systems.
5. Developing quality assurance.

-Qualifications Required:

1. Technical background
2. Degree on following are accepted:
Computer science
Computer software engineer
Software programming Development
Engineering
Mathematics.

-Skills:

1. Good communication skills
2. Analytical Mind
3. Commercial and business awareness

-Salary Offered:

Rs.70,000 per month.

-Supported Staff:

1. Watchman- No education and skills required
18+ age can only apply.
Salary: 10,000 per month.
2. Receptionist- Minimum graduation qualification.

Good communication skills
Language Known: Hindi, English
Salary Offered: Rs. 20,000 per month
- 2 Labours: No qualification required
18+ can only apply
Mechanical skills should be there
Salary Offered: Rs. 10,000 per month

3. Department: Finance

Financial Planning (2021-22)

Short Range Drones- $(4*125000) = 500000$

Long Range Drones- $(1*400000) = 400000$

Qualified Drone Operator $(4*50000*12) = 2400000$

Management Team $(5*100000*12) = 6000000$

Software $(1*2500000) = 2500000$

Software Development Team $(2*70000*12) = 1680000$

Support Staff $(4*20000*12) = 960000$

Office Space $(30000*12) = 360000$

Total Cost= 14800000

Budget- 10 crore

- So, the company will achieve a break-even point after considering all the departments.
- If there will be no profit and no loss then the company will be able to achieve its break-even point.
- It will automatically establish its brand in the eyes of customers.
- For becoming market leader cost should be low because the cost will be high then it will be ultimately recovered from the customer. And in this case, it becomes very difficult for the company to maintain its goodwill.

4. Department: Marketing

Objective:

1. To achieve Break-Even within the first year of operations.
2. Brand Establishment.
3. Innovation in processes and products to become a Market Leader.

Target Audience:

1. Food delivery company.
2. Pharm chain.
3. Local delivery.

SWOT:

Strength: - Fast delivery.

Weakness: -privacy breach

Easily stolen

Opportunity: -Competitors are fewer.

Threat: -Startup, there is chances of Failure

Promotion Strategy: -

1.	Advertising	3,00,000
2.	Social media marketing	4,00,000
3.	Word of the mouth	1,00,000
4.	AIDA (Awareness, Interest, Desire, Action)	5,00,000
5.	Customer Referral Incentive Program	7,00,000
6.	Celebrity Endorsement	9,00,000
Total		29,00,000

Positioning: - (1): 24*7 hours Delivery.

(2): -15 min delivery after your Booking.

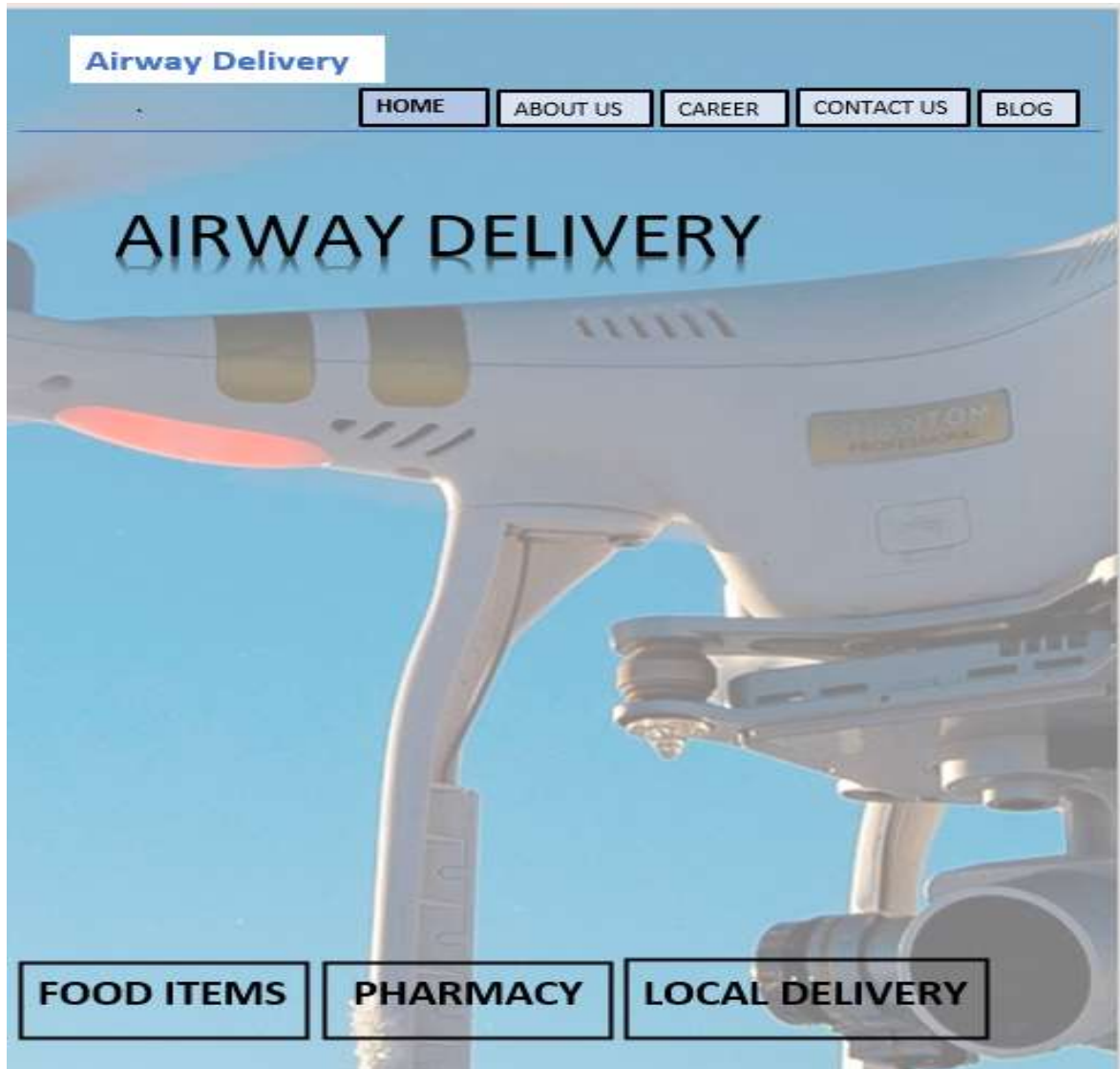
Demographics Factor -(1): (15 to 55 age)

(2): Working Professional

4. Department: Information Technology

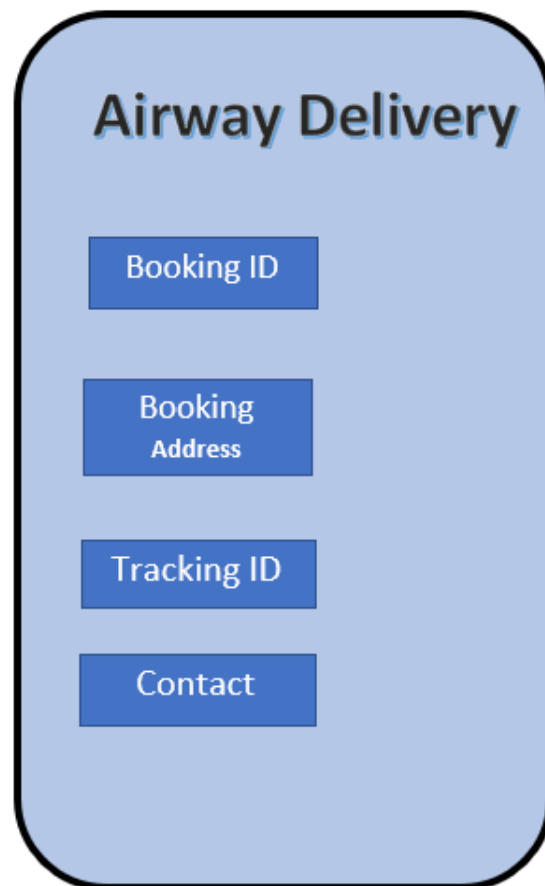
We have a website and app. On the website we give about, Contact, Blog, and career. Through the website, merchants register themselves by going to the Contact us option. Then through app they give their order to us.

- ✓ The website layout is:



We provide Id and password to each of our clients so that they can log in to the app and then give booking id, booking address, and payment method. then we generate a tracking Id and give it to our client.

All these things are there in our app and it is user friendly so everyone easily operate it.



MIS of Airway Delivery

We have customized MIS for our business. There is one database that is accessed differently by a different department. MIS is divided into three parts that is operating level, middle level, and top level.

- ✓ The operating level only has the right to upload data on the database.
- ✓ The middle level analyzes all the database and give report to top management.
- ✓ Top Management involves in futuristic planning.

