



ENTREPRENEURSHIP  
DEVELOPMENT PROJECT

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Session :- 2021-22



**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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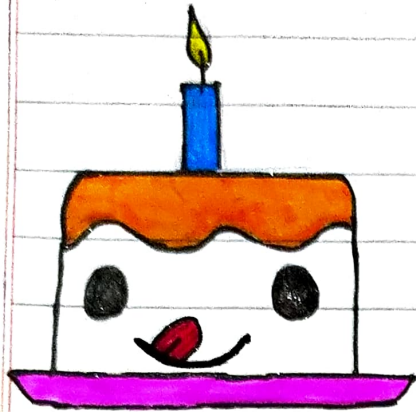
Place: Raniganj

Date: 28.06.2022

*Susanta Ghosh*

Assistant Professor, Department of Commerce

Signature of the supervisor with designation and department



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WELCOME

CAKE





# Introduction

Everyone loves to have sweets and cakes. Cakes are almost synonym with the word 'Birthdays', it is a symbol to celebrate not just celebrate but also on special occasions.

Be it cakes, pies, donuts, cookies, or sweets, the demand generated by the customers is enough to give you an idea of the amounts of profits that are generated by businesses that deal with a bakery. The numbers are also huge if a business deal with different types of bakery items for sale. For medium scale business, selecting multiple types of bakery products would be more beneficial.



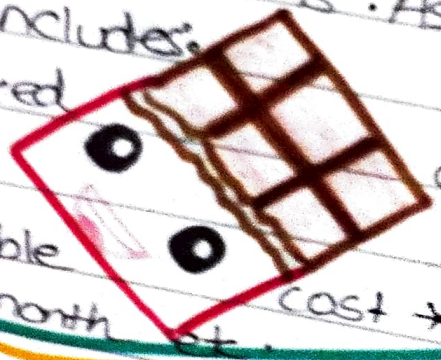
# Expected Capital

Opening a bakery may seem like a piece of cake; however, you must take the time to know the budget to open your bakery to ensure your bakery is successful.

The total approximate cost of opening a bakery shop (Yum Yum Cafe) will be around 8 lakh. However, the cost of equipment and location can lead to considerable variance in the estimated cost.

Don't forget to seek expert help regarding loans/financial preparation and legal permissions. As I estimated the capital it includes:

- Fixed cost  $\rightarrow$  ₹ 1000 per month
- Variable cost  $\rightarrow$  ₹ 500 per month



How capital  
will be  
collected :

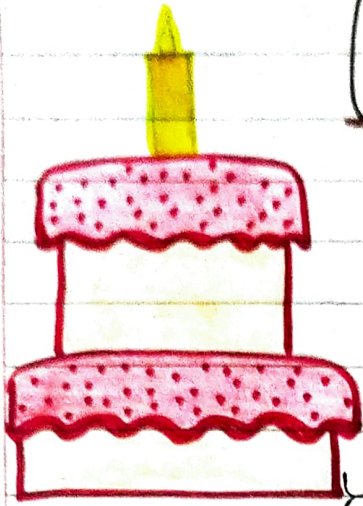


Capital will be collected either from bank or own saving.

Bank :- It have a special department dedicated to providing loans to small business to get a loan from bank, business have to qualify for the bank's minimum criteria. Every bank has its own criteria regarding earning potential, annual turnover, credit scores, etc.

Own saving :- Number one & the easiest source of finance for a small business is one's own saving. At any stage of business, when a business needs capital, a businessman can tap into his personal assets such as - stock, Mutual Funds, real estate, or jewellery to raise more





# Collection of Raw Material

Just like any other business, you'd required some raw material that would act as a base for your product quality. The following are the various types of raw materials that are required for the bakery business.

i) Baking powder

ii) Salt

xii) Caramel Colour

iii) Sugar

iv) All-purpose flour

v) Cereal

vi) Milk

vii) Eggs

viii) Assorted fruits

ix) Yeast

x) Jam

xi) Butter cream

# How to bake

- Preparing baking pans .
- Allow ingredients to reach room temperature .
- Preheat the oven .
- Stir together dry ingredients .
- Combine the butter & sugar .
- Add eggs one at a time
- Alternate adding dry & wet ingredients
- Pour batter into pans & bake .
- Check cake for doneness
- Cool the cake layers
- Assemble the cake
- Add the first coat of frosting
- Frost & decorate .

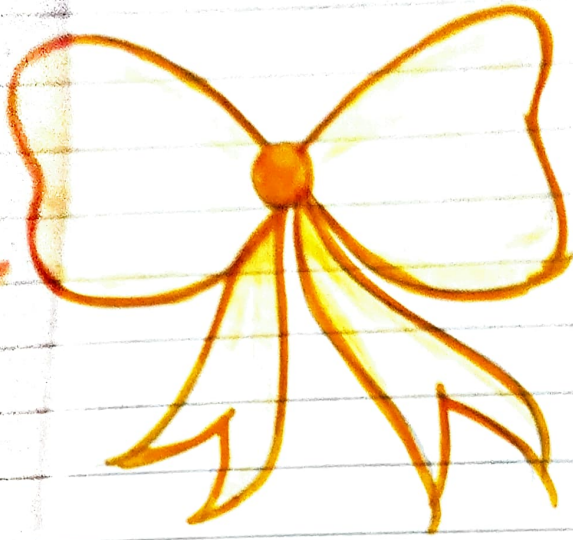


# Prospective

# Customers

- Direct customer → The cake shop has direct access to consumers, who are usually local people from the neighbourhood.
- Hotels → Start selling it to hotels, restaurants by protecting the cost saving to them.
- Online sites → Best cake shop websites, yum yum.com.





# Advertisement

The cake business is a very profitable, you promote it correctly and gain customers.

Here the most effective promoting methods for cake business are:-

# Use social media platforms

# Build an E-Mail list

# Start a website to improve online presence

# Offer free samples

# Attend local get together and network meetings - introduce herself and let them know where she is located and what she offers.

## House Sales

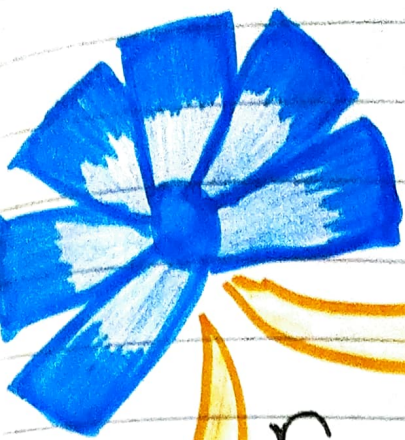
The distribution channel is the way the product or service will physically be distributed to the customer.

There are many channels of distribution. Most are delivered directly to the customer.

A baked goods supply chain, for example, starts with raw ingredients and end with the delivery of the product to end customer.

Teacher's Signature .....





# Expected Profit

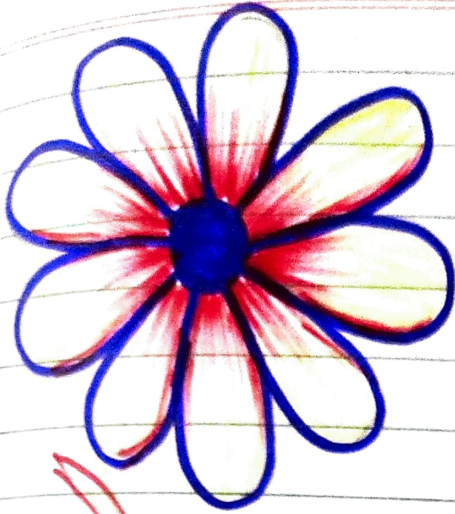
Right after analyzing our investment in the bakery business, the next area to explore and analyze is the profit that can be made through the bakery business each month.

Expected revenue & profit for the year  
2022-23 :- ₹

Expected Sales		2,50,000
(+) Other income		<u>50,000</u>
		3,00,000
(-) Expenses		
1. Wages	20,000	
2. Depreciation	5,000	
3. Interest on loan	10,000	
4. Purchase of Raw Material	30,000	
5. Other expenses	15,000	<u>80,000</u>
	Profit	<u>2,20,000</u>

Teacher's Signature .....





Liabilities	₹	Assets	₹
Capital	3,00,000	Land & Building	1,00,000
Mudra loan	50,000	Plant & Machinery	1,70,000
Shishu loan	50,000	Stock	40,000
		Cash in hand	40,000
		Cash at bank	50,000
	4,00,000		4,00,000