



COUNCIL FOR BRAND  
BUSINESS PROMOTIONS  
& RESEARCH

*Connecting People & Brands*

|                               |  |
|-------------------------------|--|
| Organisation Name /website    |  |
| Location                      |  |
| Business Industry             |  |
| Owned by with Contact Details |  |

| S.No.           | Particulars   | Details/Status/Comments |
|-----------------|---|-------------------------|
| <b>LOCATION</b> |   |                         |
| 1.              | Location  |                         |
| 2.              | State   |                         |
| 3.              | Nearby State/National Highway                         |                         |
| 4.              | Nearby Railway Station/Airport                        |                         |
| 5.              | Business Details                                      |                         |
|                 |   |                         |
| 1.              | Date of Establishment                                 |                         |
| 2.              | ( Ownership Distribution)                             |                         |
| 3.              | Overview of the Owners                                |                         |
| 4.              | Is the establishment owned or leased and what are the |                         |



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|     |  |  |
|-----|--|--|
|     | terms (ownership or leased)  |  |
| 5.  | Contact Details Key Person<br><ul style="list-style-type: none"> <li>- Name</li> <li>- Email</li> <li>- Mobile</li> <li>- Landline</li> <li>- Fax Number</li> <li>- Address</li> </ul> |  |
| 6.. | Please provide registration details  |  |
| 1   | Units Details  |  |
| 2   | Current Products   |  |
| 3   | Additional Facilities to be added  |  |
| 4   | Has the Organisation been empanelled with any Government bodies/institutions   |  |
| 5   | Next 2 years Plan  |  |
|     |  |  |
| 1   | Name of the CEO/Promoter   |  |
| 2.  | Date of Birth/Approximate Age  |  |
| 3   | Number of years of   |  |



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|   |  |  |
|---|--|--|
|   | experience   |  |
| 4 | Areas of Expertise/Specialty                                     |  |
| 5 | List of Improvement Made   |  |
| 6 | Other activities of the Key Executive (Other businesses, if any) |  |
| 8 | Other Family members who are associated in Business.             |  |
|   |  |  |
| 1 | Please specify the profile of a Competitor                       |  |
| 2 | Product Profiles   |  |
| 3 | USPs Offered   |  |
| 4 | Our Market Strategies to Counter                                 |  |
|   |  |  |
| 1 | Size of the factories/Offices                                    |  |
| 2 | Is it a standalone unit or part of a complex                     |  |
| 3 | Is there a potential to enhance the existing infrastructure      |  |
| 4 | No. of Staff   |  |



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|                                   |   |  |
|-----------------------------------|---|--|
| 5                                 | When was the office/Unit last refurbished   |  |
| 6                                 | Please specify the Market   |  |
| 1                                 | Most Product in Demand  |  |
| 2                                 | Please specify the Current Business engagement model  |  |
| 3                                 | Please identify approximate number of units Produced  |  |
| <b>OTHER MANPOWER</b>             |   |  |
| 1                                 | - Employees with Average Experience   |  |
| 2.                                | Please identify Administrative/ Other Staff (How many, qualifications, average years of experience, how long an association with organisation, number of full time and part time) |  |
|                                   |   |  |
| <b>KEY PERFORMANCE INDICATORS</b> |   |  |



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| 1 | Average Business. Please identify seasonality if any                               |  |                   |         |  |  |  |                |           |                 |         |  |  |           |                   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|---|--|--|-------------------|---------|--|--|--|----------------|-----------|-----------------|---------|--|--|-----------|-------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|
| 2 | Please specify pricing per unit/monthly volumes for various procedures in the<br>- | <table border="1"> <thead> <tr> <th data-bbox="719 576 945 612"></th> <th colspan="2" data-bbox="945 576 1173 612">Price per Unit</th> <th colspan="2" data-bbox="1173 576 1628 612">Monthly Volumes</th> </tr> <tr> <td data-bbox="719 612 945 687"></td> <td data-bbox="945 612 1173 687"></td> <td data-bbox="1173 612 1402 687">Estimated</td> <td data-bbox="1402 612 1628 687">Actual from Books</td> <td data-bbox="1628 612 1856 687"></td> <td data-bbox="1856 612 1910 687"></td> </tr> </thead> <tbody> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> </tbody> </table> |                   |         |  |  |  | Price per Unit |           | Monthly Volumes |         |  |  | Estimated | Actual from Books |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   | Price per Unit   |  | Monthly Volumes   |         |  |  |  |                |           |                 |         |  |  |           |                   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   |  | Estimated  | Actual from Books |         |  |  |  |                |           |                 |         |  |  |           |                   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|   |  |  |                   |         |  |  |  |                |           |                 |         |  |  |           |                   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   | Please identify ARPP (Average Revenue per Employee),                               | <table border="1"> <thead> <tr> <th data-bbox="719 1031 896 1067"></th> <th data-bbox="896 1031 1093 1067">Product 1</th> <th data-bbox="1093 1031 1290 1067">Product 2</th> <th data-bbox="1290 1031 1487 1067">Product 3</th> <th colspan="2" data-bbox="1487 1031 1628 1067">Average</th> </tr> </thead> <tbody> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td><td></td></tr> </tbody> </table>  |                   |         |  |  |  | Product 1      | Product 2 | Product 3       | Average |  |  |           |                   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   | Product 1  | Product 2  | Product 3         | Average |  |  |  |                |           |                 |         |  |  |           |                   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
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|   |  |  |                   |         |  |  |  |                |           |                 |         |  |  |           |                   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   |  |  |                   |         |  |  |  |                |           |                 |         |  |  |           |                   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
|   |  |  |                   |         |  |  |  |                |           |                 |         |  |  |           |                   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| 5 | Please comment. Please also identify local market terms                            |  |                   |         |  |  |  |                |           |                 |         |  |  |           |                   |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |



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| UPGRADABILITY AND SCALABILITY  |  |  |                               |  |                                |                |                   |                               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |
|--------------------------------|--|--|-------------------------------|--|--------------------------------|----------------|-------------------|-------------------------------|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|--|---|--|
| 1                              | Given the current status of the infrastructure, can this unit be upgraded for <ul style="list-style-type: none"> <li>- More Business</li> <li>- Productions</li> </ul> | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 35%;"></th> <th style="width: 15%;">Current</th> <th style="width: 15%;">Additional</th> <th style="width: 35%;">Resulting Total in the future</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> </tbody> </table> |                               |  |                                | Current        | Additional        | Resulting Total in the future |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | Potential Upgrade Costs (estimated) : _____ INR |  |
|                                | Current  | Additional   | Resulting Total in the future |  |                                |                |                   |                               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |
|                                |  |  |                               |  |                                |                |                   |                               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |
|                                |  |  |                               |  |                                |                |                   |                               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |
|                                |  |  |                               |  |                                |                |                   |                               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |
|                                |  |  |                               |  |                                |                |                   |                               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |
|                                |  |  |                               |  |                                |                |                   |                               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |
|                                |  |  |                               |  |                                |                |                   |                               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |
|                                |  |  |                               |  |                                |                |                   |                               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |
| 2                              | Given the current status of the Equipment, can this equipment be upgraded (or needs to be upgraded)  | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 25%;">Equipment (identify the brand)</th> <th style="width: 20%;">Current Status</th> <th style="width: 20%;">Potential Upgrade</th> <th style="width: 35%;">Comments if any</th> </tr> </thead> <tbody> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> <tr><td> </td><td> </td><td> </td><td> </td></tr> </tbody> </table>   |                               |  | Equipment (identify the brand) | Current Status | Potential Upgrade | Comments if any               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |
| Equipment (identify the brand) | Current Status   | Potential Upgrade  | Comments if any               |  |                                |                |                   |                               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |
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| 3                              | Skills   |  |                               |  |                                |                |                   |                               |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |   |  |



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| 4   | Front Office Staff  |   |          |                |                  |          |   |  |  |  |                      |  |  |  |                            |  |  |  |         |  |  |  |                         |        |  |  |                      |    |  |  |
|---|---|---|----------|----------------|------------------|----------|---|--|--|--|----------------------|--|--|--|----------------------------|--|--|--|---------|--|--|--|-------------------------|--------|--|--|----------------------|----|--|--|
| 5   | Finance and Accounting Staff  |   |          |                |                  |          |   |  |  |  |                      |  |  |  |                            |  |  |  |         |  |  |  |                         |        |  |  |                      |    |  |  |
| 6   | IT systems and personnel (Please comment on hardware and software systems also ie. Accounting, Patient Records Management, Billing, Customer Resource Management, Appointment Management , Inventory Management and any other | <table border="1"> <thead> <tr> <th>Systems</th> <th>Current Status</th> <th>Upgrade Required</th> <th>Comments</th> </tr> </thead> <tbody> <tr> <td>IT Hardware<br/>- PCs<br/>- Wireles<br/>s<br/>- Printers<br/>-</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Finance &amp; Accounting</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Patient Records Management</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Billing</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Appointments Management</td> <td>Manual</td> <td></td> <td></td> </tr> <tr> <td>Inventory Management</td> <td>NA</td> <td></td> <td></td> </tr> </tbody> </table> | Systems  | Current Status | Upgrade Required | Comments | IT Hardware<br>- PCs<br>- Wireles<br>s<br>- Printers<br>- |  |  |  | Finance & Accounting |  |  |  | Patient Records Management |  |  |  | Billing |  |  |  | Appointments Management | Manual |  |  | Inventory Management | NA |  |  |
| Systems   | Current Status  | Upgrade Required  | Comments |                |                  |          |   |  |  |  |                      |  |  |  |                            |  |  |  |         |  |  |  |                         |        |  |  |                      |    |  |  |
| IT Hardware<br>- PCs<br>- Wireles<br>s<br>- Printers<br>- |   |   |          |                |                  |          |   |  |  |  |                      |  |  |  |                            |  |  |  |         |  |  |  |                         |        |  |  |                      |    |  |  |
| Finance & Accounting                                      |   |   |          |                |                  |          |   |  |  |  |                      |  |  |  |                            |  |  |  |         |  |  |  |                         |        |  |  |                      |    |  |  |
| Patient Records Management                                |   |   |          |                |                  |          |   |  |  |  |                      |  |  |  |                            |  |  |  |         |  |  |  |                         |        |  |  |                      |    |  |  |
| Billing   |   |   |          |                |                  |          |   |  |  |  |                      |  |  |  |                            |  |  |  |         |  |  |  |                         |        |  |  |                      |    |  |  |
| Appointments Management                                   | Manual  |   |          |                |                  |          |   |  |  |  |                      |  |  |  |                            |  |  |  |         |  |  |  |                         |        |  |  |                      |    |  |  |
| Inventory Management                                      | NA  |   |          |                |                  |          |   |  |  |  |                      |  |  |  |                            |  |  |  |         |  |  |  |                         |        |  |  |                      |    |  |  |



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|  |                       |             |                     |          |          |         |
|--|-----------------------|-------------|---------------------|----------|----------|---------|
|  |                       |             |                     |          |          |         |
| <b>COMPETITOR ANALYSIS (Please identify perception of one competitor). Please also identify any new competitors expected over the next 12-24 months.</b> |                       |             |                     |          |          |         |
|  |                       |             |                     |          |          |         |
| <b>Any Additional Inputs:</b>  |                       |             |                     |          |          |         |
|  |                       |             |                     |          |          |         |
| <b>FINANCIALS (please collect the financial statements)</b>  |                       |             |                     |          |          |         |
| 1.   | Financials (Overview) |             | 2021-22 (Projected) | 2020 -21 | 2019 -20 | 2018-19 |
|  |                       | Revenue     |                     |          |          |         |
|  |                       | EBITDA      |                     |          |          |         |
|  |                       | Net Profits |                     |          |          |         |
|  |                       |             |                     |          |          |         |