

Expt No.

# ENTREPRENEURSHIP DEVELOPEMENT

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## TOPIC

— Pickle —

— The Forever Pickle —

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# - PICKLE -

Name give people the Information they need to

Make a more confident decision build decision on

Build confidence in your brand. the right product namey

help to establish consistency in your brand Identity and Image. the more consistence you are, the more likely it is that your customers will fal as through they can trust you.

" Words have measuring and Namey have POWER "

## - "The Forever Pickle" -



# Acknowledgement

Firstly I would like to thank to our principal "Dr. Chhabi De" to give me this opportunity. I would like to convey my thanks to "Sushant Ghosh" teacher who always gave valuable suggestions guidance for completion of my project helped me to understand and remember the important details of the Project. that I would have otherwise lost. my project has been success Only because of guidance.

Name : laxmi

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# Introduction

Pickles is from a relish is made up of either vegetables or fruits this is preserved in brine or vinegar. pickles are made by immersing the fruits or vegetables in the brine or vinegar solution and stored for a period of time during process and acquire the desired taste. pickles are usually sweet or sour in taste of the key ingredient which is the vegetables or fruits of which the pickle is made.

Pickles are a traditional food item in India,

And heavily consumed in every household.

Pickles become more helpful for a single person staying distant from family as pickles come in the range of varieties and tastes which can suit anyone. pickle manufacturing is very simple and any individual with small start-up capital can start this business. the business can be very successful.

# Expected Capital

I am decided to commenced a pickles business, the name of pickles business of "The Forever Pickles".

I started business with a capital of ₹ (300,000) Mudra loan you can take a Mudra loan for mango pickles business, In Pradhan Mantri Mudra loan different types of loans available accounting to different need. Mudra loan offers loans up to ₹ 50000 under Shishu loan, ₹ 50,000.

I am decided to commenced such in building which constructed at ₹ 100,000 we purchase a machine for processing pickles



With a cost of machine ₹ 1,60,000.

We had total stock ₹ 40,000 in my business.

There is a current account in SBI on

which ₹ 50,000 deposited in the name of

our business.

I have always in my business cash in

hand ₹ 50,000 as working capital day

to day expenditure.

# Source of Capital

These are the following investment you will need for establishing a pickle business, whether you are planning to manufacture it on an industrial scale, or are planning to make pickles at home.

**Home business** - An investment of around ₹ 10,000 in jars, utensils, and ingredients should be enough seed money.

**Manufacturing business** - the cost of machinery and labour will be included in the total cost.

**loan** - We take a small loan from SBI Bank

₹. 500,000 for investing in business.

# Collection of Raw Material

Pickles are delicacy this is eaten in almost all parts of the world. Pickles enhances the taste of meals. Spices are the heart of pickles which makes the pickles delicious and wonderful with taste. As per the market demand you need to determine the quantity of the unit. Generally 250 gm, 500 gm and 1 kg of containers are the most popular.

- Vinegar
- Herbs : Cucumber, onion, Garlic, Dill
- Spices : Mustard seed, chili powder, turmeric, etc.
- Vegetables : Oil, olive, Sunflower, coconut oil, etc
- Sea salt, Table salt, Iodine salt, pickling salt, Syrup, sugar, Molasses
- Alum - this gives pickles the crispiness.

# How to Produce

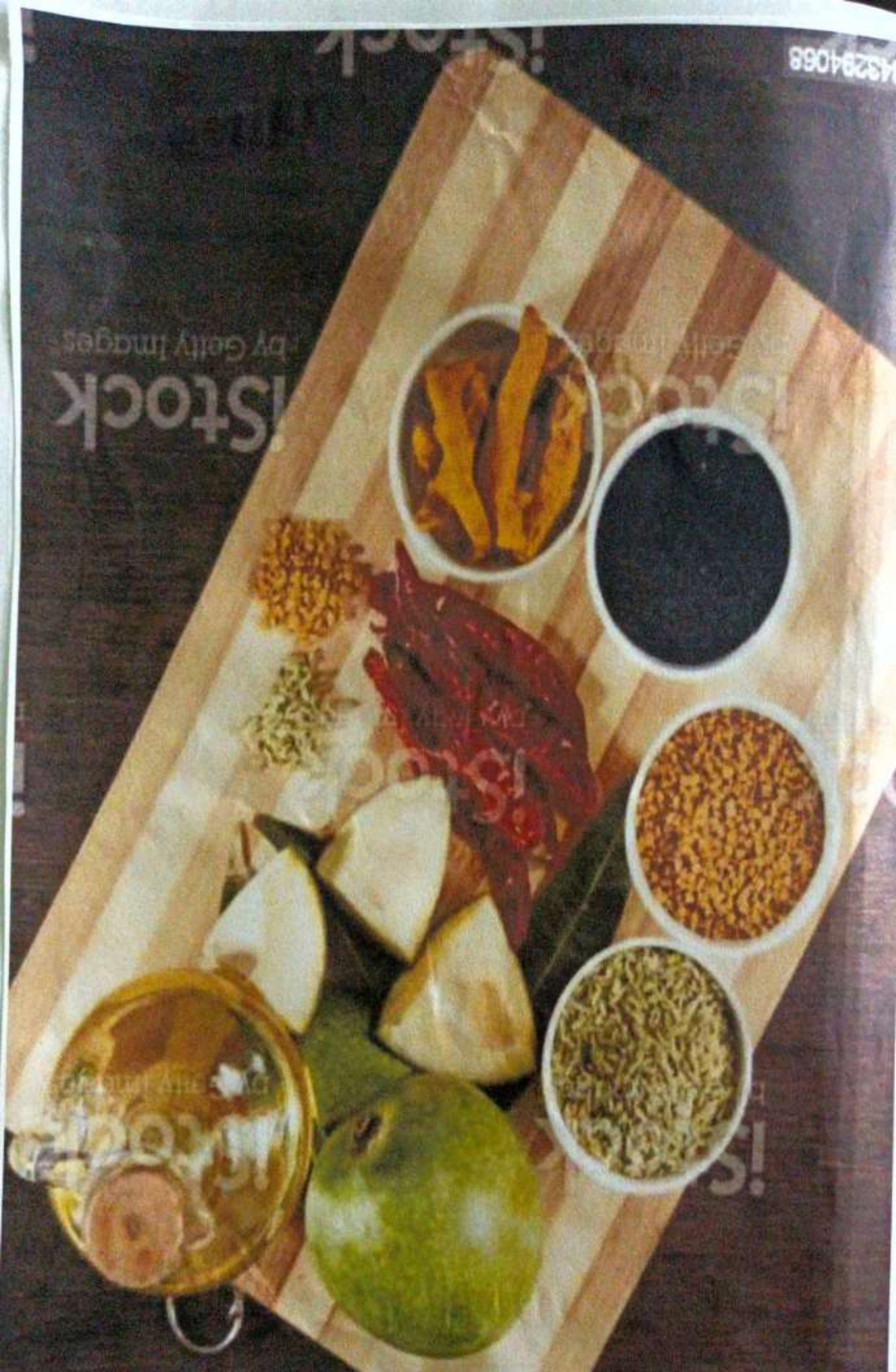
## 1. Start with a salt soak —

The first step in making pickled vegetables is to allow the clean cut vegetables to soak in salt or a strong saltwater solution for at least 3 hour or sometimes overnight. Use sea salt, and then rinse the vegetables in cool water several times to remove excess salt when the soaking time is up.

## 2. Make a Vinegar Brine —

The liquid in canned pickles is comprised of vinegar, sugar and sometime water,

istock  
by Getty Images



Alone with subtle spicy flavour that give pickup their zip you can use either clear distilled vinegar or amber-colored cider vinegar, depending on the results you want.

### 3. Prepare and fill Pickling jars —

After washing them squeaky clean, I place my canning jars in a baking pan and keep them in a warm oven. Meanwhile, I might

peel a garlic clove for each one, or tuck grape or basil leaves to snug into the jar

bottoms. A chopstick is the perfect tool for

arranging these or other adornments in

warm jars.

After filling, I use damp paper towels

Followed by a wipe with a dry paper to double check the cleanliness of the jar rims.

#### 4. process your pickles —

The pickles vegetable must be processed to insure a good seal. which can be done in a water bath or system canner. when working with little half - pint jars you often can use a deep pot as a water bath canner. the jars for 10 minutes at barely boiling temperatures heats them enough to sterilize the pickled vegetable and trigger the seals to pop into place as the jars cool.

# Prospective System

- Start selling it to Hotels, restaurants by projecting the cost saving to them like time saving in procurement in man hours, buying in small quantity (weekly basis), pickle varieties.
- Setting up a store exclusively of pickle shop but it with different brands names with minor taste difference between the brands for same pickle.
- Develop our own website with payment gateway, so that you can sell thru it.



- Also you can try Amazon, Flip-Kart, Big Basket, Grofers and target larger audience.
- Create a monthly subscription customer base, which will give you solid support.
- Register for IF Code for Import and Export. you can contact Indian Supermarkets in Foreign countries by sending Emails or in person thru a known entity. another option with huge profits.
- If you ask them to buy, they will hesitate and it will be a harder task. Instant, If you say you have a rack and you will place it there.

# Advertisement

Pickle marketing strategy is as significant as a pickle manufacturing business plan. I must use technique in selling your pickle in cost-effective and for earning as well.

Getting up a store exclusively for pickle shop - designing your website with payment gateway. For selling pickles online is the best method.

### Selling pickle in the local Market -

The local market will be having retailers from grocery shops etc. which might need your pickles - you may contract and deal

With them some benefits to attract them in the starting stages.

Selling pickles in the Wholesale Market -

You can sell your product in the whole sale markets, Super market, Dmart, etc.

Selling pickles Online -

There are mainly two kinds of online marketing website such as B2B, B2C

B2B Website - By registering your business on B2B website like alibaba, Indiamart, Tradeindia, Exportersindia, one can sell.

## B2C Website —

B2C Website like amazon, Flipkart, Snapdeal, Bigbasket will allow customers to reach you directly if you register in B2C Website.

# Distribution System

Supermarket and Hypermarket dominated the market in 2018 accounting for over 50.0% of the global packed pickles market. A majority of consumer find this distribution channel more convenient due to its extensive range of products offered at a single platform. The online distribution channel is anticipated to exhibit the highest CAGR of 5.5% from 2019 to 2025. Soaring popularity of online grocery shopping apps across developing and developed countries will be the driving force behind segment growth. This

Trend can be attributed to penetration of and access to high speed internet and an increasing number of smartphone users around the world. Players like Amazon and Walmart have been making a mark in the online grocery business & gaining significant popularity among urban consumers.

# Expected Profit

Expected revenue & Profit for the year

2022 - 23 — ~~expected~~

Expected Sales 250000

Other Income 40000

290,000

less expenses (-)

1. Purchase of raw material 30000

2. Wages 45000

3. Interest for loan 10000

4. Depreciation 6000

5. other expensy 18000 109000

181,000

Balance Sheet

liability	Amt	Asset	Amt
Capital	300,000	land & Building	100,000
Mudra loan	50,000	Plant & machine	160,000
Chishu loan	50,000	Stock	40,000
		Cash at Bank	50,000
		Cash in hand	50,000
	<u>400,000</u>		<u>400,000</u>



# Obstacles

Some obstacles are here to startup. ∴

I. Failure to plan - With the excitement of a new business idea, it can be tempt to launch without much forward-looking and thinking.

II. Hiring the right people → the people you recruit as employee can greatly harm your startup's success. A negative employee can quickly damage team morale.

III. Financial management - poor financial planning is one of the biggest reasons start-ups fail.

# Competition

- Tagline -

"Range of 21 pickles"

USP -

"The grocery stores which offer you fair prices".

- Tagline -

"Prakriti Ka aashirvaad"

USP -

"Patanjali sells only Ayurveda based products in food, cosmetics and FMCG".

- Taglines -

"Pure and Perfect since 1924"

USP



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"Daily Favourite Pickle".

• Tagline -

"Taste that lingers"

USP -

"Authentic, distinct and healthy".

• Tagline -

"Taste the love".

USP -

"Prepared to delight,

All taste good".

# Labour

- Managing your Employees — For any business managing your employees will either make or break your business. The same is the case of those managing a pickle business.

If you are managing a home pickle business the only worker is you, or a few other people you may hire. However, if you are manufacturing at an industrial scale, you will need more employees such as factory workers, supervisors, office staff, accountants, sales team, etc.

# Conclusion

Pickle business is easy to establish & owing to the relaxed legal & regulatory and low cost. the overall infrastructure needed to build a full fledged pickle business in India is incredibly low as compared to other food business, this implies that there will be various identical businesses in the market to succeed, it is vital to examine the competition inside out. Similarly, business can tweak way to beat the competition by considering two key criteria pricing and quality.