

# ADORBIS TECHNOLOGY PVT LTD

*Developing the Spirit of Enterprushership*

## Business Plan

A short insight of the company's  
plan and execution strategy..

# Executive summary

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We put digital technology and analytics to work. Importantly, our approach is designed to help large, medium and small enterprises with complex, often dated pre-existing operations, embrace the art of the possible.

**EMPOWERING GROWTH  
WITH DIGITAL COMMERCE**



# Company Introduction

Adorbis Technology Pvt Ltd a Startup established its spine to deliver 100% digital commerce solutions, generating competitive revenue from all streams. We are an amalgamated made flagship with dedicated platforms inbuilt with unique features – spreading positivity and creativity with user-friendly features. Evolved in 2014 a Make In India enterprise to explore & add all business opportunities in web. From business to services, endorsements & partnerships enables us to offer affiliation and independent Micro Entrepreneurship under Atmnirbhar Bharat



# The team



**MR.PANKAJ SETH**

Co-Founder & COO



**MR.SYED S DASTAGIR**

Co-Founder & CEO





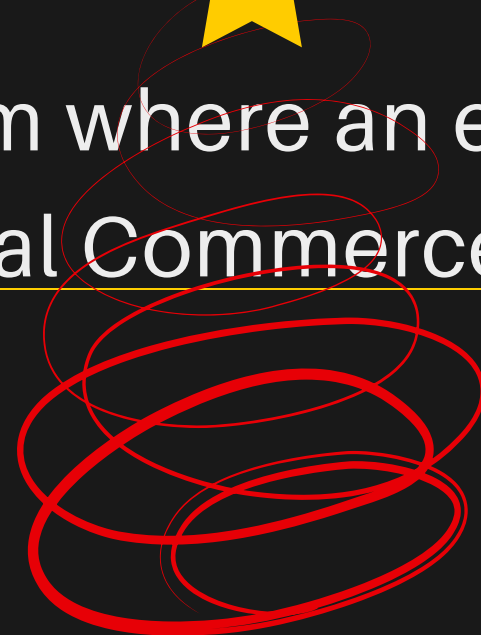
# WHAT IS SO UNIQUE ABOUT THE PROJECT?

## Mirco Enterpurnership Programe- Project" ME"



**M**

Shall develop an ecosystem where an entrepreneur & Small Retailer will go hand in hand with Digital Commerce across the globe.



**Our business model is a combination of three major sections in e-commerce business..**

• Business to Consumer • Business to Business-Digital Marketing

**E**

# **EMPOWERING GROWTH WITH DIGITAL COMMERCE**

**The uniqueness of Project "ME" is empowering small retail, manufacturers and entrepreneurs with digital commerce.**

**By overtaking the obstacles and myths of the MSME.**

**We not only here to launch E-Business effectively but to educate "ME" how to do it and grow their business over time.**

**As in these times getting business online is not a choice any more.**



# Common challenges! faced by Micro Enterpruners

- 1 Lack of Technology Adoption
- 2 Lack of Proper Infrastructure and Logistics
- 3 Inefficient Supply Chain Management
- 4 Price War
- 5 Understanding customer
- 6 Inefficient Supply Chain Management
- 7 High Cost of Operation
- 8 Frauds in Retail
- 9 Scarcity of Skilled Workforce
- 10 Complexity in Tax Structure
- 11 Finance Management
- 12 Ever-increasing customer demand as a major challenge

# EMPOWERING GROWTH WITH DIGITAL COMMERCE

**Some of the key areas for collaboration, innovation and generation of new opportunities for micro entrepreneurship have been outlined below.**

- Transport service
- Fisheries & Dairy
- ApicultureTextile and Handloom
- Coir IndustryTourism Etc...
- Local Kirana & Grocery Store
- Local Medical Stores
- Auto & Electronic repairing service & Similar
- Local Wholesellers

Dropshipping Model - a low-risk business model that allows you to sell products to your customers without incurring huge running costs as a wholesaler would have.





# The Business Model

**Digital Commerce**

**ECOMFIRST**

**Business2Business**

**CARTFOUR**

**eCommerce Catalog  
Management**

**ECOMBRACE**

**Business2Customer**

**FULL2SHOPPING**



# The Business Model

**ECOMFIRST.IN**

We believe in out-thinking rather than out-spending to drive digital marketing results. We create campaigns, and content that connects, engage & converts consumers online. Online Reputation Mgt. Social Media Management. Lead Generation Campaigns.

A digital marketing agency designed to help improve your online presence. We manage listings, create content, manage communities, buy media, analyze, and optimize. Media Planning & Buying. Content Creation. Social Media Strategy. Listening & Analytics.

 **in Digital Space**

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# ECOMFIRST.IN

- Digital Marketing
- Social Media
- Mobile App
- Cloud Hosting
- OTT Development



- Amazon Selling
- Market-Place Selling
- Global Sourcing

## in Digital Space

## Digitally Yours



- e-Commerce solutions
- Website Development
- Mobile App
- Cloud Hosting
- e-Commerce deployment

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### Recurring Revenue

- Content Services
- Social Media Management Services
- Cloud Hosting, Resell Hosting
- Website Maintenance
- Search Engine Optimization
- Software Solutions/Mobile App Development
- Payment gateway fee sharing.



### Onetime Revenue

- Website Designing
- Ecommerce web development.
- Mobile application development
- OTT development

# in Digital Space





# Catlog Management

# ECOMBRACE

A dynamic process where products are organized in a specific way to ensure consistent and high-quality data across sales channels. An online catalog provides product names, descriptions, hierarchy, price, supplier and other related details  
Shall be handling clients business in USA,UAE and India  
across various marketplaces like Amazon,Walmart,Noon,  
Flipkart,Overstock and more.



## eCommerce Catalog



## Management

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- Merchant Onboarding -for Amazon. in
- Monthly Fee marketplace catalogue management.
- Web designing/consultation merchants.
- International (UK,US,UAE) footprints/reach.
- Digital marketing.



## eCommerce Catalog



## Management



# Business for Everyone

# CARTFOUR

- Going wholesale from being customer focused.
- Educate customers on products, features, and promotions.
- Migrate customers from offline to online channels.
- Use technology to solve ongoing customer challenges.
- Roll out programs that spur loyalty, higher order values, and increased purchasing frequency.
- 1. Align business processes and teams to scale.
- Reduce back-office costs and sunset legacy systems.
- Ensure ecommerce complements all other sales channels.
- Create value with the human side of the transaction.
- Create value with the business side of the transaction.



## Business2Business

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- Subscription fee by manufacturers on opted plans offered.
- Handholding commission to bridge cross border deals.
- Corporate gift cataloguing.
- Short term tie ups.
- Offer exclusivity.
- Affiliate marketing.
- Brand LAUNCH







## The Online Market Place

Transfer price model:- Eliminating price war.  
Direct sourcing:- Gives edge for low rates.  
Logistic at doorstep: - Domestic partners.  
Cross border: - Market reach & Cost effective  
Make in India: - Appreciate the product make.

Online store. Includes product sales and digital media content where we record revenue gross. We leverage our retail infrastructure to offer a wide selection of consumable and durable goods. These product are sold on a transactional basis.



# Business2Consumer

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## Revenue Model

- Commission on sales from sellers.
- Brand promotions/new product launch.
- VAS like storage, logistics, payment gateway,
- EMIs, etc.
- Gift Cataloguing + Offer bundling.
- Fees / Memberships.




**Business2Consumer**



# Solution/Differentiator

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Curtailing the prevailing high cost of selling.

Synchronizing 100% e-commerce at single window.

Expunge the wide gap of demand and supply at the best prices: extending our products & services to global market.

Direct product sourcing from OEMs, promoting Make In India.

Empowering Micro Entrepreneurs (Atmanirbhar Bharat) with inventories and solutions on door ship model, listing and selling through online and offline platforms. High Margins @ transfer price model ie. zero% commission leakage.

## STRENGTHS

A well-experienced team with over 20 years of domestic and international exposure.

## OPPORTUNITIES

98% of the smaller business are not yet online in India & Crossborder e-commerce space has hardly any players from India

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## WEAKNESSES

Lack of trained human resource.

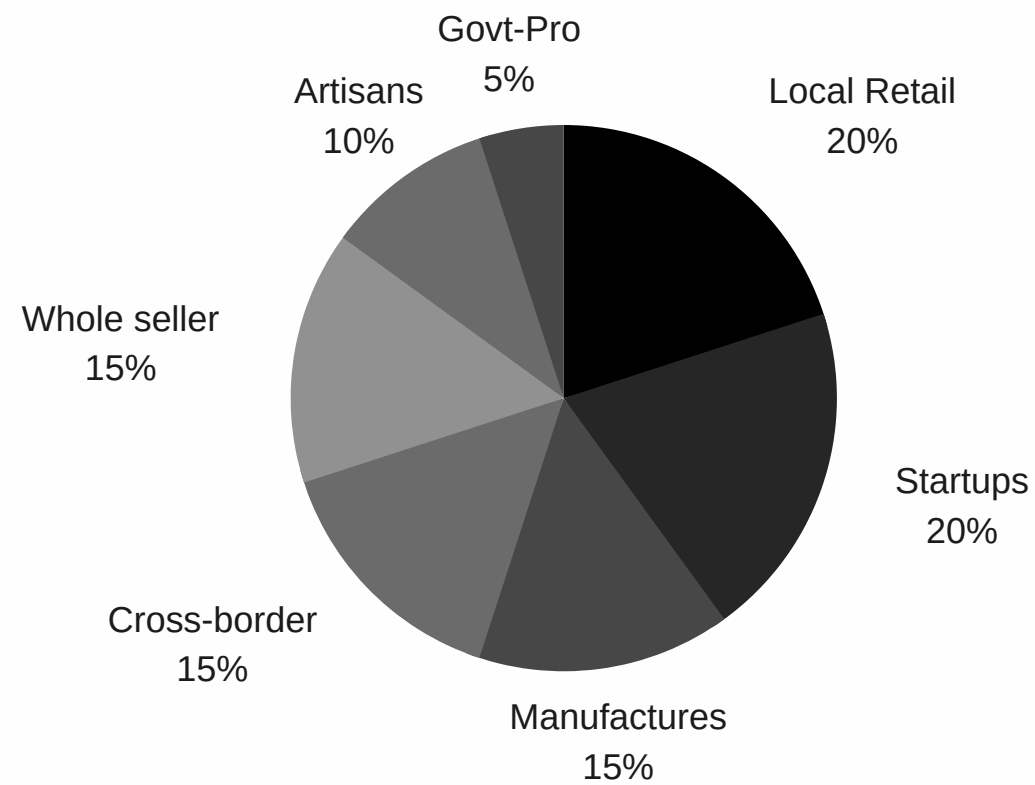
## THREATS

Infusion of funds.



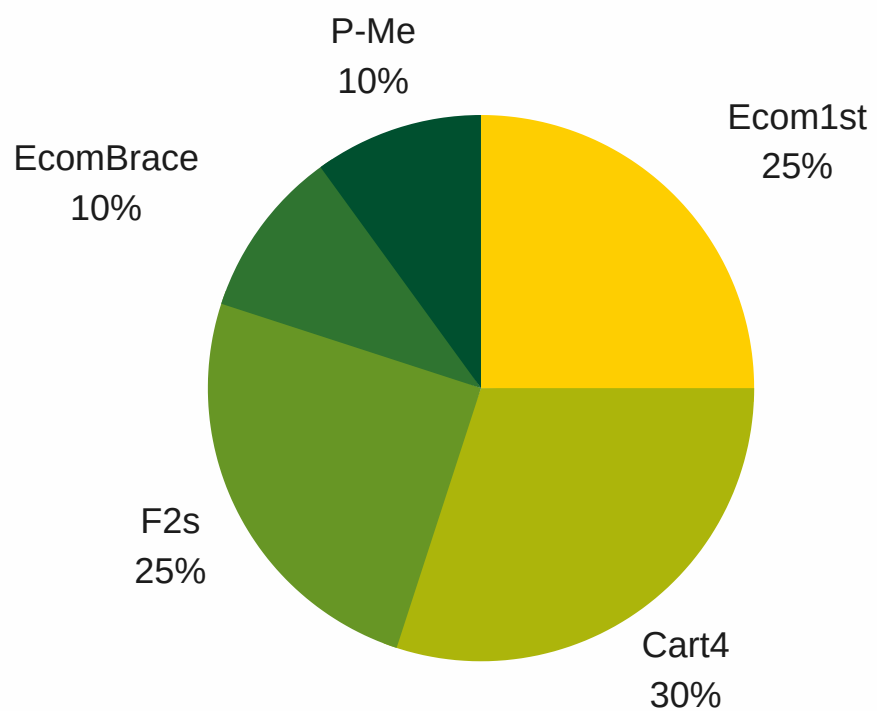


# Target market



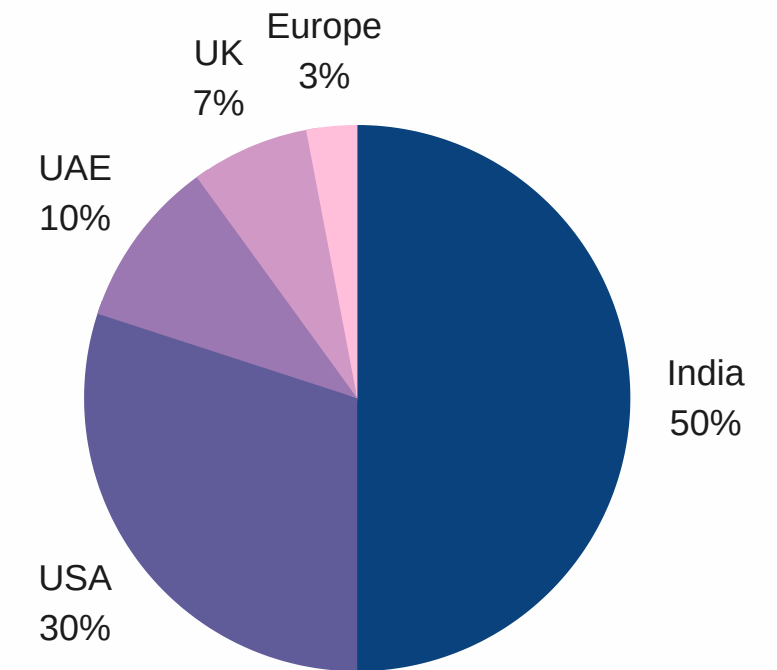
## BY ECONOMIC SEGMENT

Expected revenue division  
wise



## BY BUSINESS MODEL

Expected business division  
wise

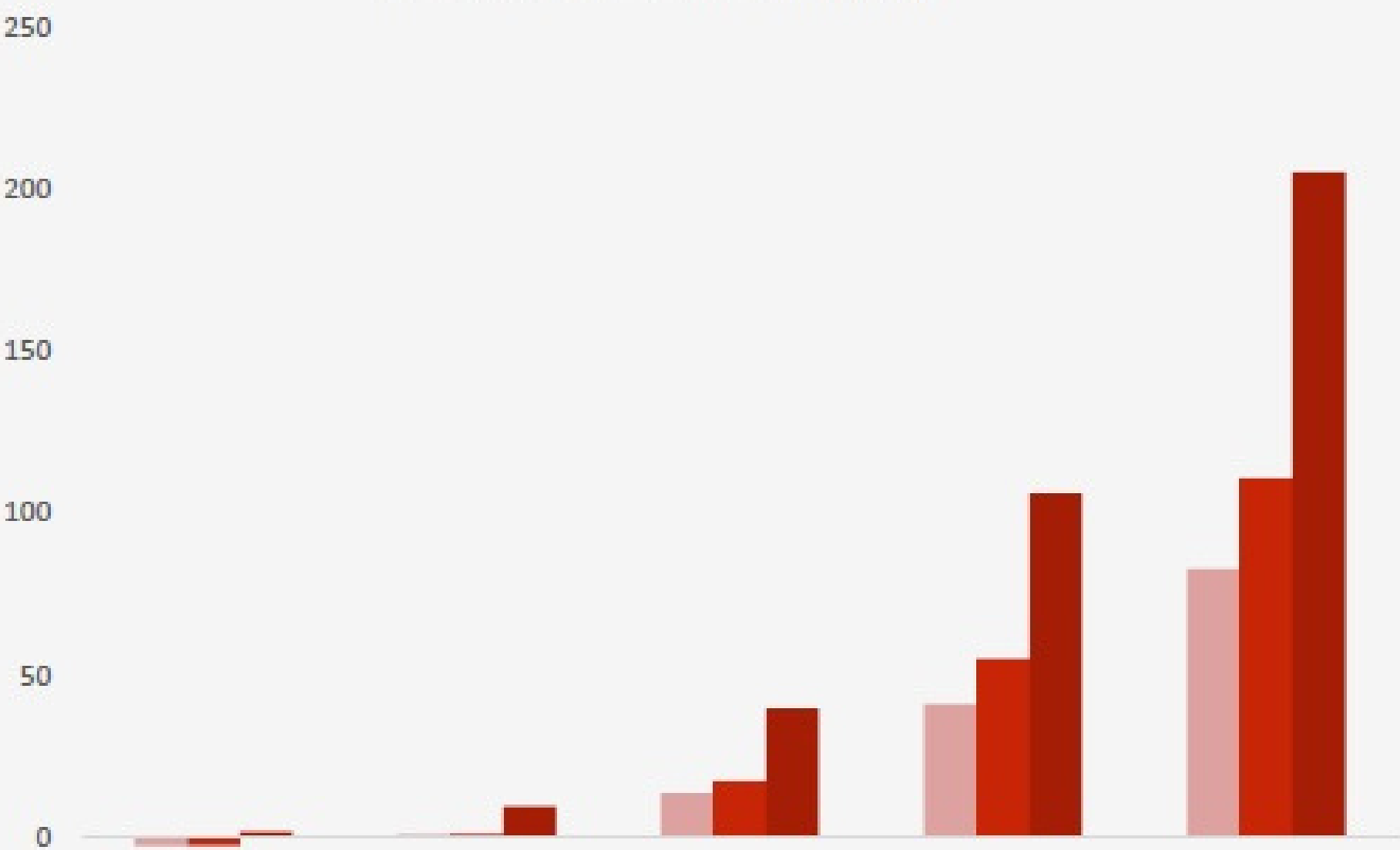


## BY LOCATION

Revenue share by location  
wise

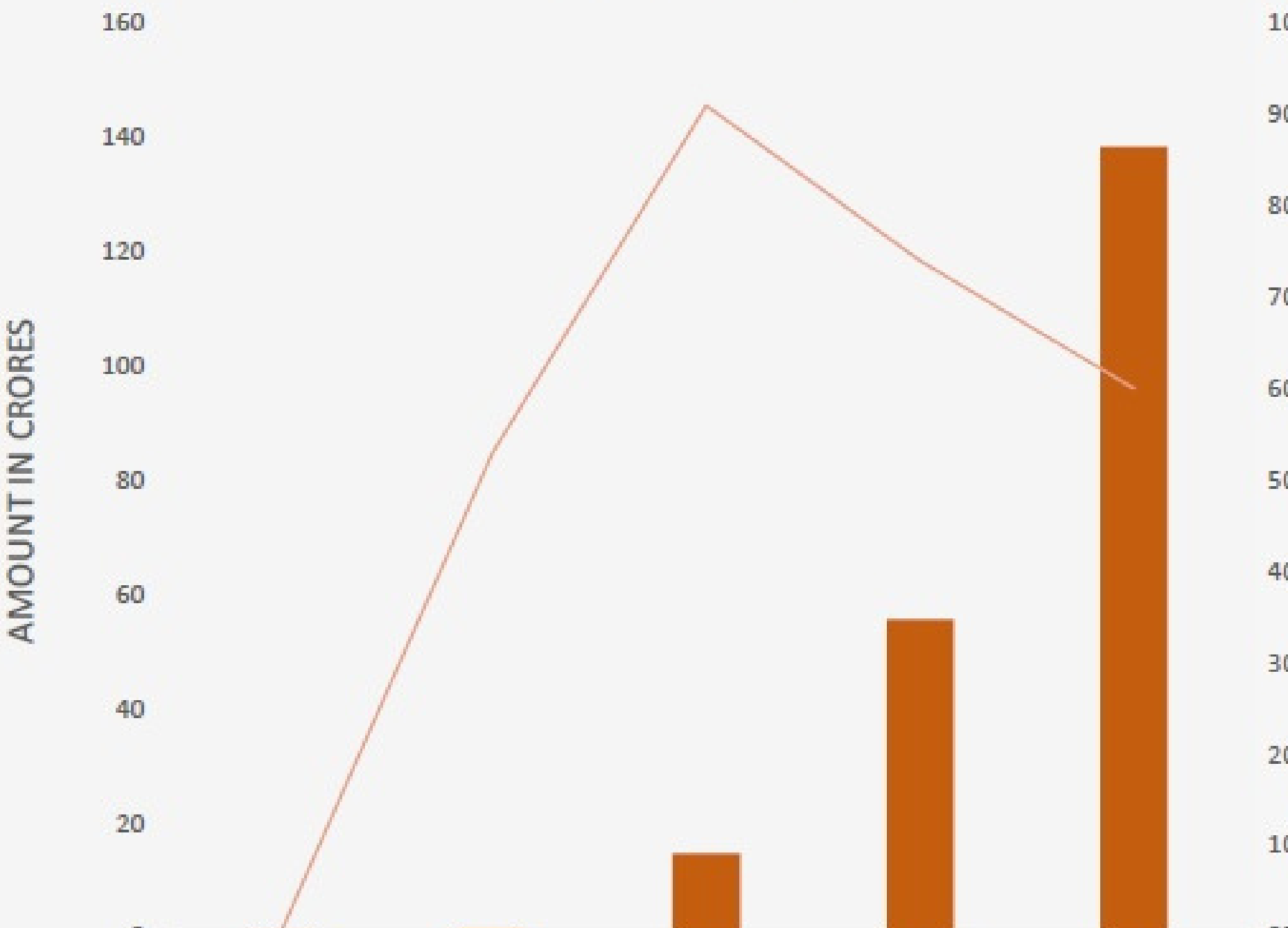
# FINANCIALS

Revenue & Profit Summary



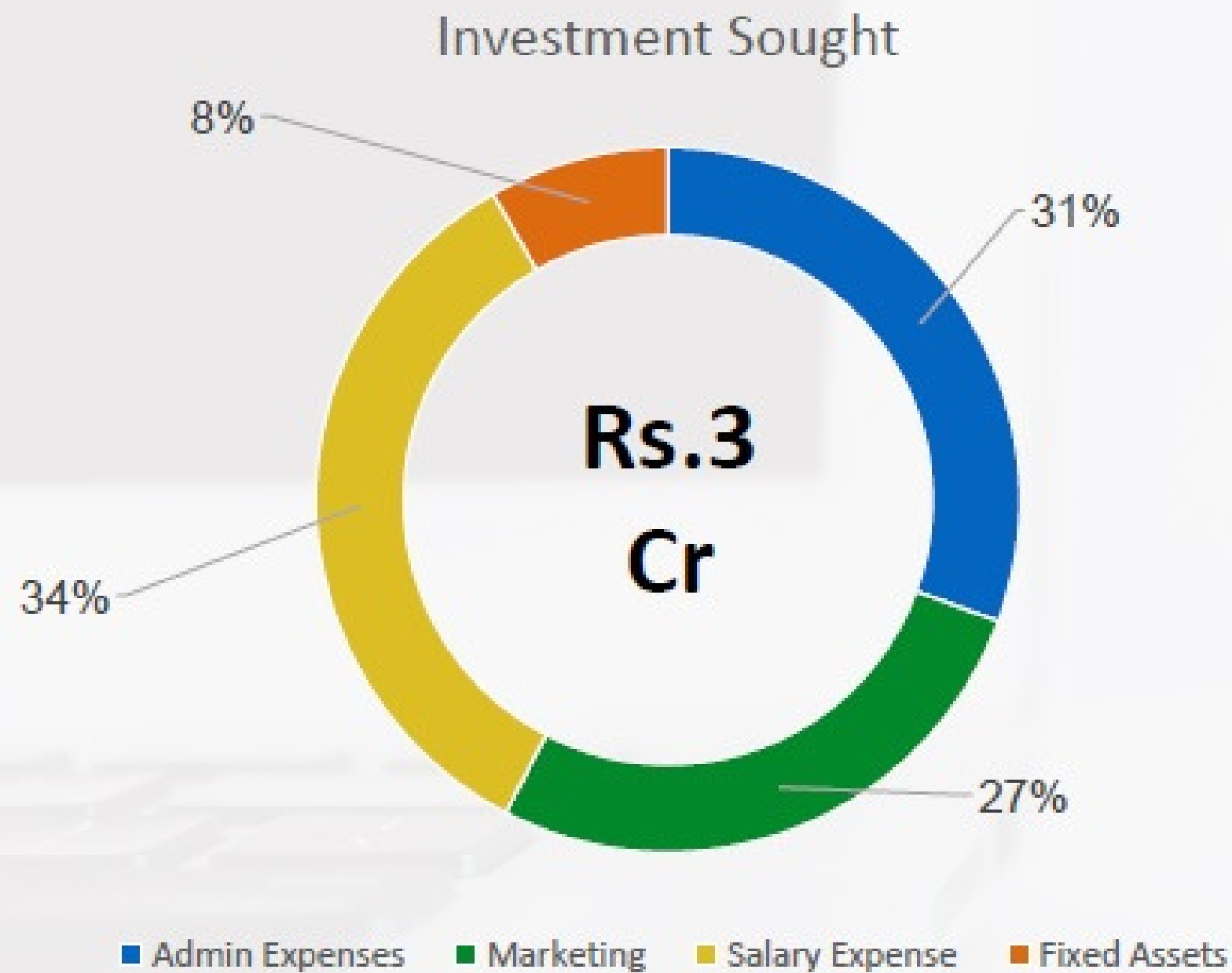
	Year 1	Year 2	Year 3	Year 4	Year 5
Profit	-2.9	0.68	13.32	41	82.75
EBITDA	-2.71	0.81	17.2	54.88	110.68
Revenue	1.51	9.34	39.52	105.98	205.26

Net Worth & ROE



	Year 1	Year 2	Year 3	Year 4	Year 5
Net Worth	0.6	1.28	14.61	55.6	138.35
ROE	0%	53%	91%	74%	60%

# USAGE OF FUNDS



## Admin Expense

- Office rent
- Web & Servers
- Subscriptions

## Marketing

- ASO/SEO
- Social Media
- Discounts

## Fixed Assets

- Computers/Laptops
- Furniture & Fixtures

## Salary Expense

- Top Management
- Marketing & Sales Team
- Support Team

**2 Years 1 months**

PAY BACK PERIOD

**2 Years 3 months**

DISCOUNTED PAY BACK PERIOD

**1 Years 8 months**

BREAKEVEN PERIOD

₹3,00,00,000

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FUNDING REQUIREMENT

3 years

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FUNDING TIMELINE



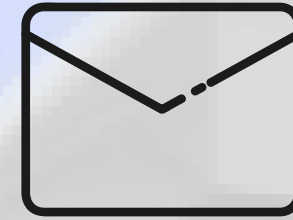


**#startupindia**  
**RECOGNIZED**

**FUTURE GENERATION**

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**For inquiries and  
concerns**



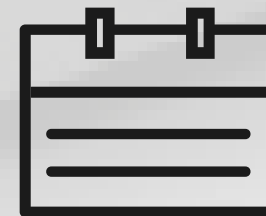
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# **Contact us**

[www.adorbistechnology.com](http://www.adorbistechnology.com)

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