



SOP for

Business Strategies

Guidelines for achieving Monthly Profit of ₹3 Lakh for Tier 1 & 2 Cities 🚀

Objective: Generate ₹3 lakh monthly profit through 20 admissions/month, with an average fee of ₹25,000/admission.

Key Performance Indicators (KPIs):

- Total Monthly Collection: ₹5 lakh (20 admissions x ₹25,000)
- Total Monthly Expenses: ₹2 lakh (details below 🙌)
- Profit/Month: ₹3 lakh

Breakdown of Monthly Expenses:

- Rent: ₹60,000 🏢
- Bills: ₹10,000 💡
- Trainers (2.5): ₹75,000 📊
- Counselor Salary: ₹25,000 📊
- Office Boy/Promoter: ₹15,000 👤
- Local Marketing: ₹5,000 📣
- Miscellaneous: ₹10,000 🤝

Total Expenses: ₹2,00,000

Total Collection: ₹5,00,000

Profit/Month: ₹3,00,000

How to achieve Admissions Target:

Generate 70-75 walk-ins/month, with a 30% conversion ratio to achieve 20 admissions.

Walk-in Generation Strategy:

1. **Leads from FB/Insta (HO):** 18 walk-ins (15% conversion of 125 leads) 
2. **Just Dial:** 20 walk-ins (30% conversion of 70 leads) 
3. **Board:** 25 walk-ins (avg. 1 walk-in/day) 
4. **Student/Staff References:** 5 walk-ins 
5. **Local Area Marketing:** 15 walk-ins 

Total Estimated Walk-ins: 80+ walk-ins

Conclusion:

By following this SOP, we can achieve our monthly profit target of ₹3 lakh. Additional profit from only 1 admission in study abroad can increase combined profit to ₹5 lakh/month!