

**Raniganj Girls' College**

**Course Name: Entrepreneurship Development**

**Course Code: BCOMHSE401**

**Topic of the project: New Business Plan Preparation and Presentation**

**A Project Report**

**Submitted by Semester-IV students (Academic Year 2021-22)**

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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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Place: Raniganj

Date: 28.06.2022

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Signature of the supervisor with designation and department

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I am also thankful to my parents for their cooperation and encouragement.

At last but not least, gratitude to all my friends who helped me to complete this project within a limited time frame.

Preeti Kumari Chaurasia  
Sem → IV (Hons)

## CERTIFICATE

This is to certify that "Preeti Kumari Chaurasia" student of Semester IV B.COM Accounting has successfully completed her Entrepreneurship Project on New business Plan Idea under the guidance of Sustanta Ghosh

Preeti Kumari Chaurasia

Priyanka Bhowmik  
30/6/22

Teachers' Signature

Checked

## INTRODUCTION

A Business plan is a written representation of an entrepreneur's vision for his business. It is the story of his venture told. Business plans are used by entrepreneurs for various purposes. It can be used to get debit from banks or equity funding from angel investor. But the most important use of the business plan is to clarify the exact nature of the business to the entrepreneur. Often many shortcomings in business planning come to fore only after the plan has been put down on paper. So, a business plan gives the entrepreneur an opportunity to think through and come up with answers to question.



## MY BUSINESS IDEA

for starting a business. One of the most promising industries today is the laundry washing powder or the detergent powder.

Plus, anyone can start a detergent making business. It needs significant capital investment to make it work. Washing and detergent powders are surfactants. These are the most crucial ingredients in washing and cleaning purpose. A business plan is essential guiding to start a detergent powder making business. In general, there are two types of manufacturing technology today for manufacturing detergent powder. There the mixing of raw materials and other is spray dried. It would choose the paiseet option that is the mixing formula. It can easily start manufacturing process with a small amount of money.

I planned to enter into the detergent powder business.

The proposed name for my business venture is "Neema detergent powder". This name is trendy and catchy.

## SOURCE OF FINANCE

The money money you need to start or support a business etc.

There are mainly two types of finance.

- (i) Debt finance      (ii) Equity finance.

**Borrowed funds:** Money one has received from another party with the agreement that it will be repaid. Most borrowed funds are repaid with interest, meaning the borrower pays a certain percentage of the principal amount to the lender as compensation for borrowing.

**Owner funds:** Which are procured by the owners of a business, which may be a sole entrepreneur or partners or share holders of a business. It also includes profits which are re-invested in the business. Equity shares are retained earnings are the two important sources & forms where owner's funds can be obtained.

FINANCE

## owner funds

## Borrowed funds

Partners	Amount	Bank Loan
Prateek Chauhan	2,50,000	ICICI @10% 18,10,000
Pranshal Chauhan	2,50,000	
Abhay Parihar	2,50,000	
Sumit Bungla	2,50,000	
	<u>10,00,000</u>	

→

$$\rightarrow 10,00,000 + 18,10,000$$

$$28,10,000$$

The startup will jointly owned by four partners who will share profits equally.

## RAW MATERIALS FOR DETERGENT POWDER

Below mentioned are the basic raw materials required to manufacturing detergent powder.

- Acid Slurry
- Soda Ash
- Trisodium phosphate
- Carboxy Methyl
- Neem oil
- Palm fatty acid

## MANUFACTURING PROCESS

- Detergent powder manufacturing include the steps of spray drying, agglomeration, dry mixing or combination of these methods.
- In the sulfate drying process, dry and liquid ingredients are first combined into a slurry, or thick suspension, in a tank called a crutcher.
- The slurry is heated and then pumped to the top of a tower where it is sprayed through nozzles. Under high pressure to produce small droplets fall through a current of hot.

## TARGET CUSTOMERS

A specific group of consumers at which a company aims its products and services.

Target customers are those who are most likely to buy from you. Resist the temptation to be too general in the hope of getting a larger slice of the market. That's like firing in bullets in random directions instead of aiming just one dead centre of the mark - expensive and dangerous.

People who have fixed budget for household things like detergent look for economical options. Neema detergent powder serves as a better option and helps.

Target group women age group from 18 to 54 years old are the target audience for the product as well as the middle class category.

## ADVERTISING

Advertising is a paid form of non-personal communication designed to persuade potential customers to choose a product or a services over that of a competitors.

### COMMONLY USED MEDIA FOR PROMOTION

#### Television :-

A television advertisement is a powerful advertising medium because it created impact through sight

#### Radio :-

Radio considered to be an ideal medium due to its ability to reach specific target.

## PHYSICAL DISTRIBUTION

Physical distribution covers all the activities required to physically move the goods from manufacturers to the customers. The two major decisions areas under this functions are.

- (i) Decision regarding channel of distribution
- (ii) Physical movement of goods from the place where it is produced to the place of consumption. It involves major decisions activities like storage, warehousing inventory control, transportation etc.

→ My product "Neema detergent" powder is less costly and it is not an fragile or perishable item so long distribution channel is preferable it includes, wholesalers and Retailers.

Producer → Wholesaler → Retailer → Consumer

# PROFIT & LOSS STATEMENT

S. No.	Particulars	Units	Rs.
(a)	Sales	500 @ 150	75,000
(b)	Cost of Sales	500 @ 70	35,000
(c)	Gross Profit = a - b		40,000
	fixed expenses (cash)		
(i)	Salaries		20,000
(ii)	Rent		5,000
(iii)	Utilities		3,000
(iv)	Monthly interest on the loan taken		5,000
(v)	Transportation		2,000
(vi)	Miscellaneous		500
(d)	Total fixed expenses (cash)		35,500
(e)	Depreciation (Non-cash)		2,000
(f)	Total fixed expenses = d + e		37,500
(g)	Operating profit or loss = c - f		2,500
(h)	Taxes = Use 25% on Profit only		625
(i)	Net Profit or loss = g - h		1875

Teacher's Signature .....



## COMPETING BRANDS

"Wheel" is a brand of laundry detergent manufactured by Hindustan Unilever Ltd.

This product was created specifically by Hindustan Unilever to counter Norme. It was launched in 1998. The low cost detergent of Hindustan Unilever and top selling is a best competition for my product.

### Ariel detergent powder:-

Ariel is a European brand of laundry detergent developed by P&G's European Technology Centre. P and G has grown to become one of the most recognised laundry brands in many markets around the world.

### Tide detergent powder

Tide is an American brand of laundry detergent manufactured and marketed by Procter & Gamble (P&G) introduced in 1946, it is the highest selling detergent brand.

## ADVANTAGES & DISADVANTAGES OF DETERGENT

### Advantages:

- Biodegradable
- Detergent do not decompose in acidic medium
- As detergents are derived from petroleum they save on natural vegetable oils.

### Disadvantages:

- Their elimination from municipal wastewaters by the usual treatments is a problem
- It has tendency to produce stable foams in rivers that extend over several hundred meters of the river & water.
- It is dangerous to aquatic life
- Some surfactants are incompletely broken down with conventional treatment processes

## CONCLUSION

By doing this project I realised that importance of business plan in our economy and it's concept is very clear to me about how to make a product, what should be it's price, what promotional activities to be used and price of product.

I was not much interested to do this project on business plan but now through the project, I am able to know about the different types of ~~companies~~<sup>detergent</sup> companies and its features.

So, I would like to thanks my Entrepreneurship teacher for giving this project to me.