

Raniganj Girls' College

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A Project Report

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CERTIFICATE

This is to certify that this project titled “**New Business Plan Preparation and Presentation**” submitted by the students for the award of degree of B.Com. Honours is a bonafide record of work carried out under my guidance and supervision.

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SACT, Department of Commerce

Signature of the supervisor with designation and department

PROJECT REPORT ON SOFT DRINK

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B.Com (Honours) Accounting

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Introduction to Soft Drink Industry -

The main production of soft drink was started in 1830's & since then from those experimental beginning there was an evolution until in 1881, when the world's first cola flavored beverage was introduced.

These drinks were called soft drinks, only to separate them from hard alcoholic drinks. These drinks do not contain alcohol & broadly specifying these beverages, includes a variety of regulated carbonated soft drink, diet & caffeine free drink, bottled water, juices, drink, sport drinks & even ready to drink tea/coffee packs. So we can say that soft drink means carbonated drinks.

Today, soft drink is more favorite refreshment drink than tea, coffee, juice etc.

It is said that where there is a consumer, there is a producer & this results into completion. Bigger the player, the harder it plays, in such situation brand identity is very strong. It takes long time to make brand famous.

Coca-Cola has its beginning in 1881 & since then has been one of the three most dominant players in this soft drink industry.

Raw Materials used in Soft Drinks.

There are different types of raw materials used in different soft drinks, most of the raw materials are as under:

1. Water: - The simple sweetened soft drink contains about 90% of water, while in diet drinks; it contains 95% of water,

2. Flavour: - Flavour is of great importance in soft drink. Even water from different places has different taste. The flavour for taste added can be natural or artificial, acidic, caffeine.

3. Artificial Flavour - these are the flavours manufactured from natural extracts; this is used to give greater choice, in taste to consumers.

4. Acids: - Acids like citric acid & phosphoric acid are added to give refreshing tartness or bite & help in preserving the quality of a drink.

5. Natural Flavours: - these are the flavours, which are extracted from fruits, vegetables, nuts, barks, leaves etc. in soft drink containing natural flavours & fruit juice.

6. Caffeine :- Caffeine has special kind of taste makes the taste of soft drink a royal one, Caffeine was added to soft drink from its introduction to a commercial market but now caffeine free soft drink are also available, its quality is $\frac{1}{4}$ than compared with same amount of coffee.

7. Carbon Dioxide :- Carbon Dioxide is a colourless & smell less gas, which is added to cold drink to get bubble & it also help in keeping drink strong & fresh.

8. Colour :- Along with taste of soft drink is also of very important, the company tries to maintain both taste & colour of the soft drink every where in the world.

9. Sugar :- Sugar Syrup is added to the drink at around 75°C to the pure drinking water, this is to make soft drink taste sweet. Even artificial sweetness is also used.

Cost of starting a soft drink plant

The cost of carbonated soft drink automatic plant cost with 1 pair machines will range from Rs 25 lakhs to 50 lakhs based on production capacity. The cost will come to around 12-15 lakhs with a semi-automatic machine.

In addition, you need to invest in land, goods, legal costs, manpower costs, and 3 months of working capital. Total investment ranging from Rs 30 lakh to Rs. 1 crore will be required to start a soft drink manufacturing plant in India.

Register your Business and Process license

If you are planning to start a legally compliant manufacturing business, it is advisable to register your company with ROC. There are various business structures to choose from depending on the scale of operations and resources. The options are proprietorship, LLP, partnership, OPC, or a Private limited company.

Also, you have to apply for the factory license and GSTIN number. Currently, GST registration is mandatory for starting a manufacturing business in India.

Objective of Soft Drink -

The main objective of soft drinks manufacturing plant pre-feasibility and project report is to provide project information to potential entrepreneurs. The project report covers the various aspects of the project, including the concept of the project, marketing, finance, and management.

Different types of soft drinks

Cold drink is very popular among people of all ages. They are available in canteens, restaurants, and hotels. Cold drinks usually come with different packaging. Most popular packaging consists of pouches, tetra packs, glass bottles, and cans. These are available either as an aerated soft drink or as a juice-based soft drink.

Juice-based includes nutritious fruit concentrate, carbonated water, and sugar. The soft drink pouch is intended for busy, active adults as well as children, as this pack does not require a straw.

COMPETITION

Soft drinks has a tough Competition with other Company Soft drink in the soft drink market while it will faces a little Competition with the local producers like RC Cola Shandi Cola etc local soft drink producers hardly affect the sales of my produced soft drink in the market.

There are different types of Competitors in the market some of them in which our product lies are discussed below.

Close vs Distant Competitors

pepsi and Coke are close competitors with my produced soft drink it means that both have direct competition in the market with my soft drink Both the products can influence the market share of one another through effective strategies made to cope up with their competitions

Strong vs Weak

Coca Cola and Pepsi both are strong competition, Pepsi is the market leader and Coca Cola also the strong competitor in the soft drink market. Pepsi and Coca Cola make defense strategies so that it can maintain its position in the soft drink market. Both make attack strategies so that both can become the soft drink market leader.

Distributions of Soft Drinks

The soft drinks can be distributed on the basis of two concepts.

1. Distribution according to taste.
2. Distribution according to consumption.

1. Distribution according to taste

The soft drink can be distributed in Cola & non-Cola taste. Non-Cola taste consist of drink of orange, lime, mango etc. & lime taste can further divided in to cloudy lime & clear lime.

The pie diagram shows the market captured by different taste. orange taste market is occupied by brands like Fanta, Mirinda orange & Crush. mango taste market occupied by brands like slice, Maaza, mangala. cloudy lime taste is occupied by brands like limea, mirinda lime etc. clear lime taste is occupied by 7 up, Sprite, Canada Dry etc. This is basically produced in green bottle as Sunlight spoils the taste of the drinks: its colour is transparent like water.

2. Distribution according to the Consumption:

80% of soft drinks are consumed on the spot, where it is sold at place like cinemas, railway stations etc. other 20% of the market of soft drink is consumed at home or other places.

CUSTOMER

in tier 1, 2 and 3 cities in India, 29% of Indian consumers report consuming carbonated beverages/soft drink during a fixed time of the day suggesting consumption has become a routine part of their day, with most consumption taking place during the afternoon to evening time period. Not surprisingly, consumption is highest in tier 1 cities such as Mumbai, Delhi, Kolkata, Chennai, Hyderabad and Bangalore, the level of consumption is seen to increase with rising household incomes (with the exception of the highest income level) while decreasing with age.

Expected profit

The highest selling soft drink glass cost 5 rupees to 10 rupees which have almost 50% to 60% of Profit margin. if you can sell around 500 glasses of rupees 5 then you can make around 1250 rupees to 1400 rupee per day. Which is almost 37,500 - 42,000 per month.

Advertisements

Advertisements are unavoidable and unseen. Everyone has to come across advertisements in daily life. Soft drinks advertisements are more possessive about their customers and pumping into their possible medium with innovative and creative concepts to reach customers since soft drinks emerged as crucial part of meal take in the modern era and is consistent in escalating the growth of industry. The recent growth of soft drinks in Indian market has been enormously projected in all the relevant reports. Though the Indian consumption rate is less than the world consumption, it has greater impact on youth drinks. Youths have been pondering their favoritism towards the beverages during all their parties and functions. Telangana youths are aggressive in nature and they are in mood of enjoying their achievement of getting their new state formed from the United Andhra Pradesh. This article is aimed at knowing the impact of advertisements on soft drinks consumers in Telangana state.

Conclusion

Although these are simple production plans & project report for the soft drink manufacturing business. it is a technically feasible project with huge returns. And anyone can start this project on a small and large scale.

checked

Baba

28/6/22