

ANCHORCSR BUSINESS PROPOSAL

COMPANY OVERVIEW

We are here to provide recognition, an identity and the complete online presence to all those emerging NGO's who has resolve to help the society for a better tomorrow. We facilitate them with a platform that they can utilize to showcase their works and efforts which would otherwise go unnoticed. Our main notion is to help in any way possible to bring CSR Funds to all those deserving candidates, providing corporate with a better insight for their judgement regarding CSR Activities.

The aim of our website is to provide ranking to various NGO's based on the work they have done in respective categories and bring transparency to them. We have designed our website in such a way that it can be used by both the corporates to locate NGOs and by the NGOs to host fund raisers for their events.

TARGET MARKET

Our main target will include NGO's who want an online social presence to showcase their events and the Corporates who want an opportunity to provide an incentive for a social cause or conduct their mandated CSR activities.

REVENUE STRATEGY

- 1) We can provide web advertisement services for revenue generation.
- 2) We may charge for the services that cannot be automated.
- 3) Offering CSR services and support to the corporates such as legal formalities, advice and investment on their behalf.
- 4) We can earn our own CSR as a charitable organization.
- 5) We can ourselves raise fund raisers for adding new functionality for our respected NGOs.
- 6) We will be accepting generous donations and charity for maintenance and routine operations or our services.

We will find peace by helping our fellow NGOs in the creation of their social presence and save them from the cost of online hosting, website creation and other web services for which they can contribute back to the society.

DISTRIBUTION

In the good wishes of AnchorCSR, we will be providing our services for absolutely free of cost for the entire duration of launch event. We will be marketing our initiative through tele-marketing, social media marketing and on-site support as needed under the guidance of our marketing team led by Mr. Hitesh Thapliyal (Registration Helpline – 8555-594-438, WhatsApp Support – 8585-975-976).

SALES STRATEGY

Requesting NGO's to register on our website portal and avail all our services including listing and ranking free of cost for the duration of entire launch event. Other Paid Services will be made available as more number of NGO's join hands with us.

MARKETING RESEARCH

Many small, emerging and hard-working NGO's often go unnoticed and are unable to receive the funds required to carry out its operation despite industry and government best attempts to provide them with necessary funds. Therefore our portal aims at showcasing the work carried out by the NGOs in a user friendly interface that provides the required insight at a glance. Enabling our corporate partners to help carry out their CSR Activities.

OUR SPONSORS

OurBetterIndia – www.ourbetterindia.org

Wish to sponsor us, please contact us at 8383-86-4288

CONTACT DETAILS

Website:- www.anchorcsr.com

Email:- contact@anchorcsr.com

Registration Helpline:- 8555-594-438

WhatsApp Support:- 8585-975-976

Office Phone:- 8383-86-4288

CONTACT TIMINGS

Monday - Friday: 08:00 AM - 6:00 PM

Saturday: 08:00 AM - 01:00 PM

Sunday Closed