

BUSINESS PLAN 2026-2029

SkillSetu Learning

Job-ready digital skills for tier-2 city graduates

PREPARED BY

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VERSION

1.0 · Confidential

CITY

Indore

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1. Executive Summary

SkillSetu Learning runs blended courses in data analysis, digital marketing and accounting software for graduates in tier-2 cities, with weekend classroom labs and placement support from local employers.

The opportunity

Many graduates in smaller cities lack practical skills employers want, while companies struggle to hire locally. Affordable, hands-on training with placement links bridges that gap.

Key figure (sample)	Year 1	Year 3
Learners trained	600	5,000

Key figure (sample)	Year 1	Year 3
Placement rate (target)	60%	70%
Revenue	₹0.9 Cr	₹6.2 Cr
Centres	1	6

All projections in this plan are illustrative sample figures.

2. Company Overview

Mission

To help every graduate in a smaller city get a good job without moving to a metro.

Products and Services

Offering	Description	Price (sample)
Data analysis with Excel and SQL	12-week course with projects	₹18,000
Digital marketing	10-week course with live campaigns	₹15,000
Accounting with Tally and GST	8-week course	₹9,000
Corporate upskilling	Custom batches for local companies	On quote

Legal Structure and Location

Registered as a private limited company, with the first centre in Indore and a partnership model for colleges.

3. Market Analysis

Industry Overview

Online courses have high drop-out rates in smaller cities. Blended learning with classroom support keeps learners engaged and builds employer trust.

Target Customers

Segment	Description	Priority
Final-year students	Want job-ready skills	High
Recent graduates	Seeking first job	High
Local companies	Need trained staff	Medium

Competition

Competitor type	Strength	Our advantage
Online course platforms	Scale, low price	Classroom labs and local placements
Local coaching centres	Familiar	Updated curriculum, projects
College programmes	Free	Practical focus, employer links

SWOT Analysis

Strengths • Employer network • Project-based curriculum	Weaknesses • Single centre • Brand awareness
Opportunities • College partnerships • Government skilling schemes	Threats • Price competition • Economic slowdown

4. Marketing and Sales Strategy

We grow through college partnerships, alumni success stories and free weekend workshops that let learners try before enrolling.

- College placement cells
- Free weekend workshops
- Alumni referrals
- Local social media groups

5. Operations Plan

Each course combines online modules with weekend labs. Trainers are industry practitioners; a placement team works with 60 local employers.

Milestone	Target date	Owner
Indore centre launch	Q2 2026	Founders
First placement drive	Q4 2026	Placements
Bhopal and Ujjain centres	Q2 2027	Operations
6 centres	Q1 2029	Founders

6. Management Team

Name	Role	Background
Nisha Choudhary	Founder & CEO	8 years in corporate training
Amit Dubey	Head of curriculum	Data analyst turned educator
Farhan Ali	Placements lead	HR professional with local employer network

7. Financial Plan

The projections below are sample figures that show the structure of a financial plan. Replace them with your own estimates and assumptions.

(₹ lakh)	FY 2026–27	FY 2027–28	FY 2028–29
Revenue	90	300	620
Direct costs	38	120	240
Gross profit	52	180	380
Operating expenses	70	150	260
Net profit / (loss)	(18)	30	120

Funding Requirement

We are seeking ₹1 crore to open three centres, build the learning platform and fund scholarships for low-income learners.

Use of funds	Share
New centres	40%
Learning platform	25%
Scholarships	15%
Marketing	20%

8. Risks and Mitigation

Risk	Impact	Mitigation
Low placement rates	High	Employer advisory board and project portfolios
Trainer availability	Medium	Train-the-trainer programme
Fee affordability	Medium	EMI options and scholarships