

IN-HOUSE HIRING COST V/S COST TO OUTSOURCING MARKETING DEPARTMENT FUNCTIONS (MDF)

Sl. No.	ACCOUNT HEAD	ACCOUNT HEAD DESCRIPTION	REMARKS	IN-HOUSE HIRING (HEAD COUNTS) - MARKETING DEPARTMENT	IN-HOUSE HIRING COST - MARKETING DEPARTMENT / MONTH (RS.)	COST TO OUTSOURCING MDF / MONTH (RS.)	NETT SAVING / MONTH (RS.)	ADVANTAGE OUTSOURCING MDF
1	SET UP COST	COST ASSOCIATED WITH OFFICE SPACE, INFRASTRUCTURE, ENVIRONMENT, SUPPORT SERVICES, WORK STATIONS & ITS CONFIGURATIONS, HARDWARE MANAGEMENT, POWER CONNECTIVITY, INTERNET, AC AND OTHER UPGRADED FACILITIES THAT MAY BE REQUIRED IN ADDITION TO EMPLOYEE ON-BOARDING, ORIENTATION, BASIC TRAINING, ACCOUNT CREATION	MOST OF THE MSME'S DON'T HAVE THEIR OWN OFFICES AND HENCE THEY OFTEN RENT OUT SPACE AND SPEND MONEY TO CREATE THEIR INFRASTRUCTURE TO CARRY OUT THE ACTIVITIES,, AND THE COST OF DEVELOPING SUCH INFRASTRUCTURE IS HIGHER.	1	15,000.00	10,000.00	5,000.00	OUTSOURCING MDF TO AN EXPERIENCED AGENCY LIKE MARKETING CAFÉ MAKES YOUR SET UP PROCESS MUCH EASIER AND AT A REDUCED COST. HAVING THE ADDED ADVANTAGE SETTING UP WFV OR IN-OFFICE INFRASTRUCTURE.
2	HR / RECRUITMENT COST	COVERS EMPLOYEE ON-BOARDING, ORIENTATION, ACCOUNT CREATION, HR & PAYROLL MANAGEMENT, STATUTORY COMPLIANCES, ETC.	MOST OF THE MSME'S DON'T HAVE FULL FLEDGED HR TEAM AND OFTEN DEPENDENT ON THE OUTSIDE AGENCIES FOR THEIR STATUTORY COMPLIANCES AND STAFF RECRUITMENT ACTIVITIES	1	70,000.00	15,000.00	55,000.00	OUTSOURCING MDF TO AN EXPERIENCED AGENCY LIKE MARKETING CAFÉ MAKES YOUR RECRUITMENT & COMPLIANCE MANAGEMENT PROCESS HASSLE FREE AND AT A REDUCED COST ACROSS PAN INDIA REGION.
3	HARDWARE INFRASTRUCTURE COST	COVERS COST OF IT HARDWARES, LIKE LAPTOPS, DESKTOPS, VIDEO CONFERENCING, SOFTPHONE, EMAIL ACCOUNTS, & RELATED CONFIGURATIONS	BEING THE BASIC NECESSITY, MSME'S INVEST IN BASIC HARDWARE LIKE LAPTOPS, DESKTOP PCS, AND RELATED SOFTWARES AND EMAIL ACCOUNTS.	1	50,000.00	6,000.00	44,000.00	OUTSOURCING MDF TO AN EXPERIENCED AGENCY LIKE MARKETING CAFÉ MAKES YOUR IT HARDWARE INFRASTRUCTURE SOURCING HASSLE FREE AND AT A REDUCED COST ACROSS PAN INDIA REGION.
	TECHNOLOGY INFRASTRUCTURE COST	COVERS COST OF, AUTOMATION TOOLS & TECHNOLOGY, SOFTWARES AND OTHER ASSETS THAT MAY BE REQUIRED.	AT THIS POINT OF TIME, MOST OF THE MSME'S HAVE LIMITED IN-HOUSE RESOURCES, SPECIALISED SKILL SETS AND TECHNOLOGY AND HENCE POSTPONE DECISIONS TO INVEST IN THIS ACCOUNT HEAD, MEANING THERE BY ZERO COST ON USE OF THE SAME.	1	0.00	35,000.00	-35,000.00	OUTSOURCING MDF TO AN EXPERIENCED AGENCY LIKE MARKETING CAFÉ MAKES YOUR LIFE HASSLE FREE. YOU CAN BOOST YOUR PRODUCTIVITY, FOCUS ON OTHER KEY ASSIGNMENTS AND SAVING A LOT ON YOUR RESOURCES WHICH YOU CAN DIVERT IN OTHER AREAS
4	ACCOUNT MANAGEMENT / PROJECT OWNERSHIP COST	COVERS THE MANAGEMENT COST INVOLVED IN THE MDF	IT'S A HIDDEN COST, NORMALLY ONE IGNORES TO ACCOUNT FOR AND CAN BE USED JUDICIOUSLY FOR THE BETTERMENT OF YOUR BUSINESS. PRESUMING YOU AS BUSINESS OWNER WORKING 10 HOURS A DAY AND CONTRIBUTING 10% OF YOUR TIME IN MARKETING DEPARTMENT CALCULATED @Rs.4000/- day for 30 hrs leads to approx. Rs.1,20,000.00, WHICH BEING TAKEN @50% IN YOUR CURRENT COST	1	60,000.00	40,000.00	20,000.00	OUTSOURCING MDF TO AN EXPERIENCED AGENCY LIKE MARKETING CAFÉ CAN IMPROVE THIS FURTHER BY REDUCING THE TIME SPENT BY YOU IN YOUR MARKETING DEPARTMENT BY ALMOST HALF WITH A COST REDUCTION WHERE EVER POSSIBLE.
5	DIRECT EMPLOYEE COST (EXAMPLE SALES DEPT.)	COST TO COMPANY WHEN EMPLOYEES HIRED ARE ON-BOARDED	THIS IS THE DIRECT COST WHICH THE MSME'S PAYS TO THEIR EMPLOYEES HIRED					OUTSOURCING MDF TO AN EXPERIENCED AGENCY LIKE MARKETING CAFÉ CAN IMPROVE THIS FURTHER BY REDUCING THE COST AND IMPROVING PRODUCTIVITY.
5.1	Department Head - Manager			1	50,000.00	50,000.00	0.00	OUR ACCOUNT MANAGER MAY INCUR SAME COST BUT WILL ADD VALUE BY DELIVERING TIME BOUND RESULTS BASED ON STRATEGIC PLANNINGS AND FOLLOW-UPS . THE SAME MAY NOT BE THE THE CASE WITH YOUR IN-HOUSE SALES MANAGER
5.2	Sales Dev. Reps (SDR's)			2	50,000.00	35,000.00	15,000.00	OUR SDR'S ARE WELL TRAINED AND MULTI-TASKING AND WILL ADD STRATEGIC VALUE TO THE ASSIGNED TASK AGAINST YOUR IN-HOUSE SDR'S WHO MIGHT JUST BE EXECUTING THE DEFINED JOB AS DIRECTED BY THE MANAGEMENT OR THE HOD.
TOTAL SAVINGS AGAINST YOUR INVESTMENT IN OUTSOURCING MDF (R.O.I.)					295,000.00	191,000.00	104,000.00	