



BUSINESS PLAN · INDIA

Enterprise Networking and Managed Services

LAN/WAN, Wi-Fi and managed connectivity

TELECOM

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This document is confidential and prepared for planning purposes. All financial figures are illustrative model assumptions for an Indian MSME context and must be validated against live quotes, local rates and professional advice before any investment or borrowing decision.

1. Executive Summary

This plan sets out an **Enterprise Networking & Managed Services** business in India — a B2B system integrator (SI) that designs, deploys & manages enterprise networks: LAN/WAN, structured cabling, Wi-Fi, SD-WAN, network security & managed connectivity for businesses, institutions & government. It earns **project/SI margin (product + installation) plus a recurring managed-services/AMC annuity**, monetising enterprises' digital-infrastructure & connectivity needs — an order-book-, OEM-partnership-, engineering- & managed-services-annuity-driven business.

Enterprises & institutions increasingly need robust, secure networks (offices, campuses, branches, Wi-Fi, cloud connectivity, security) & ongoing management — driving demand for SIs who design, supply (OEM products), deploy & manage. A networking integrator is a **project + managed-services business**: it wins projects (product + installation/SI margin), backed by OEM partnerships/certifications (Cisco/Aruba/Fortinet etc.) & skilled engineers, then earns a recurring **managed-services/AMC annuity**. Success rests on OEM partnerships/certifications, engineering capability, order-book/pipeline, project execution, the managed-services annuity & working capital. Revenue is **project SI margin + managed-services/AMC**; it is order-book-, capability-, OEM- & annuity-driven.

This is a B2B SI + managed-services business — funded by promoter equity plus bank finance (WC for projects + working capital). This plan models a networking integrator requiring **₹1.5 crore** (₹55 lakh promoter + ₹95 lakh bank finance), targeting **₹12 crore** revenue in Year 1 and **₹28 crore** by Year 3. (*Enterprise networking & managed services; SI margin + managed-services annuity, order-book/OEM/engineering/annuity-driven — figures illustrative; B2B.*)

2. Business Description, Vision & Legal Structure

Concept: An enterprise networking & managed-services SI - LAN/WAN/Wi-Fi/SD-WAN/security/managed-connectivity design, deploy & manage for enterprises/institutions/government, earning SI margin + managed-services/AMC.

Vision: To power enterprises with reliable, secure, well-managed networks.

Mission: Design, deploy & manage networks that just work - certified engineering, quality delivery & dependable managed services.

Legal structure options

- **Private Limited / LLP** — recommended for enterprise/government clients, OEM partnerships, tenders & funding.

Regulatory anchor: a networking integrator is a B2B services/SI business (company/LLP, GST, OEM partner agreements & certifications, enterprise/government empanelment/tenders, data/security & SLA contracts, skilled/certified engineers, labour). OEM partnerships/certifications, engineering capability, order-book/pipeline, execution, the managed-services annuity & WC determine success; it is order-book-, capability-, OEM- & annuity-driven.

3. Promoter & Ownership

Led by a promoter with networking/IT-infra, SI or enterprise-tech expertise & OEM/enterprise relationships. The team includes pre-sales/solution-design, project/deployment engineers (certified), managed-services/NOC, sales/BD & accounts. OEM partnerships/certifications, engineering, order-book & managed-services annuity are the differentiators. Ownership & stakes are editable inputs.

4. Market Analysis — India

India's enterprise digital-infrastructure spend is growing — networks, Wi-Fi, security, SD-WAN, cloud connectivity & managed services across offices/campuses/branches/institutions/government. Demand is enterprise-digitisation-/connectivity-/security-driven. The market rewards OEM partnerships/certifications, engineering capability, execution, the managed-services annuity & SLAs; it is order-book-, capability-, OEM- & competition-sensitive, met with partnerships, engineering, execution & managed services.

Demand drivers

- **Enterprise digitisation & connectivity.**
- **Wi-Fi, SD-WAN & network security.**
- **Cloud & hybrid connectivity.**
- **Managed services/AMC** demand.
- **Institutions/government** networks & tenders.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Enterprise networking/managed-services in India	Large & growing
SAM	Region/segment & solution	Substantial
SOM (Yr 1-3)	Projects / managed-services clients	Scaling

Target segments

- Enterprises (offices/campuses/branches).
- Institutions (education/healthcare).
- Government (tenders).
- SMEs (Wi-Fi/security/managed).

5. Competition & Competitive Advantage

Landscape: other SIs/networking integrators, large IT-services firms, OEM direct & telcos' managed services. The integrator competes on OEM certifications/partnerships, engineering/solution capability, execution/SLA, managed-services annuity, relationships & value.

The business's edge

- **OEM partnerships & certifications.**
- **Engineering/solution capability.**
- **Execution & SLA reliability.**
- **Managed-services/AMC annuity.**
- **Client relationships & sector focus.**

6. Products & Revenue Model

Stream	Model	Basis
Networking projects (LAN/WAN/Wi-Fi)	Product + SI/installation margin	Core
Network security & SD-WAN	Project + margin	Margin/value
Managed services / NOC	Recurring (per site/device)	Recurring annuity
AMC / support	Annual contract	Recurring
Cloud connectivity / consulting	Project/recurring	Margin

Projects give product + SI/installation margin (network/Wi-Fi/security/SD-WAN); managed services/NOC & AMC give a recurring, higher-margin annuity; cloud/consulting add value. Economics = order-book × SI margin + managed-services annuity – product/engineering cost – WC; OEM partnerships, engineering, order-book, execution & annuity drive it — the decisive SI levers (project + recurring).

7. Go-to-Market — Order-Book & Annuity

- **Enterprise/institution/government BD** & tenders.
- **OEM partnerships/certifications** (credibility/leads).
- **Solution/engineering** capability (win projects).
- **Managed-services/AMC attach** (recurring/sticky).
- **Relationships & repeat** (annuity).

Sales approach

Build OEM partnerships/certifications & engineering → win projects (enterprise/institution/government) → deploy/execute well → attach managed services/AMC (recurring) → build annuity, repeat & referrals → scale. OEM partnerships, engineering, order-book & managed-services annuity build the SI; the recurring annuity smooths project lumpiness.

8. Operations Plan (SI + managed services)

- **Pre-sales & design:** solution design, OEM sizing, proposals, tenders.
- **Deployment:** project execution, structured cabling, network/Wi-Fi/security config, commissioning (certified engineers).
- **Managed services/NOC:** monitoring, support, SLA, AMC — the recurring annuity.
- **OEM & procurement:** partnerships/certifications, product procurement, licensing.
- **Compliance:** OEM agreements, data/security/SLA, GST, tenders.

Workflow

Stage	Activity	Metric
Design	Solution/proposal/tender	Win-rate/margin
Deploy	Install/config/commission	On-time/quality
Manage	NOC/SLA/AMC	Annuity/SLA

Support	Support/renew	Retention
Grow	Repeat/upsell	Order-book/annuity

9. Regulatory, Licences & Compliance (India)

- **Entity:** company/LLP; GST; PAN/TAN.
- **OEM:** partner agreements & certifications; licensing.
- **Client:** enterprise/government empanelment/tenders; SLA/data/security contracts.
- **People:** certified engineers; labour.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / leadership	1	2	3
Pre-sales / solution & deployment engineers	8	16	28
Managed services / NOC / support	5	11	20
Sales/BD & OEM partnerships	3	6	10
Procurement, accounts & admin	2	4	7
Total	19	39	68

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-2	Entity, OEM partnerships/certifications, team, first projects
Ramp	Month 2-7	Projects, deployment, managed-services attach
Traction	Month 7-12	Order-book & annuity; ₹12cr revenue
Expand	Year 2	More clients/solutions/annuity, ₹20cr
Scale	Year 3	₹28cr revenue; order-book & managed-services annuity

12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with live rates. They are not projections of guaranteed results. Networking SI blends project (product + SI margin) & recurring managed-services/AMC; product cost, engineering, execution & annuity drive economics; WC for projects.

12.1 Project cost & means of finance

Capital requirement	₹
Working capital (project product + receivables)	95,00,000

Tools, lab, NOC & equipment	25,00,000
OEM certifications, office & setup	18,00,000
Brand, BD & pre-operative	12,00,000
Total project cost	1,50,00,000
Promoter contribution	55,00,000
Bank finance (WC/CC + term, MSME)	95,00,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
Networking projects (product + SI)	8,50,00,000	13,50,00,000	18,00,00,000
Security/SD-WAN & cloud projects	2,50,00,000	4,50,00,000	6,50,00,000
Managed services / AMC (recurring)	1,00,00,000	2,50,00,000	3,50,00,000
Total revenue	12,00,00,000	20,50,00,000	28,00,00,000
Product/hardware & deployment cost	8,20,00,000	13,80,00,000	18,50,00,000
Salaries (engineers/NOC)	1,80,00,000	3,10,00,000	4,30,00,000
Overheads, certifications & BD	1,10,00,000	1,80,00,000	2,40,00,000
Interest & other	18,00,000	28,00,000	38,00,000
Total expenses	11,28,00,000	18,98,00,000	25,58,00,000
Net profit (before tax)	72,00,000	1,52,00,000	2,42,00,000
Net margin	6%	7.4%	8.6%

12.3 Unit economics & break-even

- **Project SI margin + managed-services annuity:** projects carry product (thin) + SI/installation (richer) margin; managed services/AMC is recurring & higher-margin, compounding with the installed base & smoothing project lumpiness.
- **OEM & engineering:** OEM partnerships/certifications & engineering capability win projects & margin; the managed-services annuity is the compounding lever & the valuation driver.
- **Break-even:** at an order-book/annuity threshold covering engineers & overheads; net margins moderate (product-heavy), improving with managed-services mix, engineering value & scale.

12.4 Projected Cash Flow — Year 1 (quarterly, illustrative)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	12,00,000	10,80,000	11,00,000	11,40,000
Project & managed-services collections	2,50,00,000	3,00,00,000	3,40,00,000	3,60,00,000
Product, salaries & operating	2,51,20,000	2,99,80,000	3,39,60,000	3,58,60,000
Closing balance	10,80,000	11,00,000	11,40,000	12,80,000

Networking SI carries project product + receivables WC (product paid before client collection); managed services/AMC smooths cash. Milestone/advance billing, product-vendor terms, managed-services recurring cash, CC & the WC line manage cash; the key risks are order-book gaps/project lumpiness, product/margin pressure, receivables, engineer attrition & OEM/tech shifts — met with managed-services annuity, order-book, OEM partnerships & execution.

12.5 Key Performance Indicators to Monitor

- **Order-book:** pipeline; win-rate; project mix; clients.
- **Annuity:** managed-services/AMC book; attach; renewal; recurring share.
- **Execution:** on-time; SLA; quality; certifications.
- **Finance:** SI margin; managed-services margin; net margin; WC days.

13. Funding Requirement & Bankability

Total ask: **₹95 lakh bank finance** against ₹55 lakh promoter contribution — WC/CC for project product/receivables plus tools/NOC, MSME-eligible. Bankability rests on OEM partnerships/certifications, order-book/pipeline, execution track record & the growing managed-services annuity; enterprise-digitisation demand supports it. Year-1 profit ~₹72 lakh growing to ₹2.42 crore supports servicing; order-book, annuity & execution are key. OEM partnerships, engineering, order-book & managed-services annuity underpin the model.

13.1 Funding utilisation

Use of funds	₹	% of total
Working capital (project product + receivables)	95,00,000	63.3%
Tools, lab, NOC & equipment	25,00,000	16.7%
OEM certifications, office & setup	18,00,000	12%
Brand, BD & pre-operative	12,00,000	8%
Total	1,50,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Order-book gaps / project lumpiness	Managed-services annuity, pipeline, repeat, sectors
Product / margin pressure	SI/managed-services margin, OEM terms, solution value
Receivables / project WC	Milestone billing, vendor terms, WC line, credit discipline
Engineer attrition / certifications	Training, retention, OEM certifications, culture
OEM / technology shifts	Multi-OEM, upskilling, solution focus

15. SWOT Analysis

Strengths Enterprise-digitisation tailwind; project + recurring managed-services annuity; OEM/certification moat; engineering; scalable.	Weaknesses Project lumpiness/product-heavy margins; WC-intensive; engineer-dependent; OEM/tech shifts; competition.
Opportunities Wi-Fi/SD-WAN/security; cloud connectivity; managed services; institutions/government; SME; annuity growth.	Threats Competition (SIs/telcos/OEM-direct); product/margin; technology shifts; talent war; receivables.

16. Recommended AiSevak Tools for This Business

This networking integrator would use AiSevak's Telecom vertical tools in delivery:

- **SI & managed-services ops:** solution-design/proposal & deployment/project, NOC/managed-services/AMC & SLA, OEM/procurement tools.
- **Business ops:** order-book/CRM & WC/milestone-billing, certifications & GST tools (with Ittech & Finance verticals).
- **Practice:** Business Plan, SI-margin/annuity and Break-even tools to model the business.

17. Key Assumptions & Notes

- Enterprise networking & managed services: B2B SI — LAN/WAN/Wi-Fi/SD-WAN/security/managed-connectivity design/deploy/manage; project (product + SI margin) + recurring managed-services/AMC annuity.
- Order-book × SI margin + managed-services annuity decisive; OEM partnerships/certifications, engineering, order-book, execution & annuity are the levers; annuity smooths lumpiness & drives value.
- WC/CC + term (MSME); OEM agreements/certifications, enterprise/government empanelment, SLA/data/security contracts.
- Order-book, OEM, engineering, execution & managed-services annuity drive economics; figures illustrative, exclude GST.

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