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I.I.E BUSINESS PLAN REPORT

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01



EXECUTIVE SUMMARY

SLOGAN

“

*"Don't be SHY about your smile,
just SHYNE."*

”

COMPANY OVERVIEW

In recent times, the government as well as the people of India have been raising awareness related to the use of environment friendly products in all industries. This is the main reason that Bamboo toothbrushes are becoming very popular. An average plastic toothbrush is thought to require 50, 60, or even 100 years to decompose after being disposed of. Even though the item is so little, it may not seem like a huge concern, but when you add it to the millions of other plastic toothbrushes that are discarded each year and the other plastic items that take the same amount of time to decompose, landfills begin to overflow with useless waste.

Fortunately, bamboo toothbrushes degrade more quickly. A bamboo toothbrush may be used once and then thrown away without worrying that it would take up space in a landfill because it is made of biodegradable materials. Bamboo stuff disintegrates quite fast. We at Shyne are determined to provide high quality bamboo toothbrushes that will help everyone in furthering their cause of avoiding plastic and taking on environment friendly materials.



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TARGET MARKET

Currently, we are focussed on providing high quality bamboo toothbrush that will fall in the premium segment. With additional support through government policies and schemes our long term goal is to reduce our manufacturing cost and sell the toothbrush and other bamboo products to the masses, making Shyne a household name.

TEAM MEMBERS



HARDIK TULSIANI
CEO

ANJALI SINGH
CTO



AYAN MANSURI
CRO

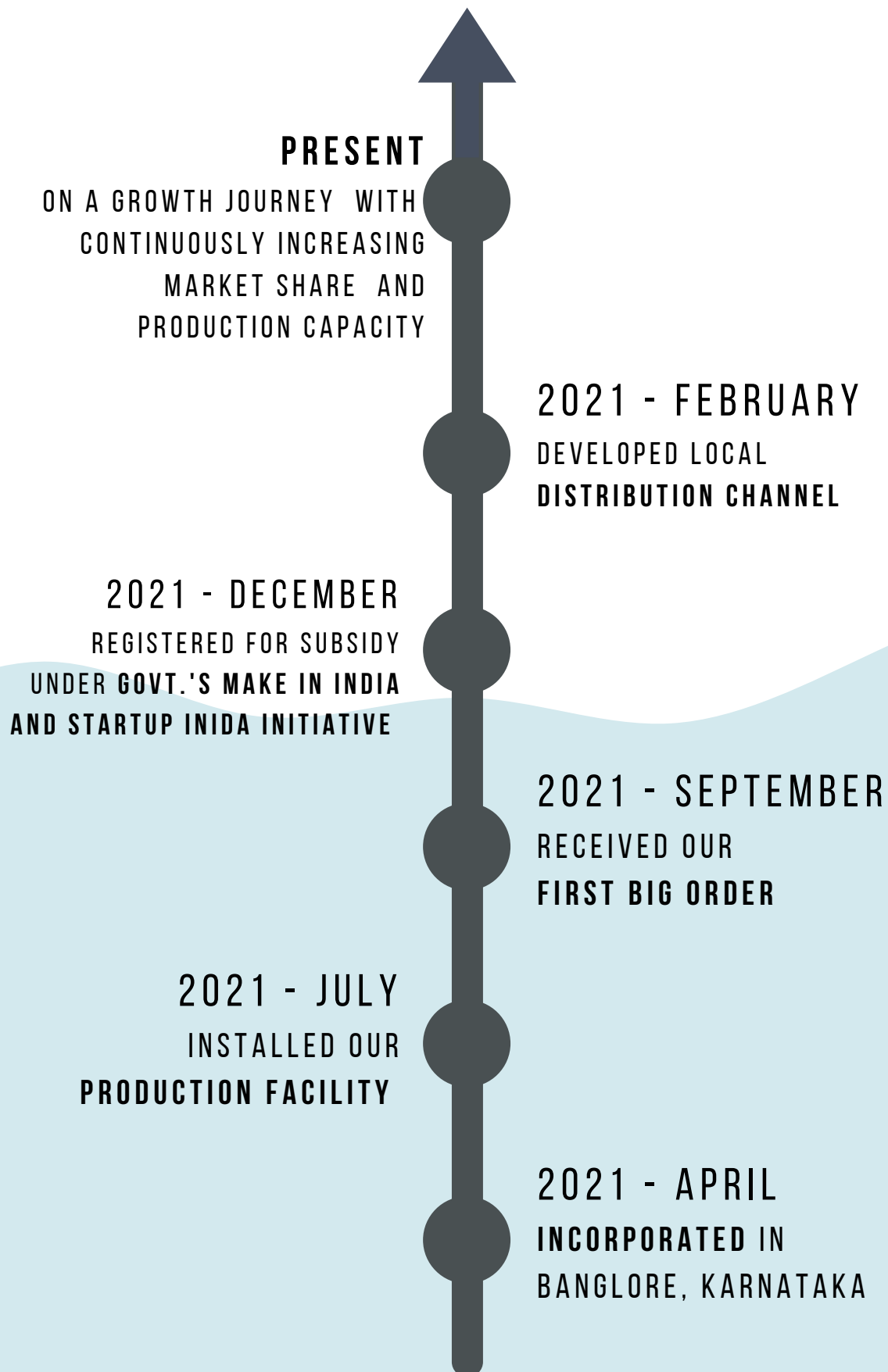
NAMAN KHATER
CFO



SAMYAK SHAH
COO

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OUR ROADMAP



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MARKET ANALYSIS

The entire market was disrupted and brought to a stop by the COVID-19 pandemic. Over the course of the whole production cycle, the supply, cultivation patterns, and peak harvesting seasons were all affected. The industry's growers, suppliers, manufacturers, and intermediaries all felt the effects, and several linked small enterprises were destroyed throughout the course of COVID-19. Bamboo plantations and cultivations were left neglected during the COVID-19 period as a result of the widespread migration of labour forces, which led to a loss of harvest in many parts of the world.

Due to the rising need for industrial goods and the introduction of ground-breaking bamboo products, India is predicted to have the quickest development. Due to the increasing product demand from several end-use sectors, India is anticipated to continue to be a significant customer in the sector. Consumers are being encouraged to choose sustainable products, particularly those made of bamboo, as environmental concerns and the need to reduce carbon emissions rise. This is projected to promote bamboo farming and open up new economic opportunities for India.

Many conventional materials, such as wood for furniture, hardwood for flooring and decking, plastic for everyday things like toothbrushes, charcoal manufacture, pharmaceutical products, and bamboo fibre for cotton and synthetic textiles, are being replaced by bamboos. In comparison to other hardwoods, bamboo takes a lot less time to reach its full potential and is less expensive to cultivate



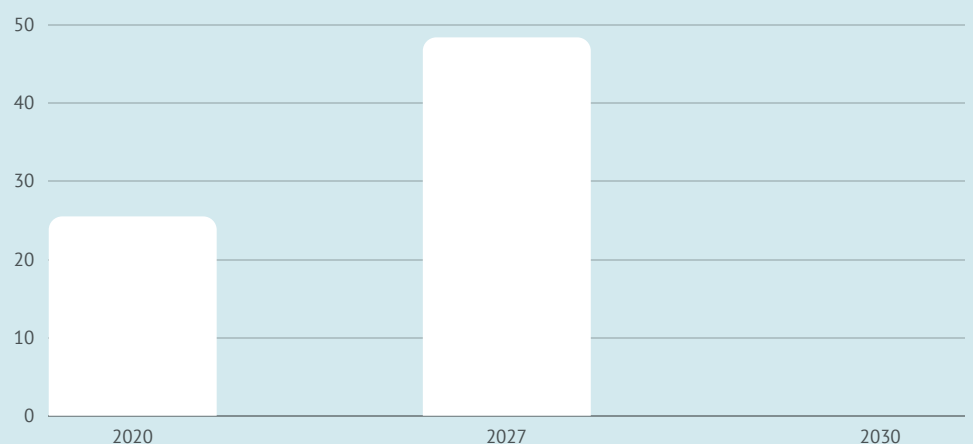
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MARKET ANALYSIS

The market for bamboo toothbrushes was valued at USD 23.5 million in 2019; from 2020 to 2027, it is anticipated to expand at a CAGR of 9.5%. Consumer goods producers have been able to create new items, such as bamboo toothbrushes, thanks to a significant rise in awareness about the need to reduce plastic waste. Furthermore, according to certain research studies, plastic toothbrushes include toxins like BPA, which can alter hormones in the body and lead to mental and behavioural issues. As a result, it is anticipated that the businesses that make toothbrushes would spend more money on innovation pertaining to the creation of bamboo product shapes.

Over the next several years, it is anticipated that consumer awareness of eco-friendly alternatives to plastic items would rise due to the numerous anti-plastic laws and strict restrictions imposed by various nations. Worldwide production of plastic toothbrushes results in plastic pollution since the majority of them are dumped in landfills and only a very tiny portion is recycled. Over the next several years, it is projected that these features will encourage consumers to choose bamboo toothbrushes as alternatives.



X-Axis : Year

Y-Axis : Million USD

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INDUSTRY ANALYSIS

In 2022, it is anticipated that the market for bamboo goods would be worth US\$6.9 billion. Globally, there is expected to be an increasing focus on sustainability and reducing plastic waste, which would propel the market at a strong 6.1% CAGR and increase its size to US\$ 12.4 Bn in 2032.

One of the key reasons boosting the market for bamboo goods is the increased focus on infrastructure development around the globe.

The market is growing quickly due to the widespread usage of ecologically friendly materials and rising consumer knowledge of bamboo's uses and advantages.

Bamboo is regarded as a sustainable resource since it can enable carbon fixation, clean the air, and stops soil erosion when it is cultivated. Over the forecast timeline, strict laws relating to carbon emissions and environmentally harmful behaviours are anticipated to drive sales of bamboo products.

With over 1,000 kinds, bamboo grows quickly under the proper conditions. A bamboo forest can reach maturity after planting in just seven years, as opposed to the three to five decades needed for hardwood forests. Being one of the most sustainable building materials, it decreases deforestation.

Bamboo is used to make a variety of kitchen and home goods because of its durability and non-toxic nature. Shine with its bamboo toothbrushes is perfectly positioned to capitalize on this multi-billion dollar market.



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TARGET MARKET & SEGMENTATION

A firm needs to think clearly about their resources and the risks inherent in these different coverage patterns when making decisions about which and how many segments to choose. While various coverage patterns exist, they can usually be categorized into five possible patterns as shown below:

- Single-segment concentration: With this approach, you select a single segment to concentrate on. With limited resources, this is a good approach.
- Product specialization: With this approach, you concentrate on making a particular product and sell it to a variety of segments.
- Market specialization: In this coverage pattern, you concentrate on a specific segment and provide a variety of products or variations of a product which match the benefits that customers in that segment care about.
- Selective specialization: Here you select a number of segments and appeal to them with different products.
- Full market coverage: Here you serve all segments with all products. This approach is viable for firms with a large amount of resources.

Currently, we are focussed on single-segment concentration as the production cost is high, making our product a premium product. Our aim is to reduce the cost of production by increasing our scale and create a name for ourselves in the bamboo industry and go for full market coverage.



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PESTEL ANALYSIS

POLITICAL

The most significant driver of the bamboo toothbrush market is the growing number of rules and regulations by governments of different countries against the use of plastic, which drives the demand for alternatives to plastic products in the market. Add the fact that this is a MADE IN INDIA product, which again boosts government support and goodwill.

Due to its distinctive qualities including quick growth, strength, high biomass productivity, self-regeneration, and tolerance to adverse soil conditions, bamboo is becoming more and more regarded as the most favoured alternative to wood material (UNDP 2018).

The bamboo sector in the nation is still in its infancy and underdeveloped despite having such immense potential for nature and society. Hence the government has also been promoting the plantation and use of bamboo in different sectors.

ENVIRONMENTAL

Eco-conscious consumers' growing concern for the environment is spurring product growth. Additionally, a number of government programmes are aiding in the development of sustainable lifestyles in wealthy nations. For instance, a 2019 Washington Post article reported that India has a strategy to eliminate the usage of single-use plastic within the next three years.

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Plastic toothbrushes harm the environment and cause plastic pollution while bamboo toothbrushes are eco-friendly and with the growing awareness amongst consumers about the importance of environment friendly products, demand for bamboo toothbrushes is increasing.

Bamboo is a perennial crop that provides year-round income and employment for both men and women. It expands swiftly and is easy to grow. It flourishes on deteriorated ground, reducing erosion and reliance on threatened forests.

SOCIAL

The increase in coronavirus cases has had a favourable impact on peoples' hygiene practises. Furthermore, a sizable number of people chose sustainability as a result of social media's influence on climatic issues during the lockdown. The bamboo toothbrush also has antibacterial properties and is composed of natural materials without the use of chemicals. Despite the lockout, this also increased consumer demand for the goods. The market is anticipated to experience significant demand for the product once the pandemic is over.

Moreover, the social assessment of bamboo has shown that the commercialization of its plantation has resulted in several social advantages for rural residents, communities, and countries.

TECHNOLOGICAL

Moreover, the social assessment of bamboo has shown that the commercialization of its plantation has resulted in several social advantages for rural residents, communities, and countries.



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ECONOMICAL

Although bamboo toothbrushes have many advantages, they do not have a rubber grip or tongue scrapers like a plastic brush and they are also more expensive as compared to plastic toothbrushes, which hampers their growth in the market.

The production and demand of bamboo products will give rise to bamboo plantation. The economic assessment revealed that bamboo plantation, harvesting and processing have both positive and negative economic effects in the geographical areas of growth. Bamboo cultivation creates an opportunity for income generation activities for rural people and serves as job creation to those who engages in its activities as well as employment to small and medium scale enterprises.

LEGAL

Moreover, the social assessment of bamboo has shown that the commercialization of its plantation has resulted in several social advantages for rural residents, communities, and countries.



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SWOT ANALYSIS

SWOT represents Strengths, Weaknesses, Opportunities and Threats. SWOT examination is a vital arranging strategy used to support an individual or association distinguish qualities, shortcomings, openings, and dangers identified with business rivalry or undertaking arranging.

It is expected to determine the destinations of the business adventure or venture and recognize the interior and outer components that are good and horrible to accomplishing those goals.

STRENGTHS:

- Growing customer demand
- In line with the sustainable future development plans but he government.
- Strong customer preference in big cities
- Amazing Production Quality because of our focus on perfecting a single product
- Decentralised decision making structure

WEAKNESSES:

- Weak distribution network
- they do not have a rubber grip or tongue scrapers like a plastic brush
- they are also more expensive as compared to plastic toothbrushes, which hampers their growth in the market.
- Most of the bamboo toothbrushes have a handle made of bamboo but the bristles are still made of nylon which are not eco-friendly. The bristles have to be removed before composting the toothbrush.
- The bamboo toothbrush needs to be dried completely after use because bamboo catches fungus easily if kept wet for long

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OPPORTUNITIES:

- Growing customer demands.
- Bamboo toothbrush has high potentially in both Domestic and International market.
- Collaboration with social media influencers in the time of their rising popularity

THREATS:

- Existing brands in the market.
- Increasing competition from more emerging brands in the same sector.
- Higher production price as compared to plastic toothbrushes.
- Requires more care than plastic products to last long enough.



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PRODUCT DESIGN & DEVELOPMENT

Our Bamboo products are born from Arunachal Pradesh, Assam and Manipur.

How is Bamboo Harvested:

To allow the root system to continue to grow and regenerate, the bamboo shoots are cut about 1 foot above the ground. And then they are transported to a nearby factory.

- Bamboo is always cut to a fixed length of 120, 160, or 200 cm.
- Canes are split into pieces
- Surface is smoothened
- Evaporate the sugar
- Bamboo becomes a little darker then it is dried

Bamboo brush handles shaping:

- Cut bamboo toothbrushes to the proper length.
- Put in the machine to finish the side shape first and then the front and back
- Polish and make the holes in the handle

Engraving and tufting bamboo toothbrush:

- Tufting the bristles (soft or medium).
- Our product's sustainability is ensured by this pressure-based, glue-free process because it makes it possible to separate the materials for recycling afterward.
- Engraving Shyne logo and the Shyne toothbrush is created.
- Packed for shipping.



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MARKETING PLAN

Shyne has carefully planned a diversified marketing strategy to maintain our brand image among both current and potential customers, allowing us to keep growing our customer base and fostering business expansion.

SEO and Social:

Using social media marketing on platforms like Facebook, Instagram, YouTube, Twitter and others, we will increase website traffic and conversions.

Partnering with NGOs:

We are going to partner with NGOs with environmental concerns to advertise our product as our product is much durable, non-toxic, biodegradable and is a sustainable resource. It is a perfect replacement for plastic toothbrushes which cause much harm to the environment.

Content Marketing:

Through our blog, we regularly publish marketing content with the goal of educating our audience about the benefits that our product offers.

With the use of content marketing, we want to persuade and sway readers without having to rely entirely on traditional direct-selling strategies.

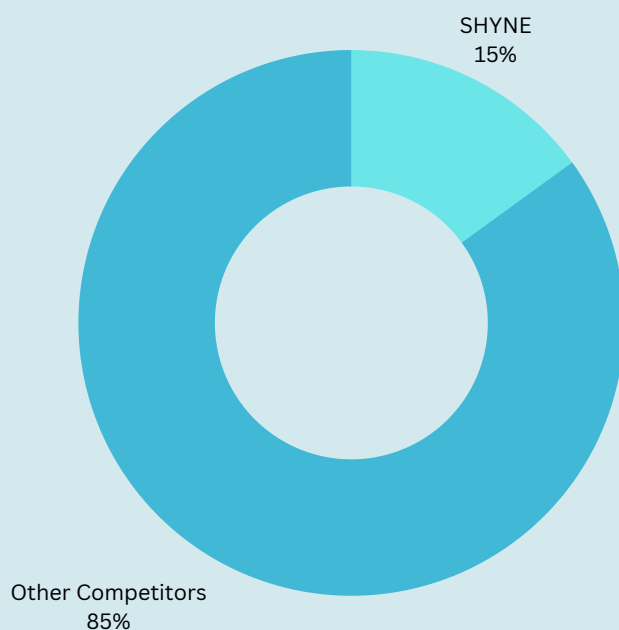


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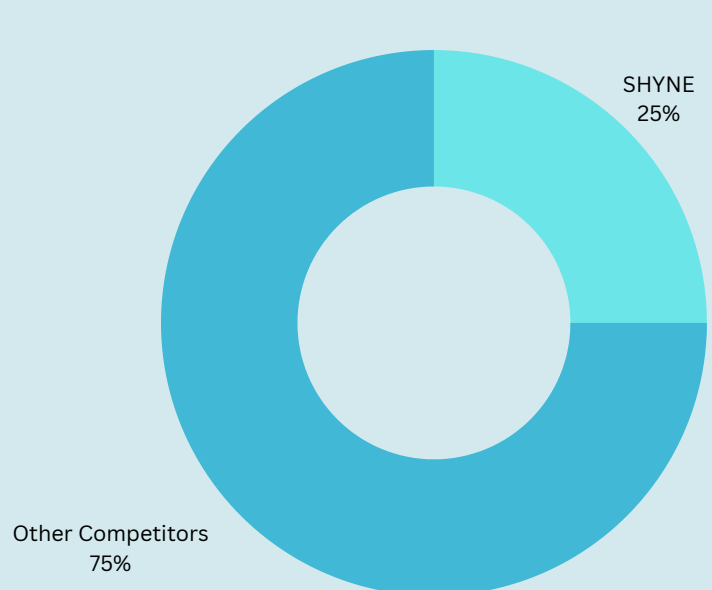
FINANCIAL ANALYSIS



Fortunately, Shyne is better equipped to face market uncertainties today than ever. Shyne has built an extraordinarily agile and highly potent growth product – bamboo toothbrush and similar products – which were all tested, and came out with flying colors, during the COVID-led extreme volatility. It is just last year that Shyne leveraged its balance sheet to increase its operating cash and production capacities for growth and additional market capture and further improving distribution channels. Besides, India's own strong growth prospects over the next couple of decades bode well for Shyne. Further India's, shift to more bio-degradable products will help the company. Shyne will soon become a leader among Indian corporates. It is Shyne's ability to innovate, to build unparalleled flexibility, to transform itself from time to time, and the great conviction in India's capability to compete globally at the world scale, which has helped the Company stay at the top and continue making newer records.



2021

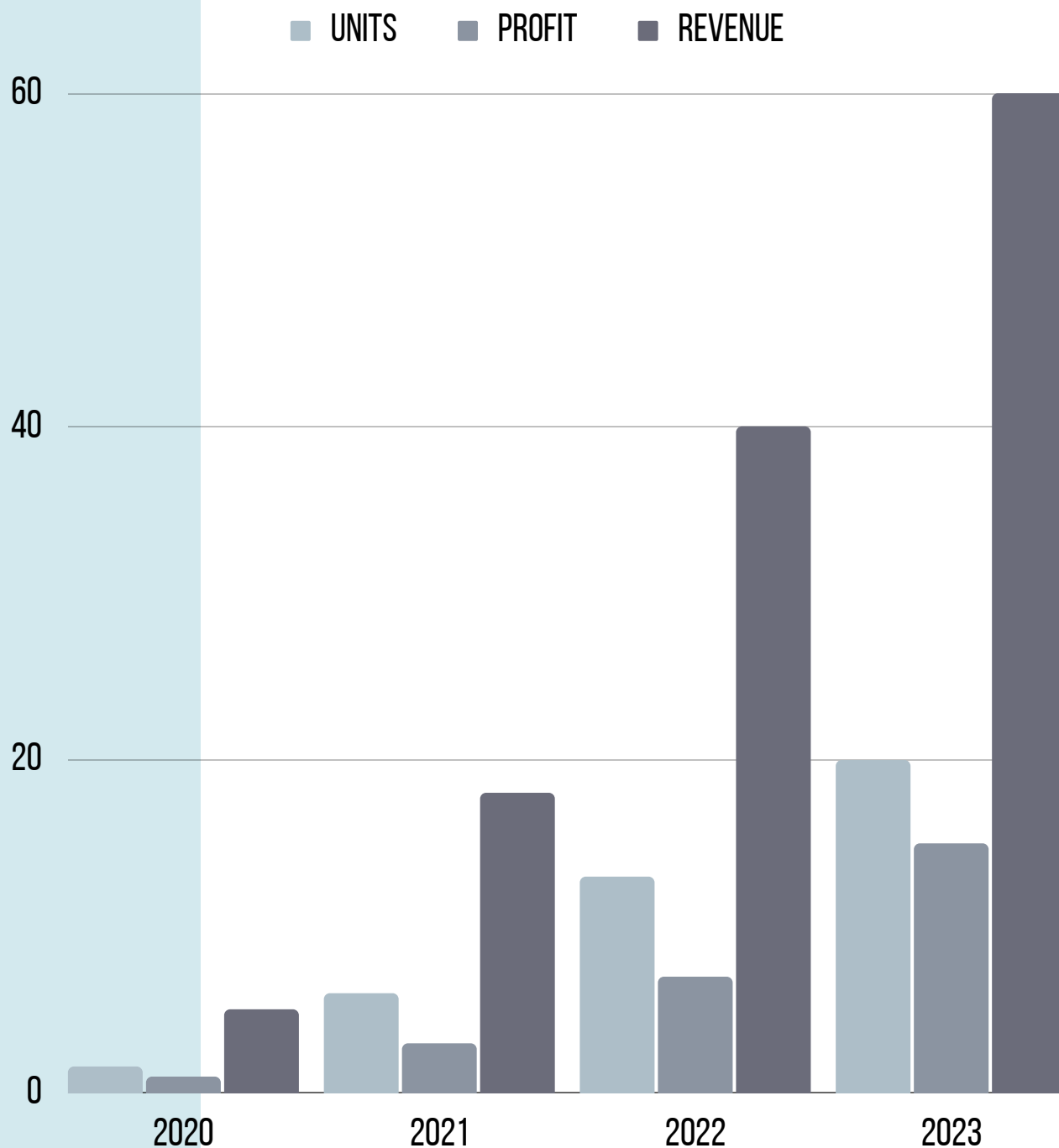


2022

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SALES & REVENUE

(PAST PRESENT & FUTURE)



*2023 PROJECTED STATS

** ALL FIGURES ARE IN LAKHS RS. (INR)

*** UNITS SOLD IN THOUSAND



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BALANCE SHEET



Balance Sheet

2021
prior year2022
current year

Assets

Current assets:	₹800,000.00	₹1,000,000.00
Cash	₹200,000.00	₹180,000.00
Accounts Receivable	₹150,000.00	₹200,000.00
Prepaid expenses	₹20,000.00	₹25,000.00
Inventory	₹235,000.00	₹355,000.00
Total current assets	₹1,405,000.00	₹1,760,000.00

Property & Equipment	₹800,000.00	₹880,000.00
Charity	₹20,000.00	₹15,000.00

Total Assets	₹2,225,000.00	₹2,655,000.00
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Shareholder's Equity

Investment capital	₹1,000,000.00	₹1,100,000.00
Retained earnings	₹100,000.00	₹180,000.00

Shareholder's Equity	₹1,100,000.00	₹1,280,000.00
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Total Liabilities & Shareholder's Equity	₹2,225,000.00	₹2,655,000.00
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Liabilities

Current liabilities:	₹25,000.00	₹25,000.00
Accounts payable	₹500,000.00	₹700,000.00
Accrued expenses	₹300,000.00	₹250,000.00
Unearned revenue	₹75,000.00	₹25,000.00
Total current liabilities	₹875,000.00	₹975,000.00

Long-term debt	₹200,000.00	₹300,000.00
Other long-term liabilities	₹50,000.00	₹100,000.00

Total Liabilities	₹1,125,000.00	₹1,375,000.00
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