

# Accelerating High-Value Order Conversion for a Regional Printing Firm

**15 days/30 hrs. of free service delivered under “hands off + dissolve study groups”**

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Accelerating High-Value Order conversion at the current rate of recovery can generate ~Rs 25L additional profit each year

Pre-Depreciation Adjustment (As on 22<sup>nd</sup> July, 2025)

Total EMI paid	Total Outstanding EMI
₹1,50,38,982	₹30,07,796
Total Profit Generated	Total Recovery (as on date)
₹32,08,819	21%

Post-Depreciation Adjustment

Asset Life	Depreciation (2 Years)
10 years	₹40,00,000
Diminished Net Recovery	
(₹8,00,000)	

Production Split

Type	Sq. Ft. Sold	Margin
Front-lit	8,808	25%
Backlit Fabric	1,02,914	33%
SAV	6,592	43%
Sunboard	16,257	27%
Acrylic	3,912	5%
ACP	26	5%
Sunpack	64,973	13%
3-layer Backlit	15,845	23%
Backlit on SHD	8,827	39%
1-2 layer backlit	15,845	16%

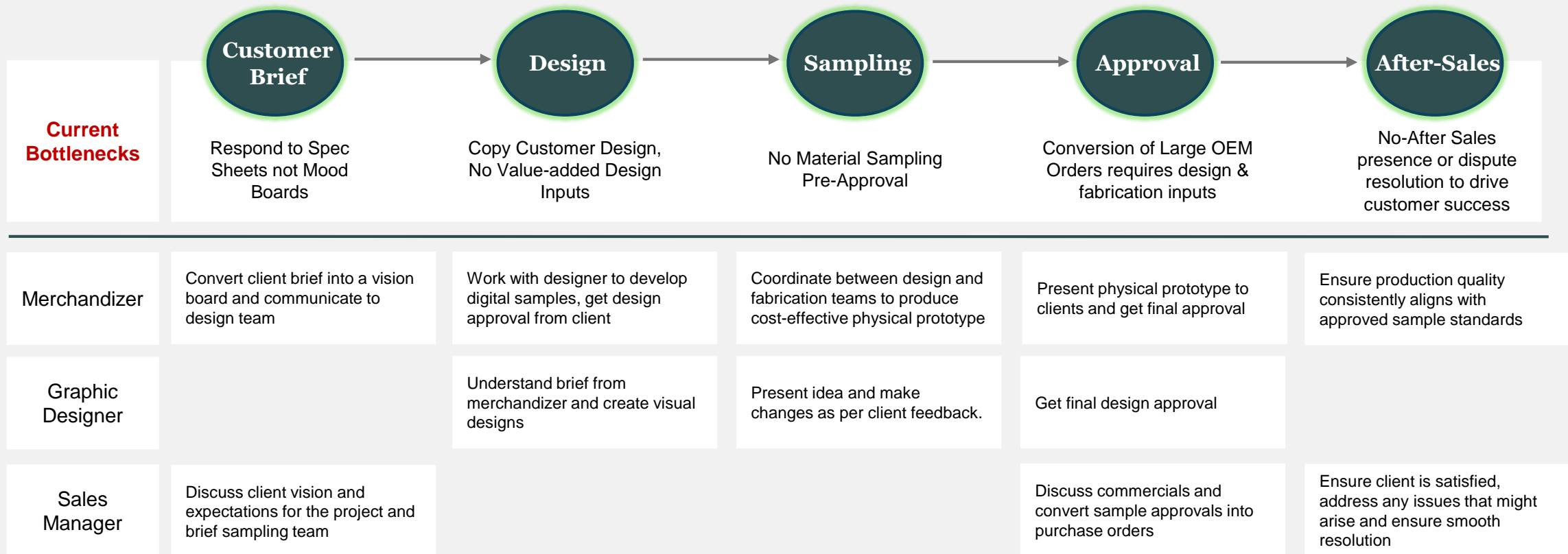
Key Observations

- High margin SKUs contribute **60%** of total sales with an average realization **₹97** per Sq. ft.
- Low Margin SKUs contribute **40%** of total sales with an average realization of **₹46** per Sq. ft.

**Substituting 50% of current low-margin products (i.e., ~50,000 Sq. Ft.) with high margin products can accelerate realization by 2.5X.**

# Establishing a sampling team is critical to drive High-Value order Conversion and improve recovery

## Suggested Sampling Process



~₹25L is required annually to hire key personnel to expand market reach and provide value added services customers are looking for

### Key Personnel Required



#### Merchandiser & Project Manager

Salary → ₹70k per month

##### Key Responsibilities –

- Develop new product lines and presentations
- Facilitate new projects and onboard clients
- Coordinate among clients, design, and fabrication teams
- Optimize costs & manage projects end-to-end

##### Required Skills -

- 8+ years in merchandising (preferably signage)
- Experience in fabrication & cost analysis
- Skilled in AutoCAD, CorelDraw, Photoshop



#### Sales Manager

Salary → ₹40k per month

##### Key Responsibilities –

- Manage client portfolios and handle inquiries
- Generate leads and build customer relationships
- Coordinate sales activities across teams
- Create and pitch new product lines to customers

##### Required Skills -

- 5+ years of proven experience as a sales representative
- Strong communication and negotiation skills
- CRM software proficiency
- Sales analytics experience and customer dispute resolution



#### Graphics Designer

Salary Range → ₹50k-70k per month

##### Key Responsibilities –

- Create 2D/3D designs (CorelDraw, AutoCAD, Photoshop)
- Work with project managers on design concepts
- Stay updated on design trends
- Contribute creative ideas and change iterations as per customer feedback.

##### Required Skills -

- Degree in graphic design or related
- 5+ years as graphic designer (signage a plus)
- Proficient in CorelDraw, AutoCAD, Photoshop
- Able to create wireframes, mockups, prototypes

Additional license required for CoralDRAW; Purchase AutoCAD license to enable 2D and 3D modeling; Total spend is ~1.5L PA



**AutoCAD**

Required to create 2D and 3D visual models for client presentations and proposals

**Cost - ₹120,000 annually per user**

- Design and annotate 2D geometry and 3D models with solids, surfaces and mesh objects
- Manage design data across projects
- Extended functionality with seven additional toolsets
- Design and collaborate with flexibility
- AI-generated support



**CoralDRAW**

Additional user required to eliminate production bottlenecks

**Cost - ₹20,000 annually per user**

- All-in-one design and layout
- Extensive file compatibility
- Powerful bitmap to vector tracing
- Design and collaborate with flexibility
- Vector illustration - turn basic lines and shapes into complex works of art
- Trial Version available for 15 days

# TSgC has prepared a list of ~100 Target Customers across customer types with potential to generate High-Value Orders

## Reasons for targeting

### 1. Commercial Real Estate firms

- Regulatory compliance (fire safety, general safety signs etc.)
- High Value Prints for common area interior work (prints on glass, wood, wallpapers, metallic surfaces etc.)
- Willingness to pay extra for better aesthetics and quality

### 2. Fire Safety Companies

- Will help expand reach to industrial, commercial customers like factories, warehouses, petrol pumps etc. where fire safety compliance is mandatory
- Need for high value and quality prints in hotels, malls where aesthetics play an important role

### 3. Event Management Companies

- Branding flags requirements at trade fairs and corporate events
- Specialized stall display orders at trade fairs and exhibitions
- Requirements for informational signages (venue layouts, event outlines etc.) at exhibitions & expos

### 4. Interior Design firms / Architecture Firms

- Interior designing firms look for aesthetic and quality products
- Customized and high-quality wallpapers can be provided with better color matching facility
- Printing on flatbed surfaces like glass, wood etc. can attract designers looking for unique products

# As part of TSgC’s 15 days/30 hours free service under “Hands Off + Dissolve Study Group” we have delivered..

## 1. Recovery tracker

To be tracked on a bi-weekly basis

Machine Name

EFI Vutek GS3250LX Pro

I) Fixed Cost

a) One-time cost	Value
Deposit Paid	15,00,000
b) Monthly EMI - Breakdown	
	Value
Principle amount	3,00,000
Interest amount	1,00,000
Service Agreement Cost	16,750
Software licencing cost	16,750
GST percent	18%
TDS percent	2%
EMI amount	4,33,500
GST amount	78,030
Total monthly EMI payable	5,11,530
TDS	10,231
Final monthly payment to supplier	5,01,299

c) Variable Cost Incurred Since Installation (162,000 Sq. Ft.(Y2))

Particulars	Cost to Company
Total Sq. Ft. Printed (Y1+Y2)	
Media Cost	
Ink	
Packaging	
Servicing (Inc installation and val added services)	
Overheads	
Sitching	
Wastage	
Total Cost	
Notes	
Total Ink cost/ ltr	
Output per litre	

S. No.	Particulars	Value
1	One-time Cost Incurred	15,00,000
2	Monthly EMI	5,11,530
3	No. of Months (EMI Paid)	30
4	Total EMI Paid	1,53,45,900
5	No. of Months (EMI Pending)	6
6	Total EMI Pending	30,69,180
7	Total Cost to Company	1,99,15,080

S.No.	Particulars	Value
1	Frontlit Profit Generated (As on Date)	65,574
2	Backlit Profit Generated (As on Date)	38,59,275
3	SAV Profit (As on Date)	1,26,284
4	Sunboard Profit (As on Date)	1,95,084
5	Acrylic Profit (As on Date)	29,992
6	ACP Profit (As on Date)	199
7	Sunpack Profit (As on Date)	2,17,831
8	3 layer backlit (As on Date)	4,95,949
9	Backlit on SHD	2,58,631
10	Total Profit Generated	52,48,819

CTC & Recovery	Data Sheet (Revenue)	D
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Recovery as on date	34%
Cost Not Recovered	1,00,97,081
EMI Pending	30,69,180
Break-even Cost	1,31,66,261

## 2. Target Hire JDs

To be uploaded on portals like Naukri, LinkedIn and Shine to start recruitment

<p><b>Merchandiser-Project Manager Role JD for Wonder Images Pvt. Ltd.</b></p> <p>Job Title: Merchandiser and Project Manager Seniority: Mid-Level Location: Kolkata Type: Full Time (On-site) Remuneration: Fixed + Variable</p> <p>We have an exciting opportunity for a results-driven and experienced person to join our team at Wonder Images Pvt. Ltd. The role of the merchandising project manager will be to develop and manage various activities, all of which support a project's resolution.You will also have the autonomy to take ownership of your role and the freedom to implement new ideas and strategies to drive sales and improve customer satisfaction.</p> <p><b>Key Responsibilities:</b></p> <ul style="list-style-type: none"><li>Collaborate with the design and fabrication teams to develop products cost-effectively and increase profit margins.</li><li>Oversee projects from inception to completion, ensuring timely delivery, quality, and client specifications are met.</li><li>Coordinate and communicate clearly with internal teams and clients throughout each project.</li><li>Maintain project documentation and regularly update management.</li><li>Identify and resolve project issues promptly.</li></ul> <p><b>Required Skill/Education/Experience:</b></p> <ul style="list-style-type: none"><li>Bachelor's Degree</li><li>8+ years of experience in merchandising, preferably in the signage industry</li><li>Fabrication and materials expertise is a must</li><li>Experience in cost analysis, pricing and profitability management.</li><li>Excellent communication and interpersonal skills.</li><li>Excellent project management and organizational skills.</li><li>Knowledge and experience in designing software like AutoCAD, CorelDraw, Photoshop etc.</li></ul>	<p><b>Graphics Designer (Operator) JD for Wonder Images Pvt. Ltd.</b></p> <p>Job Title: Graphic Designer Seniority: Mid-Level Location: Kolkata Type: Full Time (On-site) Remuneration: Fixed</p> <p>Join our dynamic team at Wonder Images Pvt. Ltd. as an experienced Graphic Designer and lead the creation of visually stunning and engaging designs.</p> <p>As our new graphic designer you will be working closely with cross-functional teams, you will be an integral part of every stage of the design process, from conceptualization and ideation to meticulous execution and successful delivery.</p> <p>In addition to our design team, you will work closely with our creative directors, project managers, and marketing team to produce world-class products and ensure that all deliverables maintain a look and feel that is consistent with our brand</p> <p><b>Key Responsibilities:</b></p> <ul style="list-style-type: none"><li>Create and design various materials (2D &amp; 3D) for print media using Corel Draw, AutoCAD, Photoshop etc.</li><li>Collaborate with the project manager to develop design concepts as per client or management briefs</li><li>Prioritize and manage multiple projects within design specifications and deadlines.</li><li>Conduct research and gather inspiration to develop creative design concepts for client review and approval.</li><li>Apply a strong understanding of typography, color theory, and layout principles with attention to visual detail</li><li>Collaborate effectively with team members and stakeholders, communicating clearly both in writing and verbally</li></ul> <p><b>Required qualifications:</b></p> <ul style="list-style-type: none"><li>Bachelor's degree in graphic design, or a related field</li></ul>	<p><b>Sales and CRM employee JD for Wonder Images Pvt. Ltd.</b></p> <p>Job Title: Sales and CRM representative Seniority: Mid-Level Location: Kolkata Type: Full Time (On-site) Remuneration: Fixed + Variable</p> <p>We are looking for an experienced sales and customer relations manager to join our team. If you are an expert in direct selling, handling client inquiries, collaborating with other departments to optimize customer experience and have a passion for customer service, you are the ideal candidate for us. As a CRM, you will ensure that our customers receive great customer service. You'll be responsible for promptly addressing their inquiries and resolving any issues.</p> <p><b>Key Responsibilities:</b></p> <ul style="list-style-type: none"><li>Building, developing, and managing a client portfolio, maintaining strong relationships with new and existing clients to identify new business opportunities</li><li>Generating leads, conducting outreach, and engaging potential customers through calls, emails, and in-person meetings to present tailored solutions.</li><li>Presenting our products or services to clients and clearly articulating their value to close sales and secure long-term contracts.</li><li>Collaborate with internal departments, including Marketing and Customer Support, to ensure client satisfaction and integrate client feedback.</li><li>Keeping accurate and detailed records of sales activities, pipelines, and performance metrics in our CRM system, ensuring up-to-date and accessible information.</li><li>Resolve client disputes as they arise.</li></ul> <p><b>Required Qualifications:</b></p> <ul style="list-style-type: none"><li>A bachelor's degree in business, marketing, or a related field.</li><li>5+ years of proven experience as a sales representative or in a similar sales or customer service role.</li><li>Excellent communication, negotiation, and relationship-building skills, with the ability to connect with clients and understand their needs.</li><li>Proficiency in using CRM software to manage client information, track leads, and monitor sales performance.</li></ul> <p><b>Preferred Qualifications:</b></p> <ul style="list-style-type: none"><li>Familiarity with industry-specific sales</li></ul>
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## 3. Target Customer Database

The merchandiser and sales manager need to reach out to target customers as per the list

Sr No	Name of Company	Industry	About the company	Email	Person of contact	Contact Details	Registered office address
1	Perfect Engineering Co.	Fire Safety	We are among the leading and constantly growing company dealing in Supply, Installation, Design, Development, Testing and Commissioning, Supervision, Consultation and Maintenance of Fire Fighting Equipment and Complete Safety System Packages.	perfectengr@gmail.com	Mr. Anupam Majumdar	982093741	No.364, Nandan Kanan, Kolkata-700118
2	Fireguard Solutions	Fire Safety		fireguard.solutions@gmail.com	Mr. Subrata Kundu	+91 9824343248	956, Kankardia Road, Kolkata - 700029
3	S.K. Firetech Consultants	Fire Safety	Fire Engineering Consultants	skfiretech@gmail.com	Mr. Subrata Ray	+91 98833 8477	11, Rajee Lane, 28, Pragnanagar, Kolkata -700035
4	Helicon Engineering Company	Fire Safety	Turnkey Fire Detection & Protection Systems, AEC, Fire Safety Training	heliconengr@gmail.com	Mr. Subrata Kumar Ray	+91 98311 4386	70, The West End, Kolkata - 700014
5	Seer-Krish Engineering Consultants Pvt. Ltd.	Fire Safety	Fire Protection System Design, Project Management, Safety Audits. Currently also doing other work of consulting like electrical, MEP etc.	seerkrish@gmail.com	Mr. Subrata Kumar Ray	03326242202	47, Rajdanga Chatterjee Park, Sector A, East Kolkata - 700059
6	Integrated Fire Protection Pvt. Ltd.	Fire Safety	Fire Safety Engineering, System Integration, Consultancy	integratedfireprotection.net		+91 98209 33066	Sector-6 -Eskatonia, 13th Floor, Room No. 1305, E lane -700037
7	Ashtaha Fire Safety Solution	Fire Safety	Fire Extinguishers, Signpost System, Fire Alarm, CCTV Installation	ashtaha22@gmail.com	Mr. Subrata Kundu	+91 98119 80034	209A, Bagha Jatin, Kolkata - 700095
8	Cognate Fire Security Services Pvt. Ltd.	Fire Safety	System Integration, Fire Safety Solutions	cognatefire@gmail.com	Mr. Subrata Kundu	03326242202	13, Mythenmatta Nagar (Gardi), Bandhura, Howrah - 7113
9	AKASO Infrastructure Pvt. Ltd.	Fire Safety	System Integration for Fire Safety	akasoindia.in	Mr. Anupam Dasgupta	+91 98008 44804	13, Mythenmatta Nagar (Gardi), Bandhura, Howrah - 7113
10	High Point Controls Pvt. Ltd.	Fire Safety	Fire Safety System Integration	highpointcontrols@gmail.com	Mr. H. K. Das	+91 98103 04269	17/18, ACP Road, Kolkata - 700014
11	Enginems India	PSV	Engineering consultancy, including fire safety systems design and audits for industrial projects	enginems@bt.co.in, en.india@bt.co.in	Mr. H. K. Dasgupta	91-30-22272634	1/Bhuvan, 1, Bhinag Canna Park, Ramna Krishna Puram
12	ITS Consultants	Fire Safety	Fire Safety Engineering services in the field of FIRE PREVENTION, FIRE DETECTION AND FIRE PROTECTION SYSTEMS	itsconsultants@gmail.com	Mr. Tanika Chatterjee	9833555569	38/1, Duddhaganga Road, Dum Dum.
13	Fire Prevention & Consultancy Services	Fire Safety	Fire Safety Engineering services in the field of FIRE PREVENTION, FIRE DETECTION AND FIRE PROTECTION SYSTEMS	firepreventionconsultancy.com	Mr. Tanika Chatterjee	9833555569	38/1, Duddhaganga Road, Dum Dum.
14	M Cube Fire Solutions	Fire Safety	Fire Safety Engineering services in the field of FIRE PREVENTION, FIRE DETECTION AND FIRE PROTECTION SYSTEMS	mcubefiresolutions.com	Mr. Tanika Chatterjee	9833555569	38/1, Duddhaganga Road, Dum Dum.
15	SB Fire Fighting Services Pvt. Ltd.	Fire Safety	Fire Safety Engineering services in the field of FIRE PREVENTION, FIRE DETECTION AND FIRE PROTECTION SYSTEMS	sbfirefighting.com	Mr. Tanika Chatterjee	9833555569	38/1, Duddhaganga Road, Dum Dum.
16	Agriha Fire Protection Pvt. Ltd.	Fire Safety	Fire Safety Engineering services in the field of FIRE PREVENTION, FIRE DETECTION AND FIRE PROTECTION SYSTEMS	agrihafireprotection.com	Mr. Tanika Chatterjee	9833555569	38/1, Duddhaganga Road, Dum Dum.
17	IPS Group	Real Estate	Commercial and real estate building	ipsgroup@gmail.com	Mr. Tanika Chatterjee	9833555569	38/1, Duddhaganga Road, Dum Dum.
18	Harsh Group	Real Estate	Commercial and real estate building	harshgroup@gmail.com	Mr. Tanika Chatterjee	9833555569	38/1, Duddhaganga Road, Dum Dum.
19	Arindha Group	Real Estate	Commercial and real estate building	arindha@gmail.com	Mr. Tanika Chatterjee	9833555569	38/1, Duddhaganga Road, Dum Dum.
20	Sagar Realty	Real Estate	Commercial and real estate building	sagarrealty@gmail.com	Mr. Tanika Chatterjee	9833555569	38/1, Duddhaganga Road, Dum Dum.
21	Harsh Group	Real Estate	Commercial and real estate building	harshgroup@gmail.com	Mr. Tanika Chatterjee	9833555569	38/1, Duddhaganga Road, Dum Dum.
22	Omni Group	Real Estate	Commercial and real estate building	omnigroup@gmail.com	Mr. Tanika Chatterjee	9833555569	38/1, Duddhaganga Road, Dum Dum.