



S.J.M Vidyapeetha @, Chitradurga

**S.J.M College of Arts, Science and Commerce,
Chandravalli, Chitradurga. 577-501
Accredited by NAAC with "A"**

PROJECT REPORT OF SOLE PROPRIETORSHIP CONCERN

“Incredible Journeys”

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SUBMITTED TO
Dr. R.V Hegadal
Associate Professor
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: 2022-23:

INCREDIBLE JOURNEYS



Your New world Starts Here

Cover letter for Loan proposal:

Dear Bank Manager,

I have been working in the industry for more than 12 years holding several positions including working in front & back end & also at top level. I have rendered services in various major Indian markets. I started my journey by working into my grandfather's business by doing minor jobs there for last 6 years, I have been working as a manager for a highly reputed firm in Karnataka. I am qualified professional holding a degree in S J M College, Chitradurga. Now I wanted to startup my business in this sector I can firmly assure you that I have the appropriate experience, industrial relationships L& connections to make this feasible. I have developed a business plan by the aid of my reliable industry connections. The business plan seeks borrowing from established ventures to take things forward.

Enclosed is the copy of proposal. It outlines the how the borrowed money as a loan will utilized in setting up the business & how it will compliment my existing capital.

We will be glad to meet you for further discussion in accordance to your convenience.

Sincerely,

INCREDIBLE JOURNEY.

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**PROJECT
OBJECTIVE**

The amount of money we required will be crucial for our business in terms of-

- Setting up of our business
- Operational expenses
- Equipment purchases

PROJECT CONTEXT

The rationale of this proposal is of seek a loan-

**Our startup business budget is
Rs.5,00,000**

Out of which
two investors
including myself
have raised
Rs. 2,50,000

This concludes that
we require another
Rs. 2,50,000
for setting up the
business

The amount we have in the form of investment is being utilized to pay-

- i. Lease costs of the space
- ii. Construction expenses
- iii. Renovation of interior
- iv. Licensing cost for city & state permit

COMPANY PROFILE

- ❖ Name - INCREDIBLE JOURNEYS
- ❖ Address - 2nd cross, Vidyanagar, Chitradurga
- ❖ Phone - 08194-222333
- ❖ Incredible journeys a startup business where we provide enormous travelling services to customers' requirements.
- ❖ We have taken this spirit to heart and it is the driving force behind our concept for this business.
- ❖ The primary focus of the business is to satisfy customers' needs and the ability to keep the goodwill.
- ❖ The startup is currently in the buildout phase, with an anticipated opening date of two months from now.
- ❖ We have secured a lease in a space in a neighborhood that has -
 - Region does not have any similar business already
 - Popular with tourists & locals.

- ❖ Our target audience are all types of customers.
- ❖ The prices will be very competitive in order to attract customers.
- ❖ We believe in living wages and benefits to employees.
- ❖ Objectives:
 - Needs to provide quality service

- ❖ Mission and Vision Statement:
 - Profitable growth through 3S's i.e., Service, Safety and Satisfaction.
 - Our vision is to build a travels and tours agency brand that will become the number one choice for both individual clients and corporate clients in the whole India.
 - Our vision reflects our values: integrity, service, excellence and teamwork.
 - Our mission is to provide professional and trusted travels and tours services that assist individuals, corporate organization and non-profit organizations in organizing all of their travels and tours.
 - We are to position the business to become the leading brand in the travels and tours line of business in the whole India.

Our Business Structure:

Incredible journeys will build a solid business structure that can support the growth of our business. We will ensure that we hire competent hands to help us build the business of our dream.

The fact that we want to become one of the leading travels and tours agencies in India makes it highly necessary to deliberately build a well - structured business from the onset. Below is the business structure that we will build Incredible journeys;

- Chief Executive Officer
- Travels and Tours Consultant
- Admin and HR Manager
- Marketing and Sales Executive
- Accountant
- Customer Care Executive / Front Desk Officer

We together bring the front-of-house experience, handling the direct contact with customers as well as managing the service staff.

OPERATIONAL INFORMATION

PRODUCT & SERVICES:

Incredible journeys going to offer varieties of services within the scope of the travels and tours industry in India. Our intention of starting our travels and tours agency is to make profits from the industry and we will do all that is permitted by the law in India to achieve our business goals, aim and ambition.

Our business offering listed below;

- Travels and Tours consulting and advisory services for individuals and corporate clients
- Selling of traveling related insurance policy cover, sale of travel guide books and through the sale of foreign currencies.
- Booking for flight tickets
- Securing transit visas
- Booking for shuttle buses / taxi cabs
- Car rental services
- Hotel bookings
- Cruise line bookings



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MANAGEMENT:

The main office of Incredible journeys will be located in Chitradurga. A 200 square feet office has already been acquired on lease in the heart of the Chitradurga city. One member will manage the overall operations of the company while she will be assisted by some of her friends for the startup.

The success of a startup heavily depends on its staff and management. Likewise, management will play a great role in making this venture successful.

EMPLOYEE FOR TOURISM BUSINESS:

The expected employment for the new venture is around 10-15 employees.

We required drivers, workers, computer operators, guide, etc.

The availability of these skilled workers within the present work force or within the local market.

Vehicles

- Turbo
- Cars
- Buses
- Plane
- Ship

MARKET ANALYSIS:

Incredible journeys will be a business targeted at people and organizations from every area of life.

We will meet all business people, factories, tourists, wholesale marketers, individuals, companies & organizations who will keep meeting in different places & and offer to plan their travels at cheaper rates, we will also meet schools & colleges to plan their trips

PUBLICITY:

We will make the company known by sponsoring shows and making maximum use of both print and social media.

TARGET MARKET:

We are coming into the industry with a business concept that will enable us work with the highly placed people and companies in the country and at the same with the lowly placed people and smaller businesses. Below is a list of the people and organizations that we have specifically design our products and services for;

- Potential Couples / Young Adults
- Blue Chips Companies
- Corporate Organizations
- Religious Organizations (Pilgrimage journeys at al)
- Political Parties / Politicians
- Households / Families
- The Government (Public Sector)
- Schools (High Schools, Colleges and Universities)
- Sport Organizations
- Entrepreneurs and Start - Ups

FINANCIAL INFORMATION:

The financial projections of the company are forecast on the basis of the following assumptions. These assumptions are quite conservative and are expected to show deviation but to a limited level such that the company's major financial strategy will not be affected.

GENERAL ASSUMPTIONS	1 ST YEAR	2 ND YEAR	3 RD YEAR
PLAN MONTH	1	2	2
CURRENT INTEREST RATE	8.92%	8.92%	8.92%
LONG TERM INTEREST RATE	7.99%	7.99%	7.99%
TAX RATE	24.04%	24.04%	24.04%
SALES ON CREDIT %	60%	60%	60%
OTHERS	0	0	0

Break even analysis monthly

Break even analysis	
Monthly units break-even	22
Monthly revenue break-even	Rs.11,680
Assumptions	
Average per-unit revenue	Rs.521
Average per-unit variable cost	Rs.75
Estimated monthly fixed cost	Rs.10,000

Cost of Starting

We will need the sum of Rs.5,00,000 to start up, this will cover equipment and salary of workers for the first three months.

Source of Capital

The founder will be the chief source of money for the establishment of this business.

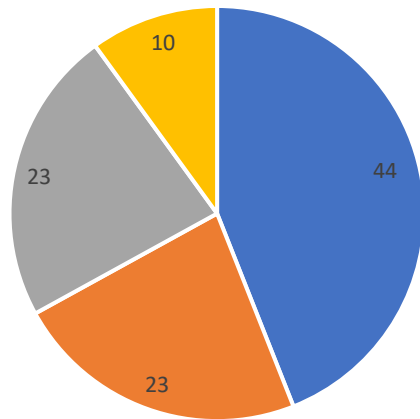
LOAN REQUEST - Budget allocation for event business

Budget of Startup Rs. 5,00,000

Our investment Rs. 2,50,000

Loan Amount Rs. 2,50,000

Allocation of funds



■ INFRASTRUCTURE ■ EQUIPMENT ■ HUMAN CAPITAL ■ OPERATIONAL EXPENSES

LOAN REQUEST - Repayment

- ❖ The loan amount we are seeking i.e., Rs. 2,50,000 is to be repaid within two years at a rate of 8% of interest per annum.
- ❖ The revenues are estimated to be Rs. 4,00,000 in a month for 25 operational days per month.
- ❖ Staff costs - Rs. 30,000 per month.
- ❖ Operational costs - Rs. 90,000
- ❖ We are left with sufficient amount of money to repay the loan.

We have been able to generate about Rs.2,50,000 (Personal savings Rs. 1,40,000 and soft loan from family members Rs. 1,10,000) and we are planning to obtain a loan facility of Rs.2,50,000 from the bank.

Thank You

