



Business Ideas



ENTREPRENEURSHIP

CHIEF EDITOR
Dr. SUBATHRA CHELLADURAI

ENTREPRENEURSHIP

(Business ideas of Final year B.Com Students)

CHIEF EDITOR

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EDITOR's MESSAGE



The book named “Entrepreneurship” is an edited volume with ISBN , Published by **CAPE FORUM – OF BY AND FOR YOU** Publication. This book consist of 55 papers as a business ideas of final year B.Com students of Pioneer Kumaraswamy College, Nagercoil. Students worked on small business ideas under the guidance of **Dr. Subathra Chelladurai** . Working on small business ideas by creating Logo, Naming a product with a brand, Creating a Visiting card, Naming anEnterprise and planning for Investment, Process of Production, Working Capital, Pricing and Marketing motivates the students to emerge as an **ENTREPRENEUR**.

Youth Entrepreneurship creates employment opportunities for youth as well as the other young people they employ. These helps to bring ostracized youth back into the economic mainstream and address some of the socio-psychological problems and delinquency that arises from joblessness.

Youth Entrepreneurship also helps youths to develop new skills and experiences and promote innovation and resilience in youth. As young entrepreneurs are particularly responsive to new economic opportunities and trends, they would be able to better adapt to the changing market.

By creating new products and services, they stimulate new employment, which ultimately results in the acceleration of their economic development and ultimately **Entrepreneurship accelerates countries economic Growth.**

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IDEA 001

ENTREPRENEURSHIP IDEA OF ABHISHEK.S

ABHISHEK .S

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: AB Peanut Bars

NAME OF THE ENTREPRENEUR

: Abhishek.S

ENTERPRISE / COMPANY LOGO

:



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : MANUFACTURING UNIT

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : PEANUT BARS

FEATURES OF THE PRODUCT

The consumption of either peanuts or processed peanuts has been shown to be beneficial to health, due to their desirable lipid profile, which is higher in unsaturated fatty acids than in saturated fatty acids peanut oil is naturally trans- fat-free, cholesterol-free, and low in saturated fats. It shows many positive biological effects, which are mostly connected with its high oleic acid content. Many studies have revealed that consumption of peanuts or peanut oil is associated with reduced cardiovascular disease (CVD) risk and may improve serum lipid profiles, decrease LDL oxidation, and exert a cardio-protective effect. Frequent intake of peanut and its products may reduce the risk of colorectal cancer. Some people have allergic reactions to peanuts.

Apart from the daily nutrition peanut consumption leads to long term health benefits. Compared to well-known foods like green tea and red wine, peanuts have higher antioxidant capacity . Peanut skins contain potent rich antioxidants. It has been noted that the when peanuts are consumed with their skins, their antioxidant capacity doubles and roasting can at times actually increase this capacity as well. Recent research studies suggest that boiling enhances antioxidant concentration in the peanuts. It has been found that boiled peanuts have two and four fold increase in isoflavone antioxidants biochanin A and genistein content, respectively.

As much as 40 % reduction in mortality due to any factor has been reported when peanuts were included as an integral part of the routine diet . Reduction in deaths due to cardio vascular diseases in particular was found in population who consume peanut or peanut butter regularly. It has been reported that peanut consumption reduces the risk factors of heart diseases amongst all ages, across both genders and even in patients who have multiple risk factors including diabetes . High blood pressure is associated with greater risks of heart disease and stroke . Scientists have learned that the dietary choices we make can have an impact on the blood pressure . Peanuts and peanut butter contain health monounsaturated fatty acids, plant proteins, magnesium, potassium , fiber arginine , and many bioactive components, each of which could be contributing to lowering blood pressure. Population studies consistently showed the risk of heart disease when peanuts were consumed in small amounts on a daily basis.

PEANUTS AND WEIGHT MANAGEMENT

Considerable evidences show that incorporating peanut and peanut butter into the diet does not lead to weight gain or higher body weight . In the research related to the weight loss, diets incorporated with peanuts, peanut butter and peanut oil have more acceptability amongst the subjects of all age groups and have shown to provide long term weight maintenance . In another research exclusively on school children it was found that there was weight loss in peanut fed group whereas the control group gained weight in a span of 2 years . Similar data has been published in many more epidemiological studies where it was found that peanuts reduced the total and LDL cholesterol .



HUNGER MAINTENANCE

Research data show that peanut and peanut butter consumption improved the feeling of fullness and satisfied the consumers better than the carbohydrates snacks like rice cakes in equal quantities . Another study showed that peanut consumption curbed the appetites of the subject due its fullness effect . Emerging evidence is also showing that the type of healthy monounsaturated fat in peanuts may stimulate a hormone that helps to feel satisfied after consumption.

CAPITAL OR INVESTMENT REQUIREMENT:

LAND & BUILDING:

We have to hire Land & Building for rent which can be divided into two parts 1)For manufacturing2)For Show Room for Peanut Bars. It may cost around Rs9,000 per month.

FURNITURE & MACHINERY

Furniture and machinery is important in manufacturing concern. Machinery for making Peanut Bars are Syrup Making Vessels, Cooking Cum Mixing Pans, Chikki Rolling, Sheeting and Cutting line, Flow Warp Packing Machine etc.

WORKING CAPITAL

Working capital is required to meet out day to day expenses, so it is unavoidable thing in business.

Working capital indicates the liquidity levels of businesses for managing day-to-day expenses and covers inventory, cash, accounts payable, accounts receivable and short-term debt. It is an indicator of the short-term financial position of an organisation and is also a measure of its overall efficiency.

FIXED ASSETS & WORKING CAPITAL ESTIMATION

PARTICULARS	Rs
1.Fixed Capital	1,00,000
a. Land &Building	
b. Equipment	
Peanut bar Making Machine	90,000
Three Machines(Rs.30,000 each)	
Syrup Making Vessels (Three)	
c. Furniture:	20,000
Stools ,Mechanized chairs	
2. Working Capital	10,000
TOTAL CAPITAL REQUIREMENT	2,20,000

RAW MATERIAL (ANNUAL)

DESCRIPTION	RATE
Small Accessories	25,000
Heavy Tools	60,000
Designing Materials	40,000
Maintaining Cost	35,000
Other supplies	20,000
TOTAL RAW MATERIAL	1,80,000

HUMAN RESOURCE(ANNUAL)

DESCRIPTION	NO OF PERSONS	PAYMENT
Manager	1	30,000
Supervisors	1	25,000
Skilled Workers	5	15,000
Semi-Skilled Workers	3	13,000
Other	3	10,000
TOTAL		93,000

OTHER COSTS (ANNUAL)

PARTICULARS	AMOUNT
Depreciation on machinery	30,000
Interest on Capital	25,000
Marketing Cost	18,000
Trading Cost	15,000
TOTAL	88,000

SOURCE OF CAPITAL:

- Owner's Contribution : 3,00,000
- Subsidiaries from State/Central Govt: 8,00,000
- Finance from Relatives/Friends : 50,00,000

PROJECT START UP REQUIREMENT

In order to start AB Peanut Bars our financial requirement is around 20 Lakhs. Since this is a small scale business we can avail loans from Bank.

DETAIL (PLACE)

AB Peanut Bars are available Thumbacode in the city ofKulasekaram

AVAILABILITY OF RESOURCES FOR STARTUP / ENTERPRISE

Financial Resources-Owner of SM Enterprises contributes the capital Rs.3,00,000 and then the subsidiaries given by the state / Central government is Rs.8,00,000 and the friends and relatives of the owner are helped to start the enterprise of Rs.50,00,000.They are helped to startup the enterprises effectively

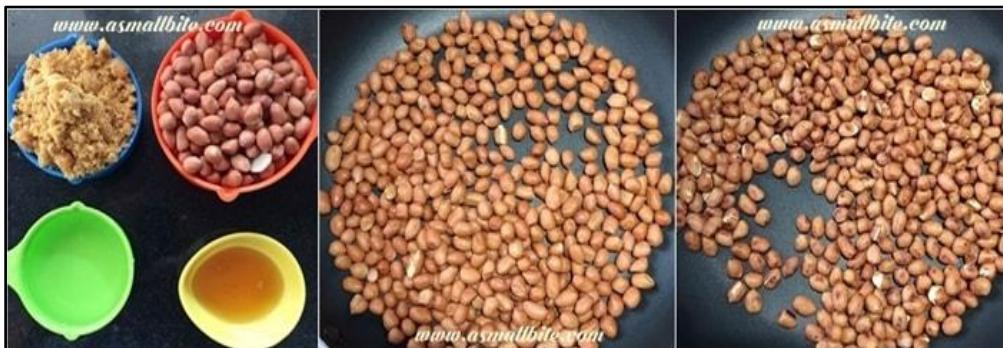
Raw Materials-Some kinds of raw materials are available for startup and maintaining the enterprise. That kinds of raw materials are Small Accessories, Heavy tools, Designing materials, Maintaining cost and othersupplies. The total cost of raw materialis Rs.1,80,000

INGREDIENTS OF THE PRODUCT

- Peanut
- Jaggery
- Water
- Cardamom Powder
- Ghee

PROCESS OF MANUFACTURING THE PRODUCT

In a pan, dry roast peanuts until it crack open and nice aroma arises. Fry till golden brown. Don't burn it or else it will give bitter taste. It takes about 10 to 12 minutes. Allow it to cool down completely.



Take peanuts in both your hands and rub it to remove the skin. Then blow away the skin and halve the peanuts and keep by side. In a pan, add water and powdered jaggery.



Heat until the jaggery completely dissolves. Strain it through a metal filter to remove impurities.



Pour the filtered jaggery in a pan and keep stirring in low flame. Add cardamom powder, give a quick stir and first bubbles will start to appear. Do the whole process in low flame.



The jaggery syrup starts to thicken. Keep water in a small bowl readily to check the syrup consistency. Pour 2 drops of jaggery syrup in the water, if it dissolves the syrup is thin. If it stands firmly in the water, then try to roll into a ball. If you are able to make a hard ball, then it's the right consistency. Switch off flame.



Now add the roasted peanuts to the jaggery syrup. Mix quickly with the ladle. Grease both your hands with ghee, take a small portion and start rolling into balls. If it cools down, it cannot be rolled. But this kadalai mixture can be re-heated again in very low flame for few minutes, the jaggery melts and it can be rolled easily.



PRICE OF ONE PRODUCT

We are pricing based on quantity, Flavour, and customer's requirement. The price of Peanut Bars are each piece of Rs.5.

NO.OF PRODUCT MANUFACTURED PER MONTH:

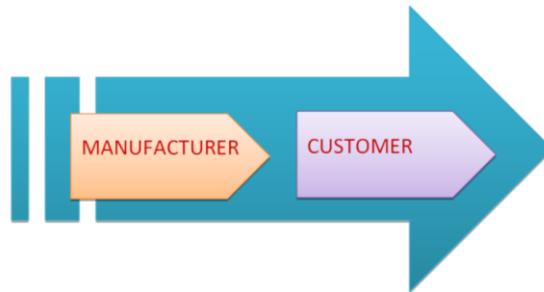
Number of Peanut Bars are manufactured per month is of 800 units.

DEMAND OF THE PRODUCT

Everyone likes a good crunchy snack and if you're fan of Indian sweets, you'll be happy to know that your range of options is quite big. Some of these treats are more exotic than others, but nonetheless, they all have one thing in common-they taste spectacular!

If you ask a group of people what their favourite Indian crunchy and tasty snack is, chances are most of them will say , PEANUT BARS. Obviously, there is a good reason why Peanut Bar in one of the most popular Indian snacks today. Even more ,so, it's clear why so many generations are enjoying it for centuries on end.

YOUR TARGET MARKET



We manufacture the products and sell it directly to the Customers through our various show rooms.

The target market for Peanut bars reaches across all genders. Women appear to be more likely to crunchy sweets than men. Children are even more inclined to like sweets, relating to an increase in calorie use associated with growth.

PROJECTED COST, REVENUE AND NET PROFIT

PARTICULARS	RS.
a) Actual costs	
Capital expenses	2,20,000
Raw material	1,80,000
Human Resources	93,000
Other cost	88,000
Total	5,81,000
b) Sales revenue	12,00,000
c) Net profit(b-a)	6,19,000

CONCLUSION:

Peanut bar, a popular sweet snack, was chosen as a vehicle for enrichment with nutraceuticals. Flaxseeds rich in n-3 fatty acids were added at 20% levels replacing peanuts in chikki formulation. Addition of flaxseed did not show any differences on the textural qualities. Peroxide values increased on storage, addition of antioxidant was advantageous in increasing the shelf life of the product upto 90 days. There was an increase in PUFA content especially 18:3 in Chikki in addition of flax seed. Flaxseeds imparted a slight darkening to the product and the product was comparable in all quality attributes with control Chikki, containing only peanuts

IDEA 002

ENTREPRENEURSHIP IDEA OF ABISHA. M

ABISHA. M

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: MA Enterprises

NAME OF THE ENTREPRENEUR

: Abisha .M

ENTERPRISE / COMPANY LOGO

:



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : MANUFACTURING UNIT

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : POPCORN

FEATURES OF THE PRODUCT

1. Any change in matter requires energy.
2. The energy that causes popcorn to change from kernels to fluffy puffin is thermal energy.
3. Thermal energy is the energy produced by the movement and att reactions of the within a substance.



CAPITAL OR INVESTMENT REQUIREMENT:

LAND & BUILDING:

We have to hire Land & Building for rent which can be divided into two parts

1. For manufacturing
2. For Show Room for Popcorns. It may cost around Rs 14,000 per month.

FURNITURE & MACHINERY

1. As the manufacturer concern equipment is important.
2. Equipment is assembling (according to software settings), quality resting instruments, convey belt etc. & other features like mechanical chairs etc be making popcorn.

WORKING CAPITAL

Working capital is required to meet out day to day expenses, so it is unavoidable thing in business.

FIXED ASSETS & WORKING CAPITAL ESTIMATION

PARTICULARS	Rs
1. Fixed Capital a. Land & Building b. Equipment	1,50,000
Popcorn Machine Three Machines (Rs. 35,000 each)	1,00,000

Vessels & Steam Boiler (Three)	
c. Furniture:	
Stools, Mechanized chairs	50,000
2. Working Capital	10,000
TOTAL CAPITAL REQUIREMENT	4,20,000

RAW MATERIAL (ANNUAL)

DESCRIPTION	RATE
Small Accessories	30,000
Heavy Tools	1,50,000
Designing Materials	1,00,000
Maintaining cost	50,000
Other Supplies	10,000
TOTAL RAW MATERIAL	3,40,000

DESCRIPTION	NUMBER OF PERSONS	PAYMENT
Manager	1	70,000
Supervisors	2	10,000
Skilled Workers	13	40,000
Semi-Skilled Workers	20	31,000
Other	3	15,000
TOTAL	39	1,66,000

HUMAN RESOURCE(ANNUAL)

OTHER COSTS (ANNUAL)

PARTICULARS	AMOUNT
Depreciation on machinery	50,000
Interest on Capital	70,000
Marketing Cost	20,000
Trading Cost	10,000
TOTAL	1,50,000

SOURCE OF CAPITAL:

- Owner's Contribution: 7,00,000
- Subsidiaries from State/Central Govt: 30,00,000
- Finance from Relatives/Friends: 3,00,000

PROJECT START UP REQUIREMENT

In order to start yellow popcorn our financial requirement is around 15 Lakhs. Since this is a small scale business we can avail loans from Banks.

DETAIL (PLACE)

Yellow popcorn are available in the city of karugale.

AVAILABILITY OF RESOURCES FOR STARTUP / ENTERPRISE

FINANCIAL RESOURCES-

Owner of MA Enterprises contributes the capital Rs.7,00,000 and then the subsidies given by the state / Central government is Rs.30,00,000 and the friends and relatives of the owner are helped to start the enterprise of Rs.3,00,000. They are helped to startup the enterprises effectively.

RAW MATERIALS-

Some kinds of raw materials are available for startup and maintaining the enterprise. That kinds of raw materials are Small Accessories, Heavy tools, Designing materials, Maintaining cost and other supplies. The total cost of raw material is Rs.3,40,000.

INGREDIENTS OF PRODUCT



PROCESS OF MANUFACTURING A PRODUCT:

- Grain is delivered to mills by covered trucks and hopper railcars. The distance the grain has travelled varies greatly. Grain deliveries will frequently have gone through a number of aggregation steps prior to arriving at the mill (farmer, country elevator, terminal elevator etc.).
- The number of conveyances making deliveries of grain can vary depending on the time of year with more deliveries at harvest time.
- The dried ears of popcorn are then transferred by conveyor belt to the factory and a machine called a scalper. The scalper strips the kernels from the cobs.
- Simultaneously, a cleaner and de-stoner sort out the shucking and any dirt or particles by passing it through a series of screens to separate the kernels.



- There are two methods. The dry method consists of putting the unpopped grain in a basket or wire cage, agitating it over a heat source like the campfire or coal stove, allowing the corn to pop, and seasoning it with butter and salt.
- The general method in caramel popcorn used is the wet-pop method, corn is placed in a container with a solid bottom. Oil is added (either before the corn or poured on top), and the oil helps to distribute the heat and cause more even and complete popping.
- Sugar, baking powder and sugar powder is added to popcorn caramelizing machine for it to melt and mix.
- Next the Popped corns are put into the caramelizing machine and are coated or glazed with the mixture.
- After flavor coating the popcorn is entered to the oven to vaporize water inside the sugar
- The product is produced by cleaning expands and pops through the outer kernel allowers expand and cool.
- Popped corn can be coated or glazed in rotating pan drum, if needed.
- Finally the popcorn are packed.

PRICE OF ONE PRODUCT

VARIETIES OF POPCORN 5 PIECES	PRICE IN RUPEES
Cheese popcorn	125
Chocolate popcorn	130
Sweet popcorn	160
Butter popcorn	120
Match a popcorn	160

NUMBER OF PRODUCT MANUFACTURED PER MONTH:

VARIETY OF GULAB JAMUNS	UNITS
Choose popcorn	600
Chocolate popcorn	300
Sweet popcorn	700
Butter popcorn	450
Match a popcorn	400
TOTAL	2450

DEMAND OF THE PRODUCT

Everyone likes a good dessert and if you're fan of Indian sweets, you'll be happy to know that your range of options is quite big. Some of these treats are more exotic than others, but nonetheless, they all have one thing in common-they taste spectacular!

If you ask a group of people what their favourite Indian dessert is, chances are most of them will say , POPCORN . Obviously, there is a good reason why Popcorn in one of the most popular Indian sweets today. Even more ,so, it's clear why so many generations are enjoying it for centuries on end.

YOUR TARGET MARKET :

We manufacture the products and sell it directly to the Customers through our various show rooms.

The target market for Popcorn reaches across all genders. Women appear to be more likely to crave sweets than men. Children are even more inclined to like sweets, relating to an increase in calorie use associated with growth

NATIONAL MARKET

Now, Our market is National Market. As yellow popcorn is entering the market for the first time our geographical market will be National Market. After succeeding in National Market we are planned to extend it to International Market.

DOMESTIC MARKET

We have analysed the market condition for yellowpop corn , there is certain level of competition in Domestic Market. But we think that yellow popcorn can compete with them as our brand have many Good Features which stands as a succeeding factor for us in domestic market.

EXPORT MARKET

We also planned to export our branded popcorn after 2-3 years.

PROJECTED COST, REVENUE AND NET PROFIT

Particulars	Rs.
a) Actual costs	
Capital expenses	3,00,000
Raw material	3,80,000
Human Resources	2,45,000
Other cost	1,35,000
Total	10,60,000
b)Sales revenue	26,00,000
c)Net profit(b-a)	1123000

CONCLUSION

In conclusion, I found out that these three ideas are totally do able you just have to know how to do each reaction. They're all very straight forward and I don't think anyone will have trouble trying them out keep calm and Enjoy POPCORN.

IDEA 003

ENTREPRENEURSHIP IDEA OF ABISHA. T

ABISHA. T

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT : TA Enterprises

NAME OF THE ENTREPRENEUR : Abisha .T

ENTERPRISE / COMPANY LOGO :



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : MANUFACTURING UNIT

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : COOKIES

FEATURES OF THE PRODUCT

1. A crisp cookie is generally produced from a dough with little moisture or liquid in it. It also contains a large amount of granulated sugar and fat.
2. Cookies made with high- protein flour are chewy because of the gluten development.
3. Varying ingredients of a cookie dough can also affect how much the dough well spread in the oven.



4. A thinner cookie dough with a great deal of liquid in it produces a cookie with more spread.
5. A high amount of granulated sugar also increase spread.

ADVANTAGES OF COOKIES

The cookies are simple to use & implement. They do not require any server resources. They are stored on the user's computer, so , no extra burden on the server & they can lighten the load on the server's memory , They are light in size , So , They occupy less memory and you do not need to send back the data to the server.

You can configure the cookies to expire when the browser session ends (session cookies) or they can exist for a specified length of time on the client's computer (persistent cookies) and the cookies persist a much longer period of time than Session state .

You can get back the session / page / thread of the page you are looking for quickly, The cookies help you store the session information and they work without the user being aware that information needs to be stored .

One of the most advantages of the cookies is their persistence, When the cookie is set on the client's browser , it can persist for days, months or years, This makes it easy to save user preferences & visit information, The cookies are stored on the client's hard disk, so, if the server crashes, the cookies are still available .

CAPITAL OR INVESTMENT REQUIREMENT:

LAND AND BUILDING:

We have to hire land & building for rent which can be divided into two parts

1. For manufacturing
2. For show room for cookies.
3. It may cost around Rs. 15000 per month.

FURNITURE AND MACHINERY:

- As it is an manufacturing concern equipment is important.
- Equipment for assembling (according to software settings), Quality testing instruments, Conveyer belt etc.
- Other furniture like mechanized chairs etc will be used for making cookies.

WORKING CAPITAL:

Working capital is required to meet out day to day expenses, so it is unavoidable thing in business.

PARTICULARS	Rs.
1.Fixed Capital (a) Land & building (b) Equipment	150000
Cookies making machine five machines (Rs.30000 each) vessels and steam boiler(five)	100000
(C) Furniture Stools, Mechanized chair	55000
2.Working Capital	25000
TOTAL CAPITAL REQUIREMENT	330000

FIXED ASSETS & WORKING CAPITAL ESTIMATION

RAW MATERIAL (ANNUAL):

DESCRIPTION	RATE
Small Accessories	45000
Heavy Tools	100000
Designing Materials	250000
Maintaining cost	50000
Other Supplies	150000
TOTAL RAW MATERIAL	595000

HUMAN RESOURCES (ANNUAL):

DESCRIPTION	NUMBER OF PERSON	PAYMENT
Manager	1	80000
Supervisor	3	66000
Skilled worker	20	50000
Semi-Skilled workers	30	45000
Other	10	30000
TOTAL	64	271000

OTHER COSTS (ANNUAL):

PARTICULARS	AMOUNT
Depreciation on machinery	55000
Interest on capital	40000
Marketing cost	45000
Trading cost	35000
TOTAL	175000

SOURCE OF CAPITAL:

- Owners contribution Rs.600000
- Subsidiaries from state /central Government Rs.5000000
- Finance from relatives/friends Rs.2500000

PROJECT START UP REQUIREMENT:

- In order to cookies our financial requirement is around 10 lakhs.
- Since this is a small scale business we can avail loans from banks.
- We have invested around 10 lakhs in our AT enterprises.
- Hence with these financial requirement we have started the business.

DETAIL (ORDER WITH PLACE):

Cookies are available Appattuvilai in the city of Thuckalay.

AVAILABILITY OF RESOURCES FOR STARTUP/ ENTERPRISE :

FINANCIAL RESOURCES:

- Owner of AT Enterprise contributes the capital Rs. 600000
- And then the subsidiaries given by the state/Central government is Rs. 5000000
- The friends and relatives of the owner are helped to start the enterprise of Rs. 2500000.
- They are helped to startup the enterprise effectively.

RAW MATERIALS:

- Some kinds of raw materials are available for startup and maintaining the enterprise.
- That kinds of raw materials are small accessories.
- Heavy tools, Designing materials, Maintaining cost and other supplies. The total cost of raw materials is Rs. 595000.

INGREDIENTS OF PRODUCT:

PROCESS OF MANUFACTURING A PRODUCT:

1. Creaming-The factor shortening is creamed with the sugar to entrap air calls and create a fluffy texture.
2. Other ingredients like salt, dry eggs, and baking powder are also added at this stage to improve homogenization of the dough.
3. Incorporation of liquids- the addition of liquids at this stage helps disperse and homogenize the dough, and aeration continues.



4. Incorporation of dry ingredients - the last States of flour addition, or folding in or the flour, gently introduces the flour into the dough without destroying the air cells.
5. According flour at the last stage also pervents agluten matrix from forming, thereby producing a short bite for the cookies.
6. This results in a short bite for the cookies.



PRICE OF ONE PRODUCT:

VARIETIES OF COOKIES 5 PIECES	PRICE IN RUPEES
Chocolate Cookies	155
Milk Cookies	160
Butter Cookies	175
Shortbread Cookies	130
Sugar Cookies	120

NUMBER OF PRODUCTS MANUFACTURED PER MONTH:

VARIETY OF COOKIES	UNIT
Chocolate cookies	700
Milk Cookies	500
Butter Cookies	600
Shortbread Cookies	450
Sugar Cookies	300
TOTAL	2550

DEMAND OF THE PRODUCT:

Everyone likes a good dessert and if you're fan of Indian sweets, you'll be happy to know that your range of options is quite big. Some of these treats are more exotic than others, but nonetheless, they all have one thing in common- they taste spectacular!

If you ask a group of people what their favourite Indian dessert is, chances are most of them will say, Cookies. Obviously, there is a good reason why Cookies in one of the most popular Indian sweets today. Even more, so, it's clear why so many generations are enjoying it for centuries on end.

YOUR TARGET MARKET:

- We manufacture the products and sell it directly to the customer thought our various showrooms.
- The target market for cookies reaches across all genders. Women appear to be more likely to crave sweets than men. Children are even more inclined to like sweets, relating to an increase in calorie use as sociated with growth.

NATIONAL MARKET:

Now, our market is national market. As cookies is entering the market for the first time our geographical market will be national market. After succeeding in national market we are planned to extend it to international market.

DOMESTIC MARKET:

We have analysed the market condition for cookies there is certain level of competition in domestic market. But we think that cookies can complete with them as our brand have many good features which stands as a succeeding factor for us in domestic market.

EXPORT MARKET:

We also planned to export our branded cookies after 2-3 years.

PROJECTED COST, REVENUE AND NET PROFIT:

PARTICULARS	RS.
a) Actual costs	
Capital Expenses	330000
Raw Material	595000
Human Resources	271000
Other cost	175000
Total	1371000
b) Sales revenue	2600000
c) Net profit (b-a)	1229000

CONCLUSION:

Although these cookies are perfect, in my opinion, they may not be in your. It all depends on your taste. If you prefer a chewy cookie, mix the dough for only 10- 15 seconds after adding the dry ingredients to the cream so the centre doesn't harden ("Meet your new favourite chocolate chip cookies! Use melted butter instead of stick butter, if you like a crispier cookie("Meet your new favourite chocolate chip cookies!) Lastly, if you like a cakey cookies mix the sugar and butter longer for at least 15 minutes.

There are also allergy and health alternative. Gluten free banking power is available if one is gluten sensitive. According to a study by Saeed A. Hayek applesauce can be substituted as a butter substitute. This will reduce the amount of fat intake, as well as, encourage kids to eat healthy alternative while still in a delectable chocolate chip cookie (Hayek 159). I encourage you to take this recipe, build up on it, modify it and share it. Make it your own and create your cookie. I encourage you to use banking as a fun activity to do with kids or with family because that is how I fell in love with it.

IDEA 004

ENTREPRENEURSHIP IDEA OF ABISHEK. V

ABISHEK. V

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: **HI BRO Sweet Shop**

NAME OF THE ENTREPRENEUR

: **Abishek .V**

ENTERPRISE / COMPANY LOGO

:



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : **MANUFACTURING UNIT**

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : All types of sweets available but famous for Mundirikothu (Payitampaniyaram) so I'll selected it



PROCESS OF MANUFACTURING:

To prepare it dal is roasted in kadai possibly with a ghee. This is then cooled and crushed into a fine powder. Sesame seeds and coconut flakes are similarly and separately roasted and powder. This powder are then combined with cardamom and jaggery syrup. This is then split into marble sized balls. A batter consisting of maida flour, rice powder, turmeric and salt is made by adding water carefully to prevent lump formation. A kadai with ghee is heated and the marble sized balls of kothu are deep fried.

DETAILS OF RAW MATERIALS

- Whole green gram dal
- Jaggery
- Coconut
- Cardamom
- Oil
- Rice flour
- Turmeric powder
- Salt
- Water



MARKET AND ITS PROCESSES:

We are offer a lot more than a typical agent or broker, and describe ourselves as full service importer and distributor. The offer brand owners a full suite of complementary services, from sales and marketing through the customer and category research to logistics and IT solutions.

You've been on the wood market circuit for a while ant perhaps even have a couple of local retailers stocking your but how do you grow your stockists and reach new retailers potentially 100 off miles away time might be right for you to start talking to food and drink wholesale distributors.

Working with food and drink wholesale distributors can be effective way to reach a wide network of retailers and can significantly aid our business growth. However there several things to bear in mind before we start.

DEMAND OF THE PRODUCT:

Everyone likes a good sweets and if you are fan of Indian you will be happy to know that your range are options is quite big. Some of this streets are more exotic then others, but nonetheless, they all have one thing in common they taste spectacular!

If you ask a group of people who watch their favourite Indian sweet is chances for most of them will say 'HI BRO SWEETS' obviously, there is good reason why sweet is one of the most popular by Indians today. Even more so it's clear why so many generations are enjoying it for centuries on end.

NATIONAL MARKET:

Now our market is national market. As HI BRO SWEETS is entering the market for the first time ever geographycal market will be national market. After succeeding in national market we are planned to extend it to international market.

DOMESTIC MARKET:

We have analysed the market condition for HI BRO SWEET, there is certain level of competition in domestic market. But we think that HI BRO SWEETS can complete with them us our brand have many good features which stands as a succeeding factor for us in domestic market.

PARTICULARS	AMOUNT
Own contribution (min 10%)	2.06
Subsidy @ 35%(max Rs 10 lack)	4.71
Term loan@ 55%	7.41
Working capital (bank finance)	6.50
Total	20.69

COST OF THE PRODUCT:

We are pricing based on quantity on minimum 1 kg is just 500 Rs.

SOURCE OF FINANCE:

NUMBER OF LABOURERS NEEDED:

The number of labours needed in a homemade is minimum 5 and maximum 10.

WORKING CAPITAL:

PARTICULARS	RS
Fixed capital	2,00,000
Equipment	11,52,000
Small accessories	50,000
Maintaining cost	40,000
Heavey tools	1,00,000
Labours	40,000
Skilled labour	20,000
Other supplies	10,000
TOTAL	16,12,000

ELECTRICITY AND WATER CHARGES:

Electricity charge	1200
Water charge	800

BUILDING RENT:

Own land and building.

QUANTITY PRODUCED:

We produce average 75kg under order by and delivered in all over India. And extra hundred kg for direct sales though wholesale shop.

PROFIT:

Overall profit to the month is average 48000 to 55000.

CONCLUSION:

A business number one priority is bringing in customers. How they bring in those customers depends on the audience they are trying to reach. In The HI BRO SWEETS case, they are trying to attract young adults, students, kids, we would think that since The Sweet Shop is so close to campus, center of the city, many good will and their social media sites would be very popular.

IDEA 005

ENTREPRENEURSHIP IDEA OF AISWARYA.S.A

AISWARYA.S.A

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: SA CRAFTS AND GIFTS

NAME OF THE ENTREPRENEUR

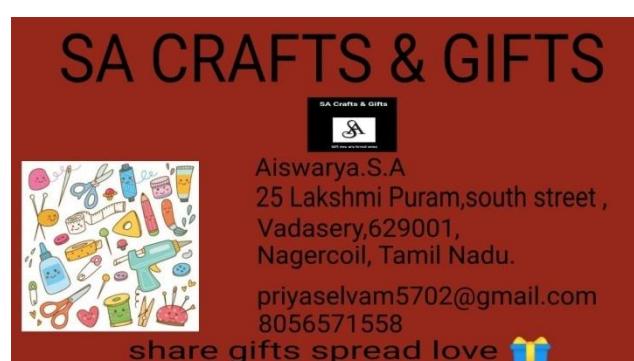
: AISWARYA.S.A

ENTERPRISE / COMPANY LOGO

:



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE

: MANUFACTURING UNIT

PRODUCT DESCRIPTION

NAME OF THE PRODUCT

: Crafts and Gifts

PRODUCT DESCRIPTION:

NAME OF THE PRODUCT: Crafts and Gifts

FEATURES OF THE PRODUCT:

Different types of crafts and gifts are been produced. Home decorates and gift are been produced. It is used to share love. Lots of creativity is been shown under this product.

CAPITAL OR INVESTMENT REQUIREMENT:

LAND AND BUILDINGS:

We have to hire Land and Buildings for rent which can be divided into two parts

1. For manufacturing
2. For show room for Arty Craft Home-made decorations.

It may cost around Rs.7,000 per month.

PARTICULARS	Rs
1.Fixed Capital	3,00,000
a. Land and Building	
b. Equipment	
c. Furniture Stools, Mechanized chairs	60,000
2.Working Capital	25,000
TOTAL CAPITAL REQUIREMENT	3,85,000

FURNITURE AND MACHINERY:

Furniture and Machinery are important in manufacturing concern. Machinery like chairs, tables, etc, will be used for making crafts and gifts work.

WORKING CAPITAL:

Working capital is required to meet out day to day expenses, so it is unavoidable thing in business.

RAW MATERIALS

DESCRIPTIONS	Rate
Small Accessories	30,000
Heavy Tools	1,00,000
Designing Materials	90,000
Maintaining cost, Other Suppliers	90,000
TOTAL RAW MATERIALS	3,10,000

HUMAN RESOURCE (Annual)

DESCRIPTION	NO OF PERSONS	PAYMENT
Manager	1	80,000
Supervisors	2	25,000
Skilled Workers	10	40,000
Semi—Skilled Workers	5	30,000
Others	5	30,000
TOTAL	23	1,95,000

OTHER COSTS (Annual)

PARTICULAR	AMOUNT
Interest on Capital	80,000
Marketing Cost	30,000
Trading Cost	20,000
TOTAL	1,30,000

SOURCE OF CAPITAL:

Owner's Contribution: 4,00,000

Subsidiaries from State/Central Govt:7,00,000

Finance from Relatives/Friends:2,00,000

PROJECT START UP REQUIREMENT:

In order to start Crafts and Gifts our financial requirement is around 50,00,000. Since this is a small scale business we can avail loans from banks.

DETAIL (PLACE)

SA Crafts and Gifts is available in Vadasery in Nagercoil

AVAILABILITY OF RESOURCES FOR STARTUP/ENTERPRISE:

Financial Resources: Owner of Enterprises contributes the capital Rs.4,00,000 and then the subsidiaries given by the state/Central government is Rs.7,00,000 and the friends and relatives of the owner are helped to start the enterprises by contributing Rs.2,00,000.

Raw Materials: Some kinds of raw materials are available for startup and maintaining the enterprise . The raw materials are Small Accessories, Heavy tools, Designing materials, Craft papers, etc,. The total cost of the raw material is Rs 3,10,000.





TOOLS AND RAWMATERIALS

Following are the tools and raw materials required for making Crafts and Gifts.

Scissors:

It is used to cut papers clothes, threads, into the required shape and size.

Gum:

It is used to fix photos, beads, glits and other accessories in the craft.

Chart Paper:

It is used to make the Gift box and it is useful in many crafts.

Beads:

It is used to decorate the crafts and gifts to look more attractive.

Colors:

Many types of colours are been used to make crafts and gifts . It is very important to make a craft looks more colorful.

Ribbon:

Colorful ribbon are used to tie the gifts and it adds more effect to the gifts .

PROCESS OF MANUFACTURING GIFTS AND CRAFTS.

In preparing the crafts and gifts the outline of what is going to be done should be made first. While making the gifts the presenters satisfaction is much important. Crafts should be made with creativity. For any craft creativity is much important . Normally a gift box is been made by using chart paper and other color papers. The person photos is been added in the box. It is been pasted in the box using gum and it is been decorated by using other beads and colorful ribbons. Each gift is been made in different ways. Lots of creative ideas is been made while doing a craft work. So it doesn't have an proper procedure of production.

PRICE OF ONE PRODUCT

VARIETY OF CRAFTS AND GIFTS	PRICES
Wall Hanging	500
Dream Chatcher	1000
Pencil portrait	2000
Gift Box	2500

DEMAND FOR THE PRODUCT:100

TARGET MARKET:200

PROJECT COST, REVENUE AND NETPROFIT:

PARTICULARS	RS.
Actual Costs	
Capital expences	3,85,000
Raw materials	3,10,000
Human Resources	1,95,000
Other Cost	1,30,000
Total	10,20,000
Sales revenue	2,60,000
Net profit (a-b)	14,40,000

CONCLUSION:

In conclusion, I found out that these gifts and crafts are the best ideas of surprising your loved once. Surprises are the most beautiful thing in love so, these product helps to increases the love between you.

IDEA 006

ENTREPRENEURSHIP IDEA OF AJITHA.R

AJITHA .R

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: RA Lays

NAME OF THE ENTREPRENEUR

: AJITHA .R

ENTERPRISE / COMPANY LOGO

:



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : **MANUFACTURING UNIT**

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : **RA Lays**

FEATURES OF THE PRODUCT:

It's an eating item, it's very favor to kids and peoples, and it's made by fresh potatoes, this snack is very healthy to our body.

FLAVORS

LAYS VARIANTS

- Barbecue flavoured
- Spanish Tomato Tango
- Cooked Jalapeno



- Kettle Cooked Mesquite
- Salt and Vinegar
- Sour Cream and Onion
- Kettle Cooked Original

COUNTRY	DESCRIPTION
United States	Lays Barbecue-flavored potato chips, which appeared in 1958, was the only flavor available in the United States other than the conventional salted chip until the introduction of Sour Cream & Onion in the late 1970s. In the United States, Lays offers a number of flavor combinations, in addition to the classic chips. Flavored products in the traditional fried varieties include Classic, Sour Cream & Onion, Barbecue, Salt & Vinegar, Chipotle Ranch, Cheddar & Sour Cream, Hidden Valley Ranch, Salt & Pepper, Flamin' Hot, Limón, and a thicker "Deli style" chip. The WOW! brand was rebranded in 2004 as Lays Light after the olestra formula was altered and the U.S. Food and Drug Administration allowed removal of warnings about various health consequences of the fat substitute. Other potato chip flavors offered by Lays are Garden Tomato and Basil, Honey Barbecue, Sweet Southern Heat Barbecue, Tapatio Limon, Simply Sea Salt

	<p>Thick Cut, Fiery Habanero, and Dill Pickle Brand</p> <p>Lays has occasionally solicited new flavor ideas through its "Do Us a Flavor" promotions. The 2013 contest produced three new flavors: sriracha, chicken and waffles, and cheesy garlic bread. Cheesy garlic bread was chosen as the winner and was added to the lineup, however the other flavors remain on sale in some regions. The 2016 "Do Us a Flavor" was rebranded "Passport to Flavor" for the 2016 SummerOlympics. The four finalists were Chinese Szechuan Chicken, Greek Tzatziki, Brazilian Picanha, and Indian Tikka Masala. The 2017 contest produced four flavors: Crispy Taco, Bacon Wrapped Jalapeño Popper, Everything Bagel with Cream Cheese, and Fried Green Tomato.</p>
Canada	<p>The following Lays flavors are available nationally in Canada: Classic, Lightly Salted, Wavy Original, Dill Pickle, BBQ, Old fashion BBQ, Ketchup, Salt & Vinegar, Smoky Bacon, Sea Salt & Pepper, and Cheddar & Sour Cream. There are also a number of regional flavors, including Fries & Gravy and Roast Chicken (available in Atlantic Canada), Sour Cream & Onion (available in Ontario, Atlantic Canada, and Western Canada) and Wavy Smoky BBQ and Wavy OldFashioned Ketchup (available in Western Canada)</p> <p>Lays made Canadian flavor "All Dressed" available in the United States that was launched in 2015. The flavor combines the potato chip flavors of barbecue, sour cream and onion, ketchup, and salt and vinegar.</p> <p>In 2013, Lays ran a "Do Us a Flavour" contest in Canada, with four flavors chosen as finalists: Creamy Garlic Caesar, Perogy Platter, Grilled Cheese & Ketchup, and Maple Moose. Maple Moose was chosen as the winner, but discontinued in February 2014 due to low sales.</p> <p>In 2014, Lays ran a second "Do Us a Flavour" contest in Canada, with a new batch of finalists: Bacon Poutine, Cinnamon Bun, Jalapeño Mac n' Cheese, and Tzatziki. Jalapeño Mac n' Cheese was chosen as the winner.</p>
Mexico	<p>The following Lays (called Sabritas) are available nationally in Mexico: Original, Ruffles, Tostitos, Doritos, Cheetos, Pake-Taxo, Japoneses (peanuts), Cheetos Poffets, Rancheritos, Adobados, Frit-os, Churrumais, Caseras, Sabritones, Crujitos and Chicharrón Clásico¹</p>
Peru	Ruffles are a variant of the Lays called "Lays Ondas" (Lays Waves).
United Kingdom, Ireland	<p>The flavors are: Ready Salted, Salt & Vinegar, Prawn Cocktail, Cheese & Onion, Pickled Onion, and Marmite. Walkers also ran a 'Do Us A Flavour' promotion wherein the public vote for the flavor they like the best. Flavors included in the 2010 promotion were: Spanish Chicken Paella, Japanese Teriyaki Chicken, German Bratwurst Sausage, Italian Spaghetti Bolognese, French Garlic Baguette, American Cheeseburger, Brazilian Salsa, Scottish Haggis, Irish Stew, English Roast Beef and Yorkshire Pudding, Dutch Edam Cheese, Australian BBQ Kangaroo, South African Sweet Chutney, Argentinian Flame Grilled Steak and Welsh Rarebit. The previous winner of this promotion was Builders Breakfast.</p>
France	About eight varieties of potato chips are marketed in a number of flavors for a total of approximately thirty products. Lays flavours available in France include Barbecue, Cheeseburger, Bolognaise, Roasted Chicken, Cheese, Salt & Vinegar, Spicy, and Nature.

Greece, Cyprus	Lays are made and packed by Tasty Foods and Corina Snacks LTD, with Mediterranean flavors which include Feta cheese flavor, Tzatziki, Olive and Tomato, Oregano, Sea Salt & Black Pepper and various more. There are hundreds of sub-variations in the Mediterranean line adjusted to each country's liking.
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NUTRITIONAL INFORMATION

As with most snack foods, the Lays brands contain very few vitamins and minerals in any variety. At ten percent of the daily requirement per serving, [vitamin C](#) is the highest. Salt content is particularly high, with a serving containing as much as 380 mg of sodium.

A one-ounce (28 gram) serving of Lays regular potato chips has 160 [Calories](#), and contains ten grams of [fat](#), with one gram of [saturated fat](#). Kettle-cooked brands have seven to eight grams of fat and one gram of saturated fat, and are 140 Calories. Lays Natural has nine grams of fat, two grams of saturated fat and 150 Calories. Stax chips typically contain ten grams of fat, 2.5 grams saturated fat and are 160 calories per serving. Wavy Lays are identical to the regular brand, except for a half-gram less of saturated fat in some combinations. Now the various brands do not contain any [trans fats](#). A 50gram serving of Lays BarBQ chips contains 270 calories, and 17 grams of fat. It also contains 270 mg of sodium, and 15% Vitamin C.

The baked variety, introduced in the mid1990s, feature 1.5 grams of fat per one ounce serving, and have no saturated fat. Each serving has 110 to 120 Calories. Lays Light servings are 75 Calories per ounce and have no fat.

Lays Classic Potato chips were cooked in hydrogenated oil until 2003. Currently, the chips are made with sunflower, corn and/or canola oil. Baked Lays are produced in cheddar, barbecue, sour cream and onion, and original flavors.

CONTROVERSY

As the primary competitor of 'Uncle Chips' and went on to become the largest chip company in the Indian Market The reason it was able to establish a strong foothold in the Indian Market was due to its diversity and adaptation strategy.

NUTRITIONAL INFORMATION (^APPROX.):		
		Per 100g
Energy	kcal	550
Protein	g	7.0
Total Carbohydrate	g	54.0
of which Sugars	g	2.6
Total Fat	g	34.0
Saturated Fat	g	13.3
Trans Fat	g	0.1
Sodium	mg	510

It was able to adjust itself in the Indian market based on the geographical locations and the citizen's taste buds—one of the most iconic flavors of it being Magic Masala (literally means Magic Spice). Affordable packet sizes were introduced for various occasions ranging Rs.5, Rs.10, Rs.20, and Rs.25. As per research, more than 72% of people found the price worthy. As per Statista Lays had 50% Market share of potato chips in India in 2016.

Nutritional information

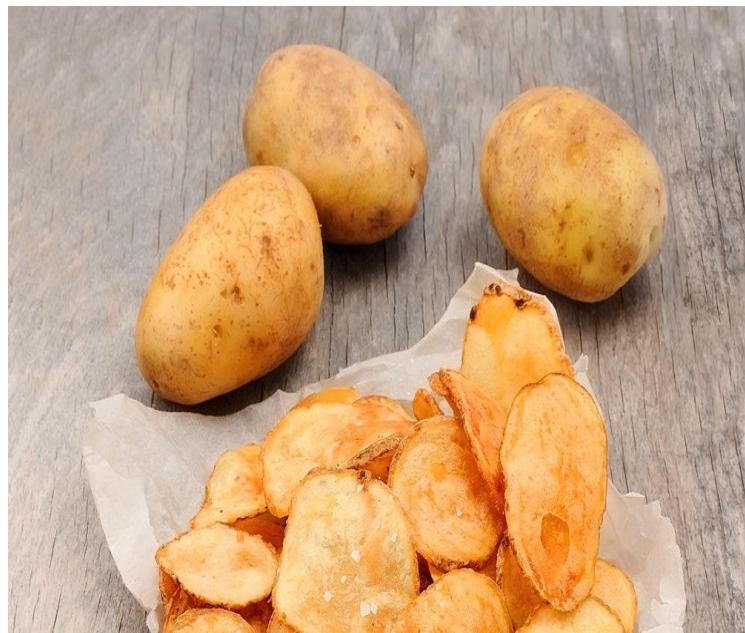
- As with most snack foods, the Lay's brands contain very few vitamins and minerals in any variety. At ten percent of the daily requirement per serving, vitamin C is the highest.
- 380 mg of sodium.
- A one-ounce (28 gram) has 160 Calories
- 10 grams of fat with 1 gram of saturated fat
- A 50 gram serving of Lay's BarBQ chips contains 270 calories, and 17 grams of fat. It also contains 270 mg of sodium, and 15% Vitamin C.
- The baked variety, introduced in the mid 90s, feature 1.5 grams of fat per one ounce serving, and have no saturated fat. Each serving has 110 to 120 Calories. Lay's Light servings are 75 Calories per ounce and have no fat.



METHODS APPLIED TO FRIED FOODS

To establish more reliable quality criteria for consumer acceptability, the fried foods must be tested rather than the frying fats. More sensitive and reliable measures of frying performance of fats are based on sensory evaluations and gas chromatographic analyses of volatiles in fried foods carried out initially and after storage. Bread cubes proved to be a suitable model food because they can be prepared in uniform size and moisture content. After frying under standard conditions, bread cubes could be stored and evaluated by sensory techniques and by static headspace gas chromatography for volatiles. Although the flavor quality of bread cubes after initial frying did not differ between hydrogenated oils and unhydrogenated oils containing citric acid, the flavor quality of bread cubes used repeatedly for frying decreased significantly after accelerated storage at 60°C (Table 12.8). Initially, the bread cubes fried in hydrogenated oils had better flavor quality than those fried in unhydrogenated soybean oil.

However, after storage, the flavor quality scores decreased significantly with bread cubes fried in all oils containing citric acid and *tert*-butyl hydroquinone (TBHQ). Those oils containing citric acid and methyl silicone or methyl silicone and TBHQ improved the stability of the fried bread cubes after storage. These results showed that if bread cubes are fried in repeatedly used oils, they could also be consumed immediately after frying. These bread cubes cannot be stored without marked deterioration of quality. The use of bread cubes as a food model to test frying fats was later confirmed with fried potato chips.



PACKAGING

Chips sold in markets were usually sold in tins or scooped out of storefront glass bins and delivered by horse and wagon. Early potato chip bags were wax paper with the ends ironed or stapled together. At first, potato chips were packaged in barrels or tins, which left chips at the bottom stale and crumbled.

In the 1920s, Laura Scudder, an entrepreneur in [Monterey Park, California](#), started having her workers take home sheets of wax paper to iron into the form of bags, which were filled with chips at her factory the next day. This pioneering method reduced crumbling and kept the chips fresh and crisp longer. This innovation, along with the invention of cellophane, allowed potato chips to become a [mass-market product](#). Today, chips are packaged in plastic bags, with nitrogen gas blown in prior to sealing to lengthen shelf life, and provide protection against crushing.

HEALTH CONCERNS

Most potato chips contain high levels of sodium, from [salt](#). This has been linked to health issues such as high blood pressure. However, researchers at Queen Mary University of London in 2004 have noted that a small "bag of ready-salted crisps" contains less salt than a serving of many breakfast cereals, including "every brand of cornflakes on sale in the UK."

Some potato chip companies have responded to the long-standing concerns by investing in research and development to modify existing recipes and create health-conscious products. PepsiCo research shows that about 80% of salt on chips is not sensed by the tongue before being swallowed. Frito-Lay spent \$414 million in 2009 on product development, including development of salt crystals that would reduce the salt content of Lays potato chips without adversely affecting flavor.

Unsalted chips are available, e.g. the longstanding British brand Salt 'n' Shake, whose chips are not seasoned, but instead include a small salt sachet in the bag for seasoning to taste.

Many other popular brands in the United States, such as Frito-Lay, also offer such a product.

Another possible health concern related to potato chips is acrylamide, which is produced when potatoes are fried or baked at high temperatures. Studies show that laboratory animals exposed to high levels of acrylamide develop cancer, however, it is currently unclear whether a similar risk exists in humans. In August 2008, [California Attorney General](#) Jerry Brown announced a settlement with Frito-Lay, Kettle Foods, and Lance Inc., the makers of Cape Cod Potato Chips, for violating the state's Safe Drinking Water and Toxic Enforcement Act.

The state had alleged in 2005 that potato chips from these companies failed to document that they contained high levels of acrylamide, which is listed by California since the 1990s as a carcinogen. These companies paid fines and agreed to reduce acrylamide levels to be under 275 parts per billion. Many potato chip manufacturers attempt to remove burned and thus potentially acrylamide-rich chips before the packaging process. Large scanners are used to eliminate chips worst affected by heat.



CONCLUSION

Lays continues to rule the hearts of many because it is easily to the public and diversifies its flavours by being updated with the consumer's tastes. Also, it has been successful in providing its consumers with high-quality chips from fresh potatoes.

IDEA 007

ENTREPRENEURSHIP IDEA OF AKSHAYA. A

AKSHAYA. A

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: Yuva Crafty

NAME OF THE ENTREPRENEUR

: AKSHAYA. A

ENTERPRISE / COMPANY LOGO

:



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : MANUFACTURING UNIT

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : Yuva Crafty

PRODUCT DESCRIPTION:

Our enterprise focus mainly on furnishing and making the households beautiful. Our enterprise mainly involves in making various house decor things with readily available resources. Our enterprise focus on a motto "Less investment More Profit"

TYPE OF UNIT:

The process of converting raw materials into finished goods that meet customers expectation and satisfaction is manufacturing. Thus our unit is a production unit.

INVESTMENT STARTUP REQUIREMENT:

Handmade Crafts are trending nowadays as a gift, décor and as furnishing element in any household or any enterprise.

Each variety of handmade crafts has its own customer base. You need to choose your craft, then the craft is customized based on the customer's need.

CRAFT BUSINESS INVESTMENT:

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

Home Business – An investment of around ₹10,000 to implement a well build Homemade craft business.

PRICING THE PRODUCT:

You will also need to price your product appropriately. You can't price it too high or too low.

If you price it too high, you will not be able to attract consumers; if you price it too low, people will get suspicious of the quality.

You should price your product around the standard market price. It can either be a little higher or lower, depending upon your branding, cost of production, and distribution costs.

In short, homemade craft making business is a lucrative business opportunity that requires relatively little capital and labour. It is a great business you can start from the comfort of your home.

SOURCE OF INVESTMENT:

As this business requires less investment of ₹10,000. Fund can be approached from PM's Swayanidhi scheme as it is the investment of very less capital.

If we plan to expand the business we planned to use PM's MUDRA Scheme.

WORKING CAPITAL REQUIREMENTS:

LAND & BUILDING:

As we have planned for small scale business, own house or room is sufficient, no need to pay separately for it.

EQUIPMENT FURNITURE:

Simple furniture and equipment is well sufficient.

WORKING CAPITAL:

NUMBER OF EMPLOYEES:

Only one skilled labour is well sufficient.

RAW MATERIALS:

The Raw materials required to startup our business are

- Woolen Threads, Colour Beads,
- Fevicol, Gluegun, Colour, Papers, Needles, Scissors, Scale and Pencils.

NAME OF THE PRODUCT: Handmade Crafts



MATERIALS REQUIRED:

- Woolen Threads
- Colour Beads
- Fevicol
- Gluegun
- Colour paper
- Needle
- Scissors
- Pencil

DETAILS:

SOURCE OF RAW MATERIALS:

Raw materials are simple and readily available in any stationary shops, So there is no special process or procedure to get raw materials. Most of the materials are readily available throughout the clock.

ORDER:

Orders are placed and obtained by the following ways, they are,

- Using website links
- Order by online
- WhatsApp group
- By Email etc...,

Then the order will come through courier service and door delivery.

AVAILABILITY OF RESOURCES FOR THIS STARTUP:

- Some investment for buying the raw materials for making crafts.
- We need smartphones for the order.
- Social sharing
- Create some WhatsApp groups to the orders.
- They have a new ideas they believe will be successful.

PROMOTIONAL TOOLS:

There are various promotional tools you can use to attract more customers. You will need to use these marketing tools efficiently to attract more customers at a minimum price. You can use traditional forms of marketing, such as advertising, direct marketing, and sales promotion.

This will be helpful if you are planning to go big.

If you are running a home-based business, you just need to maintain direct contact with your customers.

You need to build a website and create a social media account to increase your reach. If you are doing a home business, then using WhatsApp will suffice.

PRICE OF ONE PRODUCT:

- Cost of the product depends upon the quantity measurement.
- Minimum rate starts from rupees 50.
- Maximum rate upto rupees 2000.
- The price of the product increases depends upon the Raw materials consumed, uniqueness and grandness of the product
- Any festival days, there is an offer for the Maximum amount of product.
- Discount offered for regular customers.

NUMBER OF PRODUCTS PRODUCED:

- Per month there will be 40 to 55 orders will be held.
- The amount of the pickles are depend upon the quantity of the product.
- Number of product manufactured is based on the demand for the particular priced product and availability of raw materials.
- We are manufacturing the product according to the demand of the customers.

DEMAND FOR THE PRODUCT:

- Demand of the product depends upon the people or customers who buying the product.
- All our products are safely packed and delivered safely.

OUR TARGET MARKET:

- The group you choose will depend on the particular consumer needs your product is addressing.
- A target market is a group of people with some shared characteristics that a company has identified as potential customers for its products.
- Identifying the target market information the decision making process as a company designs, packages, and markets its product.
- The three strategies for selecting target markets are pursuing entire markets with one marketing mix, concentrating on one segment, or pursuing multiple market segments with multiple marketing mixes.

EXPENDITUREESTIMATION:

S.No	Name of Material	Nos	Price(₹)
1	Woolen Thread(all colours)	1	180
2	Colour Beads(Complete Collection)	1	300
3	Fevicol	1	45
4	Glue gum	1	250
5	Colour Paper (all colours)	1	95
6	Needle	1	5
7	Scissors	1	50
	TOTAL PRICE		940

Number Of product manufactured per month: 25 nos

Cost of goods : ₹10,000

Selling Price of products : ₹12,500

Profit= Selling price of goods-Cost of goods : ₹12,500 - ₹10,000= ₹2,500

Overall profit per month: ₹2,500

Expected Profit (per month and per annum): ₹2,500 and ₹30,000

CONCLUSION:

Weaving is a method of textile production in which two distinct sets of yarns or threads are interlaced at right angles to form a fabric or cloth. Other methods are knitting, felting, crimping and braiding or plaiting. The longitudinal threads are called the warp and the lateral threads are the weft, woof, or filling. The method in which these threads are interwoven affects the characteristics of the cloth. Cloth is usually woven on a loom, a device that holds the warp threads in place while filling threads are woven through them. A fabric band that meets this definition of cloth (warp threads with a weft thread winding between) can also be made using other methods, including table weaving, back strap loom or other techniques that can be done without looms.

Handloom and paper crafts are being the cheapest and high profit yielding field. As the resources are cheaper. So it needs very less investment, when compared to other businesses. This business requires idea and innovation. Of course skill is also vital and inevitable one in this business. Thus, handloom crafts become constant income yielding business option.

IDEA 008

ENTREPRENEURSHIP IDEA OF AKSHAYA.C

AKSHAYA.C

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT : SAI SWEETS AND BAKERY

NAME OF THE ENTREPRENEUR : AKSHAYA.C

ENTERPRISE / COMPANY LOGO :



VISITING CARD OF THE ENTREPRENEUR

Akshaya .C
Ph.no.78668848002

Cocoa Chocolate
SAI SWEETS AND BAKERY

Address: 132, Pavul Street, Puthukudy, Nagercoil.
ph.no:78668848002.

TYPE OF UNIT/ENTERPRISE : MANUFACTURING UNIT

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : SAI SWEETS AND BAKERY

FEATURES OF THE PRODUCT:

MANUFACTURING CHOCOLATE:

Once the cocoa beans have reached the machinery of chocolate factories, they are ready to be refined into chocolate.

Generally, manufacturing processes differ slightly due to the different species of cocoa trees, but most factories use similar machines to break down the cocoa beans into cocoa butter and chocolate. Firstly, fermented and dried cocoa beans will be refined to a roasted nib by winnowing and roasting.

Then, they will be heated and will melt into chocolate liquor. Lastly, manufacturers blend chocolate liquor with sugar and milk to add flavor.

After the blending process, the liquid chocolate will be stored or delivered to the molding factory in tanks and will be poured into moulds for sale.

Finally, wrapping and packaging machines will pack the chocolates and then they will be ready to transport.

NUTRITIONAL INFORMATION OF CHOCOLATE:

Each Pound of Milk Cocoa Chocolate Contains:

2300 calories, 140 grams of fat, 100 milligrams of cholesterol, 370 milligrams of sodium, 270 grams of carbohydrates and 31 grams of protein.

The major components of manufactured chocolate are approximately 54% cocoa butter, 11.5% protein, 9% cellulose, 6% tannic acids and color, 5% water, 2.6% salts, 1% sugars, 0.2% caffeine and 10% organic acids and aromas.

Depending on an individual chocolate manufacturers recipes the amount of cocoa mass will range from 7-15% in milk chocolate and 30-70% in dark chocolates.

COCOA CHOCOLATE FAVORITE FLAVOR:

52% of adults surveyed like chocolate best with vanilla and fruit flavored coming a distant second (12%).

Cocoa chocolate manufacturers currently use 40% of the world's almonds and 20% of the world's peanuts. 71% of North American chocolate eaters prefer

MILK COCOA CHOCOLATE.

22% of all **COCOA CHOCOLATE** consumption takes place between 8pm and midnight more **COCOA CHOCOLATE** is consumed in the winter than any other season.

THE LAST BITE

There is no reason chocolate can't be eaten in moderation. Eating one or two pieces a month may do the trick, but remember that eating ten times that won't increase the benefits tenfold. It is important to use common sense when consuming your chocolate, because surplus calories lead to surplus belt sizes.

COCOA CHOCOLATE FACTS

16 of the top 20 consuming countries are European in 2001 Americans consumed 3 billion pounds of chocolate, which totaled \$13.1 Billion in sales in 2001 the sale of all other non-chocolate candy items combined was \$7.6 Billion 66% of chocolate is consumed between meals.

COCOA

Chocolate is a product processed from cocoa, rich in flavonoids and antioxidant compounds. It grows best in tropical rainforests. Chocolate processing consists of a multistep process which, starting from cocoa beans, involves fermentation, drying, roasting, nib grinding and refining, conching and tempering. During cocoa processing, the naturally occurring antioxidants (flavonoids) are lost, while others such as Maillard reaction products are formed.

INGREDIENTS OF PRODUCT:

COCOA

Chocolate categories are dark, milk and white chocolate, which differ in their contents of cocoa solid, milk fat and cocoa butter. Chocolate has become one of the most popular food types and flavors in the world. Chocolate is very sensitive to temperature and humidity. Quality chocolate is characterized by glossy shine, snap, aroma, texture and taste. Chocolate processing is complex and requires several technological operations and processes to achieve the desired product quality. Chocolate is lower in caffeine than tea and coffee. Chocolate contains antioxidants which may help prevent cancer and heart disease.

INGREDIENTS OF COCOA PRODUCTS:

Product	Chocolate Liquor	Milk Solids	Sugar	Cocoa Fat	Milk Fat	Milk Chocolate	$\geq 10\%$	$\geq 12\%$
Sweet Chocolate	$\geq 15\%$	$< 12\%$	Semisweet or Bittersweet (Dark) Chocolate	$\geq 35\%$	$< 12\%$	White Chocolate	$\geq 14\%$	$\leq 55\%$
							$\geq 20\%$	$\geq 3.5\%$
								Chocolate facts.

CHOCOLATE MYTHS AND TRUTHS:

Chocolate raises bad cholesterol if you've given up chocolate in the name of lowering LDL (bad) cholesterol, you may have been unwittingly sacrificing the sweet treat for nothing. Quelldtragique! While it's true that chocolate contains cocoa butter, which is high in saturated fat, much of the fat comes from stearic acid, which doesn't act like saturated fat. Studies have shown that chocolate does not raise bad cholesterol, and in fact for some people, chocolate can lower cholesterol.

TYPES OF CHOCOLATE

Chocolate is a range of foods derived from cocoa (cacao), mixed with fat (e.g., cocoa butter) and finely powdered sugar to produce a solid confectionery.

There are several types of chocolate, classified according to the proportion of cocoa used in a particular formulation.

MILK CHOCOLATE

Solid chocolate made with milk, in the form of milk powder, liquid milk, or condensed milk.

DARK CHOCOLATE

Also known as "plain chocolate" or "black chocolate", is produced using higher percentages of cocoa, traditionally with cocoa butter instead of milk, but there are also dark milk chocolates and many degrees of hybrids.

Dark chocolate can be eaten as is, or used in cooking, for which thicker, baking bars, usually with high cocoa percentages ranging from 70% to 99% are sold.

WHITE CHOCOLATE

Made of sugar, milk, and cocoa butter, without the cocoa solids. A 200gram bar of dark baking chocolate, with a minimum cocoa content of 40% Swiss dark chocolate.

ORGANIC CHOCOLATE

Chocolate which has been a "Raw chocolate" is chocolate that has not been certified organic ingredient. Processed, heated, or mixed with other ingredients.

"Bittersweet chocolate" is chocolate liquor (or for cakes, brownies, confections, and cookies. unsweetened chocolate) to which some sugar (less than a third), more cocoa butter, vanilla flavoring, and sometimes lecithin have been added.

"Semisweet chocolate" is frequently used for cooking sweet the chocolate is. Purposes. It is a dark chocolate with (by definition in Swiss usage) half as much sugar as cocoa, beyond which it is "sweet chocolate".

"Modeling chocolate" is a chocolate paste made by called "chocolate". Melting chocolate and combining it with corn syrup, glucose syrup, or golden syrup.

COCOA PROCESSING AND TECHNOLOGY

Bean selection and quality criteria Chocolate manufacturers must follow a set of guidelines and quality criteria if they are to produce products that maintain the consumers' loyalty to their products. Before processing, the quality of beans is evaluated using two different methods. With the first technique.

THE BEANS ARE ASSESSED FOR THE FOLLOWING INDICATORS:

1. Degree of fermentation
2. Moisture content (maximum 6%)
3. Number of defects
4. Number of broken beans
5. Bean count (number per 100 g)
6. Degree of moldiness
7. Flavor profile
8. Color
9. Fat content (minimum 52%)
10. Fat quality relating to percentage of free fatty acids (as oleic acid)
11. Shell content (10–12%)
12. Uniformity of bean size
13. Insect and rodent in the second technique is evaluated based on the size of the beans using either bean count (Number of beans per 100 g) or the weight in grams of 100 beans.

CHOCOLATE MANUFACTURING PROCESSES

CHOCOLATE MANUFACTURING PROCESSES GENERALLY SHARE COMMON FEATURES SUCH AS:

- (a) Mixing
- (b) Refining
- (c) Conching of chocolate paste
- (d) Tempering and depositing
- (e) Moulding and demoulding the outcome sought is smooth textures of products considered desirable in modern confectionery and elimination of oral perceptions of grittiness

HEALTH BENEFITS OF CHOCOLATE

Famous chocolate brand of all time.

HEALTH BENEFITS OF CHOCOLATE

1. It can help your heart to stay healthy Lots of studies reveal that the flavonoids in chocolate can help your veins and arteries to stay supple. Over 7 studies followed 114,000 participants who were given a few servings of dark chocolate a week. The results showed that their risk of getting a heart attack was reduced by about 37% while the chances of getting a stroke were 29% less when they had a higher consumption of chocolate.
2. It may help improve your memory as you get older Research has shown that when elderly people were given specially prepared cocoa extracts which was high in flavones, their cognitive function greatly improved. The only problem is that when it comes to eating chocolate, the percentage of those cocoa flavones is much reduced due to the processing and the addition of eggs, sugar and milk.
3. It can help to avoid sunburn One study conducted in London found that women who were given chocolate with high flavanol content were able to withstand double the amount of UV light on their skins without burning, compared to those on lower doses.

4. It may make you better at math I was never good at math at school. Maybe I should have eaten more dark chocolate! This is the startling conclusion I have reached after reading about the research of Professor David Kennedy who is Director of Brain, Performance and Nutrition at the Research Center of Northumbria University (UK). Participants were given 500 mg of flavones in a hot cocoa drink. They benefited from increased flow to the brain as a result and were better at coping with difficult math equations.
5. It may put you in a better mood I wish my uncle had given my aunt some chocolate when he told her to stop crying and to ‘cheer up.’ He obviously had not read about the work at the University of Swinburne in Australia. These guys again targeted the cocoa polyphones and they found that it had a beneficial effect on the mood of the participants who were calmer and happier.

DON'T REFRIGERATE:

Chocolate easily absorbs•by wrapping paper. Odours of whatever's in the refrigerator (Roquefort cheese, lamb curry — you get the idea).

Moisture in the fridge can also lead to “sugar bloom,” meaning the sugar rises to the surface and discolors the chocolate (which has no effect on flavor, but doesn't look too Store it in a cool, dry place.

When chocolate is kept at appealing). So instead of the fridge: a consistent temperature below 70°F (ideally between 65 and 68°F), and at a humidity of less than 55%, the emulsion of cocoa solids and cocoa butter will stay. But even in a cool and dry.

CONCLUSION

Chocolate is enjoyed by consumers by all over the world due to its unique taste, texture and aroma. It can be made in the form of a liquid, paste or in a block, or used as a flavoring ingredient in other foods.

Drying limits mould growth during transportation and storage, reducing bean moisture content from 60 to 8%. Sun drying is favored for flavor development and can be carried out above or on hard surfaces, with differences in airflow and final moisture content. Beans are transported under controlled storage conditions to chocolate manufacturing sites, or processed in the origin country to add value with requirements for traceability in quality assurance. Following critical review of the entire process, a summary of the parameters important for chocolate flavor generation has been developed. An appropriate starting composition can be converted through controlled post-harvest treatments and subsequent processing technologies to a high-quality flavor character.

IDEA 009

ENTREPRENEURSHIP IDEA OF ANANTHA PRAKATEESHWAR.N

ANANTHA PRAKATEESHWAR.N

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: Arty Craft Decorations

NAME OF THE ENTREPRENEUR

: **ANANTHA PRAKATEESHWAR.N**

ENTERPRISE / COMPANY LOGO

:



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE

: MANUFACTURING UNIT

PRODUCT DESCRIPTION

NAME OF THE PRODUCT

: Nettipattam

FEATURES OF THE PRODUCT:

1. Nettipattam is an ornament used in Kerala and Tamil Nadu to decorate temple Elephants (aka:Caparison).
2. Elephants wear it on its forehead. Nettipattam is made with Gold and Copper. It is an integral part of Kerala culture.

CAPITAL OR INVESTMENT REQUIREMENT:

LAND & BUILDING:

We have to hire Land & Building for rent which can be divided into two parts

- For manufacturing
- For Show Room for Arty Craft Home-made decorations. It may cost around Rs.7,000 per month.

FURNITURE & MACHINERY:

Furniture and machinery are important in manufacturing concern. Machinery for making the nettipattam are chair, tables, etc. will be used for making nettipattam.

WORKING CAPITAL:

Working Capital is required to meet out day to day expenses, so it is unavoidable thing in business.

FIXED ASSETS AND CAPITAL ESTIMATION

Particulars	Rs
1.Fixed Capital	
a. Land &Building	3,00,000
b. Equipment	
c. Furniture: Stools, Mechanized chairs	60,000
2. Working Capital	25000
TOTAL CAPITAL REQUIREMENT	3,85,000

RAW MATERIAL (ANNUAL)

Description	Rate
Small Accessories	30,000
Heavy Tools	1,00,000
Designing Materials	90,000
Maintaining Cost, Other Supplies	90,000
TOTAL RAW MATERIAL	3,10,000

HUMAN RESOURCE (ANNUAL)

Description	Number of Persons	Payment
Manager	1	80,000
Supervisors	2	25,000
Skilled Workers	10	40,000
Semi-Skilled Workers	5	30,000
Other	5	20,000
TOTAL	23	1, 95,000

OTHER COSTS (ANNUAL)

Particulars	Amount
Interest on Capital	80,000
Marketing Cost	30,000
Trading Cost	20,000
TOTAL	1,30,000

SOURCE OF CAPITAL:

Owner's Contribution : 4,00,000
Subsidiaries from State/Central Govt. : 7,00,000
Finance from Relatives/Friends : 2,00,000

PROJECT START UP REQUIREMENT:

In order to start Arty craft Decoration our financial requirement is around 50 Lakhs. Since this is a small scale business we can avail loans from Banks.

DETAIL (PLACE):

Asty Home-made Decoration are available Vadiveeshwaram in the city of Nagercoil.

AVAILABILITY OF RESOURCES FOR STARTUP / ENTERPRISE:

Financial Resources-Owner of Enterprises contributes the capital Rs.4,00,000 and then the subsidiaries given by the state / Central government is Rs.7,00,000 and the friends and relatives of the owner are helped to start the enterprise of Rs.2,00,000.They are helped to startup the enterprises effectively.



Raw Materials - Some kinds of raw materials are available for startup and maintaining the enterprise. That kinds of raw materials are Small Accessories, Heavy tools, Designing materials, Maintaining cost and other supplies. The total cost of raw material is Rs.3,10,000



TOOLS AND RAW MATERIALS

Following are the tools and raw materials required for Nettipatam making at Thrissur:

Scissors	It is used to cut the paper, cloth, threads to the required shapes and sizes.
Pliers	It is used to cut the beads of various sizes.
Woolen coloured threads	It is used as fringes, kaalangiyam for the nettipatam.
Golden papers	It is pasted on the canvas to fix the beads as per pattern.
Gum	It is used to fix the beads on the pattern.
Pen	It is used in marking the required sizes of the Nettipatam.
Small bead chain	It is coiled around the big beads of the pattern.

Board to stick the beads	Stiff and flat surface required for spreading the beads on the pattern.
Fancy Twine thread	It is used to fix the two ends of the pattern for hanging.
Canvas	It is used as the base on which the golden papers are pasted.

PROCESS OF MANUFACTURING A PRODUCT:

Making Process

Small Nettipattams are made with a canvas as a base for stiffness on which the golden paper cut of the required pattern of nettipatam is pasted and kept aside for drying.

Beads are pasted on the outlines of nettipatam for two rounds and then filled with beads throughout in the leftover portions.

The bigger beads are placed on the two corner portions of the borderer portion of the nettipatam and in the middle it is placed with the triangle shaped fixed beads in between. The separately made woolen thread decoration of various colours as a chain on the string is spread on the nettipatam pattern with spreading the colours coinciding to the colours of the thread on both the sides are pasted to fix properly.

Red velvet cloth cut of the pattern size is pasted on the backside covering the canvas. Plastic pipes as per the border portions are cut half and then the fancy twine is inserted as a holder, covered with the red velvet cloth. The extra string of the coloured woolen thread is cut and pasted firmly on the pattern made. It is then ready to be hung at homes and even in cars. The materials required are jute material, Jagathnath cloth (thick cotton cloth locally called) and the red cotton cloth material cut to the forehead length and width. These materials are further stitched together along with the semicircles of copper plated with gold in small size throughout the pattern.

After this is evenly spaced the two big semi circles called the vaatakanan or the vaatakinan (locally called) are placed. Mookanan (Trimurti) is placed in between, then the material like the crescent moon shape called Chandrakala locally are placed in the descending order and fixed. There will be about 11 Chandrakala in the traditional nettipatams. The woolen threads of different colours are tied along the edges and then the final finishing of gold is given to the traditional nettipattam.

PRICE OF ONE PRODUCT:

We are pricing based on designing material, quality and customer's requirement.

VARIETIES OF ARTY CRAFTS	FEET	PRICE IN RS.
Nettipattam	1½	1500
Nettipattam	2	2500
Nettipattam	3	5000
Nettipattam	3 ½	7500

NUMBER OF PRODUCT MANUFACTURED PER MONTH:

VARIETY OF ARTY CRAFTS	FEET	UNITS
Nettipattam	1 ½	20
	2	20
	3	10
	3 1/3	10
TOTAL		60

DEMAND OF THE PRODUCT:

Nettipattam is a glittering ornament and it adorns the forehead of an elephant. Earlier, Nettipattam was only used during festivals. In Kerala, elephants are decorated during the temple festival. They wear a distinctive the golden head covering called a nettipattam, which is often translated into English as an elephant caparison.

Nettipattam is available as wall hangings, in different sizes. According to mythology, the kumilas (doms) and its position in a caparison represent the entire pantheon of gods. These are placed or hung in an east-west direction, as it is **believed to bring prosperity and peace to your home.**

YOUR TARGET MARKET:

We manufacture the products and sell it directly to the Customers through our various show rooms.

NATIONAL MARKET

Now, Our market is National Market. Arty Craft products is entering the market for the first time our geographical market will be National Market. After succeeding in National Market we are planned to extend it to International Market.

DOMESTIC MARKET

We have analysis the market condition for Arty Craft, there is certain level of competition in Domestic Market. But we think that Arty Craft can compete with them as our brand have many Good Features which stands as a succeeding factor for us in domestic market.

EXPORT MARKET

We also planned to export our branded Arty Craft after 2-3 years.

PROJECTED COST, REVENUE AND NET PROFIT:

PARTICULARS	Rs.
a) Actual Costs	
Capital Expenses	3,85,000
Raw Material	3,10,000
Human Resources	1,95,000
Other Cost	1,30,000
Total	10,20,000
b) Sales Revenue	24,60,000
c) Net Profit (b-a)	14,40,000

CONCLUSION:

Nettipattam is such a beautiful wall hanging. It looks so unique and very elegant in its own way. you can hang it on any of the walls of the house and it will definitely catch the attention of the visitors. Moreover, it is difficult to believe that such a beautiful wall hanging can be made from waste materials It is a perfect home décor and looks grand on the walls.

IDEA 010

ENTREPRENEURSHIP IDEA OF ANDREWS.A

ANDREWS.A

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: Yummy Cake Bakers

NAME OF THE ENTREPRENEUR

: **ANDREWS.A**

ENTERPRISE / COMPANY LOGO

:



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE

: MANUFACTURING UNIT

PRODUCT DESCRIPTION

NAME OF THE PRODUCT

: Yummy Cake Bakers

FEATURES OF THE PRODUCT:

It's no secret, creating cake on an industrial level is no piece of cake. Indeed, no matter how easy it may seem, creating cakes on a massive scale is a very involved process that requires industrial baking equipment to make it happen. For this reason, those who choose to own companies in this industry must always keep a wide variety of functional equipment. With that in mind, here is a closer look at the cake manufacturing process and food processing filters are essential pieces of cake manufacturing equipment.



CAPITAL OR INVESTMENT REQUIREMENT:

LAND & BUILDING:

We have to hire Land & Building for rent which can be divided into two parts

- 1) For manufacturing
- 2) For Show Room for Cakes. It may cost around Rs10,000 per month.

FURNITURE & MACHINERY:

Furniture and machinery is important in manufacturing concern. Machinery for making cakes are Ovens making machine, Fryer machine, dough mixing machine etc. will be used for making cakes

WORKING CAPITAL:

Working capital is required to meet out day to day expenses, so it is unavoidable thing in business.

PARTICULARS	Rs
1. Fixed Capital	2,00,000
a. Land & Building	
b. Equipment	
Cakes Making Machine Three Machines (Rs.40,000 each) Vessels & Steam Boiler(Three)	1,20,000
c. Furniture: Stools, Mechanized chairs	70,000
2. Working Capital	30,000

FIXED ASSETS & WORKING CAPITAL ESTIMATION:

RAW MATERIAL (ANNUAL):

DESCRIPTION	RATE
Small Accessories	35,000
Heavy Tools	1,20,000
Designing Materials	1,10,000
Maintaining cost	75,000
Other Supplies	30,000
TOTAL RAW MATERIAL	3,70,000

HUMAN RESOURCE (ANNUAL):

Description	No Of Persons	Payment
Manager	1	90,000
Supervisors	2	30,000
Skilled Workers	3	50,000
Semi-Skilled Workers	25	35,000
Other	5	25,000
TOTAL		2,30,000

OTHERCOSTS (ANNUAL):

PARTICULARS	AMOUNT
Depreciation on machinery	45,000
Interest on Capital	90,000
Marketing Cost	30,000
Trading Cost	10,000
TOTAL	1,75,000

SOURCE OF CAPITAL:

Owner's Contribution : 5,00,000
Subsidiaries from State/Central Govt : 10,00,000
Finance from Relatives / Friends : 2,00,000

PROJECT START UP REQUIREMENT:

In order to start yummy baking shop our financial requirement is around 20 Lakhs. Since this is a small scale business we can avail loans from Banks

DETAIL (PLACE):

Yummy baking shop is available kandanvilai in the city of Nagercoil. All kinds of orders like birthday cakes, marriage cakes, party cakes, anniversary cakes are made according to the customers theme .

AVAILABILITY OF RESOURCES FOR STARTUP / ENTERPRISE:

Financial Resources-Owner of yummy bakers contributes the capital Rs.5,00,000 and then the subsidiaries given by the state / Central government is Rs.10,00,000 and the friends and relatives of the owner are helped to start the enterprise of Rs.2,00,000.They are helped to startup the enterprises effectively.

Raw Materials-Some kinds of raw materials are available for startup and maintaining the enterprise. That kinds of raw materials are Small Accessories, Heavy tools, Designing materials, Maintaining cost and other supplies. The total cost of raw material is Rs.3,70,000.

INGREDIENTS OF PRODUCT:

Before we delve into the actual cake making process and what it entails, let's first take a look at the most commonly used ingredients for commercial cakes. They are:

- White or wheat flour
- Eggs
- Sugar
- Milk powder
- Water
- Various flavourings
- Preservatives (such as sulfur dioxide)
- Raising agents (such as sodium carbonate)

THE COMMERCIAL CAKE CREATION PROCESS:

Now that we know what ingredients need to be used, let's take a look at how the process works.

MIXING THINGS UP:

The first step in terms of creating a commercial cake is to mix all of the ingredients. This is most commonly done using a commercial mixer. During this part of the process, food processing filters are used to filter out impurities and to ensure that the mixture is uniform and free of lumps, clumps, and other unsavory things. Also, keep in mind that the quality of the industrial filters being used can have an impact on the quality of the cake you create. Moreover, once all of the ingredients have been combined, the mixture is beat for an additional 10 minutes to trap in the air and ensure that the cake can rise properly. The trapped air acts as an agent to the added raising agents, which ensures that the cake will grow during the process. Once this filtration and mixing process is completed, it is then emptied into a mold for baking.

BAKING THE CAKE:

Next, the filled molds are put onto a conveyor belt, which gently inserts them into an automatic oven. These ovens are closely monitored and regulated to ensure the cakes are cooked thoroughly and evenly. The crust is often sprayed during this time to make sure it does not crack as it rises. Once it has fully risen, the crust is allowed to dry.

THE COOL DOWN:

Lastly, the cake is allowed to cool before packaging. This is because a warm cake is still likely to crack and crumble, which can totally ruin the cake.

THE KEY TAKEAWAYS:

- Commercial cake baking is an involved process that requires the use of a variety of equipment.
- Food processing filters are used during the cake manufacturing process to ensure that the mixture is uniform, free of lumps and clumps, and other potential objects and debris.
- Purchasing a high-quality filter is imperative to creating a premium-quality cake.

CAKE PROCESSING STRAINERS & FILTERS:

Overall, if you are seeking high-quality cake processing filters, your friends here.

PRICE OF THE PRODUCT:

We are pricing based on quantity, Flavour, and customer's requirement. For Cakes the rate of $\frac{1}{2}$ kg of cake is Rs.400.

VARIETIES OF CAKES	PRICE IN RS.
Ordinary cakes	300
Cake with ice cream	400
Cake with toppings	450
Cake with mixed nuts	460
Rasagulla Cake	500

TYPES OF CAKES

				
Angel cake	Apple cake	Applesauce cake	Beer cake	Babka
				
Banana cake	Batik cake	Baumkuchen	Bara brith	Battenberg cake
				
Birthday cake	Blackout cake	Blondie	Brownie	Bundt cake
				
Butter cake	Carrot cake	Cheesecake	Chestnut cake	Chiffon cake
				
Chocolate cake	Christmas cake	Coconut cake	Cupcake	Dundee cake

1 www.englishstudyonline.org

NO.OF PRODUCT MANUFACTURED PER MONTH:

Variety of Cakes	Units (Differs According To Seasons)
Ordinary cakes	400
Cake with ice cream	300
Cake with toppings	350
No of cake with mixed nuts	150
Rasagulla Cake	700
TOTAL	1,900

DEMAND OF THE PRODUCT:

Everyone likes a good dessert and if you're fan of Indian sweets, you'll be happy to know that your range of options is quite big. Some of these treats are more exotic than others, but nonetheless, they all have one thing in common-they taste spectacular!

If you ask a group of people what their favorite Indian dessert is, chances are most of them will say, CAKES. Obviously, there is a good reason why cakes in one of the most popular Indian sweets today. Even more so, it's clear why so many generations are enjoying it for centuries on end.

YOUR TARGET MARKET:

We manufacture the products and sell it directly to the Customers through our various showrooms. The target market for cakes reaches across all genders. Women appear to be more likely to crave sweets than men. Children are even more inclined to like sweets, relating to an increase in calorie use associated with growth.

Now, Our market is National Market. As cakes is entering the market for the first time our geographical market will be National Market. After succeeding in National Market we are planned it to extend the market.

DOMESTIC MARKET:

We have analysed the market condition for yummy baking cakes, there is certain level of competition in Domestic Market. But we think that yummy baking cakes can compete with them as our brand have many Good Features which stands as a succeeding factor for us in domestic market.

EXPORT MARKET:

We also planned to export our branded yummy baking cakes after 2-3 years.

PROJECTED COST, REVENUE AND NET PROFIT:

PARTICULARS	RS.
a) Actual costs	
Capital expenses	4,20,000
Raw material	3,70,000
Human Resources	2,30,000
Other cost	1,75,000
Total	11,95,000
b) Sales revenue	25,00,000
c) Net profit(b-a)	13,05,000

CONCLUSION:

Our business goal as a community based cake baking and retailing business is to become the number one choice of residence in the whole of the communities where we intend to retail our cupcakes. We are extremely creative, which is why we will come up with cakes in different designs, different variants, different themes, and different flavors and of course different packaging just to appeal to our target market.

IDEA 011

ENTREPRENEURSHIP IDEA OF ANUSHIYA. C

ANUSHIYA. C

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT : SHINE HERBAL SHAMPOO

NAME OF THE ENTREPRENEUR : ANUSHIYA. C

ENTERPRISE / COMPANY LOGO :



SLOGAN: "GET GORGEOUS HAIR, NATURALLY"

VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : **MANUFACTURING UNIT**

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : **SHINE HERBAL SHAMPOO**

TYPE OF UNIT /ENTERPRISE:

More than 7,000 units is a Manufacturing type of concern.

PRODUCT /SERVICE DESCRIPTION:

Shine Herbal Shampoo along with cleansing the scalp maintains the moisture balance of scalp and brings back health to damaged hair.

HIGHLIGHTS:

- **USP:** Anti hair loss.
- **Skin Type:** Suitable for all types of hair.
- **Ideal For:** Unisex
- **Daily Care Shampoo**
- **Formulated For:** Damaged Hair

BENEFITS:

NATURAL SHAMPOOS HAVE A PH-BALANCED FORMULA

Both highly acidic and highly alkaline products can be extremely damaging to the hair cuticle. For this reason, it is important to use a pH-balanced shampoo that is neither too alkaline nor too acidic. NDA's natural shampoo base is formulated with a pH range of 4.5-5.5.

NDA's NATURAL SHAMPOO AND CONDITIONER BASES ARE READY TO USE

NDA's natural shampoo and natural conditioner bases are fully formulated and can be used unscented. Alternatively, Fragrance Oils or Essential Oils can be added to suit individual preferences.

THEY ARE NATURALLY SOOTHING AND STIMULATING

Natural ingredients in hair products can gently yet effectively help to impart vitamins, minerals, oils, and botanical extracts to the scalp and the hair follicles. They can also gently stimulate the growth of new hair, help hair retain its natural moisture, and enhance the overall texture and appearance of the hair. The most common natural hair care oils that are known to be rich in Vitamin content include Almond, Ginseng, Jojoba, Lavender, Lemongrass, and Prickly Pear oils. These ingredients are also known to emit pleasant natural scents.

NAME OF THE PRODUCT/SERVICE:

SHINE HERBAL SHAMPOO

CAPITAL OR INVESTMENT REQUIREMENT:

Rs. 70,000 must be on-stock for operating a shampoo manufacturing unit smoothly,with additional working capital requirements of 20,000 to 30,000 required for other expenditures

like salaries, power and receivable.

SOURCE OF CAPITAL /INVESTMENT:

The investment required for starting a small unit of shampoo Manufacturing business is minimal. A shampoo manufacturing unit setup with an investment of about Rs 20,000 can generate revenues of upto Rs 60,000 and a profit of Rs 1.2 lakhs, if operated successfully. The breakup of the investment required and the assumptions for revenue are as under.

PROJECT STARTUP REQUIREMENT(FURNITURE& MACHINRY):

Nir Project Consultancy Services (NPCS) through its network of project consultants in a wide range of business and technological disciplines is engaged in providing services to its clients by way of preparation of project reports. We provide the pre-investment information and business plans required for promoters, business leaders, young entrepreneurs, women entrepreneurs, investors, NRI (Non Resident India), startups, professionals looking to start their own venture.

The comprehensive project profile reports cover all the aspects of business, from analyzing the market, confirming availability of various necessities such as plant & machinery, raw materials to forecasting the financial requirements. the scope of the report includes assessing market potential, negotiating with collaborators, investment decision making, corporate diversification planning etc. in a very planned manner by formulating detailed manufacturing techniques and forecasting financial aspects by estimating the cost of raw material, formulating the cash flow statement, projecting the balance sheet, break-even point, rate of return (ROR), etc. the DPR is formulated by highly accomplished and experienced consultants and the market research and analysis are supported by a panel of experts and digitized data bank.

WORKING CAPITAL (INCLUDING THE NUMBER OF EMPLOYEES, SKILLED AND UNSKILLED, RAW MATERIALS, ETC):

Particulars	Rs
Staff and labour	60,000
Raw material per month	13,000
Utilities per month	8,000
Other Contigent:	
Expenses per month	15,000
Total Working Capital Per month	96,000
Number of skilled employees Needed	11 to 13
Number of unskilled employees Needed	3 to 7

RAW MATERIAL:

The raw materials required for producing shampoo are **Water, Detergents, Foam boosters, Thickeners, Conditioning agents, Preservatives, Modifiers, Special additives**.

DETAIL/SOURCE OF RAW MATERIAL

A pure herbal shampoo was formulated by mixing **aqueous/alcoholic extracts of Ziziphus, Soapnut, and Sheekakai** in definite amount as shown in Table 1. These plant materials contain phytochemicals such as saponins which are natural surfactants possessing good detergency and foaming properties.

AVAILABILITY OF RESOURCES FOR MY STARTUP/ENTERPRISE:

The shampoo is a very well-known personal care product for cleaning and treating the hair. In addition, nowadays you will find different types of shampoo as for men, for women and for babies. The object of crafting this article is to provide detail information about starting a small-scale shampoo manufacturing project. Any individual can start a shampoo manufacturing company with moderate capital investment.

PROCESS OF MANUFACTURING A PRODUCT (HERBAL SHAMPOO) :

- Water is metered into the process vessel. This is often heated to around 130-140°F (55-60°C) to aid dilution/hydration of other ingredients.
- The first ingredient added is normally the surfactant, as other additives, particularly those which affect viscosity, can make dilution of the surfactant more difficult.
- Conditioners and other ingredients are added.
- pH is adjusted to the required level.
- Sodium chloride or other viscosity modifiers are added last, along with color and fragrance.

INGRERDINTS OF PRODUCT:

Shampoo is generally made by combining a surfactant, most often **sodium lauryl sulfate or sodium laureth sulfate**, with a co-surfactant, most often cocamidopropylbetaine in water. The sulphate ingredient acts as a surfactant, essentially heavy-duty soap that makes it easier to trap oil and grease

PRICE OF ONE PRODUCT:

- Price of 5ml herbal shampoo is Rs. 3
- Price of 55 ml herbal shampoo is Rs.70
- Price of 150 ml herbal shampoo is Rs. 220

NUMBER OF PRODUCT MANUFACTURED PER MONTH:

UNITS	Number Of Product Manufactured Per Month
5ml	900
55 ml	500
150ml	400

DEMAND OF THE PRODUCT /SERVICE:

The shampoo market is expected to be **growing at a growth rate of 3.81% in the forecast period of 2021 to 2028** and is expected to reach the USD 40.58 billion by 2028. Shampoo is a type of hair care product that comes in the form of a viscous liquid and is used to clean hair.

MY TARGET MARKET:

Herbal shampoo target markets are individuals who are **going to school**, entering college, and young moms. Consumers of Herbal Essences's products share more than a common hair-care product, they share common lifestyles.

EXPECTED PROFIT (PER MONTH & PER ANNUM):

The average profit that a Shampoo Manufacturing Business can make by manufacturing one or more of the types can be ranged between **Rs.45000 to 1.3 Lakhs a month** and **Rs. 17 lakhs per annum**. However, the above number is just an estimate of profit that can be earned, it may vary.

CONCLUSION:

The results obtained during experimentation clearly indicate a promising formulation of quality enhanced herbal shampoo with a unique aroma, color and potential for cleaning and foaming ability. Shampoo plays an important role in the removal of surface grease and dirt from the hair shaft and scalp.

IDEA 012

ENTREPRENEURSHIP IDEA OF ARCHANA.M.A

ARCHANA.M.A

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT : MA Enterprises

NAME OF THE ENTREPRENEUR : ARCHANA.M.A

ENTERPRISE / COMPANY LOGO :



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : MANUFACTURING UNIT

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : RASAGULLA

FEATURES OF THE PRODUCT

1. Protein helps in strengthening the body as well as keeping fit.
2. Calcium is also present in Rasagulla, which is believed to be right for the strengthening of bones of the body.
3. It also contains a quantity of milk which benefits the body in many ways.



4. It is also considered effective to overcome the problem of urine.
5. Many such people do not know that Rasagulla is not sweet but also uses many benefits of eating it.
6. It is often heard that many diseases of the body are cured by consuming Rasagulla.
7. If Rasagulla is made of paneer, then it is even better.
8. Almost all of us know how much protein the body gets from cheese, and how important protein is for the body.
9. Rasagulla contains carbohydrates and lactose acids, which are considered to be good for health.

CAPITAL OR INVESTMENT REQUIREMENT:

Any person can start a canned Rasagulla making business with a medium capital investment. Additionally, revenue - wise the business is recommended and highly money - making. However, you must have a regular supply of fresh milk to your unit. In India, K. C. Das first started making canned Rasagulla. And the product got instant popularity even in some other countries of the world. Presently, you can find many brands of this item. This sweet item is prevalent throughout the country.

FIXED ASSETS & WORKING CAPITAL ESTIMATION:

WORKING CAPITAL:

Working capital is required to meet out day to day expenses, so it is unavoidable thing in business.

PARTICULARS	RUPEES
1.Fixed Capital a. Land & Building b. Equipment	1,50,000
Rasagulla Making Machine Three Machines (Rs.30,000 each)	90,000
Vessels & Steam boiler (Three)	
c. Furniture: Stools, Mechanized Chairs	75,000
2.Working Capital	32,000
TOTAL CAPITAL REQUIREMENT	3,47,000

RAW MATERIAL (ANNUAL)

DESCRIPTION	RATE
Small Accessories	30,000
Heavy tools	1,00,000
Designing Materials	90,000
Maintaining Cost	55,000
Other supplies	20,000
TOTAL RAW MATERIAL	2,95,000

HUMAN RESOURCE(ANNUAL)

DESCRIPTION	NUMBER OF PERSONS	PAYMENT
Manager	1	80,000
Supervisors	2	22,000
Skilled Workers	12	40,000
Semi-Skilled Workers	22	30,000
Other	3	20,000
TOTAL		1,92,000

OTHER COSTS(ANNUAL)

PARTICULARS	AMOUNT
Depreciation of machinery	35,000
Interest on capital	70,000
Marketing cost	25,000
Trading cost	5000
TOTAL	1,35,000

SOURCE OF CAPITAL:

Owner's Contribution	: 4,00,000
Subsidiaries from State/Central Government	: 7,00,000
Finance from Relatives/Friends	: 1,50,000

PROJECT START UP REQUIREMENT

In order to start Rasagulla our financial requirement is around 12,00,000. Since this is a small scale business we can avail loans from banks.

DETAIL (PLACE)

Rasagulla are available Kottar in the city of Nagercoil.

AVAILABILITY OF RESOURCES FOR START UP/ ENTERPRISE

Financial Resources- Owner of MA Enterprises contributes the capital Rs.4,00,00 and then the subsidiaries given by the State/Central government is Rs.7,00,000 and the friends and relatives of the owner are helped to startup the enterprises effectively.

Raw Materials- Some kinds of raw materials are available for startup and maintaining the enterprise. That kinds of raw materials are Small Accessories. Heavy tools, Designing materials. Maintaining cost and other supplies. The total cost of raw material is Rs.2,95,000.

INGREDIENTS OF PRODUCT



PROCESS OF MANUFACTURING PRODUCT:

- Pour the milk and bring it to a boil over a medium high heat.
- Pour two tablespoons of lemon juice or vinegar.
- The milk will begin to curdle. Turn off the stove and stir well until it curdles completely.
- Next pour ice cold water or add ice cubes. This helps to stop the cheese from further cooking. Allow to rest for 2 minutes.
- Immediately pour to a colander lined with a thin cloth. Immediately rinse it well to remove the lemon flavour.
- Wrap the chenna in the cloth and rinse well under running water until its cools down.



- Make a knot of the cloth. Squeeze up and remove as much excess water as possible. Then hang it on a hook for 1 to 1 1/2 hours.
- Take a small portion of chenna in your fingers and smear it gently to a smooth chopping board.
- Begin to knead with your fingers until the entire chenna turns smooth and uniform.
- Make smooth balls that are crack free. Cover these and set aside.
- Boil sugar and water to prepare syrup remove from fire; add cardamom and keep aside to cool.
- Keep putting rasagulla balls in the sugar syrup bring it to a boil and remove from flame. serve warm.

PRICE OF ONE PRODUCT

Rasagullas minimum the rate of 6 pieces of rasagulla is Rs.150

VARIETIES OF RASAGULLAS 6 PIECES	RUPEES
Rasagulla with ice cream	190
Rasagulla with jamun	210
Rasagulla with nuts	200

NUMBER OF PRODUCT MANUFACTURED PER MONTH

VARIETY OF RASAGULLAS	UNITS
Rasagulla with ice cream	350
Rasagulla with jamun	200
Rasagulla with nuts	170
TOTAL	720

DEMAND OF THE PRODUCT

I have once heard someone saying in a wedding - The sweet shops which makes good rasagullas are adored by all people whereas the ones which do not make good rasagullas , no matter how many complex sweets they make, might not have a huge fan following.

Although each and every piece of Indiansweet is a creative art in itself, no one can deny that Rasagulla is loved by a majority of Indian citizens and is an emotion for many. The sweet is included as a mandatory dessert menu in most of the weddings in the eastern region of India.

PROJECTED COST, REVENUE AND NET PROFIT

PARTICULARS	RUPEES
a. Actual Cost	
Capital Expenses	1,50,000
Raw Materials	2,95,000
Human Resources	1,92,000
Other Cost	1,35,000
Total	7,72,000
b. Sales revenue	20,00,000
c.Net profit(b-a)	12,28,000

CONCLUSION

As my favourite sweet is rasagulla so, I would like to recommend everyone to at least try it once. It's very sweet, soft and tasty. It's totally white in colour as white as pure milk. If you try it once I can assure you that you too will like it. It melts everyone's taste buds it's so yummy. I just love to have Rasagullas.

IDEA 013

ENTREPRENEURSHIP IDEA OF ARTHI. R

ARTHI. R

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: PURPLE MAGIC SHOP

NAME OF THE ENTREPRENEUR

: ARTHI. R

ENTERPRISE / COMPANY LOGO

:



SLOGAN :“Make your own dreamcatcher”

VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : MANUFACTURING UNIT

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : PURPLE MAGIC SHOP

FEATURES OF THE PRODUCT

- Transfer of ownership
- Property must be existing
- Without any consideration
- Transfer must be done voluntarily
- Acceptance of gift by Done.

INVESTMENT PROJECT STARTUP REQUIREMENT

- Birthday Gift Hampers
- Personalised Birthday Gifts
- Birthday Cakes
- Birthday Flowers
- Birthday Plants
- Birthday Chocolates
- Photo Frame for Birthday
- Leather Gifts

WORKING CAPITAL

NUMBER OF EMPLOYEES:

- Minimum 1
- Maximum 2 or 3

SKILLED & UNSKILLED

There is no need of skill to do the craft works

RAW MATERIALS

- Raw materials like color papers,
- Colored construction paper or card stock.
- Googly eyes – assorted sizes.
- Craft paint – assorted colours.
- Small paint brushes.
- Paper plates.
- Scissors.
- Glue stick.

DETAILS

Details about the product will be in pack back side

ORDER

- Order by online
- Using website links
- By Email
- Instagram page

- Whatsapp number
- Then the order will come through door delivery (or)
- Courier service.

AVAILABILITY OF RESOURCES FOR YOUR STARTUP

- We need smartphone for the order.
- Some money from buying the things for the craft materials.
- Create some whatsapp groups to the orders.
- Make a profit, and for one of several reasons
- They have a new ideas they believe will be successful.
- Social Sharing.

ENTERPRISE

DEFINITION

An enterprise is a term in the commercial world used to describe a project or venture undertaken for gain. It is often used with the word "business" as in "business enterprise". Usually, by extension, it refers to the business entity carrying out the enterprise and is thus synonymous with "undertaking", "company" or "firm".

TYPES OF ENTERPRISE

- Sole Proprietorship.
- Partnership.
- Private Limited Companies (Ltd.)
- Public Limited Companies (PLC)

Entrepreneurs usually start an enterprise – with the associated risks – to make a profit, and for one of several reasons:

- **Problem-solving:** They see a particular issue that they feel they can solve.
- **Exploit ideas:** They have a new ideas they believe will be successful.
- **Filling a gap:** They see a gap in the market they believe they can fill.
- **Competitive pricing:** They believe they can produce something on the market cheaper and offer it at a lower price.
- **Knowledge-based:** Where they believe they can supply specialist knowledge that customers will pay for.

TYPES OF ENTERPRISE

SOLE PROPRIETORSHIP

Although often the smallest of companies, these represent the foundation of the UK's market economy. These can include 'trade' business, such as painters and decorators, or the owners of a single retail unit. And, in the modern era, many online businesses can fall into this category, from smaller enterprises selling products via Etsy or similar platforms to larger ones with a website and app.

PARTNERSHIP

Partnerships usually consist of a small number of individuals who share ownership and decision-making (as well as profits). In some cases, such as legal firms, each partner may bring a particular speciality to the business to expand the overall services. In some cases, there may be a type of hierarchy where there are senior and junior partners.

PRIVATE LIMITED COMPANIES (LTD)

This sort of free enterprise has been legally incorporated and will have its own legal identity. It will have a set of shareholders who shoulder a limited amount of liability for any debts the enterprise incurs. Those shareholders will appoint directors to oversee overall operations and decisions of the business, though the relevant managers will oversee the day to day operations.

PUBLIC LIMITED COMPANIES (PLC)

Often confused with private limited companies, PLCs differ in that shares in the enterprise can be sold to the general public. To do this, they have to meet certain regulatory and legal criteria regarding the business's financial health, transparency of their accounts, how long they have been trading, and more. Being able to sell public shares can be useful in raising funds for things like expansion.

INGREDIENTS OF PRODUCT

Let's take a look at the necessary ingredients of an effective product page.

PROVIDE COMPLETE DETAILS ABOUT PRODUCT

- While shopping, consumers prefer to completely evaluate the product before purchasing it. They touch, feel, try and test the product to know whether it's the right choice for them.
- This is especially true if they are buying something expensive or they are trying out apparel or eyeglasses.
- But this is not possible when they are shopping from online stores with their laptop, tablet or smartphone.
- This makes it necessary for all eCommerce owners to provide complete details of the product by offering plenty of quality images, product videos and extensive product description to help consumers make an informed buying decision. Compelling and informative product descriptions will increase the sales of your eCommerce store.
- Moreover, adding product videos will help boost search rankings, which in turn will increase website traffic and generate sales.

CRAFT PERSUASIVE CALLS-TO-ACTION

A call-to-action button is one of the most important elements of creating a profitable eCommerce product page. It plays a major role in converting your online visitors into customers.

Encouraging visitors to take ‘positive’ action vis-à-vis your products is difficult. The design and placement of your call to action buttons determine whether shoppers take the action you want them to, or abandon your site midway through the shopping process. Call to action buttons should be such that they not only attract visitor attention but also persuade them to take the next step in the sales funnel. They should stand out from the rest of the content on a page (including surrounding design elements) by having larger fonts and contrasting colors. They should be placed in such a way that they appear as the most prominent feature on the web page.

PAY ATTENTION TO OTHER DESIGN ELEMENTS OF THE PAGE

Your product page can have the complete product description and clear calls-to-actions, but both these features won’t mean squat, if you don’t pay attention to other design elements like typography, product search functionality and navigation menu on the product page. Let’s discuss each of these elements one by one:

- Typography on your product page will have considerable impact on user experience (UX). So, ensure the finished print of your product page is attractive and readable for your target audience.
- Search, filter and sort are important features on an online store’s product page. They provide a positive shopping experience to visitors by helping them find what they are looking for; no prizes for guessing this is a proven way to generate sales.
- Ensure your product page has a horizontal menu structure with drop-down menus so that visitors can navigate to sub-categories quickly and effortlessly.
- Also provide breadcrumb navigation on product pages to increase the usability of the website.

UPSELL PRODUCTS ON YOUR PRODUCT PAGES

- An eCommerce store should use ‘upsell’ to generate optimal conversions.
- One of the best ways to increase sales of your online store is to provide visitors with recommendations. In fact, recommendations can increase revenue by up to 300%, conversions by 150% and boost the average order value by 50%
- This clearly shows that product recommendations, when done correctly, have an astounding impact on the quantity of the orders being placed.
- Personalized recommendations are based on the purchase habits of a particular customer or their profile. These recommendations will give shoppers an eCommerce experience tailored to their needs.
- You can smartly show your visitors other products that they can purchase alongside the ones they are currently viewing by placing them under the section – ‘Recommended for you’, ‘You may also like’ or ‘Pair this with’.

ADD SOCIAL SHARING BUTTONS

- Social media is very important for the success of your online store. It is an invaluable tool to create brand awareness, build a loyal follower base and attract new customers.
- However, it is not sufficient to simply be actively present on social channels. You need to ensure that each product page on your online store has social media icons that

allow visitors to share your product with their friends and followers on various social networks.

- Eventbrite, an online ticketing service, for instance, prompts users to share the fact that they've purchased tickets to an event, with their friends and followers on Twitter, Facebook and LinkedIn.
- The company noticed that integrating social media with their website had a huge impact on visits and conversions.
- Ensure social media buttons are featured close to product images. It's also recommended that you only select a few social plugins to display on your product pages.

INCLUDE ELEMENTS THAT HELP BUILD TRUST IN VISITORS

- Visitors have come this far – visited your virtual store, browsed through different category pages and finally selected a product from a sea of choices.
- But even after coming so far, they still might choose to abandon your site and buy from your competitor.
- The problem could be that visitors don't find your website trustworthy. An eCommerce store that doesn't look credible can lead to high bounce rates and low conversion rates.
- This makes it vital for businesses to ensure their product pages help build trust in visitors.
- The company noticed that integrating social media with their website had a huge impact on visits and conversions.
- There are a lot of small things that add up to make a product page trustworthy – adding live chat feature, posting customer ratings and reviews about the product, including trust seals and clearly displaying shipping and return policies.
- Rent the Runaway, an online fashion store, for instance gets it right by showcasing user reviews on individual product pages along with customers' product shots.

PRICE OF ONE PRODUCT

- Cost of the product are comes under the materials used in the product.
- Minimum amount 1500 rupees only.
- It based on the purchase of the things
- Some time there will be an offer for the shopping things.

NUMBER OF PRODUCT MANUFACTURED PER MONTH

PRODUCT	PRICE
Gift card	100
Gift box	250
Photo frame	600

- ✓ Per month there will be 20 to 23 orders will be held
- ✓ Number of Product manufactured are different in every month.

DEMAND OF THE PRODUCT

- It depend upon the people who buying the products. It will consider upon it.
- Now a days peoples are change there trends in that way the homemade craft works products are demanded.
- Our product has more demand among the customers because everyone can present it during functions, festivals, parties, etc.

YOUR TARGET MARKET

- Your target market is the specific group of people at which your product or service is aimed.
- In other words, they're the primary audience of your business, branding and marketing strategy.
- The group you choose will depend on the particular consumer needs your product is addressing.

EXPECTED PROFIT

PARTICULARS	Rs.
A. Annual cost	
Capital Expenses	6789
Raw materials	5000
Human resources	1200
Other costs	4000
Total	16989
B. Sales revenue	17000
C. Net profit	14000

CONCLUSION

The problem that exists in our garment industry is that we analyze and follow trends that have already taken place on the fashion scene so while a collection is being accepted and the preparation for production is getting completed a new fashion demand is here, and the old one hasn't got accustomed yet. Fashion companies that do not invest in the development of products and production technology get into danger and can't "keep place" with fashion trend although they try hard.

- Markets researches, consumers' wishes, requests, and criterium mean inevitable and dominant task for a producer of garments, because by obtaining all these information a production can be directed, business planned with advanced defined aims and strategies. Marketing enables greater flexibility and better organisation for more successful reaction to market demands.
- Market analyses are perhaps difficult procedures for fashion industry, because they need time to see strong sides and opportunities although they are too eager to identify weaknesses and threats. It is important to be aware that once when weaknesses are

identified, some steps to change them can be taken by training, so there is possibility to make it a strong side. That's why SSC and SWOT are useful techniques used to find out strong and weak points in a fashion industry. The way Levi Strauss & Company succeeded by their own efforts to impose a new product LEVI'S ENGINEERED JEANS (redesigned denim trousers that follow contour of a body ergonomically), it is an example how to use BCG matrix and GAP analysis that show us how market methods and techniques can be also used in our garment industry in order to meet demands of flexible production.

- Retailers in India have already started the concept of co-branded credit cards. A current example would be the aggressive salesperson in any Spencer's store showcasing the HSBC-Spencer's offering.
- Another vivid example would be the Future Group credit card which had TV ads across channels for quite some time. The response though had been lukewarm.
- With organized retail sales looking downward over the last year, especially in Q3 and Q4 of 2008-09, these offering had disappeared from the table. But, Q1 & Q2 of 2009-10 have been particularly good, with around 15% growth in the sector on the back of a successful festive season.
- The new buzz word that is coming up in Retail circles is the Gift card, which is basically gift vouchers/certificates in the form of smart cards.
- They will be profitable for retailers as it will breed loyalty through repeat purchases. There will also be a significant portion of card value (10% in America: Economist) which are never redeemed.
- Retailers in India are still nascent when it comes to maintaining a comprehensive customer database, and this will be a small, yet significant step towards the same.

IDEA 014

ENTREPRENEURSHIP IDEA OF ASWINI.T.R

ASWINI.T.R

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: RTS DELICIOUS PICKLES

NAME OF THE ENTREPRENEUR

: ASWINI.T.R

ENTERPRISE / COMPANY LOGO

:



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : MANUFACTURING UNIT

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : RAW MANGO PICKLE

NATURE OF BUSINESS:

Delicious homemade mango pickles is a manufacturing types.

TYPES OF UNITS :

The process of converting raw materials into finished goods that meet customers expectation and satisfaction is manufacturing.

Our unit consists of buildings and machinery, where workers manufacture goods and operates machines processing a unfinished product into finished product. “Thus our unit is a manufacturing unit”.

PRODUCT DESCRIPTION:



SLOGAN: “PERFECT PICKLE WITH PERFECT TASTE”

FEATURES OF THE PRODUCT:

HEALTH BENEFITS:

- a) Aids in weight loss.
- b) Rich in Antioxidants.
- c) High Nutritional Value.
- d) Rich in Vitamin K.
- e) High in Fibre.

BRAND NAME: NATURE LAND.

INVESTMENT STARTUP REQUIREMENT:

- Pickles come in a variety of tastes. There are sour, sweet, sweet and sour, bitter, as well as acerbic pickles.

- Each variety of pickles has its own customer base. You need to choose your pickle type depending upon which type of consumers you are catering to.

PICKLE BUSINESS INVESTMENT:

These are the following investments 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.

PACKAGING AND PRICING THE PICKLES:

Before you sell the pickles to the consumer, you will need to focus on the packaging. You can either store your pickles in glass, plastic, or any other material equipped to store the finished product.

The packaging material you choose depends upon your budget, transportation considerations, and your choice as a pickle producer.

You will also need to price your product appropriately. You can't price it too high or too low.

If you price it too high, you will not be able to attract consumers; if you price it too low, people will get suspicious of the quality.

We should price your product around the standard market price. It can either be a little higher or lower, depending upon your branding, cost of production, and distribution costs.

In short, pickle making business is a lucrative business opportunity that requires relatively little capital and labour. It is a great business you can start from the comfort of your home.

SOURCE OF INVESTMENT:

If you're going to initiate a *pickle processing business*, one of the first questions you'll need to answer is what **vegetables** you're going to pickle and how you're going to pickle them.

If you already have a **wonderful home recipe**, that might be a good start, but you'll also want to differentiate yourself from other pickles in your area and the **generic pickles** anyone can pick up at any time any place.

Be ready to give your time experimenting with **techniques and flavours** until you find one you feel comfortable bringing to market

WORKING CAPITAL REQUIREMENTS:

LAND AND BUILDING:

We have to hire Land & Building for rent which can be divided into two parts, one is for manufacturing and another one is for show room for Delicious pickles. It may cost around Rs.10500 per month.

EQUIPMENT FURNITURE:

As it is an manufacturing concern equipment is important. Equipment for assembly (According to software settings). Quality and testing instruments, Quantity measuring machine etc..

WORKING CAPITAL:

- **NUMBER OF EMPLOYEES:**

- Minimum 5
- Maximum 10 to 15

SKILLED AND UNSKILLED EMPLOYEES:

Skilled employees are necessary for preparing mango pickles and the unskilled employees are used for packing and labeling the finished products which is ready to

DETAILS:

SOURCE OF RAW MATERIALS:

Raw mangos are brought from the market or we directly deals with farmers. The another raw materials like species are we buy from the whole saler who sales the natural and healthy food materials.

Pickles are generally of three types namely pickles in **vinegar, citrus juice, brine and oil**. Besides the basic fruit/vegetable, the substances that are generally added to pickles are vinegar, sugar, salt, oil and spices. The presence of these ingredients makes the product highly acidic in nature.

When mangoes dry, remove the stalk of mangoes and cut the pulp in small chunks without peeling.

Now mix coarsely ground spices, **salt, asafoetida, turmeric powder**, red chilly powder and vinegar in the mango chunks and mix everything really well. Mango pickle is ready.

RAW MATERIAL(ANNUAL):

DESCRIPTION	RATE
Small Accessories	30,000
Heavy Tools	60,000
Designing Materials	35,000
Maintaining Cost	50,000
Other Supplies	25,000
TOTAL RAW MATERIALS	2,00,000

ORDER:

- ☆ Using website links
- ☆ Order by online
- ☆ WhatsApp groups
- ☆ By Email
- ☆ Then the order will come through courier service and door delivery.

FIXED ASSETS & WORKING CAPITAL ESTIMATION:

PARTICULARS	Rs.
1. Fixed Capital	
a. Land & Building	1,40,000
b. Equipment	45,000
c. Machinery	
Quantity Measuring Machine	25,000
Quality & testing instruments	28,000
Peeling Machines & Vessels	22,000
d. Furniture	
Chairs, tables, stools, etc.	30,000
2. Working Capital	35,000
TOTAL CAPITAL REQUIREMENT	3,25,000

OTHER COSTS (ANNUAL):

PARTICULARS	AMOUNT
Depreciation on machinery	37,000
Interest on Capital	63,000
Marketing cost	35,000
Trading Cost	40,000
TOTAL	1,75,000

HUMAN RESOURCES (ANNUAL):

DESCRIPTION	NUMBER OF PERSONS	PAYMENT
Manager	1	45,000
Supervisors	2	18,000
Skilled Workers	10	33,000
Unskilled Workers	20	32,000
Others	4	22,000
TOTAL	37	1,50,000

AVAILABILITY OF RESOURCES FOR STARTUP REQUIREMENT :

- ❖ Some investment for buying the raw materials for preparing mango pickles.
- ❖ We need smartphones for the order.
- ❖ Social sharing.
- ❖ Create some whatsapp groups to the orders.
- ❖ They have a new ideas they believe will be successful.

WHICH PICKLE TO PRODUCE:

The first step is to decide which type of pickle you want to produce. There are numerous

varieties of pickles you can produce, such as lemon pickle, chilly and garlic pickle, mango pickle, carrot pickle, mixed vegetable pickle, fish pickle, cabbage pickle, and so on.

Pickles come in a variety of tastes. There are sour, sweet, sweet and sour, bitter, as well as acerbic pickles.

Each variety of pickles has its own customer base. You need to choose your pickle type depending upon which type of consumers you are catering to.

CHOOSE THE INFRASTRUCTURE FOR MANUFACTURING THE PRODUCT:

Before you start manufacturing, you will need a manufacturing infrastructure in place. You will need capital and equipment before you start making pickles on a large scale.

You can either make pickles at your home, or you can arrange for a dedicated manufacturing unit. However, you need machinery to aid you in the pickle making process.

If you want to keep your manufacturing small, you can make pickles at your home. If you want to start your pickle manufacturing on a bigger scale, you will need a separate manufacturing plant.

You will also need proper equipment, from utensils to the pickle making machines needed to process the raw materials into a complete product. However, compared to other businesses, the pickle business in India requires lesser equipment.

If you are making the pickles at home, you will only need vessels to mix the ingredients and marinate the pickle, and the jars and containers to store them.

If you are going to manufacture pickles on an industrial scale, you will need bigger machinery, such as a cutting machine, pickling machine, and mixing machinery.

Along with this, you will also need large containers to store the pickle, as well as jars for packaging and then delivering it to the end consumer.

ARRANGE FOR THE REGISTRATIONS AND LICENSES:

There are various prerequisites before you start a pickle business. The various licenses and registrations are an important part of these prerequisites. Without getting these registrations and licenses, you will not be able to manufacture and sell the pickles on a medium or large scale. Some of the important registrations and licenses are:

FSSAI

Food Safety and Standards Authority of India, or FSSAI, is responsible for protecting and promoting the health and well being of the consumers through the regulation and supervision of food safety and quality. It is an autonomous body established under the Ministry of Health and Family Welfare, Government of India.

The FSSAI is a compulsory license and registration for any business organisation which deals with food or food products. Every packaged food needs to come with an FSSAI certification

number, which indicates that the food is meeting the required quality.

SHOP ACT:

Shop Act licenses are those which are required before you establish a shop within any municipality limits. This Act regulates the payment of wages, work hours, the holidays required to be given, terms of service, and other requirements and conditions for a shop. This applies to a pickle shop/business as well.

It is a mandatory license and it needs to be displayed in a prominent place of the business establishment.

STORAGE AND PRESERVATION:

You will also need proper storage and preservation facilities. The vegetables and other food items needed for making pickles are subjected to brining. Brining is a process in which vegetables and other raw food items are kept in salted water for fermentation. This way, they are protected from fungal attacks and can be preserved for a longer time.

You will also need storage and space for your ingredients and the pickles. If you are trying to establish a home business, you will need minimal storage. However, if you want to expand your business and cater to more customers, you will need dedicated storage for your raw materials and final product.

MANAGING YOUR EMPLOYEES:

For any business, managing your employees will either make or break your business. The same is the case for 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.

PROMOTIONAL TOOLS:

There are various promotional tools you can use to attract more customers. You will need to use these marketing tools efficiently to attract more customers at a minimum price.

You can use traditional forms of marketing, such as advertising, direct marketing, and sales promotion. This will be helpful if you are planning to go big. If you are running a home-based business, you just need to maintain direct contact with your customers.

You need to build a website and create a social media account to increase your reach. If you are doing a home business, then using WhatsApp will suffice.

PROCESS OF MANUFACTURING A PRODUCT :

Mango pickle is a traditional Indian Condiments made with raw mangoes, spices and oil. In India, pickles are relished as a side in every meal. It is eaten with dal-rice, dalroti, parathas & even with many breakfast dishes. Indian cuisine is diverse so a mango pickle is made in many

different ways. I am Sharing the easiest recipe to make it at home.

PREPARATION:

This step is for better shelf-life. If you skip this step, you have to refrigerate the pickle right away after making it. To make mango pickle, firstly make sure all the following are completely dry and free from moisture. It is ideal to sun dry all of them for few hours. If you do not have sunlight, then wipe with a clean dry cloth and keep them in a dry place the previous night.

- Mixing bowl
- Large spoon
- Blender jar
- Chopping board
- Knife

Dry roast half teaspoon methi seeds on a low flame till they begin to smell good. Transfer these to a plate. To the same hot pan add oil and allow it to warm up. Set aside to cool completely. You can skip warming the oil if you intend to finish it with in 10 to 12 days. If using cold pressed oil, skip heating the oil.

1. Powder Mustard and methi seeds in a Blender to a fine or coarse powder to suit your liking. A fine powder needs less oil for the pickle.
2. Wash mangoes well under running water. I prefer to soak mango in salted water for 30 minutes, scrub it with additional salt and wash off. If you are using organic mango, you can just wash it well and use. Dry it thoroughly. Wipe off with an absorbent cloth or tissue.
3. Chop them to slightly large cubes of 1×1 inch. Smaller pieces tend to turn very soft and mushy when stored for longer. Also I used up the left over pulp on the mango. I finely Chopped it as well. They turn soft and add volume to the pickle gravy.

HOW TO MAKE MANGO PICKLE:

1. To a large mixing bowl, add mango cubes, chilli powder, Mustard methi powder, salt and lightly crushed garlic cloves.
2. Add oil we warmed up earlier. Ensure it is cool before adding to the mixture.
3. Mix everything well. The mixture looks dark and dry.
4. Cover it and set aside in a dry place for 24 hours.
5. After 24 to 28 hours, mango releases moisture or juice. Mix well with a dry spoon.
6. Some kind of mangoes just don't release any juices so it may still be dry after a day. Taste test and add more salt if needed. You will get to see this yummy hot spicy mango pickle ready.



INGREDIENTS OF PRODUCT:

- Raw mango
- Chilli powder
- Salt]
- Oil
- Vinegar
- Mustard
- Methi seeds
- Garlic
- Cloves

PRICE OF ONE PRODUCT:

- ♀ Cost of the product depends upon the quantity measurement.
- ♀ Minimum rate starts from rupees 10.
- ♀ Maximum rate upto rupees 2000.

Product	Price
Small Packet	10 to 25
Large Packet	35 to 2500

- ♀ The price of the product depends upon the Raw materials consumed.
- ♀ Any festival days, there is an offer for the Maximum amount of product.
- ♀ Discount offered for regular customers.

NUMBER OF PRODUCT MANUFACTURED PER MONTH :

Note: large packet pickles are filled in glass bottles and preserved with correct fillings.

- Per month there will be 40 to 55 orders will be held.
- The amount of the pickles are depend Upon the quantity of the pickle.
- Number of product manufactured is based on the demand for the particular priced product and availability of raw materials.

DEMAND FO THE PRODUCT:

- ◆ Demand of the product depends upon the people or customers who buying the product.
- ◆ In South India, people like to have pickles with afternoon meals. It is a simple side dish which enhance the taste forever.
- ◆ All our products are safely packed and protected with correct temperature. It can be used for more days.
- ◆ Our brand will definitely taste like homemade pickles. No other chemicals preservatives added.

YOUR TARGET MARKET:

- ❖ The group you choose will depend on the particular consumer needs your product is addressing.
- ❖ A target market is a group of people with some shared characteristics that a company has identified as potential customers for its products.
- ❖ Identifying the target market information the decision making process as a company designs, packages, and markets its product.
- ❖ The three strategies for selecting target markets are pursuing entire markets with one marketing mix, concentrating on one segment, or pursuing multiple market segments with multiple marketing mixes.
- ❖ A target market is a group of customers with shared demographics who have been identified as the most likely buyer of a company's product or service.
- ❖ Identifying the target market is important for any company in the development and implementation of a successful marketing plan.

PROJECTED COST, REVENUE AND NET PROFIT:

PARTICULARS	Rs.
(a) ACTUAL COSTS	
Capital Expenses	3,25,000
Raw Materials	2,00,000
Human Resources	1,50,000
Other costs	1,75,000
TOTAL	8,50,000
(b) SALES REVENUE	19,13,000
(c) NET PROFIT (b-a)	10,63,000

CONCLUSION:

The tradition of the picking process goes thousands of years. Pickles are part of Indian meals. It can be eaten on a regular basis with any meals. Raw Mango Pickle is seasoned with salt which helps to grow probiotic bacteria in your gut. Hence consuming pickles with food support for better digestion. As the pickles are made up of preserving raw fruits or vegetables, the antioxidant properties of these ingredients are also preserved masalas.

Antioxidant are helpful to fight against free radicals that cause many diseases. Pickles help to improve immunity and fight against common cold and flu. Pickles are must add to our Indian Meal. The pickling process becomes popular through ages due to its benefits and nutritional values. Pickles are preserved for years hence it is famous as well as it is said that pickles offer physical and spiritual strength.

IDEA 015

ENTREPRENEURSHIP IDEA OF BARATH. R

BARATH. R

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT : RB Juice Bar

NAME OF THE ENTREPRENEUR : **BARATH. R**

ENTERPRISE / COMPANY LOGO :



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : MANUFACTURING UNIT

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : APPLE JUICE

FEATURES OF THE PRODUCT

1. Contains Ginger, garlic, lemon and honey.
2. No added sugar.
3. Preservatives free.
4. Genuine, Organic flavour, no artificial flavours.
5. Unfiltered, Undiluted and non-pasteurized.
6. Free of synthetic additives.
7. Made from fresh Himalayan apple juice and not the Concentrate. TASTE



CAPITAL OR INVESTMENT REQUIREMENT:

LAND & BUILDING:

1. Rent agreement will be signed during implementing period & the cost of agreement will be included in pre-operative expenses.
2. At the plant site, availability of unskilled labour is not a problem. Skilled and unskilled labour can be recruited for operating the plant.
3. Initial training will be required for smooth and efficient running of the plant.
4. It is felt that the skilled manpower available locally having some experience in operation can be recruited to satisfy the manpower need.
5. Project would be set up at a site that is well connected by road and there is adequate supply of power and water.

PLANT & MACHINERY:

Juice manufacturing plant-HP-Bottles per minute	:40
Bottle filling machine -HP:15-Bottles per minute	:40
Labeling machine –HP:1-Bottles per minute	:40



WORKING CAPITAL :

FIXED ASSETS & WORKING CAPITAL ESTIMATION

PARTICULAR	RS
Fixed capital	
Land & buildings	1,50,000
b. Equipment	
Apple Juice making machine	70,000
Bottle, Labelling Machine, Bottle Filling Machine (Rs.35,000 Each) 3 Machines	1,05,000
50,000	
c. Furniture	
WORKING CAPITAL	30,000
TOTAL CAPITAL REQUIREMENT	4,05,000

RAW MATERIAL(ANNUAL)

DESCRIPTION	RATE
Heavy Tools	70,000
Designing materials	60,000
Maintaining cost	1,00,000
Small accessories	45,000
Other supplies	15,000
TOTAL RAW MATERIAL	2,90,000



LABOUR (ANNUAL)

- Manpower requirement for the project has been planned considering the size of the unit.
- The project is based on a single shift basis and 300 days of working schedule in a year, working for 8 hours a day, 25 days a month.

DESCRIPTION	NO OF PERSON	PAYMENT
Manager	1	70,000
Skilled Workers	10	60,000
Unskilled Workers	15	40,000
Other	5	30,000
TOTAL		2,00,000

OTHER COSTS (ANNUAL)

PARTICULARS	AMOUNT
Depreciation on machinery	40,000
Interest on Capital	80,000
Making Cost	20,000
Trading Cost	5,000
TOTAL	1,45,000

SOURCE OF CAPITAL:

Owners Contribution : 4,00,000

Subsidiaries from State/Central Govt. : 8,00,000

Finance from Relatives/ Friends : 1,50,000

PROJECT START UP REQUIREMENT:

In order to start apple juice our financial requirement is around 15Lakhs. Since this is a small scale business we can avail loans from banks.

DETAIL : (PLACE)

Apple juice are available kamarajar street in the city of nagercoil.

ENTERPRISE:

Financial Resources – Owner of Juice bar contributes the capital Rs.4,00,000 and then the subsidiaries given by the state /Central government i.e Rs.8,00,000 and the friends and relatives of the owner are helped to start the enterprise of Rs. 1,50,000. They are helped to startup the enterprise effectively.

Raw Materials- Some kinds of raw materials are available for startup and maintaining the enterprise. That kinds of raw materials, Maintaining cost and other supplies. The total cost of raw material is Rs.2,90,000.

INGREDIENTS OF PRODUCT:



- Apple -1 pcs
- Water -200 ml
- Sugar- 1 tbsp
- Ice cubes.

PROCESS OF MANUFACTURING A PRODUCT:

- Apple juice can be classified into clear juice and cloudy juice. Their production process is similar including fruit sorting, crushing, washing, juice extraction, clarification, blending, sterilization, filling and cooling.
- Their difference lies in one process. Cloudy juice is made by homogenization, and transparent juice is made by clarification

EQUIPMENT OF APPLE JUICE PROCESSING-

Fruit sorting machine, Fruit cleaning machine, Spiral juice extractor, Juice homogenizer, Juice filter, Bottle filling machine, Sterilizing kettle, Fruit elevator.



PRICE OF ONE PRODUCT:

We are pricing based on quantity , flavour, and customers requirement. Apple juice minimum the rate of 5 bottles of Rs.100.

VARIETIES OF APPLE JUICE	PRICE IN RS
Homemade apple juice	75
Apple juice recipe	70
Green apple juice	100
Spinach apple juice	120
Apple cider	130

NUMBER OF PRODUCT MANUFACTURED PER MONTH

VARIETY OF APPLE JUICE	UNITS
Apple juice recipe	300
Homemade apple juice	250
Green apple juice	350
Spinach apple juice	500
Apple cider	650
TOTAL	2050

PROJECTED COST,REVENUE AND NET PROFIT:

PARTICULAR	Rs
a)Actual costs	
Capital expenses	4,05,000
Raw material	2,90,000
Human Resources	2,00,000
Other costs	1,45,000
TOTAL	10,40,000
b)Sales revenue	25,00,000
c)Net profit(b-a)	14,60,000

CONCLUSION

If two types of apple juice differ in ingredients and/or type then they will have different amounts of vitamin C, the apple juice contained the most vitamin C. The vitamin C solution contained.

IDEA 016

ENTREPRENEURSHIP IDEA OF BAVISHA. M.S

BAVISHA. M.S

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: KRISHNA AARI WORKS

NAME OF THE ENTREPRENEUR

: BAVISHA. M.S

ENTERPRISE / COMPANY LOGO

:



SLOGAN: “ The Ultimate passion in Embroidery “

VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : MANUFACTURING UNIT

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : AARI WORKS

NATURE OF THE BUSINESS:

The thread craft is generally done on natural fabric with tight weaves.

Long and short

- Fishbone stitches
- Buttonhole stitches
- Zarith read work
- Paddedchain stitch
- French knot
- Matt filling

WORKING CAPITAL:

NUMBER OF EMPLOYEES:

- Minimum 1
- Maximum 2 of 3

SKILLED AND UNSKILLED:

The Aari and embroidery course follows the National skill qualification fram work as set in place by the National skil development corporation of India.

RAW MATERIALS:

- Maggam Embroidery frame
- Aari needles
- Threads
- Thread cutter
- Beads
- Sequins
- Rhinestone

DETAILS:

Aari work is atype of embroidery work that is done by stretching the fabric tightly over a wooden frame. A pen like needle that resembles a crochet needle is used to do the intrinsic aari work. Aari art work is popular for its find and delicate thread work....Aari work enhance the essence of hand embroidery.

ORDER:

- Order by online
- Using website links
- By email
- Instagram page
- Whatapp number
- Etc

Then the order will come through door delivery (or) courier services.

ENTERPRISE:

DEFINITION:

An enterprise is a term in the commercial world used to describe a project or venture Undertaken for gain. It is often used with the word “business “as in “business enterprise “.

TYPES OF ENTERPRISE:

- Sole Proprietorship.
- Partnership.
- Private Limited Companies (Ltd.)
- Public Limited Companies (PLC)

Entrepreneurs usually start an enterprise – with the associated risks – to make a profit, and for one of several reasons:

Exploit Ideas.

They have a new ideas they believe will be successful.

Filling a Gap.

They see a gap in the market they believe they can fill.

Competitive Pricing.

They believe they can. Produce something on the market cheaper and. offer it at a lower price.

Knowledge-based.

Where they believe they can. supply specialist knowledge that customers will pay for.

TYPES OF ENTERPRISE:

Sole Proprietorship:

Although often the smallest of companies, these represent the foundation of the UK’s market economy. These can include ‘trade’ business, such as painters and decorators, or the owners of a single retail unit. And, in the modern era, many online businesses can fall into this category, from smaller enterprises selling products via Etsy or similar platforms to larger ones with a website and app.

Partnership:

Partnerships usually consist of a small number of individuals who share ownership and decision-making (as well as profits). In some cases, such as legal firms, each partner may bring a particular speciality to the business to expand the overall services. In some cases, there may be a type of hierarchy where there are senior and junior partners.

Private Limited Companies (Ltd.):

This sort of free enterprise has been legally incorporated and will have its own legal identity. It will have a set of shareholders who shoulder a limited amount of liability for any debts the

enterprise incurs. Those shareholders will appoint directors to oversee overall operations and decisions of the business, though the relevant managers will oversee the day to day operations.

Public Limited Companies (PLC):

Often confused with private limited companies, PLCs differ in that shares in the enterprise can be sold to the general public. To do this, they have to meet certain regulatory and legal criteria regarding the business's financial health, transparency of their accounts, how long they have been trading, and more. Being able to sell public shares can be useful in raising funds for things like expansion.

Qualities of a Successful Entrepreneur:

To become a successful entrepreneur, is it enough to have a good idea and access to funding? In most cases, no, as history is littered with many who had both but fell short of success. To combine those first two factors and actually succeed, you need certain qualities, or you need to develop them.

Planning:

Being able to plan can be key to making your business successful. And this goes beyond a simple business plan you may have created to seek funding. It is about setting goals and working out how you will reach them. Any planning must adjust to unexpected circumstances, but it should follow a certain path, both in what you want to achieve and when you want to achieve it.

Vision:

While many see their vision as part of their plan, vision can be about longer-term goals. Your initial plan may cover anywhere from your first year to your first five years, but where do you see you, your business, and your products/services in ten years or more? A visionary entrepreneur will be looking at long term goals and business opportunities to attract extra financing when needed.

Passion:

Most successful entrepreneurs more than believe in their products. They have a real passion for them. And that passion is not just important in the initial stages or in selling your ideas to others. It can be crucial in keeping you going if you hit a rough patch or experience any disappointment or period of low economic activity.

Being Decisive:

Decisiveness is a key quality in making a success of your enterprise. It is great when you have plenty of time to think over key decisions, but there will be plenty of occasions when you need to make a decision firmly and quickly. The ability to do this will stand you in excellent stead.

Self-Belief and Focus:

Believing in your idea and you are an essential foundation for starting your own business. If you don't believe in either, how do you expect others to do so and to buy your products? And focusing on short and long term goals is also important. Keeping a close eye on what you need to do daily, weekly, etc., will help you achieve your goal

INGREDIENTS OF PRODUCT:

Embroidery refers to the thread craft that enhances the look of a fabric or product. This thread craft is generally done on natural fabrics with tight weaves. Embroidery designs of India are influenced by different cultures and have a flavor of their own. Indian embroidery is cherished by craftsmen and has the world swooning over them. Embroidery designs are formed on the basis of texture of the fabric.

may also include decorating materials other than threads, like pearls, beads, stones and sequins. India is known for its beautiful embroidery techniques. Fundamental stitches of embroidery are running stitch, cross stitch and satin stitch. Surface embroidery technique are more economical. Aari embroidery is one of the many forms of embroidery, originated in the Mughal era. Aari work is a type of embroidery work that is done by stretching the fabric tightly over a wooden frame. A pen like needle, that resembles a crochet needle is used to do the intrinsic Aari work.

Aari art work is popular for its fine and delicate thread work. Aari art work is popular for its fine and delicate thread work. Aari work enhances the essence of hand embroidery. It is largely practiced in Ahmedabad. The kind of stitch that is used for Aari work embroidery is chain stitch. Since Aari work has its origin from the Mughal era, motifs of Aari work are derived from nature. These motifs include leaves, vines, flowers, trees, birds and animals. Embroideries used in ethnic fashion are distinguished from the Aari embroidery because of these motifs. This type of embroidery has its place in contemporary fashion as well. Aari work embroidery uses beads and stones to create a sparkling effect on the garments. The embellishments are placed in such a way that they create an intrinsic web like pattern to create an intrinsic look. Aari work is more of thread and needle work; however, stones and other embellishments are used to add richness to the embroidery. Aari work is considered appropriate for all seasons as it can be done on velvet, silk, cotton, cotton silk, chanderi, and many other fabrics. This makes Aari embroidery products suitable for people of all demographics. Hand embroidery Aari work is used to create intricate designs all over the garment or on certain parts of the product to enhance its look.

PRICE OF ONE PRODUCT:

- Cost of the product are comes under the materials used in the product.
 - Minimum amount 900
 - It based on the purchase of the things .

DEMAND OF THE PRODUCT:

ORGIN AND HISTORY

Aari work traces out its emergence way back in the 12th century, which marked the rule of the Mughal emperors. Floral motifs, traditional designs and fascinated the Mughal royals during that period. This popularized and brought Aari work into the limelight. With time, places like Kutch, Lucknow, Uttar Pradesh, [Rajasthan](#), and Delhi started recognizing the specialty of Aari embroidery, which marked the gradual popularity of Aari embroidery.

Present Day Scenario

Aariwork has always been considered one of the most tedious forms of needle work. Today, with the help of advanced stitching procedures, and the role of more artisans, it takes lesser time to complete the embroidery work on an outfit. Sources of Inspiration

Aari work began with a simple procedure of using a lead pencil to sketch the design on the fabric, after which a needle was put to use which pierced holes along the lines of the design. Then the threaded needle was inserted into the fabric, and when it came up, it emerged with a loop. Through this procedure, the fine stitched patterns led to the evolution of Aari work as an individual art form. Making

The fabric is first stretched over a frame to remove uneven, loose folds in the fabric texture. The frame comprises four wooden spars resting on wooden posts. Next, using thick cotton thread, the fabric is sewn on to the wooden frame. More often than not, Zari, Cotton or Silk threads are used in embroidery. One of the main features of Aari work is the fine embroidered patterns on the fabric. At times, artisans embellish the outfit or cloth with sequins, stone etc in between the embroidered patterns.

Aari work was initially executed by the Muslim communities residing in India. They mainly used a hooked needle, or the Aari. Aari work is also said to have parts of its original essence in Barabanki, which named it as Katla work as this artwork was executed on a frame which was based on the ideologies of a cot. Mochi embroiderers done by artisans in regions of Kutch also formed the original faces behind this fabric, as they used the ‘Aari’ needle to redefine the essence of traditional beauty.

VARIETIES

Aari work involves the implementation of a galore of beads and needles. Salma, Gota, Nakshi, **Dabka** and Aara are some the varieties linked to this artwork, which plays an equal role in enhancing the beauty of the fabric. Aari work is generally associated to floral motifs as well. Even katori, sitara and tikena are some of the other elements that are used in this embroidery form. All of them help in creating more intrinsic and innovative designs. Occasion Dressing

As Aari work can now be seen in many types of garments, occasions like parties, religious ceremonies, weddings, and other formal occasions are perfect for donning dresses embellished with fine Aari embroidery. Apart from these occasions, this fabric can even be worn in all seasons, irrespective of any time of the year. Maintenance

Dry cleaning washes are initially recommended for this fabric. Besides, soft ironing and gentle hand wash are suggested to retain the newness of the fabric.

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MAINTENANCE:

Dry cleaning washes are initially recommended for this fabric. Besides, soft ironing and gentle hand wash are suggested to retain the newness of the fabric.

EXPECTED PROFIT:

Dry cleaning washes are initially recommended for this fabric. Besides, soft ironing and gentle hand wash are suggested to retain the newness of the fabric.

Particular	Rs
A. Annual cost	
o Capital Expenses	6789
o Raw materials	5000
o Human resources	1200
o Other costs	4000
Total	16989
B. Sales revenue	17000
C. Net profit	14000

CONCLUSION:

Embroidery is the embellishment of an existing fabric with threads, accessories and sometimes with other decorative elements as fishbone, feathers, horn, shells, beetle-wings, tassels, beads, coins, buttons, metal and mirror. A separate technique exists for metal or other precious threads, for non-pliable materials such as quills and for narrow decorative trims, usually cords and braids.

There are laid on the fabric and couched down by stitching with another thread. Gold and Silver embroidery commonly known as Zardosi was an ancient Persian art. Zar Persian meant gold and dozi was embroidery. Today, the world Zardozi carries a different connection Zardosiwas also known as karchobi, since it was done on karchob- a Persian word meaning a wooden frame. Zardosi work was done by hand using a regular needle, with Zari work was done with the use of a hooked needle, known as Aari.

IDEA 017

ENTREPRENEURSHIP IDEA OF DURKA.N

DURKA.N

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT : Durka Cake World

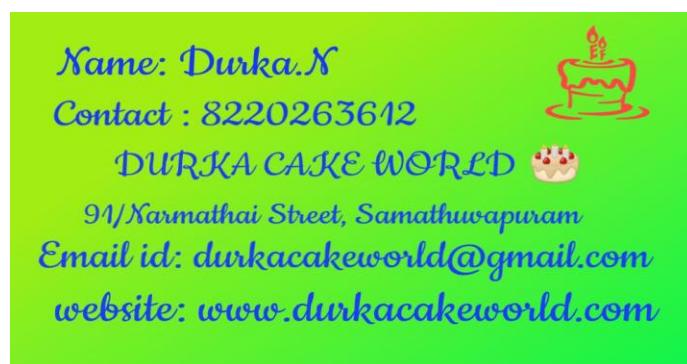
NAME OF THE ENTREPRENEUR : **DURKA.N**

ENTERPRISE / COMPANY LOGO :



SLOGAN: "A bite of deliciousness"

VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : MANUFACTURING UNIT

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : AARI WORKS

TYPES OF ENTREPRISE:

- Butter Cake. Bake this easy buttermilk-raspberry butter cake into a layer cake, sheet cake, or even a DIY wedding cake. ...
- Pound Cake. ...
- Sponge Cake. ...
- Genoise Cake. ...
- Biscuit Cake. ...
- Angel Food Cake. ...
- Chiffon Cake. ...
- Baked Flourless Cake.

PRODUCT DESCRIPTION

NAME OF THE PRODUCT: CAKE

FEATURES OF THE PRODUCTS:

- It is the most important product next to bread in our bakery industry • Cakes may be served as snacks or as desserts
- Ingredients and their functions • Flour • Sugar • Fat • Eggs Optional ingredients } Salt } Milk } Water } Leavening agents } Flavour } Improver } fruits
- Flours • Builds structure • Affects the shelf life of the cake • Adds nutritional value • Acts as a binding and as an absorbing agent • Holds other ingredients together and evenly distributes it into the cake mixture
- Sugar • Is used as sweetener • Helps get soft texture and crust colour • Helps retain the moisture • Improves the shelf life • Makes the product tender • Has a mellowing or tenderizing capacity • Gives flavour
- Fat • Makes the product tender • Retains moisture for a longer time • Improves the shelf life • Improves the flavour • Gives softness • Gives nutritional value • Increases the eating quality • Helps retain air during creaming operation
- Eggs • Provides structure • Gives moisture and colour • Improves the flavour, taste, and volume • Gives nutritional value • Improves the grain and texture quality • Gives softness • Lecithin present in the yolk acts as an emulsifier • During beating egg entraps air and become an aerating agents
- Functions of optional ingredients
- Salt • Gives the flavour and taste • The crust colour of the cake is improved by lowering the caramelization temperature of the sugar • Keeps the cake moist • Certain cakes have more sugar in the formula. Here salt helps cut down the excessive sweetness • Enhances the natural flavour of other ingredients
- Milk • Helps build the structure • Helps bind the flour proteins • Keeps the cake tender • Helps retain the moisture • Improves the taste and flavour • Improves the nutritional value • Contains lactose which helps give crust colous • Improves the keeping qualities, grain and texture

INVESTMENTS PROJECT START UP REQUIREMENTS:

- After having a glance at the various equipment, raw materials, and the, or the manpower that would be necessary, we can take an estimate of investment that is required for operating your baking business on a small and medium scale basis.

CONTENT	AMOUNT
Small Scale	80000 to 3 lakhs
Medium or Large Scale	5 to 15 lakhs

WORKING CAPITAL:

Working capital is the excess of current assets over current liabilities it's requirement can easily be forecasted by making the estimate of the amount of each component of current assets and current liabilities.

NUMBER OF EMPLOYEES:

- Minimum 5
- Maximum 10

SKILLED & UNSKILLED:

- Skilled - Skilled workers have specialised training for a particular profession and also have a long practical experience of the job. ...
- Semi skilled - Semi skilled workers are who have only a part of a professional training of their trade but have sufficient experience in that field.

RAW MATERIAL:

Just like any other business, you'd require some raw materials, 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.

- Baking Powder
- Salt
- Sugar
- All-Purpose flour
- Ghee
- Milk
- Eggs
- Assorted fruits
- Caramel Colour
- Yeast
- Butter cream
- Jam

DETAILS:

- The Creaming Method. The creaming method is the most common for mixing cake batter. ...
- Reverse Creaming. The reverse creaming method, also called the “paste” mixing method, is another common way to mix cake batter. ...

ORDERS:

- Orders by online
- Orders by offline
- Orders website

PROJECT START UP REQUIREMENTS:

- This is another important aspect you need to consider very carefully. In the franchise operation, you don't need to think that much. Because the franchiser determines the price.
- However, if you want to open your own brand, then you will need to calculate the cost carefully first. In that case, you will need to calculate the raw material cost, time hour, and packaging expenses. And then you will need to put the profit percentage. Additionally, you must check the price of your competitors in your area.
- Defining a clear marketing strategy is the most crucial aspect of the cake shop business. You can't be a carbon copy of your competitors. Therefore, identify your USP first. Be the best, the first, or the only one baking the kind of treats you make. You must have at least one core item that is only available in your shop.
- Being a great baker doesn't guarantee success. So, apart from baking delicious cakes, have some time and money for promoting your business. You must find out some effective ways of promoting your business. Additionally, you must explore both offline and online advertising.

PROCESS OF MANUFACTURING PRODUCTS:

- The products must be uniform in size, shape and appearance in order to pass quality control tests, and this is achieved with the help of a largely automated process. Commercial mixers, fillers and ovens combine to process a high volume of products as consistently as possible. Most manufacturers use preservatives and other additives to achieve a long shelf life and uniform appearance.
- Most standard commercial cakes use a batter made from wheat flour, fat, eggs, sugar, milk powder, water, flavorings, preservatives such as sulphur dioxide and raising agents such as sodium carbonate. The ingredients are combined in either the sugar batter or flour batter methods. In the sugar batter method, the fat and sugar are creamed together, followed by the liquid then the flour. In the flour batter method, the fat is blended with the flour before being gradually mixed with the eggs and sugar. Increasingly, the “all-in-one” method is being used, which combines all the ingredients except fruit simultaneously
- The batter is mixed in a commercial mixer. Once all the ingredients are combined, the mixer continues to beat the mixture for a further 10 minutes in order to trap in air and

allow the cake to rise properly. The air works in conjunction with the added raising ingredient and the cake will grow in size during the baking process. Once the mixing is completed, the batter is turned into a mold for baking.

- The baking mold is automatically sprayed with a thin layer of oil, which prevents the batter from sticking to the mold during the baking process. The mold is then filled with batter via an automatic dosing system, which monitors the shape, weight and level of the batter.
- After baking, the cake must be thoroughly and carefully cooled so that it does not collapse. As the cake cools, it releases moisture into the air that is removed by powerful suction pumps in the room so that no condensation.

INGREDIENTS OF PRODUCT:

A cake's structure is created mainly from the combination of the flour's starches, by the proteins in whole eggs, egg whites, and/or in milk. The melt-in-your-mouth texture comes from tiny air holes left in the cake's structure, created through mixing, serving as nuclei and enlarged through the carbon dioxide gas from the chemical leaveners, heat and /or steam during baking. The sugar and fat in the recipe, as well as any acids, tenderize the cake, as well; they interfere with gluten formation and egg protein coagulation, interrupting the network of gelated starch. But, if the recipe is unbalanced, for example, if there's too much sugar and fat, the cake's structure is weakened so much it cannot support its own weight and will collapse. Too much flour and too many eggs may make the cake tough and or dry.

The following table gives details about the ingredients of product used for making the cake in delicious and tasty manner. The table explains about the quantity and quality used for making the cake. There are some kinds of cake like butter cake and pond cake, they are delicious in taste and makes our day happy.

TYPE	FLOUR	EGGS	FAT	SUGAR	QUALITIES
SHORTENED:					
POUND CAKE	100	100	100	100	Moist, soft, rich
BUTTER CAKE	100	40	45	100	Moist, soft
FOAM:					
GENOISE	100	150 - 200	20 - 40	100	Light, springy, somewhat dry
BISCUIT	100	150 - 220	0	100	Light, springy, dry
SPONGE CAKE	100	225	0	155	Light, springy, sweet
ANGEL FOOD CAKE	100	350 (whites)	0	260	Light, springy very sweet
CHIFFON	100	200	50	135	Light, moist

PRICE OF ONE PRODUCT:



NO. OF PRODUCTMANUFACTURED PER MONTH:

- Bakery products have long been basic food products for human nutrition. The convenience, accessibility, and nutrition profile associated with them are the major factors of their sustenance in the modern market.
- As the consumption of cakes is gaining market traction, owing to consumers' changing perceptions, as well as their convenience and health attribute, leading to a rise in popularity of on-the-go cake products, which are baked off or made at the convenience of the consumer.
- As a result of urbanization and increase of working population, the preferences for out-of-home consumption and demand for instant and nutritious products have increased, which is expected to propel the market growth during the forecast period

DEMAND OF THE PRODUCTS/SERVICE:

1. Demand for the is also increasing significantly across the globe as they are instant, accessible, and delicious food in this rapidly urbanizing and changing lifestyles. Europe and North America have enjoyed the strong consumer base of bakery products, including cake, pastry, biscuit, and pita bread.
2. The market share for innovative as well as healthy products has been rising in the above-mentioned regions as a result of a growing number of health-conscious people at the domestic level. Furthermore, with the rising adoption of western lifestyle and nutrition, demand for cakes is increasing in developing economies of Asia and the Middle East.
3. The bakery industry has been witnessing new gains owing to changing preferences among consumers toward advanced baked variants. For instance, increasing adoption of a western-style bakery in Asian countries, including China, Japan, and South Korea, is expected to remain in factor. It was estimated that the Asia Pacific

accounted for almost half of the global revenue in which offers huge growth opportunities for the local as well as international bakers to launch new variants, including cakes and pastries

PROJECTED COSTREVENUE AND NET PROFIT:

Particular	Rs
A. Annual cost	7850
o Capital Expenses	8000
o Raw materials	12000
o Human resources	9000
o Other costs	15000
Total	51850
B. Sales revenue	29000
C. Net profit	22850

CONCLUSION:

- The online cake bakeries have cakes for all the occasions.
- The customers get cakes for all the occasions ranging from birthdays to anniversaries, Father's day to Mother's day and all the other occasions.
- You can save your time by ordering cakes in online.
- These cake recipes are not only easy and quick to make but, also taste heavenly.
- You can make the fresh baked cakes visually appealing by decorating it will thick frosting and various cake toppers and decorative.
- Kids often demand cakes. They do not need an occasion to eat cakes. They love cakes
- All the mothers will agree to the fact that their kids request them to bake a delicious cake from them every other day.

IDEA 018

ENTREPRENEURSHIP IDEA OF GANESH .S

GANESH .S

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT : Spiceup

NAME OF THE ENTREPRENEUR : **GANESH .S**

ENTERPRISE / COMPANY LOGO :



VISITING CARD OF THE ENTREPRENEUR



PRODUCT DESCRIPTION

NAME OF THE PRODUCT : Spiceup Cup Noodles

FEATURES OF THE PRODUCT:

- Cup noodles are noodles sold in a precooked and dried block with flavouring powder/or seasoning oil.
- Dried noodle blocks are designed to be cooked or soaked in boiling water before eating but can also be consumed dry.
- This is a sealed product which can be reheated with water or can be eaten straight from the container.
- To make cup noodles taste better veggies, eggs, chicken etc can also be added.
- Cup noodles contains several micro nutrients which include iron, manganese.



CAPITAL OR INVESTMENT REQUIREMENT:

LAND & BUILDINGS:

We have to hire Land & Building for rent which can be divided in to two parts

- 1) For manufacturing
- 2) For storage.

It may cost around Rs15,000 per month.

FURNITURE AND MACHINERY:

Furniture and Machinery used for making Instant noodles are mixer Noodles making machine, steamer, Fryer etc.

WORKING CAPITAL:

Working capital is required to meet out day today expenses, so it is unavoidable thing in business.

FIXED ASSETS & WORKING CAPITAL ESTIMATION:

PARTICULARS	Rs
Fixed Capital	
a) Land & Building	2,00,000
b) Equipment	
Machinaries and Furniture	4,50,000
Working Capital	25,000
TOTAL CAPITAL REQUIREMENT	6,75,000

RAW MATERIALS:

Description	Rate
Raw materials for Noodles	2,00,000
Raw materials for spices	1,25,000
Packaging	1,00,000
Maintaining cost	50,000
Other Supplies	25,000
TOTAL RAW MATERIAL	5,00,000

HUMAN RESOURCE:

Description	No Of Persons	Payment
Manager	1	20,000
Supervisors	2	31,000
Skilled Workers	6	95,000
Semi-Skilled Workers	5	75,000
Other	2	22,500
TOTAL		2,30,000

OTHER COSTS:

PARTICULARS	AMOUNT
Depreciation on machinery	35,000
Interest on Capital	1,25,000
Marketing Cost	20,000
Trading Cost	15,000
TOTAL	1,95,000

SOURCE OF CAPITAL:

Owners Contribution : 10,00,000
Subsidiaries from State / Central Govt. : 5,00,000
Finance from Relatives/Friends : 5,00,000

PROJECT STARTUP REQUIREMENT:

To start Spiceup Cup noodles our financial requirement is around 20 Lakhs. Since this is a small scale business we can avail loans from Banks.

AVAILABILITY OF RESOURCES FOR START UP / ENTERPRISE:

Financial Resources : Capital contributed by the owner of the enterprise is Rs.10,00,000 and loans given by the state government is Rs.5,00,000 and contribution from friends and relatives for the enterprise of Rs.2,00,000.

Raw Materials : The total cost of raw material is Rs.3,70,000.

INGREDIENTS OF THE PRODUCT:

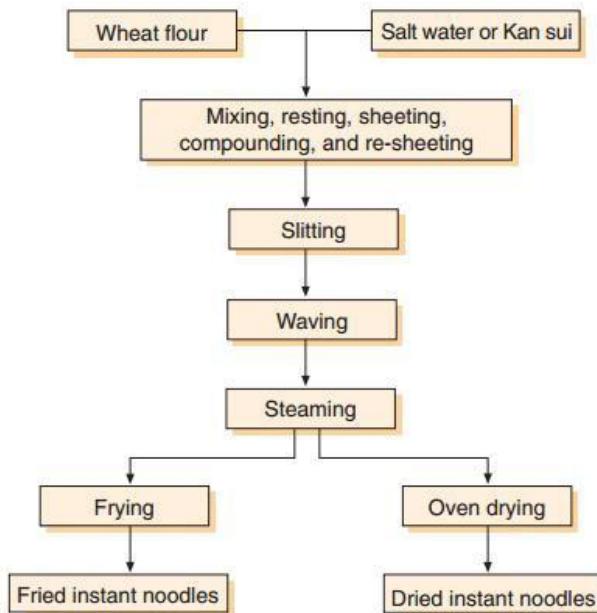
The Ingredients which are used for making noodles are

- Flour
- Starch
- Water
- Alkaline water
- Palm oil
- Salt
- Spices

PROCESS OF MANUFACTURING THE PRODUCT:

- The ingredients wheat flour, water, salt, palmoil and analkaline water are kneaded together to make a dough.
- The dough is rolled out and cut in to thin noodles.
- The noodles are then steamed then dried and are finally packaged after dehydration.

The seasonings for the noodles are prepared according to the flavour of the noodles that is spices mixed according to different varieties.



PRICE OF ONE PRODUCT:

Spice Up Cup Noodles is priced according to its varieties of its flavors. Though the quantity of the Noodles is same the price differs due to the availability of various spices.

PRICE OF THE PRODUCT	QUANTITY [In Grams]	RS
Tangy Tomato Cup Noodles	70gms	35
Hot and Spicy Cup Noodles	70gms	40
Korean Style Cup Noodles	70gms	45
Classic Veggie Cup Noodles	70gms	35
Manchow Veggie Cup Noodles	70gms	40

NO.OF PRODUCT MANUFACTURED PER MONTH:

Variety Of Cup Noodles	Units
Tangy Tomato Cup Noodles	800
Hot and Spicy Cup Noodles	800
Korean Style Cup Noodles	800
Classic Veggie Cup Noodles	800
Manchow Veggie Cup Noodles	800
Total	8,000

DEMAND OFF THE PRODUCT:

According to the World Instant Noodles Association, India is the fourth largest instant noodles market, globally. A growing millennial population and increasing customers who are working class are driving the consumption of packed food products. By flavors and healthy ingredients and packing depending on these factors consumption of noodles is determined

A large part of the population comes from the middle or lower middle class. Therefore price plays a significant role in market for the product.

YOUR TARGET MARKET:

The Spice Up enterprise products can be consumed by people of any age except below the age of 5. The main target of Spice Up Enterprise is to give people a healthy meal and to fulfill their satisfaction at a reasonable price. It targets the working people by providing them a tasty and healthy meal which could be made instantly. The Spice Up enterprises delivers its products directly to the stores to make sure of the availability of its product to the people.

ESTIMATED PROFIT [ANNUAL]

Particulars	Rs
a) Actual cost	
Capital Expenses	6,75,000
Raw Materials	5,00,000
Human Resources	2,30,000
Other Costs	1,95,000
Total	16,00,000
b) Sales Revenue	19,00,000
C) Net Profit (b - a)	3,00,000

CONCLUSION:

Starting a business requires a lot of thoughts, planning and preparation. With proper planning doing this business is more profitable. In Instant noodles, cup noodles are better on a overall view. They are very cheap, easy, and safe. Anyone can make them in less than two minutes. The young generation should start some initiative business. Business like this are profitable these days. By gaining the customers trust year by year the production and distribution could be expanded.

IDEA 019

ENTREPRENEURSHIP IDEA OF JENIFER.K

JENIFER.K

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT : GJ Enterprises

NAME OF THE ENTREPRENEUR : JENIFER.K

ENTERPRISE / COMPANY LOGO :



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing unit

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : Homemade Icecream

FEATURES OF THE PRODUCT:

- Icecream is a sweetened frozen food typically eaten as a snack or dessert.
- It May be made from **Dairy milk** or **Cream** and is Flavoured with a Sweetener, either sugar or an alternative and a Spice.
- Colorings are something added in addition to stabilizers

CAPITAL OR INVESTMENT REQUIREMENT:

1. DECIDING THE FORMAT

In the present time there are a lot of ice cream parlor formats from cold stone, ice cream rolls, Ice cream cakes, Nitrogen ice cream, live ice cream counter and pre packed icecream Counter there are endless.

2. INVESTMENT ON AREA REQUIRED

On average, an Icecream business requires a 400 500 Sqft car pet area shop or a Small food truck which has the necessary arrangement for refrigeration.

FIXED ASSETS & WORKING CAPITAL ESTIMATION:

PARTICULARS	Rs
1.Fixed Capital	1,50,000
Mecine and athor thinks	1,00,000
c.Furniture: Stools, Mechanized chairs	50,000
2.Working Capital	10,000
TOTAL CAPITAL REQUIREMENT	4,20,000

RAWMATERIL(ANNUAL):

Description	Rate
Small Accessories	30,000
Heavy Tools	1,50,000
Designing Materials	1,00,000
Maintaining cost	50,000
Other Supplies	10,000
TOTAL RAW MATERIAL	3,40,000

SOURCE OF CAPITAL:

Owner's Contribution	: 7,00,000
Subsidiaries from State / Central Govt.	: 30,00,000
Finance from Relatives / Friends	: 3,00,000

PROJECT START UP REQUIREMENT

In order to start homemade icecream our financial requirement is around 15 Lakhs. Since this is a small scale business we can avail loans from Banks.

DETAIL(PLACE)

Homemade ice cream are available in the city of Nagercoil

AVAILABILITY OF RESOURCES FOR STARTUP / ENTERPRISE

Financial Resources - Owner of MA Enterprises contributes the capital Rs.7,00,000 and then the subsidiaries given by the state / Central government is Rs.30,00,000 and the friends and relatives of the owner are helped to start the enterprise of Rs.3,00,000 they are helped to startup the enterprises effectively.

Raw Materials- Some kinds of raw materials are available for startup and maintaining the enterprise. That kinds of raw materials are Small Accessories, Heavy tools, Designing materials, Maintaining cost and other supplies. The total cost of raw material is Rs.3,40,000.



INGREDIENTS OF PRODUCTPRICEOFONE PRODUCT

Varieties of popcorn 5 pieces	Price in Rs.
Venila icecream	125
Straw berry icecream	130
Chocolate icecream	160
Mango icecream	120
Butter scotch	160

NO. OF PRODUCT MANUFACTURED PER MONTH:

Variety of Ice Cream	Units
Venila icecream	600
Strawberry icecream	300
Chocolate icecream	700
Mango icecream	450
Butterscotch	400
TOTAL	2450

DEMAND OF THE PRODUCT

Everyone likes a good dessert and if you're fan of Indian sweets, you'll be happy to know that your range of options is quite big. Some of these treats are more exotic than others, but nonetheless, they all have one thing in common-they taste spectacular!

If you ask a group of people what their favourite Indian dessert is, chances are most of them will say, ICE CREAM Obviously, there is a good reason why ice cream in one of the most popular Indian sweets today. Even more, so, it's clear why so many generations are enjoying it for centuries on end.

YOUR TARGET MARKET:

We manufacture the products and sell it directly to the Customers through our various show rooms.

The target market for ice cream reaches across all genders. Women appear to be more likely to crave sweets than men. Children are even more inclined to like sweets, relating to an increase in calorie use associated with growth

NATIONAL MARKET

Now, our market is National Market. As ice cream is entering the market for thefirst time our geographical market will be National Market. After succeeding in National Market we are planned to extend it to International Market.

DOMESTIC MARKET

We have analysed the market condition for ice cream, there is certain level of competition in Domestic Market. But we think that ice cream can complete with them as our brand have many Good Features which stands as a succeeding factor for us in domestic market.

EXPORT MARKET

We also planned to export tour branded ice cream fter 2-3years.

PROJECTED COST, REVENUE AND NET PROFIT

Particulars	Rs.
a) Actual costs	
Capital expenses	3,00,000
Raw material	3,80,000
Human Resources	2,45,000
Other cost	1,35,000
Total	10,60,000
b) Sales revenue	26,00,000
c) Net profit (b-a)	11,23,000

CONCLUSION:

My conclusion throughout the project was that the chemicals in the salt made the ice cream colder and the bought ice cream was not as cold because the bought Icecream did not have as much salt as the homemade ice did and I figured out that my hypothesis was right. The home made ice-cream was going to be colder than the bought Icecream.

IDEA 020

ENTREPRENEURSHIP IDEA OF KARTHIKA. M

KARTHIKA. M

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: K.S. Karthika Enterprises

NAME OF THE ENTREPRENEUR

: **KARTHIKA. M**

ENTERPRISE / COMPANY LOGO

:



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : The Cosmic Industry

PRODUCT DESCRIPTION

NAME OF THE PRODUCT:K.S.KARTHIKA PRODUCTS

K.S.Karthika nature blend products chemical free and preservatives free Infused with Nature. skin care and hair care range that are 100% natural and hand crafted .This ingredients are handpicked and brought together by caring and well experienced crafts men.

- We handpicked with love and care
- Eco friendly packing

FEATURES OF PRODUCTS:

- Cleans the skin perfectly. The natural ingredients in the herbal bath powders keep your skin clean even though it does not produce any lather.
- Gives an Even Skin Tone.
- Prevents infections.
- No Risk of Irritations and Allergies.
- Makes skin glow.

CAPITAL OR INVESTMENT REQUIREMENTS:

AROMATIC BATHING POWDER INVESTMENT:

HOME BUSINESS:

An investment of around Rs 50,000. In all ingredients and Package things in per months.

MANUFACTURING BUSINESS:

The cost of machinery and labour will be included in total cost Rs 200000 above.

PARTICULARS	Rs.
Fixed capital	
Building rent	30000
Equipment	
Bathing powder making machine	50000
Furniture	10000
Working capital	10000
TOTAL	1,00,000

WORKING CAPITAL:

RAM MATERIAL (ANNUAL)

DESCRIPTION	RATE
Small Accessories	15000
Heavy tools	5000
Designing Material	10000
Maintaining cost	5000
Other suppliers	5000
TOTAL COST	40,000

HUMAN RESOURCES (ANNUAL)

DESCRIPTION	NUMBER OF PERSONS	PAYMENT
Manager	1	40000
Supervisor	2	30000
Skilled Workers	10	30000
Un skilled workers	15	50000
Other	2	15000
TOTAL	30	165000

OTHERS COST (ANNUAL)

PARTICULARS	AMOUNT
Depreciation on machinery	20000
Interest on capital	10000
Marketing cost	30000
Trading cost	25000
TOTAL	85000

PROCESS OF MANUFACTURING A PRODUCT:

Hand crafted, hand picked products.

INGREDIENTS OF PRODUCT

- Kasthuri manjal
- Manjal
- Avaaram poo
- Neem
- Rose petals
- Sandal wood
- Orange peel
- Licorice
- Poolankilangu

INGREDIENTS BENEFITS:

KASTHURI MANJAL:



Kasturi Manjal is also known as Cucuma aromatic or wild turmeric. Among the various turmeric varieties, wild turmeric is best for external applications. It also effectively treats the skin ailments such as eczema, acne and insect bites. Unlike regular turmeric, Kasturi Manjal does not stain in the skin and it is very fragrant. It is only used for external applications. One can buy the dried Kasturi manjal and it could be powdered at home. It possesses the strong anti-bacterial and antiseptic properties which is effective for acne treatments. The turmeric should be used with the yogurt or milk, if one has sensitive skin. The people with oily skin can mix it with rose water. The pregnant women should use Kasturi Manjal twice a day by mixing with little bit of coconut oil and yogurt before bath to eliminate stretch marks

AAVAARAM POO:

Good for Skin: Dried Avaram Senna flower is good for external application and helps treat many skin disorders. It works wonders when used as a face pack. It prevents black spots, treats uneven skin tone and improves skin complexion. Regular use of dried Avaram Senna flowers keeps the skin blemish free.



NEEM:



Treats acne. The antibacterial properties of neem fight acne-causing bacteria, which helps in the treatment and prevention of acne. Pacify irritated skin. ...

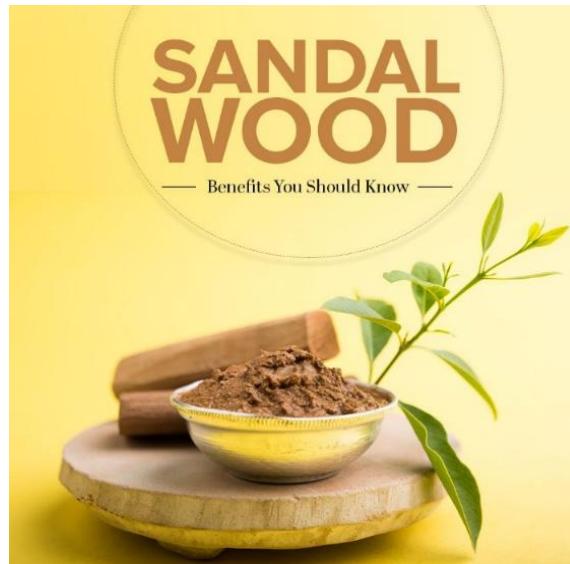
Fight signs of ageing. Tackles blackheads and whiteheads.

ROSE PETALS



Smoothes skin: The natural oils found in roses help retain moisture in the skin. This results in your skin feeling smooth and soft. The sugars in rose petals especially benefit those with sensitive skin. **Acts as sunscreen:** A rich source of vitamin C, rose petals act as an excellent sunblock.

SANDAL WOOD:



Sandalwood oil contains antioxidants that help maintain the buoyancy and structure of the skin cells. It also reduces dryness and replenishes the moisture in skin, increasing elasticity. “Due to the rich antioxidant component, sandalwood can help prevent wrinkles by fighting free radical formation.

ORANGE PEEL.

- Clears Out Acne And Acne Scars.
- Acts As A Natural Bleach.
- Great Natural Ex-foliator.



- Sun Protectant For The Lips.
- Natural Glowing Agent for The Skin.

LICORICE:

Liquorice or mulethi contains antioxidants like glabridin and licochalcone which are soothing to the skin and also help fight ageing. Glabridin inhibits tyrosinase, the enzyme that causes pigmentation in response to sun exposure. Liquorice extract is a natural skin lightening alternative to chemical hydroquinone



POOLANKILANGU

It helps heal acne, evens out the skin tone and also helps fade scars and blemishes. This pack will work well for both oily and dry skin. If you have very very dry skin, use milk instead of rice water.



PRICE OF ONE PRODUCT:

Each 100g Aromatic bathing power range Rs.200

PRODUCT & GRAM	PRICE
Aromatic bathing powder 100gm	200
200 gm	400

NUMBER OF MANUFACTURING OF PRODUCTS:

Per month	150
Per Annum	2000 packs

EXPECTED PROFIT:

Per Months	15000 to 20000
Per Annum	1,00000to 1,500000

PROJECTED COST, REVENUE AND NET PROFIT:

PARTICULARS	AMOUNT
(a) Actual cost	
Capital expenses	1,00,000
Raw materials	40,000
Human resource	1,65,000
Other costs	85,000
Total	30,00,000
(b) Sales revenue (b-a)	40,00,000
Net profit	10,00,000

CONCLUSION:

Natural cosmetic is made to be truly cruelty-free, for the environment, animals, and for our skin. It's made of the ingredients that have existed in nature for centuries, and their main purpose is to bring us back to our roots, traditions.

IDEA 021

ENTREPRENEURSHIP IDEA OF KAVIYA. K.S

KAVIYA. K.S

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

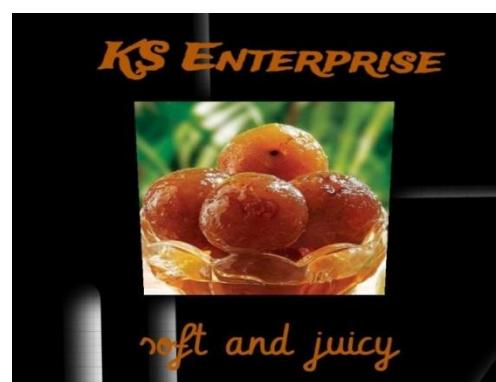
: KS Honey Gooseberry

NAME OF THE ENTREPRENEUR

: **KAVIYA. K.S**

ENTERPRISE / COMPANY LOGO

:



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : HONEY GOOSEBERRY

NATURE OF THE BUSINESS:

We all know Amla is a rich source of Vitamin C, which makes the fruit acidic in nature. Amla is considered to be a good antidote for diabetes.

BASIC FEATURES OF PRODUCT:

Honey gooseberry is the best detox drink that is consumed first thing in the morning. It can flush out all the toxins in the body and enable better functioning of organs. The mixture is also known to **stimulate good appetite and boost metabolism**. This is also recommended for people aiming to lose weight.

CAPITAL OR INVESTMENT REQUIREMENT:

LAND & BUILDING:

We have to hire Land & Building for rent which can be divided into two parts

- 1) For manufacturing
- 2) For Show Room for Honey Gooseberry. It may cost around Rs10,000 per month.

FURNITURE & MACHINERY

Furniture and machinery is important in manufacturing concern. Machinery for making Honey Gooseberry are Honey Gooseberry making machine, Fryer machine, Beshan laddu making machine etc. will be used for making Honey Gooseberry.

WORKING CAPITAL

Working capital is required to meet out day to day expenses, so it is unavoidable thing in business.

FIXED ASSETS & WORKING CAPITAL ESTIMATION

PARTICULARS	Rs
1. Fixed Capital Land & Building Equipment	2,00,000
Honey Gooseberry Making Machine Three Machines(Rs.40,000 each) Vessels & Steam Boiler (Three)	1,20,000
c. Furniture: Stools, Mechanized chairs	70,000
2. Working Capital	30,000
TOTAL CAPITAL REQUIREMENT	4,20,000

RAW MATERIAL (ANNUAL)

DESCRIPTION	RATE
Small Accessories	35,000
Heavy Tools	1,20,000
Designing Materials	1,10,000
Maintaining cost	75,000
Other Supplies	30,000
TOTAL RAW MATERIAL	3,70,000

HUMAN RESOURCE (ANNUAL)

DESCRIPTION	NUMBER OF PERSONS	PAYMENT
Manager	1	90,000
Supervisors	2	30,000
Skilled Workers	15	50,000
Semi-Skilled Workers	25	35,000
Other	5	25,000
TOTAL		2,30,000

OTHER COSTS (ANNUAL)

PARTICULARS	AMOUNT
Depreciation on machinery	45,000
Interest on Capital	90,000
Marketing Cost	30,000
Trading Cost	10,000
TOTAL	1,75,000

GOOSEBERRY:

POTENTIAL BENEFITS

Indian gooseberry has several potential benefits, although more high quality studies in humans are needed to confirm many of these possible effects.

HEARTBURN

One 4-week, high quality study in 68 people which is characterized by frequent heartburn, investigated the effects of taking 1,000 mg of Amla fruit tablets daily on GERD symptoms.

Researchers observed that the Amla fruit group experienced greater reductions in the frequency and severity of heartburn and vomiting than those in the placebo group.

Though this study is promising, more research is needed to fully understand the effects of Indian gooseberry supplements on heartburn and GERD.

ANTI-AGING

Due to its high vitamin C content, Indian gooseberry may have some promising anti-aging benefits. Vitamin C is an antioxidant that can help prevent cellular damage, which may help slow your body's natural aging process.

Some anti-aging benefits of Indian gooseberry include:

- **Skin.** In addition to its antioxidant activity, Indian gooseberry may help prevent the breakdown of collagen, which forms the firm but flexible protein matrix in your skin and soft tissues.
- **Hair.** Indian gooseberry extract is commonly used in Thailand to promote hair growth, and some evidence shows that it may inhibit an enzyme that contributes to hair loss.
- **Vision.** In test-tube studies, Indian gooseberry extract protected against age-related macular degeneration (AMD) by improving the mitochondrial health of eye cells.

CANCER

In test-tube and animal studies, Indian gooseberry extracts have killed certain types of cancer cells, including breast, cervical, ovarian, and lung cancers.

Additionally, Indian gooseberry extracts may play a role in cancer prevention due to the irantioxidant activity. It appears that Indian gooseberry may also help prevent cell mutations that lead to tumor growth and cancer development.

It's thought that the many phytochemicals, such as tannins and flavonoids, in Indian gooseberries play a role in cancer prevention, along with its vitamin C and antioxidant content.

However, no research on Indian gooseberry and cancer has been conducted in humans, so this is far from a confirmed benefit. If you have cancer, be sure to follow the advice and recommendations of your healthcare team.

HEART HEALTH

One of the most common uses of Indian gooseberry is to promote heart health. There are many ways in which Indian gooseberry may decrease your risk of heart disease, including:

- **Antioxidant effects.** Indian gooseberry extracts may protect against oxidative damage that's associated with heart injury. This has been noted in several animal studies.
- **Regulates endothelial function.** A study in people with type 2 diabetes found taking 1,000 mg of Indian gooseberry daily improved endothelial function to the same extent as the drug atorvastatin.
- **Anti-inflammatory effects.** Human studies have noted that Indian gooseberry can significantly reduce inflammation, which is considered a key factor in the development of heart disease.
- **Normalizes blood fat levels.** Human studies have observed improved blood fat profiles after supplementing with Indian gooseberry, including lower triglyceride and total and LDL (bad) cholesterol, as well as increased HDL.

- **Reduces blood pressure.** Indian gooseberry may help reduce high blood pressure levels by acting as a vasodilator, or by widening the blood vessels. High blood pressure is a risk factor for heart disease.
- **Anti-platelet effects.** Finally, supplementing with Indian gooseberry may help prevent the formation of blood clots, which may cause a heart attack or stroke if they block an artery.

Still, although some human studies have been conducted, more research is needed before Indian gooseberry can be claimed to be an effective heart health supplement.

BLOOD SUGAR LEVELS

In animal studies, Indian gooseberry has been shown to help. These effects have also been noted in a small study in 32 people, in which taking 1–3 grams of Indian gooseberry powder daily for 21 days significantly decreased fasting and post-meal blood sugar levels, compared with a control group.

Given these blood-sugar-lowering effects, Indian gooseberry may play a role in preventing and treating type 2 diabetes. Nevertheless, more high quality human studies are needed.



HONEY:

BSc on September 5, 2018 Since ancient times, honey has been used as both a food and a medicine.

It's very high in beneficial plant compounds and offers several health benefits. Honey is particularly healthy when used instead of refined sugar, which is 100% empty calories.

- Honey Contains Some Nutrients.
- High-Quality Honey Is Rich in Antioxidants.
- Honey Is “Less Bad” Than Sugar for Diabetics.
- Honey cures lot of diseases. It is very good for health.

- The Antioxidants in It Can Help Lower Blood Pressure.
- Honey Also Helps Improve Cholesterol.
- Honey Can Lower Triglycerides.



HEALTHBENEFITSOFHONEY

Honey Contains Some Nutrients Share on Honey is a sweet, thick liquid made by honeybees. The bees collect sugar — mainly the sugar-rich nectar of flowers — from their environment. Once inside the beehive, they repeatedly consume, digest and regurgitate the nectar.

The end product is honey, a liquid that serves as stored food for bees. The smell, color and taste depend on the types of flowers visited.

Nutritionally, 1 tablespoon of honey (21 grams) contains 64 calories and 17 grams of sugar, including, glucose, maltose and sucrose. It contains virtually no fiber, fat or protein.

It also contains trace amounts — under 1% of the RDI — of several vitamins and minerals, but you would have to eat many pounds to fulfill your daily requirements.

Where honey shines is in its content of bioactive plant compounds and antioxidants. Darker types tend to be even higher in these compounds than lighter.

TYPESOF ENTERPRISE:

- Sole Proprietorship.
- Partnership.
- Private Limited Companies (Ltd.)
- Public Limited Companies (PLC)

Entrepreneurs usually start an enterprise – with the associated risk – to make a profit, and for one of several reasons:

- **Problem-solving.**
They see a particular issue that they feel they can solve.

- **Exploit ideas.**
They have a new ideas they believe will be successful.
- **Filling a gap.**
They see a gap in the market they believe they can fill.
- **Competitive pricing.**
They believe they can. Produce something on the market cheaper and. offer it at a lower price.
- **Knowledge-based.**
Where they believe they can supply specialist knowledge that customers will pay for.

TYPES OF ENTERPRISE

SOLE PROPRIETORSHIP:

Although often the smallest of companies, these represent the foundation of the UK's market economy. These can include 'trade' business, such as painters and decorators, or the owners of a single retail unit.

And, in the modern era, many online businesses can fall into this category, from smaller enterprises selling products via Etsy or similar platforms to larger ones with a website and app.

PARTNERSHIP

Partnerships usually consist of a small number of individuals who share ownership and decision-making (as well as profits).

In some cases, such as legal firms, each partner may bring a particular speciality to the business to expand the overall services. In some cases, there may be a type of hierarchy where there are senior and junior partners.

Private Limited Companies (Ltd.) This sort of free enterprise has been legally incorporated and will have its own legal identity. It will have a set of shareholders who shoulder a limited amount of liability for any debts the enterprise incurs.

Those shareholders will appoint directors to oversee overall operations and decisions of the business, though the relevant managers will oversee the day to day operations.

Public Limited Companies (PLC) Often confused with private limited companies, PLCs differ in that shares in the enterprise can be sold to the general public.

To do this, they have to meet certain regulatory and legal criteria regarding the business's financial health, transparency of their accounts, how long they have been trading, and more. Being able to sell public shares can be useful in raising funds for things like expansion.

PRICE OF ONE PRODUCT:

- Cost of the product are comes under the materials used in the product.
- Minimum amount 10 rupees only.
- It based on the purchase of the things.

MARKETING PRICE FOR GOOSEBERRY:

Test type	Degree of maturity	σ_R (kPa)	ε_R (adim)
Axial compression	4	6.0	0.83
Radial compression	4	2.8	0.41
Axial compression	5	5.5	0.89
Radial compression	5	3.4	0.35
Axial puncture	4	440	0.53
Radial puncture	4	32.5	0.72
Axial puncture	5	140	0.41
Radial puncture	5	62.0	0.48

CONCLUSION:

Amla decreased low-density lipoprotein cholesterol and increased HDL cholesterol in ovariectomized rats fed chow or fructose. In ovariectomized and fructose-fed rats, it prevented insulin resistance aside from subduing the rise in TG.

IDEA 022

ENTREPRENEURSHIP IDEA OF KEERTHIKA. S

KEERTHIKA. S

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: K² Enterprises

NAME OF THE ENTREPRENEUR

: **KEERTHIKA. S**

ENTERPRISE / COMPANY LOGO

:



VISITING CARD OF THE ENTREPRENEUR



PRODUCT DESCRIPTION

TYPE OF UNIT/ENTERPRISE : Ammu Gulab Jamuns

FEATURES OF THE PRODUCT

1. Gulab jamun is a calorie-rich dessert. A 100-gram serving of Gulab jamun has 432 calories.
2. Gulab jamuns calories are primarily from carbs; however, it does contain protein and fat as well.
3. One hundred grams of Gulab jamun provides 56 grams of carbs, 16 grams of protein and 16 grams of fat.
4. Given that it's a milk-based product, Gulab jamun is a source of calcium and [vitamin A](#) in addition to protein.
5. Per the USDA, 100 grams of Gulab jamun offers 100 milligrams of vitamin A and 300 milligrams of calcium, which is roughly one-third of your daily calcium requirement, as prescribed by the [National Institutes of Health](#).



CAPITAL OR INVESTMENT REQUIREMENT:

LAND & BUILDING:

Land and Building plays an important role in business. For the manufacture of Gulab Jamun we must have building for rent. It may cost around Rs.15,000.

WORKING CAPITAL:

It is very necessary in everyday expenses, so it cannot be avoided in business.

FURNITURE & MACHINERY:

Furniture and machinery are important in manufacturing concern. Machinery used for making this product is Gulab jamun making machine, Fryer machine, Laddu making machine etc.

FIXED ASSETS & WORKING CAPITAL ESTIMATION:

PARTICULARS	Rs.
1.Fixed Capital a. Land & Building b. Equipment	1,00,000
Gulab jamun Making Machine Two Machines (Rs.30,000 each) Vessels & Steam Boiler (Two)	75,000
c. Furniture: Stools, Mechanized Chairs etc.	50,000
2.Working Capital	45,000
TOTAL CAPITAL REQUIREMENT	2,70,000

RAW MATERIAL (AANNUAL)

DESCRIPTION	RATE
Small Accessories	25,000
Heavy Tools	1,10,000
Designing Materials	1,00,000
Maintaining Cost	60,000
Other Supplies	25,000
TOTAL RAW MATERIAL	3,20,000

HUMAN RESOURCE (ANNUAL)

DESCRIPTION	NUMBER OF PERSONS	PAYMENT
Manager	1	85,000
Supervisors	3	40,000
Skilled Workers	13	40,000
Semi-Skilled Workers	20	30,000
Others	7	25,000
TOTAL	44	2,20,000

OTHER COSTS (ANNUAL)

PARTICULARS	AMOUNT
Depreciation on machinery	40,000
Interest on Capital	70,000
Marketing Cost	20,000
Trading Cost	20,000
TOTAL	1,50,000

SOURCE OF CAPITAL:

Owner's Contribution	:3,00,000
Subsidiaries from State/Central Government	:5,00,000
Finance from Friends	:2,00,000

AVAILABILITY OF RESOURCES FOR STARTUP/ENTERPRISE:

Financial Resources: Owner of K² Enterprises contributes the capital Rs.3,00,000 and then the subsidiaries given by the State/Central Government is Rs.5,00,000 and the friends of the owner helped by giving Rs.2,00,000. They helped to startup the enterprises effectively.

Raw Materials: Few raw materials for startup and maintaining the enterprise. Some of them are Small Accessories, Heavy tools, designing materials, Maintaining and other supplies. The total cost of raw material is Rs.1,50,000.

INGREDIENTS OF PRODUCT



PROCESS OF MANUFACTURING A PRODUCT:

- Milk and cheese solids are prepared by heating milk over a low flame for a long time until the water content has evaporated and only the milk solids remain.
- These milk solids, known as khoya, are kneaded into a dough, with a large amount of flour (Maida).
- The dough is then shaped into small balls and deep-fried in oil or ghee (clarified butter) at a low temperature of about 148 °C until they get their familiar golden-brown colour.
- If the balls are cooked quickly, they will be raw on the inside.
- The fried balls are then soaked in a light sugar syrup flavoured with green cardamom and rosewater, kewra or saffron.
- Hot Gulab jamun is also served with vanilla ice-cream or Kulfi.



PRICE OF ONE PRODUCT:

Price is decided based on the quality, quantity and customer's demand. Minimum rate of 5 pieces of Jamun is Rs. 100/-

VARIETIES OF GULAB JAMUN 5 PIECES	PRICE IN RS.
Rasagulla Jamun	100
Gulab Jamun with Ice cream	105
Gulab Jamun with Fruits and Nuts	110
Gulab Jamun with Chocolate	115

NUMBER OF PRODUCT MANUFACTURED PER MONTH:

VARIETY OF GULAB JAMUNS	UNITS
Rasagulla Jamun	300
Gulab Jamun with Ice cream	200
Gulab Jamun with Fruits and Nuts	500
Gulab Jamun with Chocolate	450
Total	1450

YOUR TARGET MARKET:

Products are manufactured and directly sold to the customers through various shops.



The target market for Gulab jamun reaches to all people. Children are most interested in sweets. And Women like sweets more than Men. Gulab jamun also helps to increase the Calorie level and calcium related to children's growth.

DEMAND OF THE PRODUCT:

Gulab jamun is a dessert often eaten at festivals, birthdays or major celebrations such as marriages, the Muslim celebrations of Eid-ul-Fitr and Eid-al-Adha, and the Hindu festival of Diwali (the Indian festival of light). There are various types of Gulab jamun and every variety has a distinct taste and appearance.

NATIONAL MARKET

Now, our market is in National Market level. As Ammu Gulab Jamun is entering the market for the first time, our geographical market will be National Market. After succeeding the National Market, Enterprises are planned to extend it to the International Market.

DOMESTIC MARKET

The market condition for Ammu Gulab jamun in the Domestic Market is analyzed and found that there is certain level of competition. But we think that Ammu Gulab jamun can compete with others as it has many good features which is being as a successful factor in the domestic market.

EXPORT MARKET

It is also planned to export Ammu Gulab jamun after 4 years.

CONCLUSION

Gulab jamun may satisfy your sugar cravings. But it has nothing to offer in terms of nutrition and is nothing short of a junk food. Leading to weight gain, slow metabolism and blood sugar hikes. Since it is cooked in sugar, it is dangerous for diabetics and will adversely affect any weight loss plan. Try to eat as few as possible or even better, completely avoid them.

IDEA 023

ENTREPRENEURSHIP IDEA OF KOSALAI. B

KOSALAI. B

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: HERBMIX SOAPS Pvt. Ltd.,

NAME OF THE ENTREPRENEUR

: **KOSALAI. B**

ENTERPRISE / COMPANY LOGO

:



NOT JUST A SOAP. IT IS A SKIN THERAPY

SLOGAN: “NOT JUST A SOAP. IT IS A SKIN THERAPY”

VISITING CARD OF THE ENTREPRENEUR



PRODUCT DESCRIPTION

TYPE OF UNIT/ENTERPRISE : HERBMIX SOAPS Pvt Ltd.,

TYPE OF UNIT / ENTERPRISE :

Soap is a fast moving consumer good (FMCG) and an essential product used daily by billions of people. The soap industry is divided into various segments – personal use, veterinary use and laundry use.

Personal care soap segment is dominated by large consumer goods companies, whereas the veterinary use and laundry use segment is fragmented or dominated by a few large players. In this article, we look at the procedure, investment required and plan for starting a soap manufacturing business in India.

The term Fast Moving Consumer Goods refers to those retail goods that are generally replaced or fully used up over a short period of time i.e., days, weeks, or months, and one year. This contrasts with durable goods or major appliances such as kitchen appliances, which are generally replaced over a period of several years.

The FMCG have a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly. Some Fast Moving Consumer Goods such as meat, fruits and vegetables, dairy products and baked goods – are highly perishable.

An excellent example is a SOAP - every day's SOAP plays an important role in people life, necessitating a new purchase every month. Other goods such as alcohol, toiletries, prepacked foods, soft drinks and cleaning products have high turnover rates.

A major portion of the monthly budget of each household is reserved for Fast Moving Consumer Goods products. Thus our unit is a manufacturing unit under FMCG sector.

FEATURES OF THE PRODUCT:

CLEANS THE SKIN;

Cleaning the skin is the major function of bathing soaps. Soap contains emulsifying agents which help in the removal of dirt and oil from the skin. Every person wants a clean and healthy skin.

SOAP ARE ANTI-BACTERIAL;

Soaps contain some specific anti-bacterial constituents which help it to kill the bacteria and prevents bacteria reproduction on the skin. Our skin faces a lot of dust, pollution and dry wind every day which affects our skin badly. To have a clean and healthy skin, use the bathing soap.

WASHING OFF CORROSIVE ACIDS;

Corrosive acids are those acids which deteriorate and damage everything with which they come in contact with. High excessive pollution content in the environment leads these corrosive acids to settle on your skin. These acids can damage your skin cells and introduces skin diseases.

REMOTES OIL AND DIRT;

A bathing soap removes the oil on your face and helps to make your skin oil free. Soap contain emulsifying agents that help in removing the oil from your skin. Bathing with a soap will prevent the fear or problem of acne related problems.

PREVENT ACNE AND PIMPLES;

Bathing soap prevents your skin from acne and pimples by cleaning the dirt and oil from the skin.

Soap keeps the skin dry by removing the oil. Use the best quality soap to have more clean and beautiful skin.

REMOVAL OF IMPURITIES;

Taking a bath with a good quality soap removes all the impurities from your body. Different chemicals acquire the skin pores and start damaging the skin. Bathing soap helps you to protect yourself these impurities.

CAPITAL OR INVESTMENT REQUIREMENTS:

2.5 lakhs must be on-stock for operating a soap manufacturing unit smoothly, with additional working capital requirement of Rs. 15,000 to 20,000 required for other expenditures like salaries, power and receivable.

SOURCE OF CAPITAL / INVESTMENT:

The investment required for starting a small soap manufacturing business is minimal. A soap manufacturing unit setup with an investment of about Rs.15,000, can generate revenues of upto Rs.50,000 and a profit of Rs.80,000, if operated successfully. The breakup of the investment required and the assumptions for revenue are as follows.

PROJECT START UP REQUIREMENT (FURNITURE & MACHINERY):

LAND & BUILDING REQUIREMENT :

A small soap manufacturing unit requires a space of about 750 square feet of which around 500 square feet must be constructed. For the financial model, we have assumed that such a place can be obtained with an investment of about Rs.50,000 with the necessary power and water supply.

MACHINERY REQUIRED :

A small soap making business minimal investment in machinery. Typical list of soap making machinery required for soap manufacturing are plodder machine, miller machine, sap stamping machine and soap cutting machine. Based on the type of product to be manufactured and the scale, the type and investment required in machinery would vary. Investment in a small soap manufacturing unit can vary between Rs. 10,000 and Rs. 50,000

WORKING CAPITAL (INCLUDING THE NUMBER OF EMPLOYEES, SKILLED AND UNSKILLED , RAW MATERIAL ETC.,)

WORKING CAPITAL:

The main working capital expenditure for a soap manufacturing unit are raw material, salaries and wages, power cost and receivables. Raw material to the tune of Rs.25,000 must be on-stock for operating a soap manufacturing unit smoothly, with additional working capital requirement of Rs.10,000 to 50,000 required for other expenditures like salaries, power and receivable. Hence, taking into a three month working capital cycle, the promoters must have about Rs.6 to 10 lakhs of working capital funds to operate smoothly.

Number Of Skilled Employees Needed	10 to 15
Number of Unskilled Employees Needed	5 to 8

RAW MATERIAL:

Soap requires two major raw materials: fat and alkali. The alkali most commonly used today is sodium hydroxide. Potassium hydroxide can also be used. Potassium-based soap creates a more water-soluble product than sodium-based soap, and so it is called "soft soap." Soft soap, alone or in combination with sodium-based soap, is commonly used in shaving products.

Animal fat in the past was obtained directly from a slaughterhouse. We use Natural oil extracted from vegetable and seeds such as coconut gingelly, etc. that has been processed into fatty acids. This eliminates many impurities, and it produces as a by product water instead of glycerin. Many vegetable fats, including olive oil, palm kernel oil, and coconut oil, are also used in soap making.

DETAIL / SOURCE OF RAW MATERIAL :

- Oils and fats.
- Soda lye or potash lye*
- Brine (for glycerine recovery)
- Additives: sodium carbonate, sodium silicate, dyes, perfumes, etc., the use of which depends on the quality and type of soap desired.

These major raw materials are ordered by us from the wholesaler in Mumbai.

AVAILABILITY OF RESOURCES FOR MY STARTUP / ENTERPRISE :

There are so many availabilities of Resources for starting a Soap manufacturing Enterprise. Almost there are thousands of people ready give us a good deal on the raw material so I think there is so many availabilities of Resources in a satisfactory manner for our Start up.

- Some investment for buying the raw
- materials for making soap
- We need smartphones for order.
- Social sharing.
- Create some whatsapp groups to the orders.

PROCESS OF MANUFACTURING A PRODUCT (SOAP) :

SPLITTING :

The first step of the continuous process splits natural fat into fatty acids and glycerin. The equipment used is a vertical stainless steel column with the diameter of a barrel called a hydrolizer. It may be as tall as 80 feet (24 m). Pumps and meters attached to the column allow precise measurements and control of the process. Molten fat is pumped into one end of the column, while at the other end water at high temperature (266°F [130°C]) and pressure is introduced. This splits the fat into its two components. The fatty acid and glycerin are pumped out continuously as more fat and water enter. The fatty acids are then distilled for purification.

MIXING :

The purified fatty acids are next mixed with a precise amount of alkali to form soap. Other ingredients such as abrasives and fragrance are also mixed in. The hot liquid soap may be then whipped to incorporate air.

COOLING AND FINISHING :

The soap may be poured into molds and allowed to harden into a large slab. It may also be cooled in a special freezer. The slab is cut into smaller pieces of bar size, which are then stamped and wrapped. The entire continuous process, from splitting to finishing, can be accomplished in several hours.

MILLING:

Most toiletry soap undergoes additional processing called milling. The milled bar lathers up better and has a finer consistency than non-milled soap. The cooled soap is fed through several sets of heavy rollers (mills), which crush and knead it. Perfumes can best be incorporated at this time because their volatile oils do not evaporate in the cold mixture. After the soap emerges from the mills, it is pressed into a smooth cylinder and extruded. The extruded soap is cut into bar size, stamped and wrapped.

INGREDIENTS OF PRODUCT :

The basic ingredients of soap are:

- Animal fat or vegetable oil.
- 100 percent pure lye.
- Distilled water.
- Essential or skin-safe fragrance oils (optional)
- Colorants (optional)

PRICE OF ONE PRODUCT :

Price of one **small size** HERBMIX soap is : **Rs.40**

Price of one **medium size** HERBMIX soap is : **Rs.50**

Price of one **large size** HERBMIX soap is : **Rs.60**

NUMBER OF PRODUCT MANUFACTURED PER MONTH :

SIZE OF SOAP	NUMBER OF PRODUCT MANUFACTURED PER MONTH
Small	100
Medium	50
Large	50

DEMAND OF THE PRODUCT/SERVICE :

India Soap Market Outlook. The India soap market stood at a value of around INR 195 billion in 2020. The market is further expected to grow at a CAGR of 7% in the forecast period of 2021-2026. So the demand of our product is definitely high

MY TARGET MARKET :

A particular group of consumers at which a product or service is aimed is known as target market. My target market is direct selling to the consumers through our own app “HERBMIX”.

EXPECTED PROFIT (PER MONTH & PER ANNUM) :

Profit per month	3,000 to 5,000
Profit per year	36,000 to 60,000

CONCLUSION :

A successful company is built around a core group of dedicated people who donate their sweat equity to the foundation of the project. A visionary leader will keep the group together, move the project forward, and develop a profitable enterprise. We hope this manual finds itself in those hands now. It is amazing that the fundamentals of the soap making process are in essence unchanged over the course of the past 2000 years. Of course, the arrival of modern day technological advancement, along with our knowledge of chemistry has made the soap making process much more precise and a refined science and art. We use soap to get rid of all the dirt, grime and impurity especially from our skin.

IDEA 024

ENTREPRENEURSHIP IDEA OF MANIMALA. R

MANIMALA. R

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: UNIQUE HAIR OIL

NAME OF THE ENTREPRENEUR

: **MANIMALA. R**

ENTERPRISE / COMPANY LOGO

:



SLOGAN :“GET THE BEAUTIFUL HAIR ALWAYS”

VISITING CARD OF THE ENTREPRENEUR



PRODUCT DESCRIPTION

TYPE OF UNIT/ENTERPRISE : UNIQUE HAIR OIL

More than 5,000 units is a Manufacturing type of concern.

PRODUCT / SERVICE DESCRIPTION:

Unique herbal hair oil helps in intensive treatment. It acts as a natural conditioner for lush hair growth that nourishes deeply while cooling the scalp.

Mustard Oil, Amla, Shikakai, Reetha, Vitamin E & Brahmi help in improving hair thickness and aids in overall growth.

Unique hair oils are natural oil products with essential properties to treat hair problems like thinning of hair and dry or flaky scalp. These oils are used not only for moisturizing purposes but also to promote hair growth, improve circulation of blood in the scalp, prevent dandruff and add volume to the hair shaft.

Here are some Unique hair oils you can use to nourish your hair. Massage your scalp with these Unique oil regularly to get rich and lustrous hair.

BENEFIT:

- It provides natural goodness to hair.
- Unique hair oil contains vitamins and micronutrients which acts as food for your hair oil helps in preventing hair loss and tames frizzy hair.
- Hair ends need special care and Unique hair oil pampers them through their nutrients.
- A thorough massage with such hair oil boosts blood circulation in the scalp and strengthens hair.
- Unique oils contain some rare fatty acids which makes them shiny and lustrous.
- Regular use of Unique oils cure the problem of premature grey hair.

NAME OF THE PRODUCT/SERVICE:UNIQUE HAIR OIL

CAPITAL/INVESTMENT REQUIREMENT:

Rs,1,00,000 must be on-stock for operating a oil manufacturing unit smoothly, with additional working capital requirement of 10,000 to 20,000 required for other expenditure like salaries, power and receivable

SOURCES OF CAPITAL/INVESTMENT:

The investment required for starting a small unit of oil manufacturing business is minimal. A oil manufacturing unit setup with an investment of about Rs,40,000 can generate revenue of upto Rs,60,000

And A profit of Rs,1.4lakh, if Operating successfully. The breakup of the investment required and the assumption for revenue are as under.

PROJECT START UP REQUIREMENT (FURNITURE & MACHINERY):

The Indian Medicinal Plant Extract Market is witnessing astonishing growth, as there has been a shift in universal trend from synthetic to herbal medicine. Indian is a virtual treasure

trove of plant species, and has one of the world's richest medicinal plant heritages. Medicinal Plants are highly esteemed oil over the world as a rich source of therapeutic agents for the prevention of diseases and ailments.

Owing to its wide range of medicinal uses, the Indian Medicinal Plant Extract market is expected to grow at a CAGR of around 22% during 2017-2022. As a result of increased investments as well as significance demand of medicinal extract in international markets, there lies immense opportunity for new and existing players to tap the fast market which would garner huge revenue.

In the latest research study "Indian Medicinal Plant Extract Market Outlook 2022", RNCOS' analysis have conducted a segmented research on the Indian Medicinal Plant Extract industry ,and have interpreted the key market trends & developments that clearly highlights the areas offering promising possibilities for industries to boost their growth . Indian Medicinal Plant Extract Market is rapidly growing over the years owing to factors like shift in consumers demand towards herbal and natural products, various schemes launched by government, key investment & expansions being made in the Indian medical plant extract industry, among others.

WORKING CAPITAL (INCLUDING THE NUMBER OF EMPLOYEES, SKILLED AND UNSKILLED, RAW MATERIALS, ETC.):

- A. Staff and labour : 50,000
- B. Raw materials per month : 15,000
- C. Utilities per month : 10,000
- D. Other Contingent Expense per month : 15,000

$$\begin{aligned}\text{Total working Capital per month} &= \mathbf{A+B+C+D} \\ &= 50,000 + 15,000 + 10,000 + 15,000 = 90,000\end{aligned}$$

Number of skilled employees needed	15 to 17
Number of unskilled employees needed	5 to 7

RAW MATERIAL:

The basic raw material for the unit is good quality coconut oil, soya bean oil etc. to be utilized as base oil, other Herbal oils and perfumes, and colours. Besides, the unit will also require bottles, plastic pouches, and other packaging material. The annual requirement of raw material and chemicals is estimated to be Rs. 50.42 lakhs. The packing may be of two types for retail sale and for bulk sale. Packing material should be such so as to properly handle fragile goods.

DETAIL/SOURCE OF RAW MATERIAL:

A major share of raw materials is of plant origin. It includes herbs, shrubs, leaves, barks, heartwood, flowers, seeds, fruits, fruit kernel, oils, gums, resins etc. Animal origin: Animal byproducts like ghee, milk, honey etc are inevitable for most of the Ayurvedic medicines.

AVAILABILITY OF RESOURCES FOR MY STARTUP/ENTERPRISE:

Because of our rooted culture and inclination towards all-things-natural, starting an oil business has become a lucrative business. There is no specific limit mentioned to how much money you can make in this business if you can solve your customers' problems with effective, chemical- and toxin-free oils. Once your hair oil business is established in your own country, you can export to countries where there is a growing demand for genuine herbal oil products. So, if you are a problem solver and want to learn how to start a hair oil business, look no further.

PROCESS OF MANUFACTURING A PRODUCT (UNIQUE HAIR OIL):

First of all, you must mix all the ingredients like base oil, herbal extract/oils, perfumes and colors in the desired proportions.

You will need to use the mixing tank and slow speed stirrer for 15-20 Minutes and then allow to settle for two to three hours.

FILTRATION:

You will need to filter the oil through the filter press.

INSPECTION / TESTING:

After filtration, you will need to send the oil to the laboratory for necessary testing. Bottling and Labeling After passing through required inspection, oil is now filled in cleaned and dried bottles in required volumes. Bottles are sealed and labeled.

PACKAGING:

Now you can use corrugated boxes for outer packaging. Finally the goods are ready for marketing.

INGREDIENTS OF PRODUCT:

Most of the ingredients are easily available in our home garden and kitchen. I have used curry leaves, Hibiscus flowers, Hibiscus leaves, Tulsi leaves (Indian Holy Basil), Onions seeds (aka Kalonji Nigella seeds, black seeds), Fenugreek seeds (methi seeds or methi daana) and some Essential oils.

PRICE OF ONE PRODUCT:

- Price of 50 ml Unique hair oil is Rs. 90
- Price of 100 ml unique hair oil is Rs. 180
- Price of 150 ml Unique hair oil is Rs. 270

NUMBER OF PRODUCT MANUFACTURING PER MONTH:

UNITS	NUMBER OF PRODUCTS MANUFACTURED PER MONTH
50ml	700
100ml	500
150ml	300

DEMAND OF THE PRODUCT /SERVICE

The India hair oil market is projected to grow, witnessing a CAGR of 5.43% during the forecast period 2021-2026.

MY TARGET MARKET:

- **Local Shops :** Your first and foremost targets should be local shops, regardless of whether your business is small or large.
- **Retailers :** Some retailers specialize in a limited number of product lines; however, the majority of them specialize in Herbal Hair Oils as well, and you can approach them.
- **Supermarkets :** This is the source with the highest demand. You can definitely approach supermarkets because they typically have a higher demand for products and large inventories.

EXPECTED PROFIT (PER MONTH & PER ANNUM):

Individuals who run a Herbal Hair Oil manufacturing business can expect to earn between Rs. 20000 and Rs. lakh per month and 15 lakhs per annum. This would be determined by the total number of markets that you could capture, as there is already a market for Herbal Hair Oils.

CONCLUSION:

Unique hair oil is one of the most well recognized hair treatments. Unique hair oil not only moisturizes the scalp but also reverses dry scalp and dry hair condition. It provides numerous essential nutrients required to maintain normal function of sebaceous glands and promotes natural hair growth.

IDEA 025

ENTREPRENEURSHIP IDEA OF MANJU.M

MANJU.M

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT : MK Enterprises

NAME OF THE ENTREPRENEUR : **MANJU.M**

ENTERPRISE / COMPANY LOGO :



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : Wheat biscuits

FEATURES OF THE PRODUCT

- Biscuit height was largely determined by protein content (PC) of the soft wheat flour.
- Gluten strength (GS) was the most influential parameter of biscuit the major determinant of biscuit specific volume.
- Flours with high PCs, medium GS and low DS contents are ideal for making biscuits.



CAPITAL OR INVESTMENT REQUIREMENT:

LAND & BUILDING: have to hire land & building for rent which can be divided into two parts

- 1) For manufacturing
- 2) For show room for Wheat biscuits.

It may cost around Rs.10,000 per month.

FURNITURE & MACHINERY:

Furniture and machinery is important in manufacturing concern. Machinery for making wheat biscuits are Biscuit making machine, Speed mixer, Cooling conveyor etc. Will be used for making wheat biscuits.

WORKING CAPITAL

Working capital is required to meet out day to day expenses, so it is unavoidable things in business.

FIXED ASSETS & WORKING CAPITAL ESTIMATIONS

PARTICULAR	RS
1.Fixed cost	2,00,000
a) Land & Building	
b) Equipment	
Wheat biscuit Making Machine	1,50,000
Three Machines (Rs.50,000each)	
Speed mixer & Cooling conveyor (Three)	
c) Furniture:	60,000
Stool, Mechanized chair	
2. Working Capital	40,000
TOTAL CAPITAL REQUIREMENT	4,55,000

RAW MATERIAL (ANNUAL)

Description	Rate
Small Accessories	30,000
Heavy Tools	1,20,000
Designing Materials	1,00,000
Maintaining Cost	75,000
Other Supplies	30,000
TOTAL RAW MATERIAL	3,55,000

HUMAN RESOURCE(ANNUAL)

Description	No. of. Process	Payment
Manager	1	90,000
Supervisor	2	30,000
Skilled Workers	15	60,000
Semi-Skilled Workers	25	40,000
Other	5	25,000
TOTAL		2,45,000

OTHER COSTS (ANNUAL)

PARTICULARS	AMOUNT
Depreciation on machinery	45,000
Interest on Capital	90,000
Marketing Cost	30,000
Trading Cost	20,000
TOTAL	1,85,000

SOURCES OF CAPITAL:

Owner's Contribution : 5,00,000
Subsidiaries from State/Central Govt.: 10,00,000
Finance from Relatives/Friends : 2,00,000

PROJECT START UP REQUIREMENT

In order to start Wheat biscuits our financial requirement is around 25 Lakhs. Since this is a small scale business we can avail loans from Banks.

DETAIL (PLACE)

Wheat biscuits are available Kadukkarai in the city of Nagercoil.

AVAILABILITY OF RESOURCES FOR STARTUP / ENTERPRISE

Financial Resources : Owner of MK Enterprises Contribute the capital Rs.5,00,000 and then the subsidiaries given by the state / Central Government is Rs.10,00,000 and the Friends and relatives of the Owner are helped to start the enterprise of Rs.2,00,000. They are helped to startup the Enterprises effectively.

Raw Materials : Some kinds of raw materials are available for startups and maintaining the enterprise. That kinds of raw material are Small Accessories. Heavy tools, Designing materials, Maintaining cost and other supplies. The total cost of raw material is Rs.3,55,000.

INGREDIENTS OF PRODUCT



PROCESS OF MANUFACTURING A PRODUCT:

- Take a broad container & add a sugar powder, add butter mix it well as shown till it becomes fluffy & a bit yellowish.
- In another big bowl Mix wheat flour +Eaichi Powder + baking power is mixed Then add it in Ghee sugar mixture.
- Make dough by adding milk slowly. Keep it in fridge for $\frac{1}{2}$ an hour.
- After $\frac{1}{2}$ an hour in fridge in Take small amount, roll, flatten and cut biscuits in required shape.
- Preheat OTS at 200°C for 20 minutes. Put Butter paper on tray or grease it. Keep biscuits in tray as shown with a gap between them. Put the tray in preheat otg. Bake for 20 min at same temp 200°c. Then make all batches in same way & store in air tight container after it cools down.
- Serve warm.



DEMAND OF THE PRODUCT

Everyone likes a good dessert and if you are fan of Indian sweets, you will be happy to know that your range of options is quite big. Some of these treats are more exotic than others, but nonetheless, they all have one thing in common ‘they taste spectacular!

If you ask a group of people what their favorite Indian dessert is chances are most of them will say, WHEAT BISCUITS. Obviously, there is a good reason why wheat biscuits in one of the most popular Indian sweet today. Even more, so, its clear why so many generations are enjoying it for centuries on end.

YOUR TARGET MARKET:

MANUFACTURER CUSTOMER

- We manufacture the products and sell it directly to the customers through our various show Rooms.
- The target market for Wheat biscuits reaches across all genders. Women appear to be more
- Likely to crave sweets than men children are even more inclined to like sweets, relating to an in
- Crease in calories use associated with growth.

NATIONAL MARKET:

Now, Our market is National Market. As Wheat biscuits is entering the market for the first time our geographical market will be National Market. After succeeding in National Market we are planned to extend it to International Market.

DOMESTIC MARKET:

We have analysis the market condition for wheat biscuits there is certain level of competition in Domestic Market. But we think that wheat biscuits can compete with them as our brand have many Good Features which stands as a succeeding factor for us in domestic market.

EXPORT MARKET:

We also planned to export our branded wheat biscuits after 2-3 years.

PROJECTED COST, REVENUE AND NET PROFIT:

Particular	Rs
(a) Actual Costs	
Capital expenses	4,55,000
Rae material	3,55,000
Human Resources	2,45,000
Other cost	1,85,000
Total	12,40,000
(b) Sales revenue	
	25,00,000
Net profit (b. a)	12,60,000

CONCLUSION:

The result obtained from the study has shown that supplementing wheat flour with walnut flour resulted in considerable improvement in the protein and fat content of the flour. The result also indicates that biscuit sample produced from formulation of 90% wheat flour and 10% walnut flour was accepted by the consumer. In conclusion, the work has revealed that supplementing wheat flour with walnut flour considerably increased the protein and fat contents. Hence, they can find useful application in pastries like biscuit and other snacks.

IDEA 026

ENTREPRENEURSHIP IDEA OF MURUGESWARI. P

MURUGESWARI. P

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: ALOE PURA GEL

NAME OF THE ENTREPRENEUR

: **MURUGESWARI. P**

ENTERPRISE / COMPANY LOGO

:



SLOGAN:“FRAGRANCE GEL FOR YOUR SENSES”

VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

More than 6,000 units is a manufacturing type of concern.

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : ALOE PURA GEL

ISBN : 978-81-953729-0-4

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PRODUCT/SERVICE DESCRIPTION:

The leaves of *Aloe vera* are succulent, erect, and form a dense rosette. Many uses are made of the gel obtained from the plant's leaves.

A preparation of leaf pulp from the parenchymal tissue of the plant Aloe vera (Liliaceae). Aloe vera gel contains carbohydrate polymers, such as glucomannans or pectic acid, and various vitamins and essential amino acids, as well as other organic and inorganic compounds.

BENEFITS:

1) **BURNS:**

For minor burns, apply Aloevera gel to the affected area up to three times daily. You may also need to protect the area with gauze.

2) **SUNBURN:**

While aloe vera helps soothe sunburn, research Trusted Source shows that it's not an effective way to prevent sunburn, so make sure you wear sun protection every day!

SMALL ABRASIONS:

If you've scuffed up your chin or forehead, you can apply aloe vera to the area for quick relief from pain and burning sensations. Use three times per day.

CUTS:

If you're used to grabbing Neosporin for a minor cut, consider trying aloe vera instead. Its molecular structure helps heal wounds quickly and minimizes scarring by boosting collagen and fighting bacteria. Apply up to three times per day.

CAPITAL OR INVESTMENT REQUIREMENT:

Rs. 80,000 must be on-stock for operating a gel manufacturing unit smoothly, with additional working capital requirements of Rs. 30,000 to 40,000 required for other expenditures like salaries, power and receivable.

SOURCE OF CAPITAL/INVESTMENT:

The investment required for starting a small unit of gel manufacturing business is minimal. A gel manufacturing unit setup with an investment of about Rs. 30,000,can generate revenues of upto Rs. 70,000 and a profit of Rs. 1.3 lakhs,if operated successfully. The breakup of the investment required and the assumptions for revenue are as under.

PROJECT STARTUP REQUIREMENT

FURNITURE & MACHINERY:

In establishing the plant, the primary requirement is the factory space. However, the area

requirement hugely depends on the desired production output and business size. Generally, you can start a small-scale processing plant with a covered area of 1000 Sq Ft. In addition to this, you have to ensure commercial electric connection, water supply, labour, and transport availability.

Basically, you can establish the processing plant in two ways. Either as a semi-automatic basis or fully automatic basis. However, for a small-scale operation, it is advisable to start the operation as a semi-automatic basis. Additionally, a semi-automatic operation allows you adding additional product lines easily. From the same unit, you can produce aloe vera juice or powder also. And these products have also great industry potential.

WORKING CAPITAL (INCLUDING THE NUMBER OF EMPLOYEES, SKILLED AND UNSKILLED, RAW MATERIALS, ETC):

Staff and Labour	:Rs. 50,000
Raw materials per month	: Rs. 12,000
Utilities per month	:Rs. 5,000
Other Expenses per month	:Rs. 10,000

$$\text{Total working capital per month} = A+B+C+D$$

$$=50,000+12,000+5,000+10,000 = \text{Rs. } 77,000.$$

Number of Skilled Employees Needed	10 to 14
Number of Unskilled Employees Needed	4 to 6

RAW MATERIAL:

Aloe vera gel is the most important product you can produce from aloe vera leaves. The item has both consumer and industrial demand.

Basically, you can sell the product in two ways. One is as concentrated aloe vera gel for the end consumers. And the other is to the herbal companies who produce aloe vera-based products.

In this business, location plays an important role. If you live in an aloe vera growing area, then only you can start this business. You can't afford to get the raw materials (aloe leaves) from a far distance. Because it will enhance your production cost.

DETAIL/SOURCE OF RAW MATERIAL:

Actually, aloe vera belongs to the Liliaceae family and has thick green leaves which contain gel and latex. The gel consists primarily of water and the rest includes various vitamins, amino acids, enzymes, hormones, minerals, and sugars, most of which are found in the human body.

AVAILABILITY OF RESOURCES FOR MY STARTUP/ENTERPRISE:

There are so many availabilities of resources for starting a gel manufacturing enterprise. Almost there are thousands of people ready give us a good deal on the raw material so I think there is so many availabilities of resources in a satisfactory manner for our start up.

- Some investment for buying the raw materials for making gel.
- We need smartphones for order.
- Social sharing.
- Create some whatsapp groups to the orders.

PROCESS OF MANUFACTURING A PRODUCT (ALOE VERA GEL) :

After transport to the factory, you have to wash and disinfect the plants. There are two basic methods of processing. First, the processing of the entire leaf including the shell containing aloin (1- whole leaf method) and separating the leaf from the gel before processing (2-separation method).

In the separation method, the bottom of the leaf is cut off and the leaves are left to “bleed”. This leads to the aloin leaking out of the leaves. This is the part of the plant known for its bitter taste and its laxative effect. For a quality product, it is important that the aloin is kept out of the final gel.

After you remove the gel from the plants, you need to filter it. And finally, homogenize, pasteurize and stabilize it. The last step is then to concentrate the gel. The process from – cutting the leaves and the final Aloe extract – you need to complete it within a maximum of 2 days.

However, the quality loss in the process can occur in a number of ways. The most important reasons are the poor quality of leaves and poor or slow processing.

INGREDIENTS OF PRODUCT:

The primary ingredient in this gel is aloevera, which has been proven to possess strong healing properties. It can soothe the damaged skin and enhance its repair process. It is used for treating several skin ailments including acne, burns, wounds & sun damage.

PRICE OF ONE PRODUCT:

Price of 15 ml Aloe Pura Gel is : **Rs. 20**
Price of 60 ml Aloe Pura Gel is : **Rs. 90**
Price of 130 ml Aloe Pura Gel is **Rs. 195**

NUMBER OF PRODUCT MANUFACTURED PER MONTH:

UNITS	NUMBER OF PRODUCT MANUFACTURED PER MONTH
15ml	600
60ml	400
130ml	350

DEMAND OF THE PRODUCT/ SERVICE:

Aloe vera is among the few medicinal plants having both medicinal and cosmetic uses and thus, has an extensive market across the globe. The major markets for aloe and its extracts are

Australia, USA and the entire Europe. Indian aloe vera market stood at \$ 23.72 million in 2017 and is projected to grow at a CAGR of over 10.02%, in value terms, during 2018-2023, to reach \$ 38.68 million by 2023.

Rising number of health-conscious consumers, rapidly growing middle class with increasing disposable income, elevating hygiene standards and expanding working population due to which the consumers are compelled to make a steady shift to natural products, are aiding Indian aloe vera juice market.

Moreover, increasing disposable income along with changing lifestyle and awareness regarding the consumption of a balanced and healthy diet to reduce life style diseases are some of the other factors expected to propel demand for aloe vera juice over the next five years.

MY TARGET MARKET:

A particular group of consumers at which a product or service is aimed is known as target market.

My target market is direct selling to the consumers through our own app “Aloe Pura”

EXPECTED PROFIT (PER MONTH& PER ANNUM):

Profit per month	10,000 to 15,000
Profit per year	1 lakh to 1.5 lakh

CONCLUSION:

Considering the properties of Aloe vera and its compounds, it can be used to retain skin moisture and integrity and to prevent ulcers. It seems that the application of Aloe vera, as a complementary treatment along with current methods, can improve wound healing and promote the health of society.

IDEA 027

ENTREPRENEURSHIP IDEA OF MUTHU LEKSHMI. I

MUTHU LEKSHMI. I

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT : VM Enterprise

NAME OF THE ENTREPRENEUR : MUTHU LEKSHMI. I

ENTERPRISE / COMPANY LOGO :



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : "Dark Chocolate"

FEATURES OF THE PRODUCT :

Dark Chocolate is loaded with nutrients that can positively affect your health.

- Made from the seed of the Cocoa tree. It's one of the best sources of antioxidants you can find.
- Studies show that Dark Chocolate can improve your health and lower the risk of heart disease.
- This article reviews 7 Health benefits of Dark Chocolate or Cocoa that are



CAPITAL OR INVESTMENT REQUIRMENT:

LAND & BUILDING:

We have to hire land & building for rent which can be divided into two parts.

1. For manufacturing
2. For show room for Wheat biscuits. It may cost around Rs.10,000 per month.

FURNITURE & MACHINERY:

Furniture and machinery is important in manufacturing concern. Machinery for making Dark Chocolates are Chocolate making machine, Speed mixer, cooling conveyor etc. Will be used for making Dark Chocolates.

WORKING CAPITAL :

Working capital is required to meet out day to day expenses, so it is unavoidable things in business.

FIXED ASSETS & WORKING CAPITAL ESTIMATION

PARTICULARS	RS
1. Fixed cost	2,00,000
a) Land & Building	
b) Equipment	
Wheat biscuit Making Machine	1,20,000
Three Machines(Rs.50,000 each)	
Speed mixer & Cooling conveyor (Three)	
c) Furniture :	70,000
Stool, Mechanized chair	
2. Working Capital	30,000
TOTAL CAPITAL REQUIREMENT	4,20,000

RAW MATERIAL (ANNUAL)

DESCRIPTION	RATE
Small Accessories	35,000
Heavy Tools	1,20,000
Designing Materials	1,10,000
Maintaining Cost	75,000
Other Supplies	30,000
TOTAL RAW MATERIAL	3,70,000

HUMAN RESOURCE (ANNUAL)

DESCRIPTION	PAYMENT
Manager	90,000
Supervisor	30,000
Skilled Workers	50,000
Semi-Skilled Workers	35,000
Other	25,000
TOTAL	2,30,000

OTHER COSTS (ANNUAL)

PARTICULARS	AMOUNT
Depreciation on machinery	45,000
Interest on Capital	90,000
Marketing Cost	30,000
Trading Cost	10,000
TOTAL	1,75,000

SOURCES OF CAPITAL:

- | | |
|---------------------------------------|-------------|
| Owner's Contribution | : 5, 00,000 |
| Subsidiaries from State/Central Govt. | : 10,00,000 |
| Finance from Relatives/Friends | : 2, 00,000 |

PROJECT START UP REQUIREMENT

In order to start Dark Chocolate our financial requirement is around 20 Lakhs. Since this is a small scale business we can avail loans from Banks.

DETAIL (PLACE)

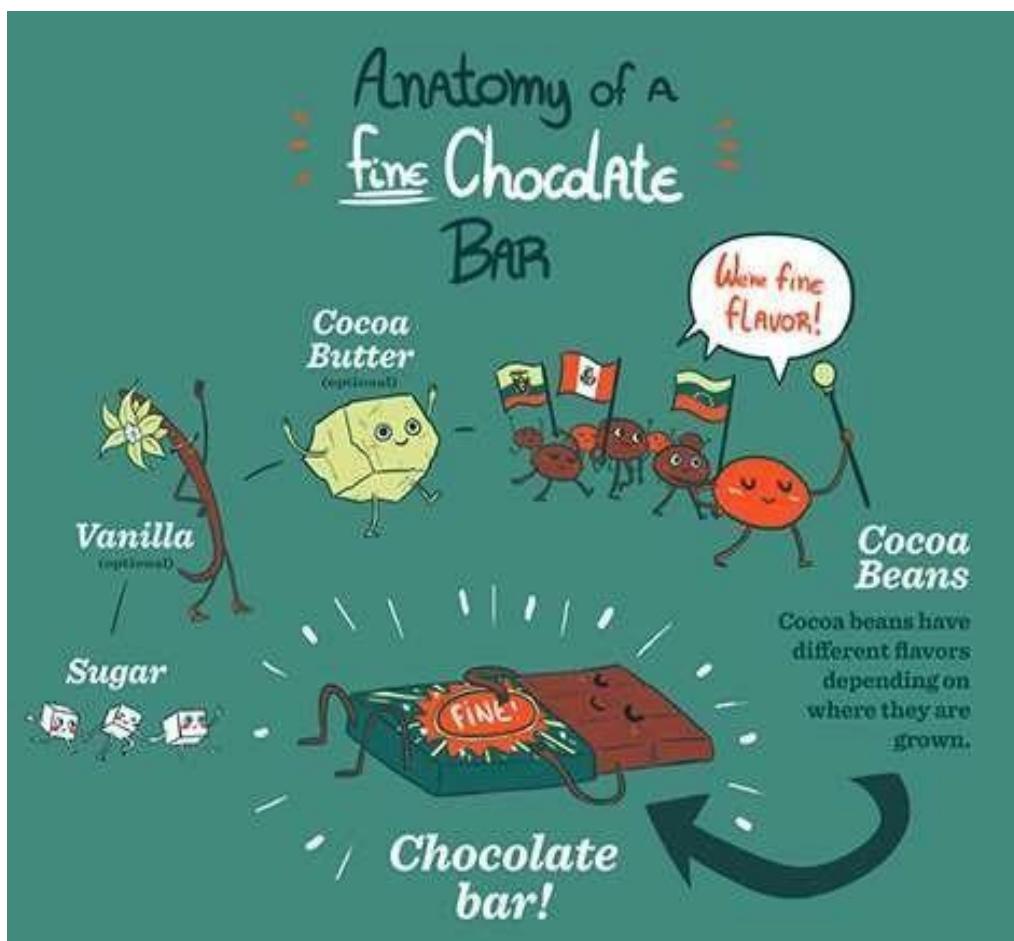
Dark Chocolates are available at Vadiveeswaram in the city of Nagercoil.

AVAILABILITY OF RESOURCES FOR STARTUP / ENTERPRISE

Financial Resources: Owner of VM Enterprises Contribute the capital Rs.5,00,000 and then the subsidies given by the state / Central Government is Rs.10,00,000 and the Friends and relatives of the Owner are helped to start the enterprise of Rs.2,00,000. They are helped to startup the Enterprises effectively.

Raw Materials: Some kinds of raw materials are available for startups and maintaining the enterprises. That kinds of raw material are Small Accessories. Heavy tools, Designing materials, Maintaining cost and other

INGREDIENTS OF PRODUCT:



PROCESS OF MANUFACTURING A PRODUCT:

- Cocoa liquor and cocoa butter are solid at room temperature. They need to be melted before feeding and then they can be mixed and finely ground.
- The traditional method needs 4872hrs and different kinds of chocolates require different refining time. The common finishing equipment is chocolate refiner machine.
- There is heat preservation process to keep the liquid state of the refined chocolate sauce before entering the next process.
- Cocoa Butter crystallizers into stable β crystal which is expressed in dark luster and the shelf life of the product will also be prolonged.
- The chocolate is packed in a certain form and then transported and sold.

NATIONAL MARKET :

Now, our market is National Market. As Dark Chocolate is entering the market for The first time our geographical market will be National Market. After succeeding in National Market we are planned to extend it to International Market.

DOMESTIC MARKET :

We have analysis the market condition for Dark Chocolate, there is certain level of competition in Domestic Market. But we think that Dark Chocolate can compete with them as our brand have many Good Features which stands as a succeeding factor for us in domestic market.

EXPORT MARKET

We also planned to export our branded Dark Chocolate after 2-3 year.

PROJECTED COST, REVENUE AND NET PROFIT :

PARTICULARS	AMOUNT RS
a) Actual costs	
Capital expenses	4,20,000
Raw material	3,70,000
Human Resources	2,30,000
Other cost	1,75,000
Total	11,95,000
b) Sales revenue	25,00,000
c) Net profit (b-a)	13,05,000

CONCLUSION:

As you can see Dark Chocolate can provide many health benefits especially protective against cardiovascular disease. Also if you guys decide to add Dark Chocolate to your daily menu you should eat in moderation like 1-3 blocks daily. Eating too much of any chocolate can lead to unwanted wait gain.

IDEA 028

ENTREPRENEURSHIP IDEA OF NAGESWARI. M

NAGESWARI. M

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT : Kwality Ice Cream Parlour

NAME OF THE ENTREPRENEUR : **NAGESWARI. M**

ENTERPRISE / COMPANY LOGO :



SLOGAN :“YOU’LL LOVE IT THE WAY IT’SMADE”

VISITING CARD OF THE ENTREPRENEUR

KWALITY ICE CREAM PARLOUR Nageswari.M

YOU’LL LOVE IT THE WAY IT’S MADE C.E.O

Vadesery,

Nagercoil PO,

Kanyakumari.

TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

More than 4000 units of ice cream is a manufacturing type of concern.

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : Kwality Ice creams

PRODUCT/SERVICE DESCRIPTION:

A rich, sweet, creamy frozen food made from variously flavored cream and milk products churned or stirred to a smooth consistency during the freezing process and often containing gelatin, eggs, fruits, nuts, etc. ... The definition of ice cream is a soft, frozen treat made from milk fat.

BENEFITS:

SOURCE OF VITAMINS

Did you know that ice cream happens to be a huge source of vitamins A, B-6, B-12, C, D, and E! It doesn't stop there.

Apparently, ice cream contains vitamin K, which prevents blood clotting. Let's not forget that ice cream also contains niacin, thiamine, and riboflavin.

PROVIDES ENERGY

Not only does ice cream have nutritional value, but it also is an incredible source of energy. Ice cream is rich with carbohydrates, fats, and proteins, which are all, needed for our bodies to produce energy.

Careful on how much energy you want to get from ice cream, after all, it can also help you gain weight. Everything in moderation remember!

SOURCE OF MINERALS

Minerals like calcium and phosphorus are found in ice cream. Calcium is an essential mineral for us as it maintains healthy bones and reduces the chances of kidney stones.

CAPITAL OR INVESTMENT REQUIREMENTS:

Land on Rent & Land Development Cost	= 0.50 Lakh
Building /Civil works	= 0.80 Lakh
Plant & Machinery	= 6.40 Lakh
Misc. Fixed Assets	= 2.00 Lakh
Preliminary & Pre-operative Expenses	= 0.60 Lakh
Contingency provision	= 0.65 Lakh
Total	= 14.95 Lakh

SOURCE OF CAPITAL/INVESTMENT:

A Plant Capacity of 500 kg/day following is the approximate cost and returns:

Plant & Machinery: Rupees 7 Lakhs

Total Capital Investment: Rupees 15 Lakhs

If you want to start an ice cream business, then you must have adequate knowledge of raw materials, equipment, and processing.

The ice cream manufacturing business is potentially a profitable business if planned properly.

These are the source of capital required to start our business.

PROJECT STARTUP REQUIREMENTS (FURNITURE & MACHINERY) :

On average, an ice cream business requires a 400-500 Sq. Ft carpet area shop or a small food truck which has the necessary arrangements for refrigeration. In both cases, the average investment required is between Rs 5 lakhs and 10 lakhs depending upon the ambiance and sitting area you want to create.

WORKING CAPITAL (INCLUDING THE NO. OF EMPLOYEES, SKILLED AND UNSKILLED, RAW MATERIALS, ETC) :

Raw materials/Packaging consumables for 7 days	= 1.12 Lakh
Working expenses for 1 month	= 1.10 Lakh
Finished goods for 3 days	= 0.50 Lakh
Receivable for 5 days	= 1.50 Lakh
Total	= 4.62 Lakh

Number of skilled labours -10 to 15

Number of unskilled labours -5 to 7

RAW MATERIALS:

Modern ice cream is produced from following raw materials:

- Dairy products (milk, cream, butterfat)
- Sugar.
- Flavorings.
- Approved additives that prevent creation of ice crystals during production process.
- Eggs.
- Air, which improves ace creams ability to absorb flavoring and removes the feeling ovary soggy and heavy material.

DETAIL / SOURCE OF RAW MATERIAL:

The main constituents of ice cream are fat, milk solids-not-fat (skim-milk powder), sugar, gelatin (or other suitable stabilizer), egg and flavoring. A variety of milk products can be used: cream, whole milk, condensed milk and instant skim-milk powder.

AVAILABILITY OF RESOURCES FOR MY STARTUP/ENTERPRISE:

Formation and market research go hand in hand. Market research will offer details, and preparation will help to use the data accordingly. These will help to locate your target clients, funding, business type and location.

In order to start an ice cream business, you will need sufficient funds. It will pay for the location, shop or truck, supplies and equipment. In case you do not have the money, banks

will come to your rescue. The amount of money you need will depend on several factors.

PROCESS OF MANUFACTURING A PRODUCT (ICE CREAM) :

1. BLEND THE ICE CREAM MIXTURE

The milk fat source, nonfat solids, stabilizers and emulsifiers are blended to ensure complete mixing of liquid and dry ingredients.

2. PASTEURIZE MIX

Ice cream mix is pasteurized at 155°F (68.3°C) for 30 minutes or 175°F (79.4C) for 25 sec. The conditions used to pasteurize ice cream mix are greater than those used for fluid milk because of increased viscosity from the higher fat, solids, and sweetener content, and the addition of egg yolks in custard products.

3. HOMOGENIZE

Ice cream mix is homogenized (2500 to 3000 psi) to decrease the milk fat globule size to form a better emulsion and contribute to a smoother, creamier ice cream. Homogenization also ensures that the emulsifiers and stabilizers are well blended and evenly distributed in the ice cream mix before it is frozen.

4. AGE THE MIX

Ice cream mix is aged at 40°F (5°C) for at least 4 hours or overnight. Aging the mix cools it down before freezing, allows the milk fat to partially crystallize and the gives the proteins stabilizers time to hydrate. This improves the whipping properties of the mix.

5. ADD LIQUID FLAVORS AND COLORS

Liquid flavors and colors may be added to the mix before freezing. Only ingredients that are liquid can be added before the freezing, to make sure the mix flows properly through the freezing equipment.

6. FREEZE

The process involves freezing the mix and incorporating air. Ice cream mix can be frozen in batch or continuous freezers and the conditions used will depend on the type of freezer. Batch freezers consist of a rotating barrel that is usually filled one-third to one-half full with ice cream mix.

7. ADD FRUITS, NUTS AND BULKY FLAVORINGS (CANDY PIECES, ETC.)

Fruits, swirls, and any bulky type of flavorings (nuts, candy pieces, etc.) are added at this point. These ingredients cannot be added before freezing or they would interfere with the smooth flow of the mix through the freezer.

8. PACKAGE:

As desired, depending on the product.

9. HARDEN:

The ice cream is cooled as quickly as possible down to a holding temperature of less than 13°F(-25°C). The temperatures and times of cooling will depend on the type of storage freezer.

PRICE OF ONE PRODUCT:



INGREDIENTS OF PRODUCT:

Ice cream is a colloidal emulsion made with water, ice, milk fat, milk protein, sugar and air.

NUMBER OF PRODUCT MANUFACTURED PER MONTH:

More than 20,000 products.

DEMAND OF THE PRODUCT/SERVICE:

Forecasts expect Indian consumption to catch up with China and see nearly a seven-fold increase in the market. While the global ice cream market is forecasted to record a CAGR of 4.7% by 2020, the Indian ice cream sector is expected to grow up at a CAGR of 12.4% by 2022.

MY TARGET MARKET:

- A. **Local shops:** Most of the local shops always have a small freezer or a cooling machine in their stores, for storing dairy products. Hence, these shops can be your primary target.
- B. **Shopping malls/Supermarkets:** The Primary focus of shops inside shopping malls or supermarkets is to display consumable goods. However, they also have various sections where they display and sell Ice Cream. If your marketing campaign is good enough, they'd be willing to sell your product.
- C. **Ice Cream Stores:** Needles to say, Ice Cream Stores would be your crucial target shop for showcasing and selling your product. However, it would take a lot of convincing, as most of the shops hold franchises of just one brand, but you can always try your luck.

EXPECTED PROFIT (PER MONTH & PER ANNUM):

The expected profits that Ice Cream Making business owner can hope to earn is around 45000 to 1.2 lakh.

If we talk about an Ice Cream making business that is competing and performing really well, with a good brand name and market, they can earn more than 2 lakhs per month And 25 lakhs.

CONCLUSION:

For a number of reasons, I think that ice cream is the best dessert. The most important reasons is that ice cream is delicious. Another reasons is ice cream can always be available.

You can keep it in the refrigerator. Finally, you can select from many different flavors.

IDEA 029

ENTREPRENEURSHIP IDEA OF RADHIKA. I

RADHIKA. I

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT : AA Enterprises

NAME OF THE ENTREPRENEUR : **RADHIKA. I**

ENTERPRISE / COMPANY LOGO :



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : Royal Cotton Sweet Candy

FEATURES OF THE PRODUCT

1. Cotton candy is a light and fluffy sugar candy, which resembles cotton wool. It is made by heating sugar to a very high temperature and then spinning the melted sugar to produce fine sugar threads.
2. Cotton candy has a fibrous texture that makes it unique from other sugar candies. The fibrous threads have many of the same characteristics as cotton fibers, which is how cotton candy got its Name.



3. Cotton candy is popular food as amusement parks and carnivals and is typically sold individually as a large mass wrapped around a cardboard cone.
4. When the threads are collected in a cone, they are packed loosely so that a certain amount of air gets trapped between the fibers.
5. This increases the volume of the candy, giving it a light and fluffy texture. Cotton candy remains a favorite among all ages.

CAPITAL OR INVESTMENT REQUIREMENT:

LAND & BUILDING:

We have to hire land & building for rent which can be divided into two parts

- 1) Manufacturing
 - 2) Show room for Cotton sweet candy.
- It may cost around Rs.12,000 per month.

FURNITURE & MACHINERY:

Furniture &Machinery is important manufacturing concern. Machine for making cotton sweet candy are cotton candy maker machine etc. will be used for making cotton sweet candy.

WORKING CAPITAL:

Working capital is required to meet out day to day expenses, so it is unavoidable thing in business.

For starting our enterprise working capital is necessary. It is must to start any type of business. It includes electric charges, manufacturing cost, marketing cost, etc.

FIXED ASSETS & WORKING CAPITAL ESTIMATION

PARTICULARS	Rs
1.Fixed Capital	
a. Land & Building	2,00,000
b. Equipment	
Cotton cand maker machine three machines (Rs.30,000 each)	1,20,000
c. Furniture Stools, Mechanized chairs	30,000
2.Working Capital	10,000
TOTAL CAPITAL REQUIREMENT	3,60,000

RAW MATERIAL (ANNUAL)

DESCRIPTION	RATE
Small Accessories	25,000
Heavy Tools	1,15,000
Designing Materials	1,00,000
Maintaining Cost	65,000
Other Supplies	25,000
TOTAL RAW MATERIAL	3,30,000

HUMAN RESOURCE (ANNUAL)

DESCRIPTION	NUMBER OF PERSONS	PAYMENT
Manager	1	80,000
Supervisors	2	25,000
Skilled Workers	18	50,000
Semi-Skilled Workers	25	30,000
Other	3	20,000
TOTAL		2,05,000

OTHER COSTS (ANNUAL)

PARTICULARS	AMOUNT
Depreciation on Machinery	30,000
Interest on Capital	70,000
Marketing Cost	20,000
Trading Cost	5,000
TOTAL	1,75,000

SOURCE OF CAPITAL:

Owner's Contribution:4,00,000

Subsidiaries from state/ central Govt:8,00,000

Finance from Relatives/ Friends:1,50,000

PROJECT START UP REQUIREMENT:

In order to start Royal cotton candy our financial requirement is around 15 lakhs. Since this is a small scale business we can avail loans from Banks.

DETAIL(PLACE):

Royal cotton candy are available Monday market in the city of Nagercoil.

AVAILABILITY OF RESOURCES FOR STARTUP/ ENTERPRISE:

Financial Resources

- Owner of AA Enterprises contributes the capital Rs.4,00,000 and then the subsidiaries given by the state/central government is Rs.8,00,000
- The friends and relatives of the owner are helped to start the enterprise of Rs.1,50,000. They are helped to startup the enterprises effectively.

Raw Materials-

- Some kinds of Raw materials are available for startup and maintaining the enterprise.
- That kinds of raw materials are small Accessories, Heavy tools, Designing materials, maintaining cost of raw materials is Rs.3,30,000.

INGREDIENTS OF PRODUCT:



PROCESS OF MANUFACTURING PRODUCT:

- **Preheat**-Give your machine 10-15 minutes to heat completely.
- **Measure**-Measure your sugar. A full scoop makes a medium sized cone. Use less sugar for smaller cones. Play with colors and combine several small scoops for a lovely sunset cotton candy.

- **Pour**-Get ready to pour by arming yourself with cotton candy cone. Pour the sugar in the center of the floss head, while it is spinning and prepare for immediate cotton candy. It starts flossing so fast.
- **Form**-Play around with forming your cotton candy. Swirling around the floss head is easy. We also like placing the cone directly above the floss head and spinning the stick around allowing the cotton candy to build up around it.
- **Eat**-Your cotton candy is ready to enjoy.
- **Serve warm**.



PRICE OF ONE PRODUCT:

VARIETIES OF COTTON SWEET CANDY 4 PEICES	PRICE IN RS.
Cartoon cotton candy	100
Rainbow cotton candy	120
Blue cotton candy	130
Pink cotton candy	90

We are pricing based quantity, flavour, and customer's requirement. Cotton sweet candy minimum the rate of 4 pieces of candy is Rs.100.

NUMBER OF PRODUCT MANUFACTURED PER MONTH:

Varieties of cotton candy	Units
Cartoon cotton candy	375
Rainbow cotton candy	290
Blue cotton candy	400
Pink cotton candy	800
TOTAL	1,865

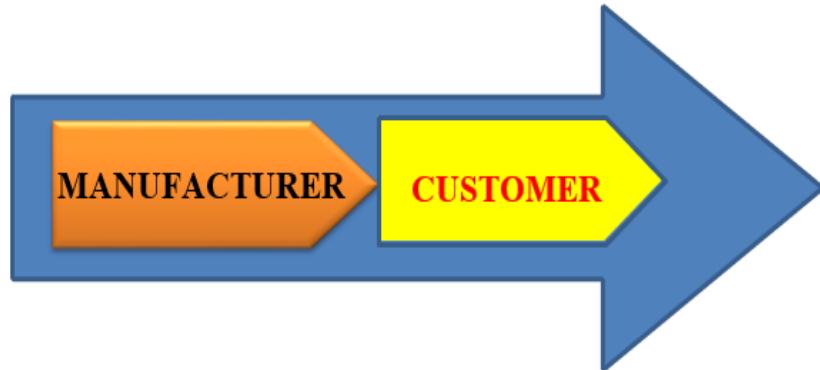
DEMAND OF THE PRODUCT:

Every likes a good dessert and if you're fan of Indian sweets, you'll be happy to know that your range of options is quite big.

Some of these treats are more exotic than others, but nonetheless, they all have one thing in common—they taste spectacular!

If you ask a group of people what their favourite Indian dessert is, chances are most of them will say, **COTTON SWEET CANDY** Obviously, there is a good reason why Cotton Sweet Candy is one of the most popular Indian sweets today. Even more, so it's clear why so many generations are enjoying it for centuries on end.

YOUR TARGET MARKET



We manufacturer the products and sell it directly to the customers through various show rooms.

The target market for Cotton sweet candy reaches all genders. Women appear to be more likely to crave sweets than men.

Children are even more inclined to like sweets, relating to an increase in calorie use associated with growth.

NATIONAL MARKET:

Now our market is national market. As royal cotton sweet candy is entering the market for the first time our geographical market will be national market. After succeeding in National market we are planned to extend it to international market.

DOMESTIC MARKET:

We have analysed the market condition for Royal cotton sweet candy, there is certain level of competition in Domestic market. But we think that Royal sweet cotton candy can compete with them as our brand have many Good features which stands as succeeding factor for us in domestic market.

EXPORT MARKET

We also planned to export our branded Cotton sweet candy after 2-3 years.

PROJECTED COST, REVENUE AND NET PROFIT:

PARTICULARS	RS.
a)Actual costs	
Capital expenses	3,60,000
Raw materials	3,30,000
Human Resources	2,05,000
Other costs	1,25,000
Total	10.20,000
b)Sales revenue	20,00,000
c)Net profit(b-a)	9,80,000

CONCLUSION:

Cotton candy is very tasty, sweet and fluffy treat that almost instantly vanishes in your mouth because of all the sugar that it contains. The smell of cotton candy filled the air. I heard clapping. I even heard loud bellows that sounded like elephants. I knew a circus was going on.

IDEA 030

ENTREPRENEURSHIP IDEA OF RAJARAJESWARI. S

RAJARAJESWARI. S

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT	:	R.S ENTERPRISE
NAME OF THE ENTREPRENEUR	:	RAJARAJESWARI. S
ENTERPRISE / COMPANY LOGO	:	



R.S.ENTERPRISE

VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : Coconut Poli



PROCESS OF MANUFACTURING

Thengai poli, coconut poli, I would say thengai poli is the mostyummieest poli of all I have tried. Learn to make delicious thengai poli in this detailed post

I was not a big fan of any poli before marriage, sweet will be overwhelming for me. Same with coconut poli, I found it too sweet for my taste.

But now the taste have changed, I love it but avoid making due to maida and sweet factor, but yearly at least twice with the sweet pooranam and in the name of new post.

I have already posted [paruppu poli](#), sweet potato poli and dates poli. But thengai poli is one fascinating name to get tempted these days. So wanted to try.

INGREDIENTS

JAGGERY



COCONUT



MAIDA



MAKING PROCESS

- Take flour, turmeric, salt in a mixing bowl.
- Drizzle 2 tablespoon of oil and mix well.
- Add water little by little to make a soft dough.
- Knead well for 5 mins.
- Add a tablespoon of oil over it and keep aside for 30 mins.
- Knead again to incorporate the oil into the dough.
- If the dough is not loose, add little more water and make the dough loose.
- Divide into equal sized balls.
- Prepare stuffing by heating jaggery with water just to immerse.
- Once jaggery is dissolved, filter to remove impurities.
- Wash the vessel and start heating the syrup again until it is frothy, raises.
- Add coconut to it, keep stirring in medium flame until all the syrup reduces and forms a thick mixture.
- Divide into equal sized balls once cold enough to handle.
- Using a baking sheet or banana leaf, add few drops of sesame oil and spread the dough into thick disk.
- Place the coconut stuffing in the middle, cover it from all the sides. Pat to make poli, until the stuffing is partially seen on top.
- Heat tawa and drizzle some oil or ghee. Transfer the patted poli by inverting the paper/ leaf over the tawa.
- Peel off the paper/ leaf. Cook in medium flame, both sides by flipping in between, until golden spots appear

COST OF PRODUCT

We are pricing based on pack one pack contains 5 piece coconut poli 1 pack is 25 Rupees.



SOURCE OF FINANCE:

PARTICULARS	AMOUNT
Own Contribution (min 10%)	2 .06
Subsidy @35%(Max. Rs 1 Lac)	4.71
Term Loan @ 55%	7.41
Working Capital (Bank Finance)	6.50
TOTAL	20.8

WORKING CAPITAL.

PARTICULARS	AMOUNT
Equipment	25,000
Furniture	30,000
Small accessories	10,000
Heavy tools	15,000
Maintaining cost	10,000
Labours	5,000
Skilled labours	8,000
Other supplies	5,000
Total	2,08,000

ELECTRICITY AND WATER CHARGES:

- Electricity bill:2000 per month
- Water charges :1000 per month

INVESTMENT

Land and building is own
Capital 1,00,000

QUANTITY PRODUCED:

We produced 100 pack of coconut poli.

OVER ALL PROFIT

The over all profit of the business is 25,000 per month.

CONCLUSION

As my favourite sweet is Poli so, I would like to recommend everyone to atleast try it Once. It's very sweet , soft and tasty. It's totally white in colour as white as pure milk. If you Try it once I can assure you that you too will like it. It melts everyone's taste buds it's so. Yummy. I just love to have Poli.

IDEA 032

ENTREPRENEURSHIP IDEA OF RAKESH.M

RAKESH.M

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT : Big Shopper

NAME OF THE ENTREPRENEUR : **RAKESH.M**

ENTERPRISE / COMPANY LOGO :



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

Big shopper bag is a manufacturing type of unit.

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : Big Shopper

ADVANTAGES OF BIG SHOPPER:

- Do not require maintenance.
- Cost effective cheaper than paper bag.
- Strong and can carry more weight as compared to promotional bags.

CAPITAL OT INVESTMENT REQUIRED:

LAND AND BUILDINGS:

We have land and building for rent which can be divided into two parts one for manufacturing and second is for show room for bags. It may cost around Rs15000 per month.

FURNIURE& MACHINERY:

An average big shopper manufacturing need a few tools and equipment.

Below are the tools and equipment needed:

- Machinery
- Stools
- Chairs
- printing materials.
- Scissors.

SOURCE OF CAPITAL:

- Owners capital contribution: Rs 6,00,000
- funds from friends and relative: Rs 1,00,000
- subsidiaries from central Govt: Rs 3,00,000.

PROJECT START UP CAPITAL:

In order to start a HIFI BAGS our financial requirement is around RS 50Lakhs. Since this is a small scale business we can avoid loans from banks.

DETAILS (ORDER& PLACE)

The product name is big shopper we have manufactured and distribute to public. It is available 1, weavers colony vettur nimadam nagercoil. And also available in small stores.

AVALABILITY OF RESOURCES FOR START UP CAPITAL:

FINANCIAL RESOURCES:

Owner of enterprise contribute on capital of RS 6,00,000 . Then friends and relative RS 1,00,000 then subsidiaries given by Central Govt is RS 3,00,00.

RAW MATERIALS:

The kind of raw materials are small accessories like scissors, printing, other supplies the total cost of the raw materials is Rs 2,10,000.

WORKING CAPITAL:

WORKING CAPITAL & CAPITAL REQUIREMENT:

Particular	RS
Fixed capital	
a) Equipment	3,00,000
b) Land & building	1,50,000
Bag machine & equipment (Machine, licence registration)	50,000
working capital	
Total capital	5,00,000

RAW MATERIALS:

Description	Rate
Small tolls & accessories	10,000
Design products	30,000
Maintaining cost	20,000
Heavy tools & equipment	1,50,000

HUMAN RESOURCES:

Description	No of person	Payment
Manager	1	50,000
Supervisor	2	30,000
Skilled labour	6	20,000
Semi skilled labour	10	20,000

OTHER ANNUAL:

Particular	Amount
Interest on capital	70,000
Depreciation on machinery & equipment	30,000
Marketing cost	20,000
Trading cost	6,000
Total	1,26,000

PROCESS OF MANUFACTURING CLOTH BAG:

Cutting:

According to the product pattern and size demanded by the customer. Wants to be manufactured the automatic cloth bag machine.

Stitching and finishing:

All the body parts such as front back body, gusset, and handle of a bag. Based on the request of the customers it will be changed if they require a non- stitching.

Checking and packing:

Variety of bag	size	units
Grocery bag	small	1500
Shopping bag	medium	1500
Normal bags	large	2000
total		5000

Finished bag are quality checked for any kinds of error. If any errors is found then it is mended and rectified.

NO OF PRODUCT MANUFACTURED PER MONTH:

PRICE OF ONE PRODUCT:

Varieties of bags	Size	Price in Rs
Grocery	Small	8
Shopping	Medium	10
Normal bags	Large	20

We are pricing based on quality and customer's requirement.

DEMAND OF ONE PRODUCT: 1000

YOUR TARGET MARKET: 500

PROJECT COST, REVENUE, NET PROFIT:

Particular	Rs
a) Actual costs	
Capital expenses	5,00,000
Raw materials	2,10,000
Human resources	1,20,000
Other costs	1,26,000
Total	9,56,000
b) Sales revenue	14,50,000
c) Net profit	4,94,000

CONCLUSION:

At last it can be said that future of this product is very bright. The market of save E-paper is expending; demand for the product is increasing day by day. The returns on this business is also satisfactory.

IDEA 034

ENTREPRENEURSHIP IDEA OF REENA. G

REENA. G

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT : GS Enterprise

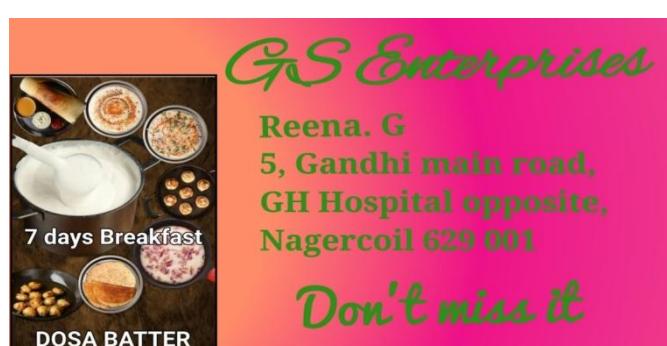
NAME OF THE ENTREPRENEUR : REENA. G

ENTERPRISE / COMPANY LOGO :



SLOGAN :Soft and Smooth of dhosa batter

VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit
Smooth and soft of Dhosa Flour

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : Dhosa Flour

FEATURES OF THE PRODUCT :

Dhosa India is a place of rice cuisine. The popular dhosa is a part of the same. This incredible dish originated in the southern part of India. It is usually consumed as a part of the breakfast.

NUTRIENTS

- Medium dosa 97g
- Calories from fat 33. Calories 168
- 6% total fat 3.7g
- 3% Saturated fat 0.5g
- 0% Cholesterol 0mg
- 4% Sodium 94mg
- 2% Potassium 76mg
- 10% Total Carbohydrates 29g



LOW OF FAT:

Dhosa is a healthy breakfast option for people who need to keep a check on their fat intake. A high amount of saturated fat increases the risk of heart diseases and a number of other health problems. Dhosa are low on saturated fat, which makes them a healthy and safe breakfast option.

CAPITAL OR INVESTMENT REQUIREMENT:

LAND & BUILDING:

We have to hire land & building for rent which can be divided into two parts

1. For manufacturing
2. For show room for dhosa batter. It may cost around Rs. 10,000 per month.

FURNITURE & MACHINERY:

Furniture and machinery is important in manufacturing concern. Dhosa flour making are granter etc.

WORKING CAPITAL:

Working capital is required to meet out day to day, so working capital is unavailable thing in business.

FIXED ASSETS & WORKING CAPITAL ESTIMATION

PARTICULARS	Rs
Fixed capital	2,00,000
Equipment Granter,Covers,Rubbers,Vessel, Spoon	1,00,000
Furniture Chairs and Tables	50,000
Working capital Salary,Electricity,Rent	25,000
TOTAL CAPITAL REQUIREMENT	3,75,000

RAW MATERIAL (ANNUAL)

DESCRIPTION	RATE
Small Accessories	30,000
Heavy Tools	1,00,000
Maintaining Cost	1,00,000
Designing Materials	1,10,000
Other Supplies	30,000
TOTAL RAW MATERIALS	3,40,000

HUMAN RESOURCES (ANNUAL)

DESCRIPTION	NUMBER OF PERSONS	PAYMENT
Manager	1	80,000
Supervisor	2	30,000
Skilled Workers	10	50,000
Semi-SkilledWorkers	25	30,000
Others	5	25,000
TOTAL		2,15,000

OTHER COSTS (ANNUAL)

PARTICULARS	AMOUNT
Depreciation on machinery	40,000
Interest on capital	1,00,000
Marketing cost	30,000
Trading cost	10,000
TOTAL	1,80,000

SOURCES OF CAPITAL:

Owner's Contribution : 5,00,000
Subsidiaries from State/ Central Govt. : 9,00,000
Finance from Relatives / Friends : 1,00,000

PROJECT START UP REQUIREMENT:

In order to start 7 days of breakfast flour our financial requirement is around 15 lakhs. Since this is a small scale business we can avail loans from banks.

DETAIL (PLACE)

7 days of breakfast in Nagercoil.

AVAILABILITY OF RESOURCES FOR STARTUP / ENTERPRISE:

FINANCIAL RESOURCES:

Owner of GS enterprises contributes the capital of 5,00,000 and then the subsidiaries given by the Start /Central government is Rs. 9,00,000 and the friends and relatives of the owner are helped to start the enterprise of Rs. 1,00,000 . They are helped to startup the enterprises effectively.

RAW MATERIAL:

Some kinds of raw materials are available for startup and maintaining the enterprise. That kinds of raw materials are small accessories ,heavy tools, designing materials, maintaining cost and other supplies. The total cost of raw materials is Rs.3,50,000

INGREDIENTS OF PRODUCT:



PROCESS OF MANUFACTURING PRODUCT

- Add 1/4 cup urad dal (Skinned black whole lentils), 2 tablespoon chana dal (Bengal gram) and ¼ teaspoon methi seeds to a large pot.
- Add 1 ½ cups rice to another pot.
- Rinse dals thoroughly a few times and soak in lots of water for 4 hours. During cold weather they can be soaked up to 6 hours or even overnight.
- Rinse rice too a few times until the water runs clear. Souk in enough water for 4 hours. Same here as well during cold weather they can be soaked up to 6 hours or even overnight.
- 30 mins before blending the batter, rinse and soak 2 tablespoons poha with ¼ cup water for 30 mins.
- Add soaked poha to the grinder jar or container first. Drain the water completely from dals and add them along with ½ teaspoon non-iodized salt and ¾ cup water.
- You can also try skipping salt during summer, add it the next morning when you are about to make dosas.

PRICE OF ONE PRODUCT:

We are pricing based on quantity, flavour and customer's requirement 7 days breakfast of batter minimum the rate of the one packet rupees. 20. The price of the product very low and good quality of the product. Dhosa is very healthy good.

VARIETIES OF BATTER	PRICE IN RUPEES
Dhosa batter	20
Idly Batter	20
Wheat Batter	40
Rice Batter	40



NUMBER OF PRODUCT MANUFACTURED PER MONTH

VARIETIES OF BATTER	UNITS
DHOSA BATTER	1,000
IDLY BATTER	1,000
WHEAT BATTER	800
RICE BATTER	600

DEMAND OF THE PRODUCT:

Everyone likes a taste dhosa and if you're fan of Indian food. You'll be happy to know that your range of options is quite big. Some of these treats are most extra exotic than others but nonetheless. They all have one thing in common they taste spectacular.

If you ask a group of people what their favourite Indian food is, chances are most of them will say, dhosa. Obviously, there is a good reason why dhosa is one of the most popular Indian breakfast food today. Even more, so it's clear why so many generations are enjoying it for centuries on end.

YOUR TARGET MARKET :

We manufacture the products and sell it directly to the customers through our various showrooms. The target market for 7 days breakfast flour reaches across all genders. Womens are the main customers of dhosa flour.

NATIONAL MARKET

Now, our market is national market. 7 days breakfast flour is entering the market for the first time our geographical market will be national market. After succeeding in national market we are planned to extend it to international market.

DOMESTIC MARKET

We have analysed the market condition for 7 days breakfast flour there is certain level of competition in domestic market. But we think that 7 days breakfast flour can compete with them as our brand have many good features which stands us a succeeding factor for us in domestic market.

EXPORT MARKET

We are planned to export our branded dhosa flour after 3 to 4 years.

PROJECT COST, REVENUE AND NET PROFIT

PARTICULARS	Rs.
1. Actual Cost	3,75,000
Capital expenses	3,40,000
Raw materials	2,15,000
Human resources	1,80,000
Other cost	11,10,000
Total	
2. Sales Revenue	20,00,000
Net Profit	8,90,000

CONCLUSION:

Idli batter has been prepared with the blend ratios of 2:1, 3:1 and 4:1 (parboiled rice: black gram). Physical properties of this idli batter viz. density, pH and percent total acidity at different fermentation times and blend ratios were observed in the range of 0.93–0.59 g cm⁻³, 4.21 and 5.9 and 0.44–0.91% respectively. The flow behavior indicated the Non Newtonian characteristics of idli batter at different period of fermentation and blend ratios (pseudoplastic). The chemical behavior of idli batter has shown enhanced amount of vitamin B production during fermentation and 7 h is the recommended time for the production of maximum amount of B vitamins with the blend ratio of 3:1 and amino N₂ content was found to be maximum i.e. 3.25% at 25 h of fermentation.

IDEA 035

ENTREPRENEURSHIP IDEA OF REGI. R.V

REGI. R.V

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: BLUE STAR ENTERPRISE

NAME OF THE ENTREPRENEUR

: **REGI. R.V**

ENTERPRISE / COMPANY LOGO

:

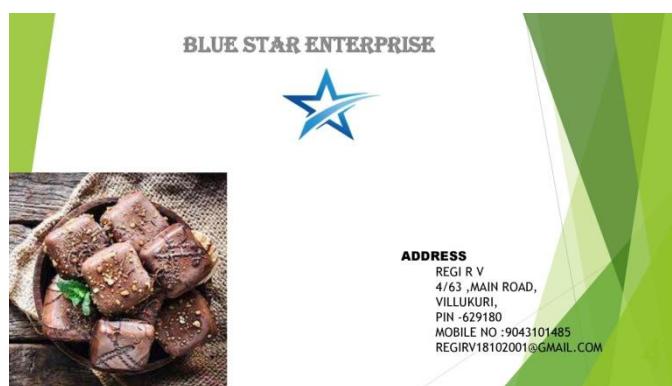
BLUE STAR ENTERPRISE



HUNGRY? HERE'S A BAR OF CHOCOLATE

SLOGAN : 'Delight with real warmth of sweetness'

VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

Delight Homemade chocolate is a Manufacturing type of Concern.

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : Delicious Homemade Chocolate

FEATURES OF THE PRODUCT:

1. Available in different Flavors- Dark Chocolate, White Chocolate, Mint chocolate, Unsweetened chocolate, Semi sweet chocolate, Bitter sweet chocolate.
2. Stuffing and Toppings can be done based on customer's preferences.
3. Customized chocolates can also be done for special occasions.



4. Lowers your cholesterol levels.
5. Reduces the risk of cardiovascular problems.
6. Helps you to take better decisions.

ASSESMENOT OF CAPITAL COST & WORKING CAPITAL REQUIREMENT:

LAND & BUILDING:

We have to hire Land& building for rent which can be divided into two parts

- 1) For manufacturing
- 2) For Show Room for delight chocolates.

It may cost around Rs20,500per month.

EQUIPMENT, FURNITURE:

As it is an manufacturing concern equipment is important. Equipment for assembling (according to software settings), Quality testing instruments, Conveyer belt etc., &other furniture like Mechanized Chairs etc will be used for making chocolates

WORKING CAPITAL:

Working capital is required to meet out day to day expenditure, so it is unavoidable thing in a business. Panda cars will reserve some amount for meeting out the working capital requirements.

ESTIMATION:

FIXED ASSETS & WORKING CAPITAL ESTIMATION

PARTICULARS	RS
Fixed Capital	
(a) Land (4000sq.ft)& Building(rent)+Advance	3,05,000
(b) Equipment	
Chocolate Maker	5,50,000
Five Machines(Software setting-110000each)	3,00,000
Five Mixer, Conveyer Belt	
(c) Furniture;	
Mechanized Table, Chairs-20nos	2,50,000
Working Capital	1,00,000
TOTAL CAPITAL REQUIREMENT	14,55,000

RAW MATERIAL (ANNUAL)

Description	Rate
Small Accessories	55,000
Heavy Tools	2,10,000
Designing Materials	2,00,000
Maintaining cost	1,00,000
Other supplies	50,000
TOTAL RAW MATERIAL	6,15,000

HUMAN RESOURCE (ANNUAL)

Description	No Of Persons	Payment
Manager	1	1,00,000
Supervisors	3	60,000
Skilled Workers	30	80,000
Semi-Skilled workers	35	50,000
Other	10	40,000
TOTAL		3,30,000

OTHER COSTS(ANNUAL)

PARTICULARS	Amount
Depreciation on Machinery	55,000
Interest on Capital	1,00,000
Marketing Cost	50,000
Trading Cost	15,000
TOTAL	2,20,000

SOURCE OF CAPITAL:

- Owner's Contribution: 7,00,000
- Subsidiaries from State/Central Govt: 12,00,000 (As our manufacturing unit is in backward area)
- Finance from Relatives/Friends: 5,00,000

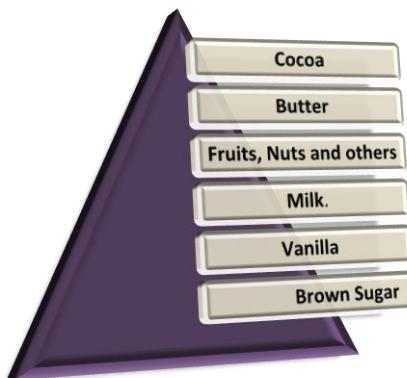
PROJECT START UP REQUIREMENT:

In order to start to start Delight Home Made Chocolates our financial requirement is around 26 Lakhs. Since this is a small scale business we can avail loans from Banks.

DETAIL (ORDER WITH PLACE):

Delight Homemade chocolate is Available in Goripalayam Heart of the city Madurai.

INGREDIENTS OF PRODUCT:



PRICE OF ONE PRODUCT:

We are pricing based on quantity, Flavor, and customers requirement. Dark chocolate minimum 100g at Rs.120,

Type of Chocolate/ 100g	Price in Rs.
Dark Chocolate	120
Milk Chocolate	150
Unsweetened Chocolate	130
Bitter Chocolate	140
Mint Chocolate	180

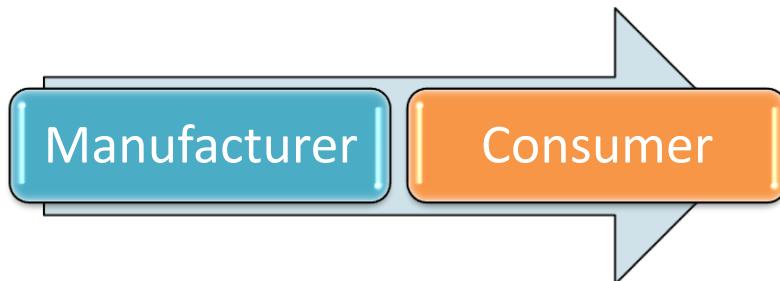
MARKET POTENTIAL:

MARKET ASPECTS

Marketing Strategy: As we have tried out many innovative features in our car we have planned to use “Penetration Pricing Strategy & Psychological Pricing Strategy” to reach and attract our target customers.

SALES CHANNELS & METHODS

We have selected the following as our sales channel for distributing our products



We manufacture the products and sell it directly to the Customers through our various show rooms.

GEOGRAPHICAL EXTENT OF MARKET

Markets are classified into

- a) Local Market
- b) National market
- c) International market

NATIONAL MARKET

Now, Our market is National Market. As Delight Homemade Chocolate is entering the market for the first time our geographical market will be National Market. After succeeding in National market we are planned to extend it to International market.

DOMESTIC MARKET:

When we have analyzed the market condition for Delight Homemade Chocolates, there is certain level of competition in Domestic market. But we think that Delight homemade Chocolate can compete with them as our brand have many Good Features which stands as a succeeding factor for us in domestic market.

EXPORT MARKET:

We are also planned to export our branded Homemade Chocolates after 2-3 years.

PROJECTED COST, REVENUE AND NET PROFIT:

Particulars	Rs
(a) Annual costs	
Capital Expenses	14,55,000
Raw material	6,15,000
Human resources	3,30,000
Other costs	2,20,000
Total	26,20,000
(b) Sales revenue	30,00,000
(c) Net Profit(b-a)	4,00,000

CONCLUSION:

The conclusion in the reveal of the chocolate out of the owen says, See, this is why all the of these ingredients needed to come together. Because the results is this beautiful chocolates that other enjoy.

IDEA 036

ENTREPRENEURSHIP IDEA OF RUBISHA. P

RUBISHA. P

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT : RR Enterprises

NAME OF THE ENTREPRENEUR : **RUBISHA. P**

ENTERPRISE / COMPANY LOGO :



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : Creamy Cake 's

FEATURES OF THE PRODUCT:

- Cakes are indeed a bundle of joy that not only flatters your mouth but also adds taste of every function.
- Every body loves them for their flavours , taste, and beauty.
- You get them in every shape, and every flavour and something more appealing is the characteristics of cakes.
- What makes a cake good is the baking method involved and all the ingredients used in the process.
- You can make one at home, or you can order cake online, but you cannot just keep your party going without a cake.



CAPITAL OR INVESTMENT REQUIREMENT

LAND & BUILDING:

We have to hire land & Building for rent which can be divided into two parts

1. For Manufacturing
2. For show room for cake's.

It may cost around Rs.12000 per month

FURNITURE & MACHINERY:

Furniture and Machinery is important in manufacturing Concern. Machinery for making cake's are cake's baking oven. Mixing machine, packing machine will be used for making cake's.

WORKING CAPITAL :

Working Capital is required to meet out day to day expenses, so it is unavoidable thing in business .

FIXED ASSETS & WORKING ESTIMATION

PARTICULARS	RS
1 . Fixed capital a) Land & building b) Equipments	170000
Cake's making machine five Machines (rs. 30000each) vessels And steam boiler (five)	150000
C) Furniture Stools , machanized chairs	75000
2) working capital	40000
TOTAL CAPITAL REQUIREMENT	4,35,000

RAW MATERIALS (ANNUAL) :

DESCRIPTION	RATE
Small Accessories	50000
Heavy tools	110000
Designing materials	260000
Maintaining cost	60000
Other supplies	160000
TOTAL RAW MATERIAL	640000

HUMAN RESOURCES (ANNUAL) :

DESCRIPTION	NUMBER OF PERSON	PAYMENT
Manager	1	80000
Supervisor	3	65000
Skilled workers	20	50000
Semi- skilled workers	30	45000
Other	10	30000
TOTAL		270000

OTHERCOSTS (ANNUAL) :

PARTICULARS	Amount
Depreciation on machinery	40000
Interest on capital	80000
Marketing cost	40000
Trading cost	15000
TOTAL	175000

SOURCE OF CAPITAL :

- Owner contribution : 7,00,000
- Subsidiaries from state / central government : 20,00,000
- Finance from relatives / friends : 10,00,000

PROJECT START UP REQIRMENT:

In order cake's our financial Requirement is around 15 lakhs. Since this is a small scale business we can avail loans from banks.

DETAIL (ORDER WITH PLACE) :

Cake's are available Peruvilai in the city of Nagercoil

AVALABILITY OF RESOURCES START UP / ENTERPRISE:

Financial Resources :Owner of RR Enterprises contributes the capital RS. 7,00,000 and then the subsidies given by the state / central government is RS. 20,00,000 and the friends and relatives of the owner are helped to start the Enterprise of RS . 10,00,000 . They are helped to start up the Enterprises effectively.

Raw Materials :Some kinds of raw material are available for startup and maintaining the Enterprise . That kind of raw materials are small accessories, heavy tools , designing materials, maintaining cost and other supplies . The total cost of raw material is Rs .5,00,000.

INGREDIENTS OF PRODUCT :



PROCESS OF MANUFACTURING A PRODUCT :

- Amongst the most popular birthday cake's in India, this cake is favourite amongst kids. This cake looks incredibly gorgeous and is not half as difficult to make at home. One your kid's birthday this year, be a star mom and make this cake at home. Grease an 8" baking tin and dust it with flour .Pre heat the oven to 180°C.Sieve together Maida, cocoa powder, baking powder , and soda bicarbonate
- Soften butter add it to milk maid , and beat well, now add vanilla essence. Add Maida mixture and aerated soda alternately to the batter till all the Maida and soda are used up.
- Pour the batter into the baking tin and bake in preheated oven for 45-50 minutes or till the toothpick inserted in the center of the cake comes out clean. Remove from oven , cool for a while. Loosen sides of cake, using a knife if necessary. Turnout over a wire rack or plate and cool slightly before cutting horizontally into 2.
- Drain & destine cherries , soak both cake halves with cherry syrup . Whip cream and sugar till light and fluffy ,sandwich the two layers of cake with whipped cream and chopped cherries. Top with whipped cream , cherries and grated milk chocolate. Chill and serve .

PRICE OF ONE PRODUCT :

VARIETIES OF CAKE'S 5. PIECES	PRICE IN (RS)
Black forest cake	150
Chocolate cake	160
Butter scotch cake	165
Vanilla cake	126
Strawberry cake	170

NUMBER OF PRODUCTS MANUFACTURED PER MONTH :

VARIETY OF CAKE'S	UNIT
Black forest cake	300
Chocolate cake	500
Butter scotch cake	450
Vanilla cake	600
Strawberry cake	300
TOTAL	2150

DEMAND OF THE PRODUCT:

Everyone likes a good dessert and you're fan of India sweet's, you'll be happy to know that your range of options is quite big. Some of these treats are more exotic than other's. But nonetheless, then all have one thing in common. They taste spectacular!

If you ask a group of people what their Favourite India dessert is, chances are most of them will say , cake's . Obviously, there is a good reason why cake's in one of the most popular India sweet's today , Even more, so, it's clear why so many generations are enjoying it for centuries on end.

YOUR TARGET MARKET :

We manufacture the products and sell it directly to the customer though our various show rooms. The target market for cake's reaches across all genders .women appear to be more likely to crave sweets than men. Children are even more inclined to like sweets, relating to an increase in calories use associated with growth.

PROJECTED COST, REVENUE AND PROFIT:

PARTICULARS	RS.
a) Actual costs	
Capital expenses	4,35,000
Raw material	6,40,000
Human Resources	2,70,000
Other cost	1,75,000
Total	15,20,000
b)Sales revenue	25,00,000
c)Net profit(b-a)	9,80,000

NATIONAL MARKET:

Now, our market is national market. As cake's is entering the market for the first time our geographical market will be national market. After succeeding in national market we are planned to extend it to international market.

DOMESTIC MARKET:

We have analysed the market condition good cake's there is certain level of competition in domestic market. But we think that cookies can complete with them as our brand have many good Features which stands as a succeeding factor for us in domestic market.

EXPORT MARKET :

We also planned to export our branded cake's after 2-3 years.

CONCLUSION :

This is the conclusion to the tutorial .I hope that this page was user friendly for all ages and all types of people who want to learn how to bake a cake . Simply follow the previous pages and you will have a beautiful and delicious cake to eat and share with your friends. It is fun to make these cakes. It is very simple and should not take more then an hour to get everything together, make the cake and finish the cake to cool. Please enjoy what you have learned and make great cakes!

IDEA 037

ENTREPRENEURSHIP IDEA OF SABI. S

SABI. S

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT : VS Enterprises

NAME OF THE ENTREPRENEUR : **SABI. S**

ENTERPRISE / COMPANY LOGO :



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : Tom Cupcakes

FEATURE OF THE PRODUCT

1. Consuming some cakes or bringing a cupcake with you on the road will give you the energy you need to get through the rest of the day.
2. Besides the milk and eggs, flour and sugar are the main ingredients in cake, which are excellent sources for carbohydrates.
3. As long as you don't overdo it, you will get a healthy boost of energy to help keep you awake.



CAPITAL OR INVESTMENT REQUIREMENT:

LAND & BUILDING:

Land and Building plays an important role in business. For the manufacture of Cupcakes, we must have building for rent. It may cost around Rs.20,000.

FURNITURE & MACHINERY:

Furniture and machinery are important in manufacturing concern. Machinery used for making this product is Cupcake making machine, Oven etc.

WORKING CAPITAL:

It is very necessary in everyday expenses, so it cannot be avoided in business.

FIXED ASSETS & WORKING CAPITAL ESTIMATION:

PARTICULARS	Rs
1.Fixed Capital a. Land & Building b. Equipment	1,25,000
Cupcake Making Machine Two Machines (Rs.30,000 each) Vessels & Steam Boiler (Two)	80,000
c. Furniture: Stools, Mechanized Chairs etc.	65,000
2.Working Capital	50,000
TOTAL CAPITAL REQUIREMENT	3,20,000

RAW MATERIAL (ANNUAL):

DESCRIPTION	RATE
Small Accessories	30,000
Heavy Tools	1,25,000
Designing Materials	1,00,000
Maintaining Cost	70,000
Other Supplies	35,000

HUMAN RESOURCE (ANNUAL):

Description	No. of Persons	Payment
Manager	1	90,000
Supervisors	4	50,000
Skilled Workers	15	45,000
Semi-Skilled Workers	22	35,000
Others	8	30,000
TOTAL	50	2,50,000

OTHER COSTS (ANNUAL):

PARTICULARS	AMOUNT
Depreciation on machinery	45,000
Interest on Capital	75,000
Marketing Cost	30,000
Trading Cost	25,000
TOTAL	1,75,000

SOURCE OF CAPITAL:

Owner's Contribution	:4,00,000
Subsidiaries from State/Central Government	:8,00,000
Finance from Friends	:3,00,000

AVAILABILITY OF RESOURCES FOR STARTUP/ENTERPRISE:

Financial Resources: Owner of VS Enterprises contributes the capital Rs.4,00,000 and then the subsidiaries given by the State/Central Government is Rs.8,00,000 and the friends of the owner helped by giving Rs.3,00,000. They helped to startup the enterprises effectively.

Raw Materials: Few raw materials for startup and maintaining the enterprise. Some of them are Small Accessories, Heavy tools, designing materials, Maintaining and other supplies. The total cost of raw material is Rs.2,00,000.

INGREDIENTS OF PRODUCT



PROCESS OF MANUFACTURING A PRODUCT:

- Preheat the oven to 190C, 375F, gas 5. Line two muffin trays with 12 cupcake cases or bake in batches of 12 using one muffin tray.
- Start by creaming butter and sugar together in a bowl using a wooden spoon or electric whisk. Beat until soft and fluffy. Then add the flour, eggs, milk, and salt and whisk until the mixture is smooth.
- Use a traditional-style ice-cream scoop, or spoon, to divide the mixture between all the paper cases making sure to get an even amount of mixture in each.
- Place both muffin tins in the oven and bake for 15 minutes, then swap over the

position of the tins over and bake for a further 3-7 minutes, until both trays of cupcakes are a light golden color.

- Remove the tin from the oven. Leave the cupcakes to cool in the tin for a minute. Then transfer them to a wire rack to cool. Once completely cooled, the cupcake can be decorated.



PRICE OF ONE PRODUCT:

Price is decided based on the quality, quantity and customer's demand. Minimum rate of 5 pieces of Cupcakes is Rs. 200/-

Varieties of Cupcakes 5 pieces	Price in Rs.
Dark Chocolate Cupcakes	200
Coconut Cupcakes	105
Funfetti Cupcakes	110
Pumpkin Cupcakes	115
Total	530

NO. OF PRODUCT MANUFACTURED PER MONTH:

Variety of Cupcakes	Units
Dark Chocolate Cupcakes	300
Coconut Cupcakes	200
Funfetti Cupcakes	500
Pumpkin Cupcakes	450
Total	1450

DEMAND OF THE PRODUCT:

Cupcakes are quite trendy these days. Customers are starting to become infatuated with these individual-sized treats, and the demand for cupcakes is higher than ever. Popular television shows like Food Network's Cupcake Wars are showing customers that cupcakes can be creative, indulgent, and high quality, too.

YOUR TARGET MARKET



Products are manufactured and directly sold to the customers through various shops.

The target market for Cupcakes reaches to all people. Children are most interested in sweets. And Women like sweets more than Men. Cupcakes also helps to increase the Calorie level and calcium related to children's growth.

NATIONAL MARKET

Now, our market is in National Market level. As Tom Cupcakes is entering the market for the first time, our geographical market will be National Market. After succeeding the National Market, Enterprises are planned to extend it to the International Market.

DOMESTIC MARKET

The market condition for Tom Cupcakes in the Domestic Market is analyzed and found that there is certain level of competition. But we think that Tom Cupcakes can compete with others as it has many good features which is being as a successful factor in the domestic market.

EXPORT MARKET

It is also planned to export Tom Cupcakes after 2 years.

CONCLUSION

Cupcakes may satisfy your sugar cravings. But it has nothing to offer in terms of nutrition and is nothing short of a junk food. Leading to weight gain, slow metabolism and blood sugar hikes. Since it is cooked in sugar, it is dangerous for diabetics and will adversely affect any weight loss plan. Try to eat as few as possible or even better, completely avoid them.

IDEA 038

ENTREPRENEURSHIP IDEA OF SANTHIYA. S

SANTHIYA. S

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT : SS Enterprises

NAME OF THE ENTREPRENEUR : SANTHIYA. S

ENTERPRISE / COMPANY LOGO :



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : SS Candles

FEATURES OF THE PRODUCT

- A candle is an ignitable wick embedded in wax, or another flammable solid substance such as tallow, that provides light, and in some cases, a fragrance.
- A candle can also provide heat or a method of keeping time.
- The incineration of the wick limits the length of the exposed portion of the wick, thus maintaining a constant burning temperature and rate of fuel consumption.
- This flame provides sufficient heat to keep the candle burning via a self-sustaining chain of events: the heat of the flame melts the top of the mass of solid fuel.
- As the fuel is melted and burned, the candle becomes shorter.



CAPITAL OR INVESTMENT REQUIREMENT

We provide the pre-investment information and business plans required for promoters, business leaders, young entrepreneurs, women entrepreneurs, investors, NRI (Non-Resident India), startups, professionals looking to start their own venture. The comprehensive project profile reports cover all the aspects of business, from analyzing the market, confirming availability of various necessities such as plant & machinery, raw materials to forecasting the financial requirements.

WORKING CAPITAL

PARTICULARS	Rs
Fixed Capital	27,000
Working Capital	50,700
TOTAL	7,77,000

RAW MATERIAL (ANNUAL)

DESCRIPTION	RATE
Paraffin Box	37500
Wicks	2000
Lubricating	500
Packing materials	1000
TOTAL	41000

HUMAN RESOURCE(ANNUAL)

DESCRIPTION	NUMBER OF PERSONS	PAYMENT
Manager	1	70000
Supervisors	2	20000
Skilled-Workers	10	45000
Semi-Skilled Workers	23	30000
Other	4	20000
Total		185000

OTHER COSTS (ANNUAL)

PARTICULARS	AMOUNT
Depreciation Machinery	30000
Interest on Capital	60000
Marketing Cost	30000
Trading Cost	4000
TOTAL	124000

SOURCE OF CAPITAL

Owner's Contribution:3,00,000
Subsidiaries from State/Central Govt:8,00,000
Finance from Relatives/Friends:1,45,000

PROJECT START UP REQUIREMENT

In order to start Candles our financial requirement is around 1,50,000. Since this is a small scale business we can avail loans from banks.

DETAIL (PLACE)

Candles are available parvathipuram in the city of Nagercoil.

INGREDIENTS OF PRODUCT

- Candle-making soy wax.
- Large candle wicks.

- Fragrance oil.
- Spatula
- Heat-proof container.
- Double boiler
- One thermometer

PROCESS OF MANUFACTURING A PRODUCT:

The cotton or linen wicks are braided and then treated with chemicals or inorganic salt solutions so that they bend at a 90 degree angle when burning.

First, the wax is heated and melted into a clear, near-liquid state in huge metal kettle. Wax melted by direct flame can become dark-colored or can contain small of carbon char.

The molten wax must be carefully filtered to remove impurities that may interfere with the burning process.

Prior to the pouring of the wax, the wick is pulled through the tip of the mold.

This tip has a hole in it through which the wick passes from a spool located beneath the entire molding machine.



PRICE OF ONE PRODUCT

MARKET PRICE	PRICE
Walmart	5.89
Target	7.99
Etsy	20.99
Jo malone	67.00
CIRE Trudon	105.00

DEMAND OF THE PRODUCT

- Demand for organic candles made of natural wax is on the rise over the past few years.
- The demand is positively influenced by the preference for candles that do not result in carbon blackening.
- Along with this, rising awareness among millennials regarding the effects of burning candles on the environment is encouraging them to strive toward reducing the carbon footprint.
- Increasing use of candles can be seen in commercial places.
- Spa and massage centers have rapidly increased the use of these products.
- Our Product has more demand in the market.

NATIONAL MARKET

- Those in the candle business put the blame of the falling demand on the abundance of Chinese candles in the market.
- “There are some tourists who demand the locally-made candles, but many just need a souvenir and they are content with buying cheap alternatives.

FACILITIES

- Located near to Kochi port, 20km from port Semi auto pouring lines with capacity to produce 10-15containers per month
- Skilled man power Varieties of fragrances suitable for different seasons in our library and capable to develop the fragrances as per requirement.

EXPORT MARKET

We also planned to export our branded Candles after 1-2 years.

PROJECTED COST, REVENUE AND NET PROFIT

PARTICULARS	Rs.
a) Actual costs	
Capital expenses	7,77,000
Raw material	41,000
Human Resources	1,85,000
Other cost	1,24,000
Total	11,27,000
b) Sales revenue	20,00,000
c) Net profit(b-a)	8,73,000

CONCLUSION

The candle heats the air and expands it. This cancels the depletion of the oxygen temporarily and the water level stays down. When the oxygen is depleted, the candle goes out and the air cools.

IDEA 039

ENTREPRENEURSHIP IDEA OF SARANYA. S

SARANYA. S

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT : MS Enterprises

NAME OF THE ENTREPRENEUR : SARANYA. S

ENTERPRISE / COMPANY LOGO :



SLOGAN: Delight with Realwarmth of Sweetness cake.

VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : MS chocolate cake

FEATURES OF THE PRODUCT

- Available In Different Flavor-Dark Chocolates cake,white chocolate cake ,Mint Chocolate, Unsweetened chocolate cake, semi Sweet chocolate cake, Better sweet Chocolates cake.
- Stuffing And Toppings can be Done based on Customer ‘s preferences.



- Customized chocolate can be all so no done for special occasions.
- Lowers your cholesterol levels.
- Reduce the risk of cardiovascular problems.
- Helps you to take better decisions.

ASSIGNMENTSOFCAPITAL COST & WORKING

CAPITAL REQUIREMENTS:

LAND &BUILDING

We Have to Hire Land & Building for rend which can be divided into two parts

- (1) For Manufacturing
- (2) Show Room for delight chocolates.

It may Cost Around Rupees 20,600 per month.

MACHINERY&FURNITURE

At it is manufacturing concern equipment is important Equipment for assembling (according to software setting) Quality testing instruments, canveyer belt etc. Will be used for making chocolate cake.

WORKING CAPITAL

- Working capital is required meet out day to day expenditure. So it is unnavigable thing in business.
- Panda cars will reserve some amount for meeting out the working capital Requirements. Working capital is the excess of current assets over current liabilities.
- Its requirement can easily be forecasted by making the estimate of the amount of each component of current assets and current liabilities

FIXED ASSETS & WORKING CAPITAL ESTIMATION:

PARTICULARS	Rs
1.Fixed Capital a. Land &Building b. Equipment	3,05,000
Chocolate cake Making Machine Three Machines(Rs.1,10,000 each) Vessels & Steam Boiler (Three)	5,50,000
c. Furniture: Stools, Mechanized chairs	2,50,000
2. Working Capital	1,00,000
TOTAL CAPITAL REQUIREMENT	14,55,000

RAW MATERIAL (ANNUAL)

DESCRIPTION	RATE
Small Accessories	55,000
Heavy Tools	2,10,000
Designing Materials	2,00,000
Maintaining Cost	1,00,000
Other supplies	50,000
TOTAL RAW MATERIAL	6,15,000

HUMAN RESOURCES (ANNUAL)

DESCRIPTION	NUMBER OF PERSONS	PAYMENT
Manager	1	1,00,000
Supervisor	3	60,000
Skilled workers	30	80,000
Semi-skilled Workers	35	50,000
Other	10	40,000
TOTAL		3,30,000

OTHER COSTS

PARTICULARS	AMOUNT
Depreciation On machinery	55,000
Interest on Capital	1,00,000
Marketing Cost	50,000
Trending Cost	15,000
TOTAL	2,20,000

SOURCE OF CAPITAL

- Owner's Contribution: 70,000
- Subsidiaries From state /central Govt :12,00,000, (As Our Manufacturing Unit Is in backward Area)
- Finance from Relatives/ friends: 5,00,000

PROJECT START UP REQUIREMENT

In Order to start Delight Homemade Chocolate cake Our financial requirements is around 26 Lakhs. Since this is a Small scale Business we can avail Loan from Banks.

DETAIL PLACE

Delight homemade Chocolates cake be available in coraipalayam Heart of the city Madurai.

INGREDIENDS OF PRODUCT



PROCESS OF MANUFACTURING A PRODUCT

When kids get interested in helping their parents in the kitchen, one of the first things they want to do is to help bake a cake. It's a good choice because cake baking is often an easy, direct process and many recipes follow the same basic steps every time. Knowing the fundamentals allows you to approach making a cake from scratch with great confidence. For this step-by-step example, a chocolate cake is on the menu.

Before you begin baking, grease and flour the pans you are using. These could be 8-inch round pans, 9-inch rounds, a 13" x 9" rectangular sheet, or even a Bundt pan. Then preheat the oven to the temperature as directed in the recipe so that it's ready to bake when you are.

It's important to have all of the ingredients prepared before making the batter. Many cake recipes call for melted chocolate, so you should do that before beginning to mix up the batter. To melt chocolate, you can use a microwave or a double boiler on the stovetop, the traditional method. Other ingredient preparation could include chopping nuts or grating of lemon or orange zest.

It's important to correctly measure and then mix the dry ingredients completely so the cake will have an even and proper rise. Use a wire whisk to combine the flour with the leavening agents for a best results.

Bring the butter to room temperature before you begin baking. When it has reached the proper temperature, beat it until it's creamy. Slowly add the sugar as you cream your butter if using a stand mixer. If you're using an electric beater or mixing by hand, add a little of the sugar at a time and then mix until you have incorporated the full amount. Add the eggs to the butter and sugar mixture, one at a time, and mix well until blended.

For a chocolate cake, this is generally when the chocolate, flour, and milk are added to the butter and sugar mixture. First, start with the melted chocolate. Be sure to incorporate it completely with the combined butter, sugar, and eggs. Then, alternately add the dry ingredients and milk to your wet ingredients. Mix well until it is smooth and uniform. Some recipes suggest you wait until the end to add milk; follow your specific recipe for best results. If making a layer cake, carefully divide the batter between two round cake pans. If you're using a rectangular or Bundt pan, scoop out all of your batter into your prepared pan of choice. Gently tap the pans on the counter to even the tops and remove air bubbles. If necessary, use a spatula to smooth the tops before baking.

Bake the cakes according to the time and temperature in your recipe directions. Remove from the oven and cool on a rack for 10 minutes or as directed in your recipe. Remove the cakes from the pans and cool completely on wire racks before adding frosting. Make sure the top layer isn't upside down on the rack; otherwise, there will be grid lines on the top of the cake.



Once the cakes are completely cool, it's time to frost them. Choose from basic buttercream icing, cream cheese frosting, ganache, or whipped cream. If you have two round cakes, put one top side down on the serving platter and frost it. Then put the second cake on top and frost the top and sides. Make swirls as decoration, if desired.

PRICE OF PRODUCT

We are pricing based On Quantity, flavor, and customer's requirement the rate of price of Chocolate cake is minimum at RS .120.

TYPES OF CHOCOLATE CAKE /100	PRICE IN RUPEES
Dark chocolate cake	200
Milk chocolate cake	300
GermanChocolate Cake	500
Molten Chocolate cake	900
Flourless Chocolate cake	1000

NUMBER OF PRODUCT MANUFACTURED PER MONTH

VARIETY OF CHOCOLATE CAKE	UNIT
Milk chocolate cake	600
Dark chocolate cake chocolate cake	300
Molten Chocolate cake	400
Cream Chocolate cake	150
Black forest cake	700
TOTAL	2150

DEMAND FOR THE PRODUCT

Everyone likes a good dessert and if you're fan of Indian sweets, you'll be happy to know that your range of options is quite big. Some of these treats are more exotic than others, but nonetheless, they all have one thing in common-they taste spectacular! If you ask a group of people what their favourite Indian dessert is, chances are most of them will say, CAKES. Obviously, there is a good reason why CAKES are one of the most popular Indian sweets today. Even more, so, it's clear why so many generations are enjoying it for centuries on end.

MARKET ASPECTS

Marketing strategy .as we have tried out many innovation feature in our car we have planned to use" penetration pricing strategy & Psychological pricing strategy" to reach and attract our target

SALES CHANNELS & METHOD'S:

We have selected the following as our sales channel for Distribution our products. We manufacture the products and sell it directly to the customers through our various show rooms.

YOUR TARGET MARKET

NATIONAL MARKET

Now our market is national market. As MS Chocolate Cakes is entering the market for the first time our Geographical Market will be national market. After succeeding in national market are planned to extend it to international market.

DOMESTIC MARKET

When we have analyzed the market conditions for Homemade Chocolate, there is certain level of competition. In domestic market. But we think the MS Chocolate cake can compete with them as our brand have many good features. Which stands as a succeeding factor for us in Domestic market.

EXPORT MARKET

We are also planned to our branded Chocolate Cakes after 2-3 years.

PROJECTED COST, REVENUE AND PROFIT

PARTICULARS	RS.
a) Actual costs	
Capital expenses	14,55,000
Raw material	6,15,000
Human Resources	3,30,000
Other cost	2,20,000

Total	26,20,000
b)Sales revenue	30,00,000
c)Net profit(b-a)	4,00,000

CONCLUSION:

The conclusion in the reveal of the cake out of the oven that says see, this is why all the of these ingredients needed to come together, because the results is this beautiful cake that other enjoy

IDEA 040

ENTREPRENEURSHIP IDEA OF SARAVANA KUMAR. A.S

SARAVANA KUMAR. A.S

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: **S. K. CAKES**

NAME OF THE ENTREPRENEUR

: **SARAVANA KUMAR. A.S**

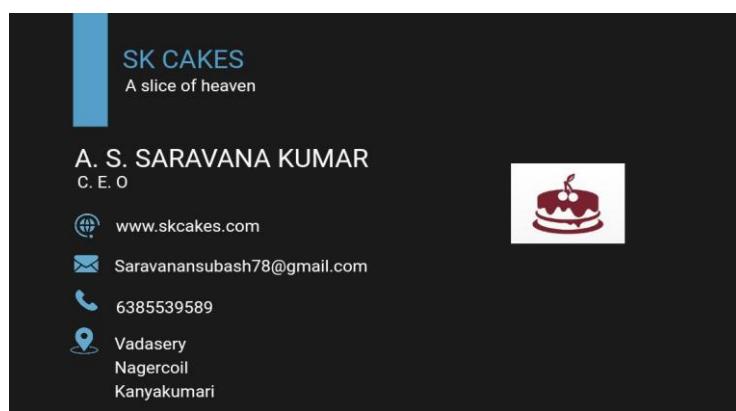
ENTERPRISE / COMPANY LOGO

:



SLOGAN : “A SLICE OF HEAVEN”

VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

More than 5000 units of cakes is a manufacturing type of concern

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : **S. K. CAKES**

PRODUCT/SERVICE DESCRIPTION

A cake is a sweet food made by baking a mixture of flour, eggs, sugar, and fat in an oven. Cakes may be large and cut into slices or small and intended for one person only. ... Food that is formed into flat round shapes before it is cooked can be referred to as cakes.

BENEFITS:

Most people believe that eating cake is “unhealthy” and try to limit eating a slice only during special celebrations. While eating cake every single day is not the healthiest option available, having a piece more often than just at birthday parties can actually give your body some healthy benefits! Keep reading to see why you need to start eating more moist and delicious cake today!

BUILD MUSCLE AND STRENGTH

If you are a bodybuilder, adding a piece of cake to your pre-workout meal may help you reach your goals faster! A lot of the ingredients that go into making a cake contains a lot of protein and calcium. The main source of protein and calcium are the eggs and milk; you can also get adventurous in your baking by adding different fruits or nuts to give yourself an extra boost!

GIVES YOU ENERGY

Feeling tired after a long day of work but still need to run errands when you get home? Consuming some cake or bringing a cupcake with you on the road will give you the energy you need to get through the rest of the day! Besides the milk and eggs, flour and sugar are the main ingredients in cake, which are excellent sources for carbohydrates (which do provide your body, brain, and muscles with energy). As long as you don't overdo it, you will get a healthy boost of energy to help keep you awake.

HELPS WITH YOUR DIGESTION

If you are having digestion problems or just want to improve your overall health, try incorporating cakes made with fruit into your diet. Some of the most popular fruits to bake into your cake are pineapples, berries, and apples, all of which are a great source of fibre. If you want an even healthier option, carrot cakes are a great choice for your fibre intake!

CAPITAL OR INVESTMENT REQUIREMENT

After having a glance at the various equipment, raw materials, and the labour, or the manpower that would be necessary, we can take an estimate of investment that is required for operating your baking business on a small Scale 80000 to 3 lakhs .

SOURCE OF CAPITAL/ INVESTMENT

There are four categories of resources, or factors of production:

- Natural resources (land)
- Labour (human capital)
- Capital (machinery, factories, equipment)
- Entrepreneurship
- Natural Resources

Natural resources have two fundamental characteristics: (1) They are found in nature, and (2) they can be used for the production of goods and services. In order to provide benefit, people first have to discover them and then figure out how to use them in the the production of a good or service. Examples of natural resources are land, trees, wind, water, and minerals.

LABOUR

labour refers to human resources (also called human capital)—physical or intellectual. You’re adding to your own human resources right now by learning. You may possess certain human resources already—perhaps you have an athletic gift that enables you to play professional ball to earn a living, for example—but you can also develop them through job training, education, experience, and so on.

CAPITAL

Before we discuss capital, it’s important to point out that money is NOT a resource. Remember that resources need to be productive. They have to be used to make something else, and money can’t do that. Money certainly helps the economy move along more efficiently and smoothly, like grease for the economic machine. But in and of itself, it can’t produce anything. It’s used to acquire the productive resources that can produce goods and services. This confusion is understandable, given that businesspeople frequently talk about “financial capital,” or “investment capital,” which does mean money.

ENTREPRENEURSHIP

Thus far we have looked at natural resources, human resources, and capital as three inputs needed to create outputs. The last one we need to consider is perhaps the most important: entrepreneurship. This resource is a special form of labour provided by an entrepreneur. An entrepreneur is someone who is willing to risk his or her time and money to start or run a business—usually with the hope of earning a profit in return. Entrepreneurs have the ability to organize the other factors of production and transform them into a business. Without entrepreneurship many of the goods and services we consume today would not exist.

PROJECT START UP REQUIREMENTS (FURNITURE &MACHINERY)

- Microwave oven.
- The mixer.
- Measuring spoon and cup.
- Mixing ball, pastry brush rolling pin and various types of utensils.

- Big pots.
- Gas stove and cylinder.

WORKING CAPITAL (INCLUDING THE NO. OF EMPLOYEES, SKILLED AND UNSKILLED, RAW MATERIALS, ETC.,)

The total approximate investment to start a bakery business in India is around Rs 15 lakhs. However, the cost of equipment and location can lead to considerable variance in the approximate cost.

- SKILLED – 10 TO 13
- UNSKILLED- 4 TO 6

RAW MATERIALS

- (a) Baking Powder
- (b) Salt, Sugar
- (c) All-Purpose flour
- (d) Ghee
- (e) Milk
- (f) Eggs
- (g) Assorted fruits
- (h) Caramel Colour
- (i) Yeast
- (j) Buttercream

DETAIL SOURCE OF RAW MATERIAL

The most commonly used cake ingredients include flour, sugar, eggs, butter or oil or margarine, a liquid, and a leavening agent, such as baking soda or baking powder.

AVAILABILITY OF RESOURCES FOR MY START UP/ENTERPRISE

A key feature of natural resources is that people can't make them. They also tend to be limited. New natural resources—or new ways of extracting them (such as fracking, for example)—can be discovered, though. These natural resources can be renewable, such as forests, or non-renewable, such as oil or natural gas. The word labour often calls to mind physical labour—working in a factory or field, constructing a building, waiting tables in a restaurant—but it can refer to any human input (paid or unpaid) involved in the production of a good or service.

PROCESS OF MANUFACTURING A PRODUCT: (Cake)

Step 1 /4 Cream Together Butter-Sugar and Then Blend with Beaten Eggs

Making a homemade sponge cake was never so easy. Begin by mixing sugar and butter together. Whisk well until light and fluffy with a manual whisker or a fork. Once done, add the beaten eggs and blend well. Beat further so that the mixture turns white and creamy.

STEP 2 / 4 COMBINE FLOUR MIX AND BEATEN EGGS

Sift together the all-purpose flour and baking soda. It is done to evenly distribute the baking soda in flour. Gradually, add this to the egg mixture. If required, add a little milk and mix till the batter is fluffy and soft. You may not add the entire milk if you feel the consistency of your cake is fine and it pours down like canned condensed milk. Add vanilla essence and blend well. Vanilla essence is important to camouflage the smell of eggs.

Step 3 / 4 Bake the Cake as Per Your Convenience

Sprinkle some Maida on a greased baking tin. It will prevent sticking of the cake to the base. You can also line it with a butter paper. Pour the prepared mixture into the tin and place it on a stand in a pressure cooker. Do not add water in the cooker and ensure that the tin does not touch the base of the cooker. You can also keep the baking dish on an inverted steel plate. Increase the flame and pressure cook for two minutes. Now remove the whistle and cook on low flame for 35-40 minutes. If you are using an electric oven, cook at 180 degrees for 30-35 minutes.

Step 4 / 4 Check with A Knife or Skewer If It Is Cooked and Serve

Insert a knife or a metal skewer into the cake and if it comes out clean, then the cake is ready. Remove from the oven/cooker and allow to cool on a wire rack.

INGREDIENTS OF PRODUCT

These ingredients for baking a cake are;

- flour,
- eggs,
- fat (usually butter),
- sugar,
- salt,
- a form of liquid (usually milk)
- and leavening agents (such as baking soda)

NO. OF PRODUCT MANUFACTURING PER MONTH

More than 5000 products.

DEMAND OF THE PRODUCT/SERVICE

Cake market is projected to grow with a CAGR of 12.5% during the forecast period, 2020 – 2025. Bakery products have long been basic food products for human nutrition. The convenience, accessibility, and nutrition profile associated with them are the major factors of their sustenance in the modern market.

PRICE OF ONE PRODUCT

Coffee Cakes/ Others	KG Price
Butter Scotch	750
Coconut Venni	800
Irish Coffee	800
Whiskey Chocolate	800
Rum & Raisin	800
Honey Almond	900
Coffee Walnut	900
Red Velvet	1150
Ferrero Rocher	1350
Desserts	
Mud Crumble Mousse	85
Butterscotch Mousse	85
Choco Mocha	85
Delicacies	
Cup Cakes	30
Fresh Fruit Tart	35
Lemon Tart	35
Chocolate Tart	35

MY TARGET MARKET

- Local shops: Bakery items are such which is used by a lot of people. You can start to pitch your product to the local shops that are near your own house. This would help you to reach the audience that resides in your area.
- Sweet shops and Cake shops: Aside from supermarkets, you can also target various sweet shops that are situated inside or outside your locality and sell your bakery products in huge stocks with such shops. Cake shops can be targeted for cakes and pastries as well.
- Cafes and Decent Tea stalls: As we already know that cookies, biscuits, and various bakery items are used by people as a complementary item to have tea with. You can approach cafes and good tea stalls to sell your bakery products as a complementary product along with their offerings.

EXPECTED PROFIT

The expected profits that we can earn through the Bakery business, however, let us also consider the profit margin that can be earned through this business. With a well-settled business, you can expect to earn around 20% to 40%.

CONCLUSION

Our business goal as a community-based cupcake baking and retailing business is to become the number one choice of residence in the whole of the communities.

Our strongest selling point at SK CAKES is unique taste of the different flavour of cakes that we sell.

There is hardly any customer that will taste our cakes who would not want to come back and make purchase we take delight in welcoming repeated customer over and over again.

IDEA 041

ENTREPRENEURSHIP IDEA OF SHRIMATHY.K

SHRIMATHY.K

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: SM Enterprises

NAME OF THE ENTREPRENEUR

: **SHRIMATHY.K**

ENTERPRISE / COMPANY LOGO

:



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE

: Manufacturing Unit

PRODUCT DESCRIPTION

NAME OF THE PRODUCT

: **222 Gulab Jamuns**

FEATURES OF THE PRODUCT

1. Jamuns are low on calories, which makes them the perfect healthy snack. They also aid digestion and promote natural bowel movement.
2. Jamun juice has bioactive phytochemicals that minimize the risk of liver disease and cancer.
3. They are also known to be effective in treatment of diabetes. Extracts of bark, leaves and seeds are used in combination with herbs to reduce levels of glycosuria and blood sugar.
4. Jamun juice acts as a natural astringent and is used as a mouthwash, as it eliminates bad breath.
5. The pulp of this fruit is used in the treatment of gingivitis (bleeding gums).



CAPITAL OR INVESTMENT REQUIREMENT:

LAND & BUILDING:

We have to hire Land & Building for rent which can be divided into two parts 1)For manufacturing 2)For Show Room for Gulabjamuns. It may cost around Rs10,000 per month.

FURNITURE & MACHINERY

Furniture and machinery is important in manufacturing concern. Machinery for making gulabjamuns are Gulabjamun making machine, Fryer machine, Besanladdu making machine etc. will be used for making gulabjamuns.

WORKING CAPITAL

Working capital is required to meet out day to day expenses, so it is unavoidable thing in business

FIXED ASSETS & WORKING CAPITAL ESTIMATION

PARTICULARS	Rs
1.Fixed Capital	
a. Land &Building	2,00,000
b. Equipment	
Gulabjamun Making Machine	
Three Machines(Rs.40,000 each)	1,20,000
Vessels & Steam Boiler (Three)	
c. Furniture:	
Stools,Mechanized chairs	70,000
2. Working Capital	30,000
TOTAL CAPITAL REQUIREMENT	4,20,000

RAW MATERIAL (ANNUAL)

DESCRIPTION	RATE
Small Accessories	35,000
Heavy Tools	1,20,000
Designing Materials	1,10,000
Maintaining Cost	75,000
Other supplies	30,000
TOTAL RAW MATERIAL	3,70,000

HUMAN RESOURCE(ANNUAL)

DESCRIPTION	NUMBER OF PERSONS	PAYMENT
Manager	1	90,000
Supervisors	2	30,000
Skilled Workers	15	50,000
Semi-Skilled Workers	25	35,000
Other	5	25,000
TOTAL		2,30,000

OTHER COSTS (ANNUAL)

PARTICULARS	AMOUNT
Depreciation on machinery	45,000
Interest on Capital	90,000
Marketing Cost	30,000
Trading Cost	10,000
TOTAL	1,75,000

SOURCE OF CAPITAL:

Owner's Contribution :5,00,000
Subsidiaries from State/Central Govt :10,00,000
Finance from Relatives/Friends :2,00,000

PROJECT START UP REQUIREMENT

In order to start 222 Gulab Jamuns our financial requirement is around 20 Lakhs. Since this is a small scale business we can avail loans from Bank.

DETAIL (PLACE)

222 Gulab jamuns are available Villukury in the city of Nagercoil.

AVAILABILITY OF RESOURCES FOR STARTUP / ENTERPRISE

Financial Resources-Owner of SM Enterprises contributes the capital Rs.5,00,000 and then the subsidies given by the state / Central government is Rs.10,00,000 and the friends and relatives of the owner are helped to start the enterprise of Rs.2,00,000. They are helped to startup the enterprises effectively

Raw Materials-Some kinds of raw materials are available for startup and maintaining the enterprise. That kinds of raw materials are Small Accessories, Heavy tools, Designing materials, Maintaining cost and othersupplies. The total cost of raw materialis Rs.3,70,000

INGREDIENTS OF THE PRODUCT



PROCESS OF MANUFACTURING A PRODUCT:

- Boil sugar and water to prepare syrup remove from fire; add cardamom and keep aside to cool.
- In a mixing bowl put the flour, paneer, sooji, Nestlé Milkmaid, baking powder and baking soda. Mix gently to make a soft dough, do not knead too much.
- Divide the mixture into 30-35 portions and gently roll into round gulab jamuns. Fry in the oil at very low flame till golden brown in color.
- Keep putting the fried gulab jamuns in the prepared sugar syrup, once all the gulab jamuns are in the sugar syrup bring it to a boil and remove from flame.
- Serve warm.



PRICE OF ONE PRODUCT

We are pricing based on quantity, Flavour, and customer's requirement. Gulab jamuns minimum the rate of 5 pieces of jamun is Rs.120.

VARIETIES OF GULABJAMUNS 5 PIECES	PRICE IN RS.
Jamun with khoya	120
Jamun with icecream	130
Jamun with Falooda	150
Jamun with mixed nuts	160
Rasagulla Gulab jamun	160

NUMBER OF PRODUCT MANUFACTURED PER MONTH:

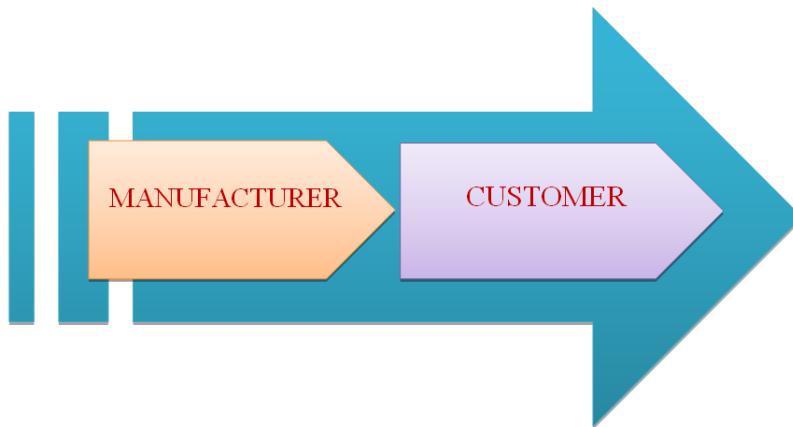
Variety of Gulab jamuns	Units
Jamun with Khoya	400
Jamun with icecream	300
Jamun with Falooda	350
Jamun with mixed nuts	150
Rasagulla gulabjamun	700
Total	1,900

DEMAND OF THE PRODUCT

Everyone likes a good dessert and if you're fan of Indian sweets, you'll be happy to know that your range of options is quite big. Some of these treats are more exotic than others, but nonetheless, they all have one thing in common-they taste spectacular!

If you ask a group of people what their favourite Indian dessert is, chances are most of them will say , GULAB JAMUN. Obviously, there is a good reason why Gulab Jamun in one of the most popular Indian sweets today. Even more ,so, it's clear why so many generations are enjoying it for centuries on end.

YOUR TARGET MARKET



We manufacture the products and sell it directly to the Customers through our various show rooms.

The target market for Gulab Jamun reaches across all genders. Women appear to be more likely to crave sweets than men.

Children are even more inclined to like sweets, relating to an increase in calorie use associated with growth.

NATIONAL MARKET

Now, Our market is National Market. As 222 Gulab Jamun is entering the market for the first time our geographical market will be National Market. After succeeding in National Market we are planned to extend it to International Market.

DOMESTIC MARKET

We have analysed the market condition for 222 Gulab Jamuns, there is certain level of competition in Domestic Market. But we think that 222 Gulab Jamun can compete with them as our brand have many Good Features which stands as a succeeding factor for us in domestic market.

EXPORT MARKET

We also planned to export our branded Gulab Jamuns after 2-3 years.

PROJECTED COST, REVENUE AND NET PROFIT

PARTICULARS	RS.
a) Actual costs	
Capital expenses	4,20,000
Raw material	3,70,000
Human Resources	2,30,000
Other cost	1,75,000
Total	11,95,000
b) Sales revenue	25,00,000
c) Net profit(b-a)	13,05,000

CONCLUSION:

Gulab jamun may satisfy your sugar cravings. But, it has nothing to offer in terms of nutrition and is nothing short of a junk food. Leading to weight gain, slow metabolism and blood sugar hikes. The ingredient formulation and processing conditions undoubtedly affect the sensory characteristics of gulab jamun. Optimizing by orthogonal matrix showed a 90:10 khoa: maida ratio, 0.8% baking powder, frying time of 11 min, and soaking in 50 degree Brix sugar syrup, for 6 h to give best overall acceptability to gulabjamun.

IDEA 042

ENTREPRENEURSHIP IDEA OF SIVANAGA BUVANESHWARI. R

SIVANAGA BUVANESHWARI. R

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: MOUNTAIN COOKIE COMPANY

NAME OF THE ENTREPRENEUR

: SIVANAGA BUVANESHWARI. R

ENTERPRISE / COMPANY LOGO

:



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

NAME OF THE PRODUCT : Cookies

INTRODUCTION OF THE PRODUCT



Items from bakeries are commonly viewed as detriment to health. Health-based bakery products are the products which, when consumed in sufficient quantities, result in special health benefits other than the usual nutritional supply. Bakery owners are also selling bakery items with healthy choices. In order to preserve good health while enjoying the taste and comfort provided by bakery items, customers need to become aware of the healthier choices.

Bakery goods are an integral component of a modern lifestyle. Bakery products are not limited to, bread, rolls, cookies, pies, pastries and muffins. Categories of bakery and baked goods Such as bars, breads (bagels, buns, rolls, biscuits and loaf breads), Cookies, sweets (cakes, cheesecakes and pies) Muffins Pizza, snack cakes, tortillas and tortillas (doughnuts, Danish, sweet rolls, cinnamon rolls and coffee cake).

FEATURES OF THE PRODUCT

A cookie is a snack that is usually thin, flat and sweet, which is baked or fried.

It typically contains flour, sugar and some type of fat or oil. Other could be included components such as raisins, oats, almonds, chocolate chips, etc.

Most generally, cookies are baked until crisp or only long enough to stay warm, but certain types of cookies are not baked at all.

Cookies are produced in a wide range of types, using a range of materials, including Sugar, Cookies, sugar, cocoa, peanut butter, almonds, or dried fruit.



The cookie's softness will be based on how long it is cooked.

Baked snacks are sweets. Most commonly made of flour, sugar, liquid and fat, a cookie is a small sweet, crispy or cake-like pastry

They are distinguished by

- High sugar content
- High fat content
- Low moisture
- The name of the cookie derives from the Dutch word koekje, meaning 'little cake.'
- The first cookie dates back to the 7th century A.D. In Persia, where it was first grown with sugar.
- Cookies are also called cookies in England and the British colonies.

CAPITAL OR INVESTMENT REQUIREMENT

LAND & BUILDING

We have to hire Land & Building for rent which can be divided into two parts

- 1) For manufacturing
- 2) For Show Room for Cookies. It may cost around Rs10,000 per month.

FURNITURE & MACHINERY

Furniture and machinery is important in manufacturing concern. Machinery for making cookies are cookies making machine, Fryer machine, Beshanladdu making machine etc. will be used for making cookies.

WORKING CAPITAL

Working capital is required to meet out day to day expenses, so it is unavoidable thing in business.

FIXED ASSETS & WORKING CAPITAL ESTIMATION

PARTICULARS	Rs
1.Fixed Capital a. Land &Building b. Equipment	2,00,000
Cookies Making Machine Three Machines (Rs.40,000 each)	
Vessels & Steam Boiler (Three)	1,20,000
c. Furniture: Stools, Mechanized chairs	70,000
2. Working Capital	30,000
TOTAL CAPITAL REQUIREMENT	4,20,000

RAW MATERIAL (ANNUAL)

DESCRIPTION	RATE
Small Accessories	35,000
Heavy Tools	1,20,000
Designing Materials	1,10,000
Maintaining Cost	75,000
Other supplies	30,000
TOTAL RAW MATERIAL	3,70,000

HUMAN RESOURCE (ANNUAL)

DESCRIPTION	NUMBER OF PERSONS	PAYMENT
Manager	1	90,000
Supervisors	3	30,000
Skilled Workers	16	50,000
Semi-Skilled Workers	24	35,000
Other	5	25,000
TOTAL		2,30,000

OTHER COSTS (ANNUAL)

PARTICULARS	AMOUNT
Depreciation on machinery	45,000
Interest on Capital	90,000
Marketing Cost	30,000
Trading Cost	10,000
TOTAL	1,75,000

SOURCE OF CAPITAL

Owner's Contribution	:5,00,000
Subsidiaries from State/Central Govt	:10,00,000
Finance from Relatives/Friends	:2,00,000

PROJECT START UP REQUIREMENT

In order to start cookies our financial requirement is around 20 Lakhs. Since this is a small scale business we can avail loans from banks.

DETAIL (PLACE)

Cookies are available in the city of Nagercoil.

AVAILABILITY OF RESOURCES FOR STARTUP / ENTERPRISE

Financial Resources-Owner of Moonshine Mountain Cookie Company contributes the capital Rs.5,00,000 and then the subsidiaries given by the state / Central government is Rs.10,00,000 and the friends and relatives of the owner are helped to start the enterprise of Rs.2,00,000. They are helped to startup the enterprises effectively.

Raw Materials-Some kinds of raw materials are available for startup and maintaining the enterprise. That kinds of raw materials are Small Accessories, Heavy tools, Designing materials, Maintaining cost and othersupplies. The total cost of raw material is Rs.3,70,000.

INGREDIENTS OF THE PRODUCT

- Baking Powder
- Castor Sugar
- Eggs
- All Purpose Flour (Maida)
- Vanilla Essence
- Corn Starch
- Oil
- RO Water

PROCESS OF MANUFACTURING THE PRODUCT

There are three main stages in the manufacture of cookie dough:

CREAMING:

To capture air cells to create a fluffy appearance, the fat or shortening is creamed with sugar. At this point, other ingredients such as salt, dried eggs, and baking powder are also added to boost the homogenization of the dough.

LIQUID INCORPORATION:

At this stage, the addition of liquids helps to disperse and homogenize the dough, and aeration continues.

INCLUSION OF DRY INGREDIENTS:

The last stage of flour addition, or folding in of the flour, gently introduces the flour into the dough without destroying the air cells.

The addition of flour at the last stage also prevents the formation of a gluten matrix, thus creating a short bite for the cookie. This results in the cookie getting a brief bite.

PROCESS

- First of all, as a raw material bakery shortening is kept at a temperature of 8 degree Celsius to 10 degree Celsius to Colden its raw material, so that there will be no lumps issue arise at the time of mixing.
- After that sugar is grinded with the help of Sugar grinder.
- Then mix well the grinded sugar and bakery shortening together & for mixing use filtered water according to the season type.
- After preparation of mixture add refined wheat flour and flavors as required in it.
- In a separate pan, combine the pastry flour and chocolate chips and add them to the mixer.
- Mix for 15 seconds at the 1st pace; scrape down and mix for 15 seconds at the 2nd speed.
- To achieve a homogeneous mixture without hydration of the flour and gluten forming, the mixing is continued at a low speed for no more than one minute.
- Near to the end of the mix, the chocolate chips or nuts are added and allowed enough time to spread equally over the dough.
- Shift the cookie dough to the depositor. On sheet pans with liners, deposit cookies. Then keep ready mixture near dropping machine, where cookies are designed according to size, type by the operator.

PRICE OF ONE PRODUCT

We are pricing based on quantity, Flavour, and customer's requirement. The minimum rate of the cookies are 5 cookies worth Rs.150.



DEMAND OF THE PRODUCT

Everyone likes a cookie and if you're fan of cookies, you'll be happy to know that your range of options is quite big.

Some of these treats are more exotic than others, but nonetheless, they all have one thing in common-they taste spectacular!

If you ask a group of people what their favourite crunchy snack is, chances are most of them will say, COOKIES.

Obviously, there is a good reason why COOKIE in one of the most popular crunchy snacks today. Even more, so, it's clear why so many generations are enjoying it for centuries on end.

Throughout the forecast era, the Global Cookie Market is predicted to report a 5.05% CAGR. The cookie has also made the ease of storage and portability a common "on-the-go" snack among consumers.

The demand for oats and digestive cookies would be boosted by good eating patterns. The biggest demand for cookies is Asia-Pacific. The big nations driving the cookie demand in the region are India, China, and Australia.

YOUR TARGET MARKET

We manufacture the products and sell it directly to the Customers through our various show rooms.

The target market for cookies reaches across all genders. Women appear to be more likely to crave sweets than men. Children are even more inclined to like cookies, relating to an

increase in calorie use associated with growth.

MARKET POTENTIAL:

- India's biscuit market stood at \$3.9 billion in 2016, and is forecast to grow to \$7.25 billion by 2022 at a CAGR of 11.27 percent, in value terms, during 2017-2022.
- The country's biscuit market is being boosted by the increasing number of health conscious consumers, the expansion of the working population and increasing urbanization.
- The global market size of cookies was valued at USD 30,62 billion in 2018 and is projected to expand from 2019 to 2025 at a CAGR of 5.3 percent. Growing product popularity is expected to be the main factor fueling market development, especially in emerging regions.
- In addition, strong demand in industrialized economies such as the U.S., Germany, and the U.K. for chocolate cookies. That would help improve the market by creative packaging methods.
- By introducing new flavor varieties, such as pineapple, bakery producers draw buyers.

PROJECTED COST, REVENUE AND NET PROFIT

PARTICULARS	RS.
a) Actual costs	
Capital expenses	4,20,000
Raw material	3,70,000
Human Resources	2,30,000
Other cost	1,75,000
Total	11,95,000
b) Sales revenue	30,00,000
c) Net profit(b-a)	18,05,000

CONCLUSION:

Although these cookies are perfect, in my opinion, they may not be in yours. It all depends on your taste. This will reduce the amount of fat intake, as well as, encourage kids to eat healthy alternatives while still in a delectable chocolate chip cookie. I encourage you to take this recipe, built upon it , share it and modify it. My conclusion is that the cookies hold the most milk and if you love cookies to absorb a lot of milk the best cookie to use is chocolate chip cookie.

IDEA 044

ENTREPRENEURSHIP IDEA OF SNEHA. R

SNEHA. R

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: **RK POPCORN DELIGHTS**

NAME OF THE ENTREPRENEUR

: **SNEHA. R**

ENTERPRISE / COMPANY LOGO

:



SLOGAN: Low in fat and high in fiber

VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : **RK POPCORN DELIGHTS**

FEATURES OF THE PRODUCT:

- List the two features of popcorn that enable it to pop.
- Any change in matter requires energy.
- The energy that causes popcorn to change from kernels to fluffy white puffs is thermal energy.
- Thermal energy is the energy produced by the movement and attractions of the molecules within a substance.
- Popcorn, has been a delightful snack for centuries and has gained considerable commercial importance today.



CAPITAL OR INVESTMENT REQUIREMENT:

MARKET OPPORTUNITY OF HOME BASED POPCORN BUSINESS:

The best thing about starting a popcorn business from home is that requires less investment. You can start it with a minimum budget and expect higher profit margin. Popcorn are often sold at a very high price in exalted places like multiplexes, restaurants, cinemas and shopping malls.

Therefore, many people prefer to enjoy them at home by purchasing them locally. So if you start a popcorn business, local shops and retail outlets add to your market opportunity. You need not to arrange a large inventory for carrying out the processes. Below are some of the steps to start a popcorn business at home.

CAPITAL ARRANGE:

It's true that you do not need a large capital to start a popcorn business, but some of the resources are needed to run it effectively. This can make you earn large profits. The equipment or machinery you purchase will contain the maximum share of your capital. You can use any of your savings, or arrange capital from your family, friends or relatives.

LEGAL FORMALITIES:

As it's a food business, so it is better to fulfill all the legal formalities at the start. Contact any of your local offices. Get the details of legal requirements. Register your business with legal authority and complete all the procedures. You may also go for insurance if you want.

SOURCE OF CAPITAL:

- Personal Savings
- Friend and Relative
- Angels
- Venture capitalists (VCs)

PROJECT STARTUP REQUIREMENT IN MACHINERY:

- At least 450 Square Feet i.e. 50 yards will be suitable for starting a small-scale Popcorn Manufacturing Business in the early stages.
- However, an entrepreneur may have to arrange different places to do different things according to the working of his business.
- The entrepreneur may need one or two persons who can handle the operation of the machine, electricity and water supply.
- In addition, the entrepreneur may also need a vehicle, driver and marketing executive to reach out to customers and shopkeepers of goods produced from their business
- As far as popcorn making machine is concerned, different types of popcorn making machines are available in the market.
- It also has machines that can be run using LPG gas.
- The entrepreneur should choose the machine for the same keeping in mind the production capacity of the machine and the resources available to them.
- Also, when selecting Popcorn machine, it has to be kept in mind which machine can inflate corn grains.
- If the entrepreneur wants the machine to show the demo to the seller. In addition to the machine, the entrepreneur may also need a load weighing machine to weigh popcorn. However, some companies like Prestige, etc., have made Popcorn Maker to make popcorn domestically.

WORKING CAPITAL REQUIREMENTS:

LAND & BUILDING:

We have to hire land & building for rent which can be divided into two parts one is for manufacturing. And another one is for show room for tasty popcorn. It may cost around Rs.9500 per month.

EQUIPMENT, FURNITURE:

As it is an manufacturing concern equipment is important. Quantity and testing instrument, quantity measuring.

WORKING CAPITAL:

NUMBER OF EMPLOYEES:

- Minimum- 10
- Maximum- 120

SKILLED & UNSKILLED:

Skilled employees are necessary for preparing popcorn and the unskilled employees are used for packing and labelling the finished products, which is ready to product.

FIXED ASSETS & WORKING CAPITAL ESTIMATION:

PARTICULARS	RS.
1. Fixed Capital	
a) Land & Building	130000
b) Equipment	35000
c) Machinery	
Quantity Measuring Machine	10000
Quality & Testing Instrument	18000
d) Furniture	
Chairs, Tables, Stool etc.	25000
2. Working Capital	20000
TOTAL CAPITAL REQUIREMENTS	238000

RAW MATERIALS:

- Adult helper
- Stove
- Pot with lid
- Vegetable oil
- Heat-resistant bowl with a lid
- Oven mitts
- Teaspoon
- Unpopped popcorn (at least 70 kernels)
- Sharp knife
- Three small cylindrical galases
- Salt
- Butter

RAW MATERIAL (ANNUAL):

DESCRIPTION	RATE
Small Accessories	15000
Heavy Tools	45000
Designinig Material	20000
Maintaining Cost	35000
Others Supplies	25000
TOTAL RAW MATERIAL	140000

ORDER:

- Using website links
- Order by online
- WhatsApp groups
- By Email

HUMAN RESOURCES (ANNUAL):

DESCRIPTION	NUMBER OF PERSON	PAYMENT
Manager	1	25000
Supervisor	2	15000
Skilled Workers	10	25000
Un skilled	20	23000
Others	4	22000
TOTAL	37	110000

DEMAND OF THE PRODUCT:

- Product demand is term of describes how much customers desire a product.
- The demand for the product is determined by multiple factors – the number of people looking for the product.
- Generally when a large number of people desire a specific product ,the product demand increases.
- demand decreases , the price tends follows this downward trend.
- They are various ways to measures and forecast product demand.
 - Past demand analysis
 - Marketing projection
 - Competitor data
 - Global economic trends
 - Resent performance estimations

OTHER COSTS(ANNUAL):

PARTICULARS	AMOUNT
Depreciation on Machinery	37000
Interest on Capital	63000
Marketing Cost	35000
Trading Cost	40000
TOTAL	175000

AVAILABILITY OF RESOURCES FOR YOUR STARTUP:

FINANCIAL RESOURCES: FUNDING

The most important element in starting a business is funding. Even the most basic home business incurs a multitude of startup costs, including registering a business name, obtaining a business telephone line and printing business cards. Financial resources can be obtained from a variety of sources, the easiest being from the personal accounts of the company's founder. Alternatively, loans and lines of credit may be granted from financial institutions, friends and relatives, private investors and even the United States government. In addition, many grants are offered from private and public sources to entrepreneurs of all demographics and personal situations.

HUMAN RESOURCES: EMPLOYEES

The success of an organization is heavily reliant on the talent and strength of its employees. The hiring of experienced professionals with track records of excellence within their area of expertise ensures that the mission and goals of the company will be carried out efficiently and with competence.

Strong team members can be recruited using a variety of methods. Staffing agencies and executive search firms specialize in placing talent of all levels within every industry. An alternative is to find employees through referrals from individuals whose judgment is trusted.

EDUCATION RESOURCES: INDUSTRY KNOW HOW

Perhaps the greatest thing an entrepreneur can do when establishing a new business is to gain as much education possible. By understanding her competition and gaining an in-depth knowledge of her industry, she will be better prepared to make smarter decisions regarding the direction of her firm. Educational resources can be found through professional trade associations that are geared toward her industry, her local chamber of commerce as well as the Small Business Administration.

PHYSICAL RESOURCES : PREMISES AND EQUIPMENT

Whether a small home business or a retail operation with multiple locations, every organization must have the appropriate physical resources to survive. This includes a proper work space, working telephone line, adequate information systems and effective marketing materials. This aspect of business planning can be one of the costliest. As such, it is important

for an entrepreneur to realistically assess his needs before making any purchases.

ENTERPRISE:

Enterprise refers to a for-profit business started and run by an entrepreneur. And we will often say that people running such businesses are enterprising. The roots of the word lie in the French word entreprendre (from prendre), meaning ‘to undertake’, which in turn comes from the Latin “inter prehendere” (seize with the hand). Entrepreneurs usually start an enterprise – with the associated risks – to make a profit, and for one of several reasons:

- **Problem-solving:** They see a particular issue that they feel they can solve.
- **Exploit ideas:** They have a new idea or product they believe will be successful.
- **Filling a gap:** They see a gap in the market they believe they can fill.
- **Competitive pricing:** They believe they can produce something on the market cheaper and offer it at a lower price.
- **Knowledge-based:** Where they believe they can supply specialist knowledge that customers will pay for.

TYPES OF ENTERPRISE:

SOLE PROPRIETORSHIP:

Although often the smallest of companies, these represent the foundation of the UK’s market economy. These can include ‘trade’ business, such as painters and decorators, or the owners of a single retail unit. And, in the modern era, many online businesses can fall into this category, from smaller enterprises selling products via Etsy or similar platforms to larger ones with a website and app.

PARTNERSHIP:

Partnerships usually consist of a small number of individuals who share ownership and decision-making (as well as profits). In some cases, such as legal firms, each partner may bring a particular speciality to the business to expand the overall services. In some cases, there may be a type of hierarchy where there are senior and junior partners.

PRIVATE LIMITED COMPANIES:

This sort of free enterprise has been legally incorporated and will have its own legal identity. It will have a set of shareholders who shoulder a limited amount of liability for any debts the enterprise incurs. Those shareholders will appoint directors to oversee overall operations and decisions of the business, though the relevant managers will oversee the day to day operations.

PUBLIC LIMITED COMPANIES:

Often confused with private limited companies, PLCs differ in that shares in the enterprise can be sold to the general public. To do this, they have to meet certain regulatory and legal criteria regarding the business’s financial health, transparency of their accounts, how long they have been trading, and more. Being able to sell public shares can be useful in raising

funds for things like expansion.

PROCESS OF MANUFACTURING A PRODUCT:

STEP 1: PRODUCT CONCEPT

This is where you'll form your plan and outline of your product idea. This can include sketches and notes in addition to an explanation of what you want your product to be and how you want it to be used by the consumer.

STEP 2: RESEARCH

It's crucial to your product concept that you and your team research the current demands and any similar or competing products that may be already on the market. If there is a product out there that could compete with yours.

STEP 3: DESIGN

Once your research is complete, and the idea has passed the initial screening stage, it's time to dive into the design of your concept. As the design is developed, keep the end user in mind as they are the most important factors to be considered. Since the end goal is to have a product with a user-friendly design, a lot needs to be taken into account during this stage.

STEP 4 : CREATE THE FINAL DESIGN

The previous step consists of a lot of questions you and your team need to answer. Once you do, you can move on to the final adjustments of your product, since most of the big picture issues should have been resolved at this step. Depending on your product, your final design can be made using 3D modeling software, which would provide you with a 3D model of your final product.

You can also consider using a computer-aided engineering system for a physical depiction of your product, if that would apply. You'll quickly find out that going through this step is easier said than done. You may want to rank the factors and features of your product by difficulty and priority.

This will show you and your team what features you need most, and which are the most difficult to produce. If a feature is taking too long to create, and get right, it's okay to go back to the drawing board. This is also the step where you'll need to manage the resources needed for the development of a working product. Doing so increases the likelihood of a successful product release and overall user experience.

Regardless of the manufacturer that you're working with to create your product, include a visual reference of exactly what you have in mind and make sure to ask the factory what information they need from you to move the process along.

STEP 5 : TESTING

When a prototype is officially created, it's time to start testing. There's no need to wait until the product is completed to perfection, as you may need to solve some pain points before you get to that stage in development.

Leave no stone left unturned, as this is the step is where you need to be most critical. If your product isn't performing the way you had envisioned, don't be afraid to take a step back and reassess, and go back to step three in the process.

Also, consider your target market, and select customers from this target group to test your product.

STEP 6 : MANUFACTURING AND ASSEMBLY

When your prototype is exactly what you want, and there were no hiccups during the original testing stage, you can finally begin to manufacture your product. This is where you'll need to think about

- Manufacturing costs and pricing strategies
- Which manufacturer to use
- The materials your product will be made of
- How long it will take to manufacture

This is not the step where you want to cut corners that will sacrifice the quality of your product. Too many products have been released that you know were assembled in the cheapest way possible.

STEP 7: FEEDBACK AND TESTING

You see the light at the end of the tunnel as your product is finally manufactured, but before it can be released to consumers, it's time for more testing. Whether you ask specialized focus groups, your employees, or friends and family, their feedback and honest criticism is something you should take note of.

If any improvements need to be made or issues need to be addressed, consider making these changes before the official debut of your product.

Without offering too much direction or interfering, observe and take note of how each of your test users interacts with your product. Follow up your observations with questions, which can help you during your marketing stages.

STEP 8 : OFFICIAL RELEASE

You've successfully taken your product from an idea to a finished product, and now it's time to start selling and (hopefully) making a profit.

A strong product marketing campaign is needed to gain traction around your product and to get it in front of your target audience. Consider launching a press release, various advertisements, or even a public launch event.

HOW TO MAKE POPCORN:

STEP 1

Add 3 tablespoons of oil to a pot and turn the stove to medium heat.



STEP 2

Pour 1/2 cup of kernels in the oil.



STEP 3

Cover the pot with a lid and wait for a minute or two for the popping to begin.



STEP 4

Wait until popping noise stops to remove the pot from the stove top.



STEP 5

Pour the hot popcorn into a bowl and add melted butter, salt, or other toppings as you see fit.



INGREDIENTS OF PRODUCT:

- 3 Teblespoons of coconut oil or extra virgin oil.
- 1/3 cup high quality popcorn kernels.
- 1 Teblespoons butter.
- Salty tasty.

PRICE OF ONE PRODUCT:

- Cost of product are comes under the materials used in the product.
- Minimum amount Rs. 10
- It is based on purchase of the things.
- Sales of some expensive popcorn product is high rate.
- Wholesaler of product in the sale of the product.

NUMBER OF PRODUCT MANUFACTURING PER MONTH

PRODUCT	PRICE
Oil	500
Corn	600
Other product	1000

TARGET OF MARKET:

My target market is the specific group of people at which your product or service is aimed. In other words, they're the primary audience of your business, branding and marketing strategy.

A target market can be composed of a broad group, such as women in the US, or it can be quite narrow, such as urban, health-conscious, vegetarian women in Texas. The group you choose will depend on the particular consumer needs your product is addressing.

EXPECTED PROFIT:

Expected profit	Rs	Rs.
Per month	3500	5000
Per annum	40000	65000

CONCLUSION:

I began with the impression that Orville Redenbacher White Corn popcorn brand would pop the largest pieces. My hypothesis was proven right. I think that the reason the Orville Redenbacher White Corn popped the way it did was because that it was a different type of corn than the yellow corn that the other brands were.

IDEA 045

ENTREPRENEURSHIP IDEA OF SNEKHA. C

SNEKHA. C

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT : AS Enterprises

NAME OF THE ENTREPRENEUR : SNEKHA. C

ENTERPRISE / COMPANY LOGO :



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : MURUKKU

INTRODUCTION

In India, murukku is especially popular in the states of Andhra Pradesh, Tamil Nadu, Karnataka, and Kerala. It is called murkulu or janthukulu in Andhra Pradesh. It is also popular in countries with substantial presence of Indian and Sri Lankan diaspora, including Singapore, Fiji, Malaysia, and Myanmar . Murukku, called sagalaygway Burmese, is a common snack and is used as a topping for a regional dish called daweimont .

Murukku recipe – Murukulu or murukku is a deep fried Snack made with rice flour and dal flour. Chakli, chakuli, chakralu and jantikalu are the other Indian names to these.

There are so many varieties of murukku, the one I am sharing here is a basic, very old and standard recipe that is followed by many South Indian women.

There are so many variations of making murukku using sago, besan, wheat flour, fried gram, rice batter etc, all lend a different texture and taste.

This one is very different with an aroma of roasted urad flour and are crunchy as well light in texture.



Murukku is one of the famous Indian snacks originally from. Tamil Mash. Though a basic type of murukku is made with two Main ingredients which is rice and flour and urad Dal it is an interesting dish that can have many varieties by adding in different ingredients . One of such is ragi murukku. Both Ragi and murukku have traditional values in South India. This recipe can be doubled as well and can be used to make both murukulu and jantikalu.

MORE MURUKKU RECIPES

- Butter muruku
- Thattai recipe
- Sweet muruku•Omapodi/ sev
- Chakli.

MATERIALS USED IN PREPARING MURUKKU

- Murukku is typically made from rice flour and urad dal flour.
- Chakli is a similar dish, typically made with an additional ingredient, bengal gram (chickpea) flour.
- Murukku is typically made from rice and uraddalflour. The flours are mixed with water, salt, chillipowder, asafoetida and either orcuminseeds.
- The mix is kneaded into a dough, which is shaped into spiral or coil shapes either by hand or extruded using a mould. The spirals are then deep fried in vegetable oil.



SOFT BUTTER



HING



MARKET AND IT'S PROCESS

- We offer a lot more than a typical agent or broker, and describe ourselves as a full-service importer and distributor.
- We offer brand owners a full suite of complementary services, from sales and marketing, through consumer and category research, to logistics and IT solutions.
- You've been on the food market circuit for a while and perhaps even have a couple of local retailers stocking your products, but how do you grow your stockists and reach new retailers potentially hundreds of miles away? The time might be right for you to start talking to food and drink wholesale distributors.
- Working with food and drink wholesale distributors can be an effective way to reach a wide network of retailers and can significantly aid your business growth.

VARIOUS TYPES OF MACHINE



BENEFITS OF THIS SNACKS

They are a good source of protein, carbohydrates, phosphorus, iron, fibre, magnesium, potassium, and zinc. Urad dal aids in digestion, protects the heart and strengthens the nervous system.



HOMEMADE CHAKLI OR MURUKKU:

Though it is a fried snack but making it in ghee is healthy for you. As it is prepared from rice flour, gram flour, wheat flour and a mixture of lentil flours, eating it in moderation as a snack is not a bad option. Popularly known as chakli, it's a crispy snack eaten with evening tea in many Indian households.



Urad dal is mixed with rice flour and a host of other spices. There are varieties of murukku made. They are circular coils, which are deep fried until golden brown in color. They are high in cholesterol which leads to obesity and heart. 1piece Murukku contains 78 calories, 4 gm fat, 9 mg cholesterol, 10 gm carbohydrates and 2 gm protein.

- Energy - 100 cal
- Protein - 2.4 g - 4%
- Carbohydrates - 20 g - 6%
- Fiber - 0.4 g - 2%
- Fat - 1 g - 2%
- Cholesterol - 2 mg - 0%
- Vitamin A - 27 mcg - 1%
- Vitamin B3 - 1 mg - 6%
- Vitamin B9 - 7 mg - 2%

Rice flour can be a healthy alternative for wheat in case of a gluten free diet.Urad dal is rich with minerals such as phosphorus and calcium that helps with bone and teeth health.

It also contains magnesium, potassium and iron which are good for the heart, boosts immunity and improves the digestive system.

Along with the iron content it is also rich in protein and fibre hence ideal to be included in a weight loss diet and helps to increase the energy levels.Cumin seeds help with good digestion.

STEPS TO MAKING MURUKKU

- Mix cup rice flour, tablespoon urad dal flour tablespoons roasted gram flour ajwain, salt and sesame seeds.
- Heat oil in a small pan, pour it to the flour and mix.
- Pour water little by little, just enough to make a smooth dough.
- Do not add too much water at one time.
- Too much water in the dough will make the Murukku absorb a lot of oil.
- Mix the flour to the dough and do not knead.
- The dough has to be non-sticky and without crumbs.
- After mixing the dough it has to be used immediately do not rest it otherwise Murukku will absorb a lot of oil.
- Heat oil on medium flame. Fill the mould with dough.
- Press the mould to make spirals either on a cloth, butter paper, foil or flat holed ladle.
- Fry until golden and crisp on a medium-high flame.

COST OF ONE MURUKKU

We are pricing based on quantity on minimum one is Rs.7

SOURCE OF FINANCE:

PARTICULARS	AMOUNT
Own Contribution (min 10%)	2 .06
Subsidy @35% (Max. Rs 1 Lac)	4.71
Term Loan @ 55%	7.41
Working Capital (Bank Finance)	6.50
TOTAL	20.69

WORKING CAPITAL

PARTICULARS	RUPEES
Fixed capital	1,00,000
Equipment	25,000
Furniture	30,000
Small accessories	10'000
Heavy tools	15,000
Maintaining cost	10,000
Labours	5,000
Skilled labours	8,000
Other supplies	5,000
TOTAL	2,08,000

ELECTRICITY AND WATER CHARGES

Electricity. :1500
Water. :750

QUANTITY PRODUCED

We produced total 6 types of murukku in the quantity of 100, Total 600 produced.

YOUR TARGET MARKET

We manufacture the products and sell it directly to the Customers through our various show rooms.

The target market for reaches across all genders. Women appear to be more likely to crave murukku than men.

Children are even more inclined to like chips, relating to an increase in calories use associated with growth.

PROFIT

Overall profit for month is 20,000 to 25,000.

NATIONAL MARKET

Now, Our market is National Market. As AS Murukku enterprise s is entering the market for the first time our geographical market will be National Market. After succeeding in National.

Market we are planned to extend it to International Market.

DOMESTIC MARKET

We have analysed the market condition for there is certain level of competition in Domestic Market. But we think that can compete with them as our brand have many Good Features which stands as a succeeding factor for us in domestic market.

EXPORT MARKET

We also planned to export our branded spicy murukku after 2-3 years.

DEMAND OF THE PRODUCT

Everyone likes a good dessert and if you're fan of Indian sweets, you'll be happy to know that your range of options is quite big. Some of these treats are more exotic than others, but nonetheless, they all have one thing in common-they taste spectacular! If you ask a group of people what their favourite Indian dessert is, chances are most of them will say, spicy chips. Obviously, there is a good reason why murukku is one of the most popular Indian snacks today. Even more, so, it's clear why so many generations are enjoying it for centuries.

CONCLUSION

Murukku is a blanket term for a variety of other **sweet and savoury eats** that are consumed with tea or coffee which means that it needn't always be salty in taste. Tea and murukku are the best combination for everyone.

IDEA 046

ENTREPRENEURSHIP IDEA OF SNEKHA. S

SNEKHA. S

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT : **TEDDY BEAR**

NAME OF THE ENTREPRENEUR : **SNEKHA. S**

ENTERPRISE / COMPANY LOGO :



TEDDY BEAR

VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : TEDDY BEAR

TYPES OF ENTERPRISE:

- Surprise Teddy
- Hugging Teddies
- Teddy Bouquet
- Jumbo Teddy

TEDDY BEAR

- The free encyclopedia Jump to navigation Jump to search For other uses, see Teddy bear (disambiguation).
- Bear formerly owned by Kermit Roosevelt, thought to be made by Michtom, early 1900s; Smithsonian Museum of Natural History, 2012
- A replica Steiff model 55PB displayed at the Steiff-Museum, Giengen, Germany, 2006; no original examples of the 55PB are known to survive.
- A teddy bear is a stuffed toy in the form of a bear. Developed apparently simultaneously by toymakers Morris Michtom in the U.S. and Richard Steiff under his aunt Margarete Steiff's company in Germany in the early years of the 20th century, and named after President Theodore Roosevelt, the teddy bear became a popular children's toy, celebrated in story, song, and film.
- Since the creation of the first teddy bears which sought to imitate the form of real bear cubs, "teddies" have greatly varied in form, style, color, and material.
- They have become collector's items, with older and rarer teddies appearing at publications.
- Teddy bears are among the most popular gifts for children and are often given to adults to signify affection, congratulations or sympathy.
- Teddy bears benefit children in their development because they can reduce anxiety and stress in children. Children get attached to teddy bears because they act as "transitional objects."

HISTORY:

A 1902 political cartoon in The Washington Post panned the teddy bear name. The name teddy bear comes from former United States President Theodore Roosevelt, who was often referred to as "Teddy".

The name originated from an incident on a bear hunting trip in Mississippi in November 1902, to which Roosevelt was invited by Mississippi Governor Andrew H. Longino. There were several other hunters competing, and most of them had already killed an animal. A suite of Roosevelt's attendants, led by Holt,

Collier, cornered, clubbed, and tied an American black bear to a willow tree after a long exhausting chase with hounds. They called Roosevelt to the site and suggested that he shoot it.

He refused to shoot the bear himself, deeming this unsportsman like, but instructed that the bear be killed to put it out of its misery, and it became the topic of a political cartoon by Clifford Berryman in The Washington Post November 16, 1902. While the initial cartoon of an adult black bear lassoed by a handler and a disgruntled Roosevelt had symbolic overtones, later issues of that and other Berryman cartoons made the bear smaller and cuter.

Morris Michtom saw the drawing of Roosevelt and was inspired to create a teddy bear. He created a tiny soft bear cub and put it in his candy shop window at 404 Tompkins Avenue in Brooklyn with a sign "Teddy bear."

After sending a bear to Roosevelt and receiving permission to use his name, he began to produce them commercially to great demand. The toys were an immediate success and Michtom founded the Ideal Novelty and Toy Co.

A little earlier in 1902 in Germany, the Steiff firm produced a stuffed bear from Richard Steiff's designs. Steiff exhibited the toy at the Leipzig Toy Fair in March 1903, where it was seen by Hermann.

Berg, a buyer for George Borgfeldt & Company in New York and the brother of composer Alban Berg. He ordered 3,000 to be sent to the United States. Although Steiff's records show that the bears were produced, they are not recorded as arriving in the U.S., and no example of the type, "55 PB", has ever been seen, leading to the story that the bears were shipwrecked.

However, the story is disputed—author Günther Pfeiffer notes that it was only recorded in 1953 and says it is more likely that the 55 PB was not sufficiently durable to survive until the present day. Although Steiff and Michtom were both making teddy bears at around the same time, neither would have known of the other's creation due to poor Trans Atlantic communication.

North American educator Seymour Eaton wrote the children's book series The Roosevelt Bear, while composer John Walter Bratton wrote an instrumental "The Teddy Bears Picnic", a "characteristic waltz", in 1907, which later had words written to it by lyricist Jimmy Kennedy in 1932.

Early teddy bears were made to look like real bears, with extended snouts and beady eyes. Modern teddy bears tend to have larger eyes and foreheads and smaller noses, baby-like features intended to enhance the toy's "cuteness". Some teddy bears are also designed to represent different species, such as polar bears and brown bears, as well as pandas and koalas. While early teddy bears were covered in tawny mohair fur, modern teddy bears are manufactured in a wide variety of commercially available fabrics, most commonly synthetic fur, but also velour, denim, cotton, satin, and canvas. Production

COMMERCIAL

Commercially made, mass-produced teddy bears are predominantly made as toys for children. These bears either have safety joints for attaching arms, legs, and heads, or else the joints are sewn and not articulated.

They must have securely fastened eyes that do not pose a choking hazard for small children. These "plush" bears must meet a rigid standard of construction in order to be marketed to children in the United States and in the European Union.

There are also companies, like Steiff, that sell handmade collectible bears that can be purchased in stores or over the Internet. The majority of teddy bears are manufactured in countries with low production costs, such as China and Indonesia. A few small, single-person producers in the United States make unique, non-mass-produced teddy bears. In the United Kingdom one small, traditional teddy bear company remains, Merry thought, which was established in 1930.

AMATEUR

Teddy bears are a favourite form of soft toy for amateur toy makers, with many patterns commercially produced or available online. Many "teddies" are home-made as gifts or for charity, while "teddy bear artists" often create "teddies" for retail, decorating them individually with commercial and recycled ornaments such as sequins, beads and ribbons.

Sewn teddy bears are made from a wide range of materials including felt, cotton and velour. While many are stitched, others are made from yarn, either knitted or crocheted.

CULTURAL IMPACT

An RAF Boulton Paul Defiant crew pose with their teddy bear mascot at RAF Biggin Hill during World War II

Retail sales of stuffed plush animals including teddy bears totaled \$1.3 billion in 2006. The most commonly sold brands include Gund and Ty Inc.

Brands associated with teddy bears that enjoyed strong popularity in the 1980s and 1990s are Teddy Ruxpin and Care Bears. Various TV shows and movies have a teddy bear depicted, such as Super Ted and Mr. Bean.

Teddy bears have seen a resurgence in popularity as international "do-it-yourself" chains have opened. Among the largest and best-known are Build-A-Bear Workshop and Vermont Teddy Bear Company.

Some popular mass-marketed teddy bears made today include Rupert, Sooty, Paddington, and Pudsey Bear. Books have also been written with the teddy bear featured as their main character. These include Winnie-the-Pooh, Corduroy, Teddy Tells Time, and Tristan the Teddy Bear (from the Teddy Bear Tales).

MUSEUMS

The world's first teddy bear museum was set up in Petersfield, Hampshire, England, in 1984. In 1990, a similar foundation was set up in Naples, Florida, United States. These were closed in 2006 and 2005 respectively, and the bears were sold in auctions, but there are many teddy bear museums around the world today.

EMERGENCY SERVICES

Because police, fire and medical officials found that giving a teddy bear to a child during a crisis stabilized and calmed them, NAPLC created the Teddy Bear Cops program to distribute teddy bears to police, fire, and medical responders throughout the United States.

POP

- The popularity of the toy inspired John Walter Bratton to compose the melody to "Teddy Bears' Picnic" in 1907. The lyrics were added in 1932 by Jimmy Kennedy.
- Winnie-the-Pooh is the name of a fictional character created by A. A. Milne, based on a teddy bear owned by his son Christopher Robin, who was the basis of the eponymous character in A. A. Milne's work. Milne wrote many stories featuring Pooh Bear, some of which were adapted by the Walt Disney Company into theatrical shorts or compiled into movies such as 1977's *The Many Adventures of Winnie the Pooh* and the 2011 film *Winnie the Pooh*.
- *Ted* (2012), and its sequel, *Ted 2* (2015), are comedy movies, raunchy spoofs of stories where children's teddy bears come to life.
- *Misery Bear* a series of short films published on the BBC website.
- *Paddington Bear* is a fictional character in children's literature. He first appeared on October 13, 1958 in the children's book *A Bear Called Paddington* and has been featured in more than twenty books written by British author Michael Bond. He also appeared in two movies and a TV show. While Paddington is a fictional real bear rather than a teddy bear, the sight of a teddy bear inspired Bond to create the character, and eventually teddy bears based on Paddington were manufactured.
- *Teddy* (2021) is an Indian Tamil-language fantasy action film.
- *Care Bears* is an American Greetings tv show with colorful teddy bears.

DESIGN

The design for a new model of teddy bear is first sketched by an artist experienced in toy design and the manufacturing process. Based on a sketch or conception of the planned bear, pieces of the bear are also drawn to be used in making a pattern.

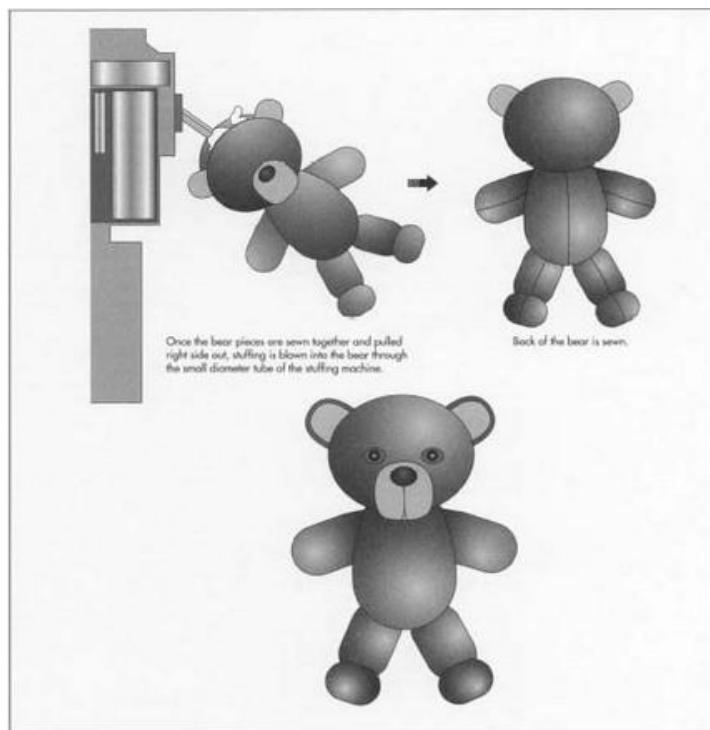
The pattern is cut out and assembled, and the prototype bear is examined for "character flaws." If the design prevents the bear from sitting properly, for example, or if the prototype is not appropriately cuddly or distinguished, the design is redrawn, shapes of pieces are changed, or different colors or fabrics may be used to make another prototype. Many trials may be required to perfect the design before it is ready for large-scale manufacture.



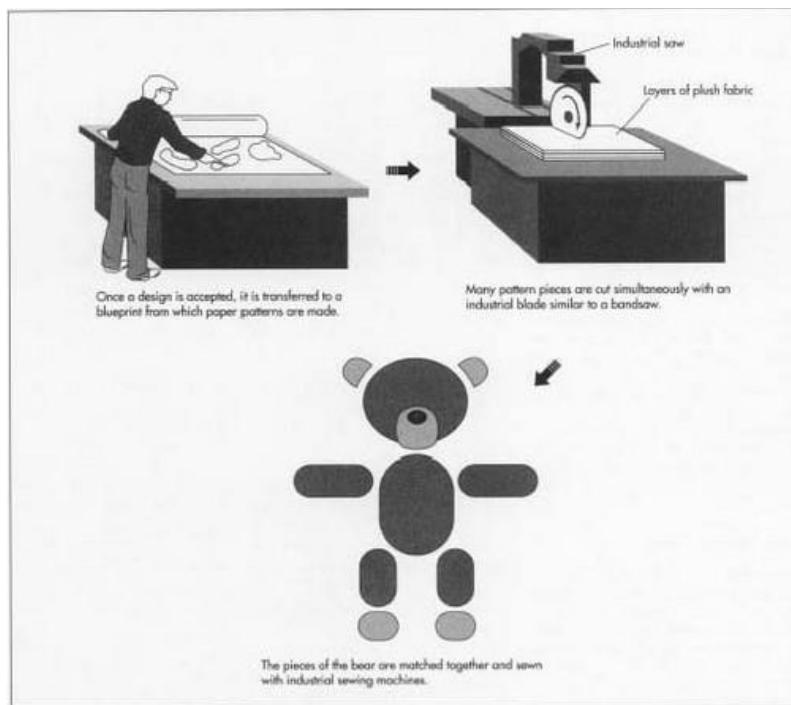
Factors such as popular interests and headlines may be considered in planning new designs where a respectable volume of sales is needed to justify manufacture. For instance, a bear producer in California sells a stuffed bear resembling the bruin on the California state flag, but this item would not necessarily sell well elsewhere.

PROCESS OF MANUFACTURING

- After the design is accepted, it is transferred to a blueprint from which paper patterns are made.
- The shapes are cut out and pinned to fabric. Many layers of plush may be stacked with the pattern pinned on the top, and a cutter with a blade much like a band saw is used to cut out many pieces at one time.
- Rows of workers sit behind industrial sewing machines. Each is responsible for one style of bear.
- He or she will assemble the small pieces first, add the eyes and grommet attachments to the face, and then stitch the parts together.
- The bears are inside out with their seams exposed and openings down the long seam in the back.
- Finally, the bears are pulled right side out and dispatched to be stuffed. The volume a worker produces depends on the type of bear; one may produce 35 to 45 baby bears in one day or eight or nine larger species.
- The stitched bear is then stuffed. The manufacturer purchases polyester fiber in 500 lb (227 kg) bales in which the fiber is tightly packed.
- The fiber is dual density with a very fine fiber and a thicker, slightly wavy fiber; together, these fibers have the most desirable packing quality for stuffing animals.
- Because the polyester comes so tightly packed, batches of it are tossed into a picker, which is a barrel lined with spikes that fluffs the stuffing. The fluffed material is blown by air into a stuffing machine.



- These machines have evolved little since World War II, when the machines were used to stuff flight jackets for the United States Navy and Army Air Force.
- Air pressure blows the stuffing into the bear through a small diameter tube.
- The operator can manipulate the bear to direct the stuffing to various parts of the toy.
- A pedal release on the stuffing machine controls the puffs of stuffing.
- Two pushes on the pedal, for example, may be needed to pump enough stuffing from the machine's nozzle into the nose of the bear, which needs to be firm.
- The head, feet, and paws also need to be firm, but the body should be squeezably soft.
- The operator can always apply the "hug test" to evaluate satisfactory cuddliness and provide quality control from bear to bear.
- Today's materials are most varied in fabric. Plushes made of many fibers are popular because they are fur-like. Early bears were made of mohair that consisted of Angora (goat's wool), sheep's wool, rayon, or silk.
- Today's plush may be wool, silk, rayon, nylon, other synthetics, or combinations of fibers.



- Velvet or velveteen (velvet made of cotton instead of silk or synthetics) is popular for its softness and range of colors.
- Fake fur fabrics are classics for modern bears.
- Fake fur is different from plush because it has a knitted instead of woven backing that is lightweight and flexible; the shaping of the fiber can eliminate sheen and closely resemble real fur with blended colors.
- Real fur can also be used for teddy bears, but fur bears are delicate and require special care.
- Other fabrics like corduroy, denim, calico, terry cloth, and velour are also bear basics.
- They are selected for variety in producing durable bears of terry cloth for babies and cowboy bears of denim.
- Leather and suede (real or synthetic) produces handsome feet and paws.
- Felt can also be used for these and other features or for entire bears, but this fabric is not strong and tends to wear.
- Similarly, bears can be knitted or crocheted, but the resulting fabric stretches.
- Other raw materials include thread, embroidery floss for noses and other features, glue, Velcro for fastenings, and eye assemblies made of plastic and metal.
- Polyester stuffing has replaced the wood shavings used in the original teddy bears to produce products that are more durable and huggable.
- If the manufactured bears are clothed or decorated, a wide range of fabrics, ribbons, fasteners, and decorations.

PRICE OF ONE PRODUCT

TYPE	MINIMUM PRICE	MAXIMUM PRICE
SURPRISE TEDDY	Rs. 150	Rs. 300
HUGGING TEDDY	Rs. 200	Rs. 400
JUMBO TEDDY	Rs. 600	Rs. 2000

KIDS LOVE TEDDY BEAR

- Teddy bears benefit children in their development because they can reduce anxiety and stress in children.
- Children get attached to teddy bears because they act as “transitional objects.”
- New York University Psychoanalytical Institute stated that transitional objects can act “as a defense against separation anxiety.”
- In early childhood, especially, children have a hard time being separated from their mothers, particularly when they start attending school, and these transitional objects can provide comfort for them.
- Just being able to hold these transitional objects, or teddy bears, will help a child dealing with separation anxiety. Additionally, these teddy bears can be “indicative of how they will interact with and maintain human relationships.”



- Children can be found taking care of their stuffed animals like their own children and this can be reflective of how caring and nurturing children will be when they become adults.
- Part of the reason why teddy bears provide comfort for children is because these

transitional objects give children a sense of protection and security.

- The sense of protection children, particularly infants, feel is why studies have shown that children who sleep with teddy bears are less likely to have problems sleeping.
- Children subconsciously see their teddy bears as their mother so when they transition from sleeping with their mother to sleeping alone, they have an easier time when sleeping with a teddy bear.
- Another development benefit of teddy bears for children is that they can be used as channels of self-expression. The teddy bears of the students became “selfobjects” or “representations of the children themselves and their emerging identity.”
- By experiencing what the teddy bear is “feeling,” children find it easier to express themselves while teachers and parents have an easier time understanding children.

TEDDY BEARS AND THEIR KIND

There are many kinds of Teddy bears to choose from, varying from species to brand and material used. The showcased bear species are the original American Black bear, Grizzly bear, Polar bear and Panda. All of which are still called Teddy bears.

Since this toy captured the heart of the world, many companies bested each other with their own brand icon. The frontrunner collectibles are the Michtom's mohair Teddy's bear, Steiff Harlequin bear, Knickerboxer bear, Gund and Ty bear, Hershey's bear, Teddy Ruxpin and Care Bears.

Companies also marketed bear character icons that gained a huge following up until today: Winnie the Pooh, Paddington, Rupert, Sooty, Pudsey and Corduroy.

There are Teddy bears known distinctively by its materials. One of which is the Mohair bear. Made of combed long goat hair or fur shorn that is woven, dyed and trimmed. The Alpaca bear is made of an alpaca's pelt.

There are also bears made of “plush” or synthetic fur, denim, velour, cotton, canvas and satin. They even called some Teddy bears “stuffed plush animals” and get away with it.

DEMAND OF THE PRODUCT

The teddy bear market is Projected to register a during the forecast period, 2021-2030 the growing availability of different varieties of Teddy bear by the impulsive purchase behavior of consumers.

DESCRIBING THE TEDDY

Some adjectives for teddy: big, baby-faced, mischievous, red-haired, sugary yellow, eight-year-old, mischievous, ruddy bright-eyed, large, threadbare, big, rumpled, big, affectionate, poor ready, big, lovable, ready ready, blue-collar italian, vaguely robotic, many shredded, tall, carnivorous, small fluffy.

HANDMADE TEDDY BEARS ALWAYS BEEN SO POPULAR

For generations, the teddy bear has always been one of the most popular choices of toy for adults and children alike. They bring comfort and joy to everyone, evoking a sense of companionship and security which so many people crave, developing unique attachments to these furry friends.

Here at Grin & Bear, we are proud to design beautiful, handmade teddy bears, as we believe there's no better companion to cuddle. If you would like to learn more about the history of teddy bears and why they have always been so popular, read on!

MATERIALS USED FOR MAKING THE TEDDY BEAR

The very first teddy bears ever made were created out of a fabric called mohair. Mohair fabric is made from the sheared wool of the Angora goat. The fiber is spun and then woven onto a cotton backing. Because mohair is a natural fabric, it comes in many colors, finishes and lengths.

It can be straight, wavy, curly or a number of other finishes. It comes on a woven backing so it does not stretch out of shape. I like working with mohair the best. I find it the easiest bear making fabric to work with and it comes in the widest variety of appearances. I show you a sample of some of the mohair that I happen to have in my mohair fabric stash.

Finally, we need to discuss the fabric you use for your teddy bear's paw pads. The first teddy bears had wool felt paw pads and many of today's bear makers use wool felt as well. I recommend using wool felt, and not the cheap thin acrylic felt. You can find some wool felt at your local fabric store and also online.



Another material often used for paw pads is called Ultrasuede. It is a made made suede like material and comes in a wide range of colors. You can find Ultrasuede at teddy bear making supply shops. Because it is a synthetic material, it cannot be dyed at home.

CONCLUSION

A teddy bear is a type of toy that looks like a bear. The teddy bear is normally a cub or baby bear. Teddy bears are often toys for children they are also used to comfort people and also to teach. A teddy bear is a popular and well-known toy. It may often have human-like features. They are usually small and soft. Teddy Bears are found all over the world. So everyone loves the teddy bear especially children.

IDEA 047

ENTREPRENEURSHIP IDEA OF SUGANYA. A.K

SUGANYA. A.K

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: AK RASAGULLA SHOP

NAME OF THE ENTREPRENEUR

: SUGANYA. A.K

ENTERPRISE / COMPANY LOGO

:



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : RASAGULLA

ISBN : 978-81-953729-0-4

NATURE OF THE BUSINESS

Rasgulla, also known as **Rosogolla**, **Rosgola**, or **Rasagola** is a South Asian syrupy dessert popular in the Indian subcontinent and regions with South Asian diaspora. It is made from ball-shaped dumplings of chhena (an Indian cottage cheese) and semolinadough, cooked in light sugar syrup made of sugar. This is done until the syrup permeates the dumplings.

PRODUCT DESCRIPTION



NAME OF THE PRODUCT:

Rasagullas are prepared from milk which has high levels of calcium. Calcium and Vitamin D present in milk help in building healthy bones and teeth.

FEATURES OF RASAGULLA:

There is indeed a **sweet which is actually good for health** and you can have it guilt-free. It is the good old Rasgulla. Made with fresh cottage cheese, Rasgulla is loaded with protein and carbs and can serve as an ideal snack (yes, not dessert!) for kids and older people.

INGREDIENTS FOR THE PRODUCT:

MILK:





NUTRIENTS OF RASAGULLA

- **CALCIUM:** Builds healthy bones and teeth; maintains bone mass.
- **PROTEIN:** Serves as a source of energy; builds/repairs muscle tissue.
- **POTASSIUM:** Helps maintain a healthy blood pressure.
- **PHOSPHORUS:** Helps strengthen bones and generate energy.
- **VITAMIN D:** Helps maintain bones

SUGAR

- Higher energy levels
- A stronger immune system
- A better sleep
- Weight loss
- Better overall health



LEMON

- Relieves a sore throat.
- Cancer-fighting benefits.
- Prevents kidney stones.



- Aids in digestion.
- Helps blood sugar.
- Promotes weight loss.
- Helps clear skin.

WATER:

- It lubricates the joints. ...
- It forms saliva and mucus. ...
- It boosts skin health and beauty. ...



- It cushions the brain, spinal cord, and other sensitive tissues. ...
- It regulates body temperature. ...
 - It flushes body waste. ...
 - It helps maintain blood pressure. ...
- The airways need it.

TYPES OF ENTERPRISE:

- Sole Proprietorship.
- Partnership.
- Private Limited Companies (Ltd.)
- Public Limited Companies (PLC)

Entrepreneurs usually start an enterprise – with the associated risks – to make a profit, and for one of several reasons:

PROBLEM-SOLVING.

They see a particular issue that they feel they can solve.

EXPLOIT IDEAS.

They have a new ideas they believe will be successful.

FILLING A GAP.

They see a gap in the market they believe they can fill.

COMPETITIVE PRICING

They believe they can. Produce something on the market cheaper and. offer it at a lower price.

KNOWLEDGE-BASED

Where they believe they can supply specialist knowledge that customers will pay for.

TYPES OF ENTERPRISES

SOLE PROPRIETORSHIP

Although often the smallest of companies, these Represent the foundation of the UK's market economy. These can include 'trade' business, such As painters and decorators, or the owners of a Single retail unit. And, in the modern era, many Online businesses can fall into this category, from smaller enterprises selling products via Etsy or Similar platforms to larger ones with a website and App.

PARTNERSHIP:

Partnerships usually consist of a small number of individuals who share ownership and decision- Making (as well as profits). In partnership there are some partners take part in the business. In some cases, such as legal firms, each partner may bring a particular Speciality to the business to expand the overall Services. In some cases, there may be a type of Hierarchy where there are senior and junior Partners.

PRIVATE LIMITED COMPANIES (LTD.)

This sort of free enterprise has been legally Incorporated and will have its own legal identity. Will have a set of shareholders who should limited amount of liability for any debts the

Enterprise incurs. Those shareholders will appoint Directors to oversee overall operations and decisions of the business. Though the relevant Managers will oversee the day to day operations.

PUBLIC LIMITED COMPANIES (PLC)

Often confused with private limited companies, PLCs differ in that shares in the enterprise can be sold to the general public. To do this, they have to meet certain regulatory and legal criteria regarding the business's financial health, transparency of their accounts, how long they have been trading, and more. Being able to sell public shares can be useful in raising funds for things like expansion.

PRICE OF ONE PRODUCT:

PRODUCT IN GRAM	MINIMUM PRICE	MAXIMUM PRICE
500g	65	125
1 kg	140	280

NUMBER OF THE PRODUCT MANUFACTURERS:

1,50,000 packs	Per month
5,00,000 packs	Per annum

EXPECTED PROFIT:

Per Months	5,000 to 6,000
Per Annum	70,000 to 75,000

CONCLUSION:

Rasagulla is a very Popular dairy based sweet across all over India and it is also known as Rasogolla or Rosogolla or Rasagulla or Rosogolla or Rasogala. It is basically a sweetened syrupy cheese ball which is white in colour (mainly) has a very soft texture and excellent taste.

Whenever any celebration starts one of the things that reminds us of that joyful ambience is Indian sweet. Well there are many deserts that come to our mind when we ponder about them, one that definitely gives us that wet dreams is the spongy rasagulla.

Rasagulla is one of the best and most loved sweet delicacy that speaks of mouth-melting sweetness and festive treat.

So if you are the kind who craves for some mishthi at the end of a meal this sweet dish can make your dream come true.

IDEA 048

ENTREPRENEURSHIP IDEA OF UMA PRIYA. R

UMA PRIYA. R

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: RS FLAVOROUS CHIPS

NAME OF THE ENTREPRENEUR

: UMA PRIYA. R

ENTERPRISE / COMPANY LOGO

:



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : RS SPICY CHIPS



INTRODUCTION

Chips are the most popular variety of snacks and they are consumed round the year by people of all age groups from all income segments. Banana chips have a special category of consumers and they are preferred by many.

Competition is not as fierce as in case of potato chips. There are some national as well as regional established brands for potato chips but they are not in a banana chips as the market is small.

This provides an opportunity to a new entrant as the market is not dominated by some brands and with good quality and competitive pricing, it is possible to capture adequate market share. Manufacturing Process: It is very well established and standardised.

Damaged or ripe bananas are taken out during inspection and only good quality unripe bananas are washed in water. Then they are peeled and trimmed before slicing or cutting them in the required size.

Then they are washed in boiled water and dried. Dried pieces are deep fried and then either salt or spices or both are applied on them. After cooling, they are packed. The process and weight loss in the range of 15% to 20%. Banana chips (sometimes called banana crisps), with origins in Kerala, India and Indonesia are dried, generally crispy slices of bananas (fruits of herbaceous plants of the genus *Musa* of the soft, sweet "dessert banana" variety).

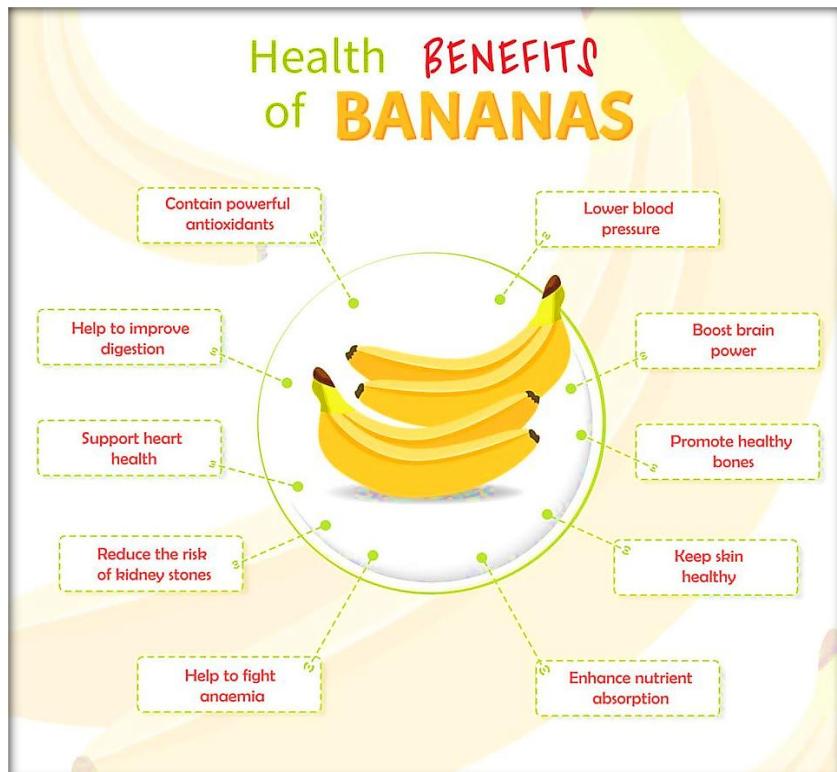
They can be covered with sugar or honey and have a sweet taste, or are more commonly fried in oil and spices and have a salty or spicy taste.

Banana chips are similar to chifle, usually made from firmer, starchier fruit varieties of the genus *Musa* commercially called plantains or "cooking bananas".

BENEFITS OF BANANA CHIPS

Banana chips may be a convenient snack on occasion. Since banana chips are light, easy to pack, and a quick source of calories and simple carbs, they're an excellent option when you're on the go, hiking, or refueling after rigorous exercise.

What's more, because they're dehydrated, they have a much longer shelf life than fresh bananas. You also don't have to worry about bruising or damage, which is advantageous for outdoor trips



Checking of the packaging style, quantity and prices. These details will help us in taking the necessary decisions in establishing our unit. The product we have made is healthier as well as tastier too. Hence the health benefits of our RS SPICY CHIPS includes the following:

- Get instant energy.
- Keeps you regular.
- Reduce blood pressure.
- Reduce the risk of heart disease.
- Scavenge harmful oxygen-free radicals.
- Reduce menstrual cramps.
- Contains anti-oxidants, vitamins and minerals.
- Helps grow strong bones.
- Powers the Brain.
- Helps prevent Ulcers.
- Reduces Depression.
- Contains powerful antioxidants.
- Helps to improve digestion.
- Support heart health.
- Reduce the risk of kidney stones.
- Helps to fight anaemia.
- Keeps skin healthy.
- Enhance nutrient absorption.

FEATURES OF THE PRODUCT CALORIES AND CARBS FOR ENERGY

Banana chips are moderately high in calories. A 1.5-ounce serving has 218 calories, or roughly 10 percent of your daily calorie allowance if you follow a standard 2,000-calorie diet. Most of the calories come from carbohydrates and fat – 25 and 14 grams, respectively. Both of these nutrients serve as concentrated sources of energy. That means banana chips can keep your body fueled up between meals, but it also means that eating large portions of banana chips can trigger weight gain.

A GOOD SOURCE OF MAGNESIUM

Snacking on banana chips means you'll get some nutritional value for your calorie investment. The chips are a good source of some essential vitamins, especially magnesium. Your body needs magnesium for energy production, cell-to-cell communication and DNA synthesis, an important part of cell growth. It also works together with other minerals – like calcium and phosphorus – to make up bone and tooth tissue, which means eating foods high in magnesium may help keep your skeleton strong. A serving of banana chips will net you 32 milligrams of magnesium. That's between 8 and 10 percent of your daily magnesium needs, depending on your sex.

A POTASSIUM POWER HOUSE

Part of the reason bananas have a good health reputation is their potassium content. Banana chips offer some potassium as well, though it might be less than you expect. Each serving supplies 225 milligrams of potassium, or about 5 percent of the potassium you need in a day. This potassium offers some health benefits, including support for your nerves and muscles and blood pressure-lowering properties. But you're better off eating a fresh banana to get your potassium with fewer calories.

The following are also the features of banana chips:

- We are the manufacturer and supplier of **banana chips**.
- Provide production equipment for banana processing, slicing, frying, seasoning and packaging.
- The entire banana chips processing machine uses bananas as raw materials and undergoes processing processes such as
- banana chips cutting machine, frying, and seasoning.
- After being fried and seasoned, the banana chips have a crisp aroma and crisp taste, making them a delicious snack that people of all ages like.
- Raw materials are easy to getting: Green bananas are more suitable for production, and production conditions vary depending on the region.
- No need for complicated procedures: After peeling, washing and cutting → frying → seasoning, it can be packaged for sale.
- It's easy to control and economize manpower by automatic production.
- The finished products have stable quality and meet the requirements of food hygiene regulations from integrated production.

NUTRIENTS IN THIS PRODUCT

Unlike bananas, banana chips are highly processed. They're commonly fried in oil and cooked with ingredients like honey or syrup that contribute significant calories, sugar, and fat.

These are the nutrients present in banana chips:

- **Calories:** 374
- **Protein:** 1.6 grams
- **Carbs:** 42 grams
- **Fiber:** 5.5 grams
- **Sugar:** 25 grams
- **Total fat:** 24 grams
- **Saturated fat:** 21 grams
- **Potassium:** 8% of the Daily Value (DV)
- **Vitamin B6:** 11% of the DV

DEMAND FOR THE PRODUCT

- Banana cultivation in itself is very profitable. You can Earn in Lakhs if you take up [banana cultivation](#). And Banana Chips are a popular Indian Snack and have great export potential also. However, you need to find out what are the established brands and competitors. Check their packaging style, quantity and prices. These details will help you in taking the necessary decisions in establishing your unit.
- Crunchy, salty, and downright delicious, chips are among the most loved of all snack foods.
- While their tastiness is undeniable, many popular chips are highly processed and packed with unhealthy ingredients, including added sugar and artificial coloring.
- Still, there are a number of chip brands that create products made from wholesome ingredients, keeping consumer health in mind.
- The chips on this list are made with nutritious, whole food ingredients and don't contain additives like refined oils, artificial colors, and added sugars.

SCOPE OF THE BANANA CHIPS MARKET REPORT

- Banana Chips market research report is a historical overview and in-depth study on the current and future market of the Banana Chips industry. The report represents a basic overview of the Banana Chips market size, share, and competitor segment with a basic introduction of manufacturers, geographical regions, product types, and applications. This report gives a historical overview of the Banana Chips market trends, growth, revenue, capacity, cost structure, and key driver's analysis.
- This Report covers the manufacturers' data, including: shipment, price, revenue, gross profit, interview record, business distribution etc., these data help the consumer know about the competitors better. This report also covers all the regions and countries of the world, which shows a regional development status, including market size, volume

and value, as well as price data.

- Besides, the report also covers segment data, including: type segment, industry segment, channel segment etc. cover different segment market size, both volume and value.
- Also cover different industries client's information, which is very important for the manufacturers.
- The Banana Chips Market report also consists of development trends, competitive landscape analysis, and key regions development status.
- Banana Chips market report evaluates key segments, prominent players, and demand supply to understand the market landscape. The report provides Banana Chips market sales, revenue, share, regional insights and all the supporting qualitative and quantitative analysis with which refined business strategies are formed. Banana Chips Market report delivers future development strategies, key companies, possibility of competition, major challenges analysis in the industry.

CAPITAL OR INVESTMENT REQUIREMENT

LAND AND BUILDING

We have hired the land and building for rent in which the building is divided into 2 parts for manufacturing the Banana chips, for packing the finished product as well as for the show room of the product.

The rent of the land and building is Rs. 12,000/- per month.

FURNITURE AND MACHINERY

The most important thing in a manufacturing concern is furniture and machinery.



Vessels, stools, tables, stove, chairs, frying pan, frying spoon, tea spoon, slicers, plastic bowl, knife, banana slicing machine, banana slicing machine, frying line, deoiling machine, flavoring line, banana peeling machine, spice milling machine, laboratory equipment, crumb

frying machine, banana washing tank, pouch printing machine, etc.

MACHINES USED FOR BANANA CHIPS MANUFACTURING

Banana is greatly perishable thus if you are planning for a starting this business you can get a semi-automatic banana wafers manufacturing unit which yield around 50 tons of banana wafers for every two working shifts within 300 working days.

The following are the machinery needed for the banana chips-making business.

- Electrically operated Dryer with trolleys
- Automatic Sealing Machine
- DG set
- Slicer made of SS with Attachments
- Electric motors.
- Oil Sieve
- Coal Fired Furnace
- Cutting & peeling Knives
- Weighing Scale
- Aluminum Utensils
- Banana slicing machine
- Frying line
- Deoiling machine
- Flavoring line
- Banana peeling machine
- Spice milling machine
- Laboratory equipment
- Crumb frying machine
- Banana washing tank
- Pouch printing machine

BANANA PEELING MACHINE

A banana peeling machine can save our time by peeling bananas mechanically. The machine can peel bananas of any size and bend perfectly. The peeled banana will keep intact.



BANANA SLICING MACHINE

A banana slicing machine can cut the banana into round or diagonal slices with uniform and adjustable thickness. You can decide the number, diameter and inclination angle of the feed inlet.



BANANA CHIPS FRYING LINE

The dewatered banana slices are fried in the banana chips frying line. Equipped with an automatic oil filtering system to remove the residues in the oil, the oil would not turn dark and the fried chips have bright color and good taste.



CALCULATION OF EXPENSES

CALCULATION OF FIXED ASSETS

PARTICULARS	Rs.
1. Fixed Capital	
a. Land and Building	1,00,000
b. Furnitures	40,000
c. Banana peeling machine	50,000
d. Banana slicing machine	80,000
e. Banana chips frying line	60,000
TOTAL CAPITAL REQUIREMENT	3,30,000

COST OF RAW MATERIALS

DESCRIPTION	RATE
Small accessories	25,000
Designing Materials	70,000
Maintaining cost	30,000
Other supplies	40,000
TOTAL RAW MATERIALS	1,65,000

WORKING CAPITAL

The working capital we spend for manufacturing this product includes

- Rental charges for building
- Wages for labours
- Printing charges
- Labelling charges
- Maintenance charges
- Repairs charges, Transportation charges
- Advertisement charges
- Fuel charges
- Investment spend for machines
- Investment spend for furnitures
- Investment spend for vessels
- Tax charges
- Water chargers
- Warehouse charges
- Electricity charges
- Investment in raw materials, Packing charges

WORKING CAPITAL EXPENSES

PARTICULARS	Rs.
Rental charges for building	15,000
Wages for labours	54,000
Printing charges	15,000
Labelling charges	20,000
Maintenance charges	10,000
Repairs charges	15,000
Advertisement charges	11,000
Fuel charges	20,000
Investment spend for machines	40,000
Investment spend for furnitures	8,000
Investment spend for vessels	2,000
Tax charges	2,000
Water chargers	3,000
Warehouse charges	6,000
Electricity charges	4,000
Investment in raw materials	43,000
Packing charges	13,000

Transportation charges	20,000
Other expenses	14,000
TOTAL WORKING CAPITAL	3,15,000

HUMAN RESOURCE (ANNUAL)

DESCRIPTION	NUMBER OF PERSONS	PAYMENT
Manager	1	65,000
Supervisors	3	25,000
Skilled Workers	20	65,000
Un-Skilled workers	12	35,000
TOTAL	36	1,90,000

SOURCE OF CAPITAL

- Personal investment that is Owner's contribution is Rs.7,00,000/-
- Loan from bank is Rs. 4,00,000/-
- Subsidies from government is Rs.3,50,000/-
- Investment from friends is Rs.2,00,000/-
- Investment from relatives is Rs.2,00,000/-

PERSONAL INVESTMENT

When starting a business, your first investor should be yourself—either with your own cash or with collateral on your assets. This proves to investors and bankers that you have a long-term commitment to your project and that you are ready to take risks.

FRIENDS AND RELATIVES

This is money loaned by a spouse, parents, family or friends. Investors and bankers consider this as "patient capital", which is money that will be repaid later as your business profits increase. When borrowing love money, you should be aware that:

- Family and friends rarely have much capital
- They may want to have equity in your business
- A business relationship with family or friends should never be taken lightly

GOVERNMENT GRANTS AND SUBSIDIES

Government agencies provide financing such as grants and subsidies that may be available to your business.

Generally, you will need to provide:

- A detailed project description
- An explanation of the benefits of your project
- A detailed work plan with full costs
- Details of relevant experience and background on key managers
- Completed application forms when appropriate

Most reviewers will assess your proposal based on the following criteria:

- Significance
- Approach
- Innovation
- Assessment of expertise
- Need for the grant

Some of the problem areas where candidates fail to get grants include:

- The research/work is not relevant
- Ineligible geographic location
- Applicants fail to communicate the relevance of their ideas
- The proposal does not provide a strong rationale
- The research plan is unfocused
- There is an unrealistic amount of work
- Funds are not matched

BANK LOANS

- Bank loans are the most commonly used source of funding for small and medium-sized businesses.
- Consider the fact that all banks offer different advantages, whether it's personalized service or customized repayment.
- It's a good idea to shop around and find the bank that meets your specific needs.
- In general, you should know bankers are looking for companies with a sound track record and that have excellent credit.
- A good idea is not enough; it has to be backed up with a solid business plan. Start-up loans will also typically require a personal guarantee from the entrepreneurs.

DEMAND OF THE PRODUCT

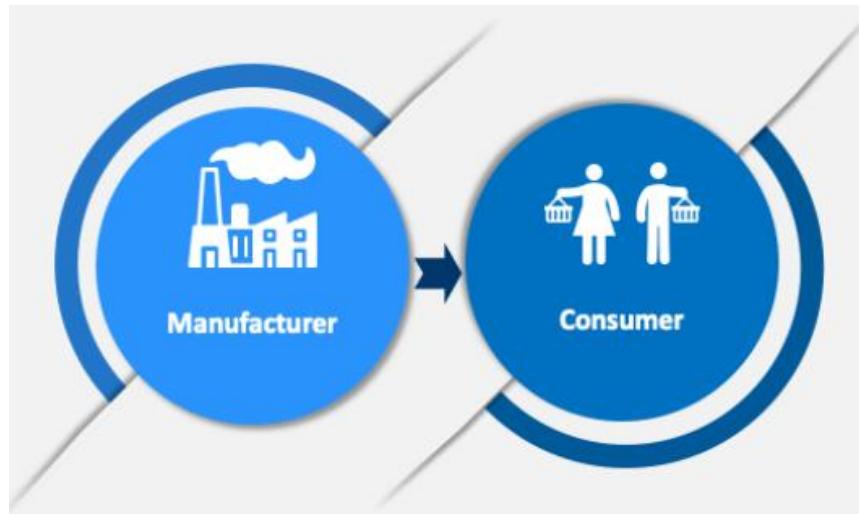
- Everyone likes a good dessert and if you're fan of Indian sweets, you'll be happy to know that your range of options is quite big.
- Some of these treats are more exotic than others, but nonetheless, they all have one thing in common-they taste spectacular!
- If you ask a group of people what their favourite Indian dessert is, chances are most of them will say, spicy chips.
- Obviously, there is a good reason why spicy chips in one of the most popular Indian snacks today.
- Even more, so, it's clear why so many generations are enjoying it for centuries on end.

NATIONAL MARKET

Now, Our market is National Market. As RS Spicy chips is entering the market for the first time our geographical market will be National Market.

After succeeding in National Market we are planned to extend it to International Market.

YOUR TARGET MARKET



We manufacture the products and sell it directly to the Customers through our various show rooms. The target market for RS Spicy Chips reaches across all genders. Women appear to be more likely to crave chips than men. Children are even more inclined to like chips, relating to an increase in calories use associated with growth.

DOMESTIC MARKET

We have analysed the market condition for RS Spicy Chips, there is certain level of competition in Domestic Market. But we think that RS Spicy Chips can compete with them as our brand have many Good Features which stands as a succeeding factor for us in domestic market.

EXPORT MARKET

We also planned to export our branded spicy chips after 2-3 years.

PROJECT START UP REQUIREMENT

For opening the RS flavorful chips our financial requirement is around Rs.18,50,000/- . For starting up of this enterprise we can get loan from bank, can use our personal investment, get credit from friends, relatives and also from the government.

PLACE OF THE PRODUCT AVAILABLE

RS SPICY CHIPS are available at Vadasery near Canara bank in Nagercoil.

AVAILABILITY OF RESOURCES FINANCIAL RESOURCES

The owner of the **RS FLAVOROUS CHIPS** contributes Rs.6,00,000/-The subsidies from the Government is Rs.3,50,000/-

Friends and relatives of the owner gave Rs.4,00,000/- for starting the enterprise. Loan took from the bank for starting the business is Rs.4,00,000/-By investing these money in the business we have started the RS FLAVOROUS CHIPS

RAW MATERIALS

The raw materials needed to start a business is small accessories, vessels, designing materials, maintaining costs, etc. The total cost of the raw material includes Rs.1,65,000.

For making banana chips, we can use different types of machinery. Raw bananas, edible oil and other spices are used as raw materials to make banana chips.

QUANTITY OF PRODUCT MANUFACTURED

We have manufactured the following quantities of RS Spicy Chips:

- 5550 packs in 500 grams
- 1900 packs in 1 kilogram
- 900 packs in 2 kilograms
- 800 packs in 3 kilograms
- 260 packs in 4 kilograms

PRICE OF THE PRODUCT

The price fixed by our enterprise for the RS Spicy Chips is purely based on the quality, flavour, demand of the customer, demand in the market, etc.

PRICE OF PER PACK IN RUPEES

QUANTITY	PRICE OF PER PACK
500 grams	Rs.150
1 kilogram	Rs.280
2 kilograms	Rs.560
3 kilograms	Rs.840
4 kilograms	Rs.1,120

INGREDIENTS USED IN THIS PRODUCT

The things which is used for preparing the chips is given below:

- Green (unripe) plantains (sliced into thin rounds and washed), peeled
- Coconut oil
- Water
- Turmeric powder
- Chilli powder
- Required amount of salt

INGREDIENTS



PROCESS OF MANUFACTURING



- Peeling the banana, this step can be finished by labor or have a banana peeler machine to peel the banana.
- Banana Cutting Machine. Use this machine to cut the banana into round chips.
- Banana Frying Machine. Use a frying machine to fry the banana chips and cook them.
- Banana De-oiling Machine. After frying, there is extra oil on the banana chips, which makes the chips oily, removing extra oil will make banana chips crispy and more delicious.
- Banana Flavoring Machine. Use a flavoring machine to season the banana chips by adding flavorings to the chips.
- Banana Chips Packing Machine. Use a packaging machine to pack banana chips into

plastic bags.

- This packing machine is an automatic one, it can shape up the bags, weight the chips, fill the chips into bags, and seal the bags.

PRODUCTION PROCESS



PROFIT PER ANNUM

PACK OF QUANTITY	PRICE (IN RUPEES)	NUMBER OF PACKS SOLD	ANNUAL PROFIT
500 grams	150	5500	8,25,000
1 kilogram	280	1800	5,04,000
2 kilograms	560	850	4,76,000
3 kilograms	840	650	5,46,000
4 kilograms	1,120	200	2,24,000
TOTAL SALES PROFIT			25,75,000

PROJECTED COST, REVENUE AND NET PROFIT

PARTICULARS	Rs.
(a) Expenses incurred:	
Capital expenses	3,30,000
Working Capital	3,15,000
Raw materials	1,65,000
Human Resource	1,90,000
(a) TOTAL EXPENSES	10,00,000
(b) TOTAL SALES VALUE	25,75,000
(c) NET PROFIT(b-a)	15,75,000

CONCLUSION

We use only natural flavours, meaning tastes coming only from extracts and natural molecules - just like in nature. We use natural organic rice bran oil, an increasingly popular vegetable oil which proposes many health benefits including lower cholesterol, boost the immune system, help prevent cancer and help in weight loss.

No Preservatives Added. Our banana chips don't need synthetic substances like preservatives to stay fresh and delicious. Not only are our chips great as a healthy, power-packed, guilt-free on-the-go snack, they can be incorporated into your favourite healthful meal - just be creative! Everything tastes better with a crunch! The banana chips are available in different tastes and flavours. The list includes salty, sour, light salted, etc. Additionally, the demand is increasing day by day.

IDEA 049

ENTREPRENEURSHIP IDEA OF USHA. S

USHA. S

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: US ENTERPRISES

NAME OF THE ENTREPRENEUR

: USHA. S

ENTERPRISE / COMPANY LOGO

:



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : CATCHY BREAD

FEATURES OF THE PRODUCT

Fresh bread usually presents an appealing brownish and crunchy crust, a pleasant toasty aroma, fine slicing characteristics, a soft and elastic crumb texture, and a moist mouth feel.



BENEFITS OF THE PRODUCT

BREAD CONTAINS FIBER

Different bread products contain varying amounts of fiber, but you can generally find at least 1 gram per serving. And this is an essential nutrient to eat every day. Many know fiber for keeping your digestive system moving, but it does more than that. When you eat fiber, it can help you.

Bread will most often contain insoluble fiber, which comes from sources like whole wheat flour. Our bodies can't break down and absorb this type of fiber, so it goes through us relatively intact, helping to sweep through the digestive system. You might also find bread with ingredients that include soluble fiber, like oats or barley. Soluble fiber dissolves into a gel in water and can help lower blood sugar and cholesterol levels.

- **FEEL FULLER:** When your body works to break down food containing fiber, you feel fuller longer. That could help you avoid overeating in one sitting or eating too much throughout the day. Some types of fiber that have this effect can even help you lose weight.
- **MANAGE BLOOD SUGAR:** Foods high in fiber often have a lower glycemic index (GI), a ranking that reflects how foods affect blood sugar. With a lower GI, certain foods that are high in fiber, like some bread products, can help reduce blood sugar spikes after a meal that's high in carbs.

BREAD HAS A PREBIOTIC EFFECT

This bread health benefit comes courtesy of fiber, which acts as a prebiotic. Our bodies contain beneficial bacteria known as probiotics. These are sometimes called good gut bacteria, and they protect our digestive systems and bodies from things like harmful bacteria and fungi. Probiotics consume prebiotics, which often come from carbs and fiber that we can get by eating bread and bread products.

When you eat bread products with fiber and carbs, the probiotics consume those nutrients and continue maintaining your body's healthy balance. And it's important to keep that good bacteria fed.

A study concerning gut bacteria's role in our health found that probiotics help our immune systems function, address obesity and improve depression symptoms, among other benefits. It's essential, then, to introduce beneficial bacteria to your system and to feed that bacteria prebiotics, as well.

When probiotics consume fiber from the food you eat, they turn that into different things, including butyric acid. This short-chain fatty acid is responsible for giving colon cells the energy they need to function.

BREAD CONTAINS PROTEIN

According to the Recommended Dietary Allowance (RDA) for protein, you should try to consume 0.36 times your body weight in pounds of protein a day in grams. For instance, that means that someone who weighs 150 pounds should try to consume 54 grams of protein a day. While bread doesn't contain as much protein as other foods, it is a low- to no-fat way of meeting your daily protein goals. Getting enough protein in your diet can help:

- **REDUCE YOUR APPETITE:** Protein reduces levels of ghrelin, the hunger hormone. That can help you feel fuller while eating less food, and you could avoid overeating.
- **INCREASE MUSCLE MASS:** Protein is essential for building and maintaining muscle mass and strength. If you're trying to lose weight without losing muscle, ensure you consume enough protein.
- **MAINTAIN BONE HEALTH:** Eating protein can help maintain bone mass as you age. That prevents fractures and other issues.

Bread, in addition to other protein-rich foods, can get you those and other benefits of protein. Bread as a protein source is often vegan- and vegetarian-friendly, as well. If you don't eat meat, you may have trouble getting protein in your diet. Eating bread and other protein alternatives can help you reach your daily protein goal.

BREAD CAN BE ENRICHED WITH MICRONUTRIENTS

The nutritional value of bread on its own already includes some essential nutrients. But bakeries can enrich their products with additional micronutrients, creating more bread health benefits.

When making certain products, manufacturers process and refine grains. That process often removes the outer layer of the grain, which is generally the most nutritious part. To make up for that nutrient loss, manufacturers add micronutrients into their bread products, like:

- **IRON:** This trace mineral helps create certain hormones and brings oxygen to our muscles.
- **THIAMINE:** Also known as vitamin B1, thiamine helps our bodies convert nutrients into energy.
- **RIBOFLAVIN:** Also known as vitamin B2, riboflavin helps with cell function, fat metabolism and energy production.
- **NIACIN:** Also known as vitamin B3, niacin helps our bodies derive energy from food.
- **CALCIUM:** This micromineral supports our bones and teeth. It also helps blood vessels contract and muscles function.

Those added micronutrients help boost the health benefits of bread, especially for certain bread products and types.

BREAD FUELS YOUR BODY

Low-carb and no-carb diet trends leave many people thinking all carbs are bad. But certain carbohydrates are necessary to fuel your body for the day ahead. Carbohydrates are known as a macronutrient, and they're responsible for giving our bodies energy. Carbs include three things starch, fiber and sugar which you can then split into complex and simple carbs. Fiber and starch are complex, while sugar is simple, and bread contains all of those carbohydrate types. Complex carbs are better for you because they provide your body with more nutrients. These carbohydrates give you energy that lasts longer as your body works harder to digest them. Simple carbs will give your body energy, as well, but that fuel burns more quickly than starch and fiber. That makes bread products beneficial meals for starting your day you may find you have the energy to make it through the usual mid-morning slump onto lunch.

BREAD IS LOW IN FAT

Many bread products have 0 grams of trans and saturated fats per serving. Those are considered the unhealthy fats that you'll find in butter or margarine. Use those spreads sparingly on your bread, and you'll have a low- to no-fat meal to enjoy. In general, you should try to avoid transfat completely and cut down on your saturated fats. Eating foods with high levels of those fats can contribute to these negative health impacts:

- Increased blood cholesterol
- Increased LDL, or bad, cholesterol
- Increased heart disease risk
- Higher risk of inflammation

Luckily, you won't often find saturated and trans fats in most bread products. As long as you avoid pairing your bread with spreads or fillings that are high in those fats, you can have a low-fat meal.

BREAD CAN DECREASE THE RISK OF CANCER

According to the American Institute for Cancer Research (AICR), there is probably evidence that whole grains and foods with dietary fiber can decrease the risk of colorectal cancer. The AICR explains this discovery as strong research showing a relationship between certain nutrients and their potential to decrease cancer risk.

With fiber and whole grains involved in the emerging research, some say certain bread products can help fight cancer. It's important to note that this research applies to whole grains, not just whole wheat. While whole wheat and grain maintain the three components of a kernel — the bran, the germ and the endosperm — that provide nutrients, whole grains include products in addition to wheat. You can find whole wheat bread products that also include ingredients that fall under the whole grain category, though, like barley and rye. Those can potentially provide this significant health benefit.

CAPITAL OR INVESTMENT REQUIREMENT

LAND AND BUILDING

We have to hire land and building for rent which can be decided into two parts.

- For manufacturing.
- For Show Room for breads. It may cost around Rs.20000 per month.

FURNITURE AND MACHINERY

Furniture and machinery the main items of equipment and machinery required of

- Auto flour sifters
- Dough kneaders,
- capacity.
- Hand dividers.
- Moulding machine.



- Electric ovens.
- Bread slicing cum selling machines.
- Plat form type weighting scale.
- Counter scales.
- Other miscellaneous equipment.
- Vessels
- Trays
- Pans
- Work tables,
- Cooling racks

RAW MATERIAL (ANNUAL)

DESCRIPTION	RATE
Small Accessories	40000
Heavy Tools	130000
Designing Materials	120000
Maintaining Cost	80000
Other Supplies	50000
TOTAL RAW MATERIALS	420000

WORKING CAPITAL

Working capital is required to meet out day expenses, so it is unavailable thing in business.

FIXED ASSETS AND WORKING CAPITAL ESTIMATION

PARTICULARS	Rs.
1) Fixed capital a) Land and building b) Equipment	200000
Bread making machine nine machines (Rs33000 each) vessels and steam boiler (nine).	297000
c) Furniture stools, mechanised chairs.	100000
2) Working capital	50000
TOTAL CAPITAL REQUIREMENT	647000

OTHER COSTS (ANNUAL)

PARTICULARS	AMOUNT
Depreciation on machinery	50000
Interest on capital	90000
Marketing cost	40000
Trading cost	20000
TOTAL	200000

HUMAN RESOURCE (ANNUAL)

DESCRIPTION	NUMBER OF PERSONS	PAYMENT
Manager	1	100000
Supervisor	2	50000
Skilled Workers	20	80000
Semi-skilled Workers	30	40000
Other	10	30000
TOTAL	63	300000

SOURCE OF CAPITAL

Owner's contribution : 7,00,000
Subsidiaries from state / central : 20,00,000
Finance from Relatives/friends : 3,00,000

PROJECT START UP REQUIREMENT

In order to start catchy breads our financial requirement is around 25 lakhs this is a small business we can avail loans from Banks.

DETAIL (PLACE)

Catchy bread are available all over in city of Nagercoil.

AVAILABILITY OF RESOURCES FOR STARTUP/ENTERPRISE:

FINANCIAL RESOURCES

- Owner of US Enterprises contributes the capital RS.700000
- And then the subsidies given by the state/central government is Rs.2000000
- The friends and relatives of the owner are helped to start the enterprise of Rs.300000.
- They are helped to start up the enterprises effectively.
- These financial resources are helpful for us to start our business.

RAW MATERIALS

- Some kinds of raw materials are available for startup and maintaining.
- The enterprise that kinds of raw materials small Accessories.
- Heavy tools, Designing materials, Maintaining cost and other supplies.
- The total cost of raw material is RS.420000.

INGREDIENTS OF PRODUCT

In our product the following ingredients are used. They are:

- Maida flour
- Sugar
- Yeast

- Oil
- Water
- Salt
- Milk
- Butter
- Food Colour



PROCESS OF MANUFACTURING A PRODUCT

The bread making process is broadly divided into 6 steps,

- The first step is to mix the various ingredients of maida, sugar, milk, water, yeast, salt, butter, oil, food colour. The second step is rising or fermenting.
- The fermentation step to be set in a position is the the step.
- Once the mixture is fermented properly, you need to knead.This is done to correct if there are gas holps created while rising again.
- The next step is the critical baking process.
- The baking process will actually convert the unpalatable mass into a digestible and eatable bread.
- The final step is cooling the baked.The baked bread is normally allowed to cool to 35-degree centigrade temperature.



MARKET OPPORTUNITY

Catchy bread is the most favourite food items in making US Enterprises has a great market potentiality as it a daily consumable items which has a great demand in the market.

MARKETING

Marketing of the catchy bread is also easy. Trade the catchy bread made by the various hotels, restaurants, grocery stores, medical shop and more.

MY TARGET MARKET

- We manufacture the products and sell it directly to the Customers through our various show rooms. We also sell our products directly in wholesale and retail basis.
- Identifying the target market is an essential part of a product development plan, along with manufacturing, distribution, price, and promotion planning.
- Our target is to sell our product throughout the world.
- Since it is a healthy product so all age groups like it. Our target market is to sell the product that we have manufactured to the consumers with their complete satisfaction.

NATIONAL MARKET

- As a company's product sales grow, it may expand its target market internationally.
- As RV Sweet Rice Flakes is entering the market for the first time our geographical market will be National Market.
- The international expansion allows a company to reach a broader subset of its target market in other regions of the world.
- After succeeding in National Market we have planned to extend it to the International Market.

DOMESTIC MARKET

- We have analysed the market condition for Catchy bread, there is certain level of competition in the Domestic Market.
- This helps us stand as a succeeding factor for us in domestic market.



- In domestic trading, a firm faces only one set of competitive, economic, and market issues and essentially must deal with only one set of customers, although the company may have several segments in a market.

EXPORT MARKET

- We also planned to export our branded SM Cookie Max after 2-3 years to other countries for expanding our market.
- Our motive is to expand our market and succeed with the competitors in the world.

PROJECTED COST, REVENUE AND NET PROFIT

PARTICULARS	RS.
a) Actual costs	
Capital expenses	647000
Raw material	420000
Human resources	300000
Other cost	200000
Total	1567000
b) Sales Revenue	3000000
c) Net Profit(b-a)	1433000

CONCLUSION

Bread is a much loved staple food with a vast variety of flavors, ingredients and nutrients. In a balanced diet, carbohydrates should be around 50%. As long as carbohydrates do not come only from the consumption of bread, 2 slices of granary bread every day can easily be included in our daily diet. People that consume a large amount of calories, like athletes and children, can consume even more bread. Bread still remains the basis of our daily diet. Bread, when consumed in proper quantities, can also give our body plenty of nutritional values necessary for its good functioning.

IDEA 050

ENTREPRENEURSHIP IDEA OF VAISHNAVI. I

VAISHNAVI. I

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: KK CANDY WORLD

NAME OF THE ENTREPRENEUR

: VAISHNAVI. I

ENTERPRISE / COMPANY LOGO

:



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : KK CANDY SWEETS

TYPES OF ENTERPRISE:

- Bulk lollipops
- Charms pops
- Chupa chips
- Dum Dum lollipops
- Jelly belly lollibeans
- Novelty lollipops etc..

FEATURES OF THE PRODUCT

- Physically, candy is characterized by the use of a significant amount of sugar. Unlike a cake or loaf of bread that would be shared among many people, candies are usually made in smaller pieces.
- However, the definition of candy also depends. Unlike sweet pastries served for a course at the end of a meal, candies are normally eaten casually, often with the fingers, as a snack between meals.
- Each culture has its own ideas of what constitutes candy rather than dessert. The same food may be a candy in one culture and a dessert in another.
- There are hundreds of types of candy that compete for the attention of people who love these tasty treats. For one thing, most lollipops last much longer than your average piece of candy.
- Depending on the size, you could be sucking on a lollipop for half an hour before it's gone, if not longer. Also, lollipops are available in just about any shape, color, and flavor. This is especially true when it comes to our lollipops.
- We have 20 different flavors to choose from, and we offer a wide range of variations. They also make great party favors and gifts.
- A little bit of sugar can help restore willpower for big tasks like yard work or homework.



- A lollipop can help keep you focused longer. Some people say lollipops can work as an appetite suppressant and can help people lose weight while keeping energy levels up.
- Eating a lollipop before meals may help you get to your goal weight. Lollipops that are filled with chewing gum may help improve your mood, reduce stress, increase your focus, and work as a pain blocker.
- While both adults and children have roughly the same number of taste buds, children have smaller tongues, meaning that their taste buds are more concentrated, and thus they're able to experience more intense flavor in sugary, fruity flavors.
- Younger children are also more likely to go for the sweeter, sugary taste of lollipops, Skittles, and other gummy candies than they are a rich chocolate treat.

INVESTMENT PROJECT START UP REQUIREMENTS

- Candy stores are a haven for anyone with a sweet tooth.
- Packed with all sorts of sweets, these stores are the perfect place for stocking up on snacks, buying gifts, and just enjoying some time out with the family.
- If you love candy or have a talent for candy making, then a candy store might sound like an ideal business venture.
- Opening a store of your own can be rewarding, but it's also challenging since there's plenty of competition in the industry.
- If you have an idea for a store that's unique and that fills an unmet need in your area, then this business venture could be a success.

TARGET MARKET

Candy stores market to a wide variety of consumers. Some stores develop a family-friendly brand that appeals to both kids and adults. Other stores may specialize in gourmet candies and market primarily to an adult audience.

KNOWLEDGE OF CANDY TRENDS:

A store owner will need a knowledge of the types of candies that are most popular and that sell best. The foresight to predict upcoming trends, especially when it comes to holidays, can also ensure that a store is stocked with the candies that consumers will be looking for.

DESIGN SKILLS:

An eye for aesthetics and design will help a store owner create attractive and eye-catching displays.

CUSTOMER SERVICE SKILLS:

Great customer service skills and a strong rapport with both kids and adults can help a store owner create positive customer experiences that encourage customers to return.

CANDY MAKING TALENTS:

Some stores make the candy that they sell. If a store owner adopts this model, then previous candy making experience is a must.

CREATIVITY:

From making new and exciting candies to coming up with the perfect arrangements, creativity is helpful in this industry.

It's possible to start a small candy store and then gradually expand that store as it's profitable. Small stores cost \$20,000 to \$50,000, while a larger store can cost as much as \$75,000 to start up.

COMMON STARTUP COSTS FOR A CANDY STORE INCLUDE:

- Candy making equipment
- Inventory
- Supplies, like shopping bags,
- candy scoops, and
- ingredients
- Shelving and displays
- Signage

WORKING CAPITAL

Working capital to fund the first three to six months of utilities, payroll, rent, etc.

NUMBER OF EMPLOYEES

- Minimum 30
- Maximum 70.

SKILLED & UNSKILLED

Most unskilled workers in the candy-making industry operate the machines used in the manufacturing and packaging processes.

Skilled jobs, such as candy decorating or machine repairing, require workers who have experience and, in some cases, a technical school degree.

FIXED ASSETS & WORKING CAPITAL ESTIMATION

PARTICULARS	Rs
1.Fixed Capital	
a. Land &Building	1,60,000
b. Cookies Making Machines:	
• Four Machines (Rs.30,000 each)	1,40,000
• Vessels & Steam Boiler (Three)	
c. Furniture	
Tables, Stools & Chairs	40,000
2. Working Capital	90,000
TOTAL CAPITAL REQUIREMENT	4,30,000

RAW MATERIALS

- The ingredients used in the production of lollipops varies by manufacturer.
- The paper sticks are generally constructed using tightly-wrapped bright white paper that has been bleached and coated with a fine layer of wax.
- Wrappers vary in style. Some are clear cellophane, while others are made of printed and waxed paper.
- The ingredients in a plain, hard-candy lollipop with no special center include:
 - Water
 - Sugar
 - Corn Syrup
 - Flavouring (both natural and artificial)
 - Malic or Citric Acid.
- The raw materials needed to start a business is small accessories, vessels, designing materials, maintaining costs, etc.

RAW MATERIALS (ANNUAL)

DESCRIPTION	RATE
Small accessories	40,000
Designing Materials	25,000
Maintaining cost	35,000
Other supplies	25,000
TOTAL RAW MATERIALS	1,25,000

DETAILS

Details are given by the product will be in pack back side of the product.

ORDERS

- Orders by online
- Using websites
- The order will be come through door delivery.

AVAILABILITY OF RESOURCES FOR YOURS START UP

The most effective candy store startup business plans focus on localized manufacturing and retail operations, with the possibility of expanding their reach. Although the smell of your confections will invite foot traffic to your candy shop, an exceptional business website has the potential to drive sales. Mouth-watering images of chocolates, truffles, hard candy, fudge and other products are hard to resist -- and if your website incorporates a reliable e-commerce platform, the right photos can translate into a steady stream of orders from customers located throughout the nation.

CREATE EFFECTIVE CANDY STORE

A great business plan will lay a strong foundation for growth in your startup candy store. The most effective candy store business plans include a comprehensive chapter on finances. Not surprisingly, lenders immediately turn to the financial section and use the accuracy of your forecasts to gauge the value of other parts of the plan.

LOCATION SELECTION

Your business will have a strong local presence. Your startup plan should start with gathering intelligence about the local community. How will potential changes impact your new candy store? Is the community ethnically diverse? Visit the library when you get a chance. Local reference librarians have computer databases that can give you access to the demographic information you need.

EVALUATE COMPETITORS

Long before you open a candy store in your town, it's essential to see how strong the competition is. Try our link below to get a list of local competitors nearby. Simply enter your city, state and zip code to get a list of candy stores in your town.

FINANCIAL BENEFITS OF BUYING A CANDY STORE

Startup candy stores carry a host of financial risks and concerns. Without an operational history, it's hard to predict how your startup will actually perform in the marketplace.

Although there are many benefits to buying an existing candy store, the financial advantages rank near the top of the list.

Many entrepreneurs buy an existing business for the sole purpose of tapping into the financial benefits

PROCESS OF MANUFACTURING PRODUCT



The candy market is projected to register a CAGR of 3.99% during the forecast period, 2021-2026. ... The growing availability of different varieties of candies, both chocolate and non-chocolate candies, has led to the high demand for candies, fueled by the impulsive purchase.

INGREDIENTS OF PRODUCT

- Lollipops are made primarily from sugar and corn syrup. Most manufacturers produce lollipops in enormous quantities and the raw materials are brought into the factory in bulk. First, dry sugar is brought into the plant in huge rail cars called gondola cars. These cars are attached to a liquidizer. The sugar drops down into 180°F (82°C) water and is dissolved. This is a lengthy process—it may take about nine hours to melt 180,000 lb (81,650 kg) of sugar (a typical amount brought in on the rail car). Once the sugar is dissolved into the hot water, the sugary water is pumped into the pre-cooker.
- Corn syrup, a key ingredient in the manufacture of lollipops, is also delivered by huge trucks and pumped, in liquid form, into the pre-cooker. Eventually, there is 55% liquid sugar and 45% corn syrup in the pre-cooker waiting to be heated. Once the corn syrup-liquid sugar mixture is in the pre-cooker, the solution is heated to around 228°F (109°C). The pre-cooker is essentially a set of coils through which the sweet slurry is sent. The coils are heated by steam. This heated syrup is then pumped from the pre-cooker and sent to the final cooker where it is cooked under a vacuum for about four minutes to a temperature of about 290°F (143°F).
- The vacuum is essential to this phase as it removes the moisture and heat from the candy. Large final cookers can cook up to 150 lb (68 kg) of candy in a batch. The candy is cooked and just before it is mixed, color, flavor, and citric acid or malic acid are added. (One flavor of lollipop is made at a time.) These flavors and colors are in

liquid form and have been carefully pre-measured in a vial before being added, by hand, to the candy batch. Citrus acid and malic acid are extremely important to the flavor of these pops.

- Citrus acid promotes the flavor of the citrus-based flavored lollipops and cuts the excessive sweetness as well. Malic acid is used to enhance the flavor of non-citrus flavors. The candy batch, now with flavor and color added, is thoroughly mixed using two huge arms that push the candy around and lift it up, mimicking human kneading. Mixing not only thoroughly distributes flavor and color product only after receiving a confirmed customer order. Now the candy is made ready to be formed into a lollipop.
- The cooling candy is sent to the batch roller, which extrudes the candy through cones and rolls it into a fat rope. Then, the batch is sent to the sizing wheels, which reduces the rope to a smaller size. The candy rope is then sent to the forming machine, which presses the heads into a spherical shape and inserts a paper stick at the same time.
- The machine is capable of forming 1,000 pops per minute. The lollipops are then cooled in a cooling drum that rotates slowly while the pops are exposed to cool air. After four minutes, they are at room temperature and come out one end of the cooling drum.
- After the lollipops cool, they are moved by conveyor belts and dropped into the wrapping machine. The pops are automatically wrapped and sent to either a boxing operation or a bagging operation, depending on how they are to be retailed. Some companies purchase their sticks for the pops. Others manufacture their own. Manufacturing of the tightly wrapped sticks often occurs at the same plant as the candy manufacture.
- First, a roll of paper goes into a cutting machine that cuts 2.5-in (6.4-cm) strips that are 15 in (38 cm) long. Then, the strips move into a large drum in which water is applied. The paper is then rolled like a pencil, and the roll becomes tighter and tighter. It is finally cut, dried, and waxed with a fine coat so that it will not dissolve when exposed to human saliva.

PRICE OF PRODUCTS

TYPE	MINIMUM PRICE	MAXIMUM PRICE
Hard candy	Rs. 20	Rs. 50
Lollipop	Rs. 55	Rs. 250
Lollipops	Rs. 55	Rs. 250

NUMBER OF PRODUCT MANUFACTURED PER MONTH

The average dollar sales of chocolate bars/packs in convenience stores across the United States amounted to about three thousand U.S. dollars per month, making it the country's highest-selling type of candy. We have manufactured lakhs of lollipops per month. Every people is loving the lollipops so we are manufacturing many quantity of lollipops to sell it in the market.

DEMAND OF THE PRODUCT

The candy market is projected to register a CAGR of 3.99% during the forecast period, 2021-2026. The growing availability of different varieties of candies, both chocolate and non-chocolate candies, has led to the high demand for candies, fueled by the impulsive purchase behavior of consumers.

Lollipop is consumed by all sections of the society irrespective of their ages. Our KK CANDY WORLD has great demand and opportunities in the market. Hence KK candy sweets has more demand in the market.

HUMAN RESOURCE (ANNUAL)

Description	Number of Persons	Payment
Manager	1	60,000
Supervisors	2	90,000
Skilled Workers	14	80,000
Un-Skilled workers	6	1,00,000
TOTAL	23	3,30,000

MY TARGET MARKET

- We manufacture the products and sell it directly to the Customers through our various show rooms. We also sell our products directly in wholesale and retail basis.
- Identifying the target market is an essential part of a product development plan, along with manufacturing, distribution, price, and promotion planning.

NATIONAL MARKET

- As a company's product sales grow, it may expand its target market internationally.
- The international expansion allows a company to reach a broader subset of its target market in other regions of the world.
- After succeeding in National Market we have planned to extend it to the International Market.

DOMESTIC MARKET

- We have analysed the market condition for KK candy sweet, there is certain level of competition in the Domestic Market.
- In domestic trading, a firm faces only one set of competitive, economic, and market issues and essentially must deal with only one set of customers, although the company may have several segments in a market.
- This helps us stand as a succeeding factor for us in domestic market.

EXPORT MARKET

- We also planned to export our branded KK candy sweets after 2-3 years to other countries for expanding our market.
- Our motive is to expand our market and succeed with the competitors in the world.

DIFFERENT FLAVOURS OF LOLLIPOPS

- Our lollipops provide a quality, fun and classic treat for kids of all ages.
- Our lollipops have been trusted for decades by businesses as the classic candy to say thank you to customers.
- All flavors are enjoyed by kids of all ages.
- We have these current flavours like Blue Raspberry, Bubble Gum, Butterscotch, Cherry, Cotton Candy, Cream Soda, Fruit Punch, Grape, Lemon Lime, Orange, Peach-Mango, Pineapple, Sour Apple, Strawberry, Watermelon and Caramel.

PROJECTED COST, REVENUE AND NET PROFIT

PARTICULARS	Rs.
a) Actual costs	
• Capital expenses	4,30,000
• Raw material	1,25,000
• Human Resources	3,30,000
• Other cost	1,15,000
Total	10,00,000
b) Sales revenue	24,00,000
c) NET PROFIT(b-a)	14,00,000

CONCLUSION

Gluten free baking powder is available if one is gluten sensitive. According to a study by Saeed A. Hayek and Salam A. Ibrahim, applesauce can be substituted as a butter substitute. This will reduce the amount of fat intake, as well as, encourage kids to eat healthy alternatives while still in a delectable chocolate chip cookie.

I encourage you to take this recipe, build upon it, modify it, and share it. Make it your own and create your cookie. I encourage you to use baking as a fun activity to do with kids or with family because that is how I fell in love with it. Baking is my passion and I hope that through this page I sparked something within you as well.

IDEA 051

ENTREPRENEURSHIP IDEA OF VALLIAMMAL. M

VALLIAMMAL. M

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: SM COOKIE WORLD

NAME OF THE ENTREPRENEUR

: VALLIAMMAL. M

ENTERPRISE / COMPANY LOGO

:



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : SM COOKIES MAX

TYPES OF ENTERPRISE

- Rolled Biscuits
- Scones
- Shortcakes

PRODUCT DESCRIPTION

NAME OF THE PRODUCT: SM COOKIES MAX

FEATURES OF THE PRODUCTS

- **CRISP:** A crisp cookie is generally produced from a dough with little moisture or liquid in it. It also contains a large amount of granulated sugar and fat.
- **SOFT:** Cookies and cakes have a similar texture. Using hygroscopic sugars such as brown sugar, molasses, corn syrup, and honey that easily absorb moisture from the air, produces a softer cookie. Softer cookies are created when a low-protein flour is used because low-protein flours do not bind with or absorb as much water as a high-protein flour.
- **CHEWY:** Cookies made with high-protein flour are chewy because of the gluten development.
- **BROWN:** The easiest way to increase the browning of a cookie is to increase the oven temperature or the baking time. Browning occurs when a higher proportion of baking soda is used. Flours that are high in protein also produce cookies that brown better than flours lower in protein.
- **PALE:** Undertaking is one way to prevent a cookie from browning. The lower the protein content of a flour used in a cookie dough, the less browning occurs. Flours that are bleached and acidic, such as cake flour, also produce paler cookies.
- **SPREAD:** Varying ingredients of a cookie dough can also affect how much the dough will spread in the oven
- **INCREASED SPREAD:** A thinner cookie dough with a great deal of liquid in it produces a cookie with more spread. A high amount of granulated sugar also increases spread. Flours with low-protein
- **PRODUCE MORE SPREAD:** Placing the dough on a greased cookie sheet also increases spread.
- **DECREASED SPREAD:** Using flours with high-protein contents decreases spread by binding with more liquid within the dough, creating more structure. Baking at higher temperature reduces spread because the cookie dough sets faster. Placing the cookie dough on a degreased sheet pan reduces spread.

HEALTH BENEFITS OF COOKIES

Cookies the ever-tasty and lip-smacking food item ruling the world without a stop. Most of us eat cookies for taste and they never fail to satisfy our sweet hunger pangs. From breakfast to evening tea time, cookies easily find a way into our meals. But how many of you know the health benefits of cookies.

WEIGHT LOSS

Well, it may sound weird but cookies do help in losing weight! Actually, cookies provide calories to our body and when our body gets the calories it needs for the metabolism activities, and it will also make sure that you don't eat too much throughout the day.

HIGH NUTRITION

If you choose your cookies wisely by reading all the ingredients and nutrition facts, You can really boost your health along with taste and deliciousness. One of the health benefits of cookies is that they provide high nutritive value to our body. Digestive cookies are the best snacks for people having diabetes and obesity.

HEALTHY OILS

Extracting benefits from the cookies depends on your choice. Healthy benefits contain more healthy baking oils such as olive oil or grapeseed oil and less butter. These oils help you cut your intake of saturated fats without diminishing the flavours and taste.

GIVES A SENSE OF SATISFACTION

When you eat some cake, cookies or any other treat, you will feel full. This is because there are carbohydrates in the cookie dough that causes satiety in the stomach. It's almost like when you eat rice or pasta and feel full almost instantly.

ADDS ENERGY

Cookies are the perfect snack if you have a lot of activity in the morning. So, bake that Cookie Dough and feel refreshed, ready to take on the day!

METABOLISM AND BODY CELLS

To produce a stable metabolism, you need protein. A good metabolism means that the process of digesting food is optimal and you will get your body healthier. Protein becomes a good intake to produce and replace damaged cells in the body so don't worry about the flour, it's doing some good!

NATURAL & HEALTHY SWEETENERS

Sweeteners play a very important role in most of the market food items. And many studies have shown that sweeteners used in packed foods are unhealthy. Healthy cookies are made using natural sweeteners such as raw honey, agave syrup, and fruit purees.

IMPROVING BONE HEALTH

To nourish your bones, calcium and potassium need to be taken in. Cookie dough has moderate levels of potassium so bake that dough and dip it in some milk. That's right, the delicious treat can prevent osteoporosis. Certainly a win-win situation.

MAINTAINING BRAIN HEALTH

Potassium in cookie dough also maintains the health of the brain. It is crucial because it helps carry oxygen to the brain and works so the nerves are working effectively.

NUTRITIVE VALUE

Cookies are delicious and nutritious source of protein refreshment. It doesn't contain any artificial preservatives, sweeteners, and colors. Therefore it is safe even you're children can take. They are nutritious meals for people who are diagnosed with lifestyle diseases like obesity and diabetes.

GLUTEN FREE FOOD

Cookies are gluten free foods which is another important nutritional value. Gluten is a substance which is most common in oats and wheat. Some people are not able to consume food that contains gluten because they are allergic to it. So it is safe to eat cookies as they are gluten free.

PROTEIN RICH

Cookies are snacks that are rich in proteins which have health benefits. These materials are converted into powder by metabolism works. A cookie will make up for if you feel you lack protein type of food in your body. Protein does an excellent job in creating new tissues and muscles.

INVESTMENT PROJECT START UP REQUIREMENTS

- That's right, it is a biscuit or a cookie to munch while enjoying a cup of tea. In India, many people have the habit of munching something complementary.
- Along with tea, to make the session crispier. That habit alone explains to us the demand Cookies and biscuits have in the market.
- The potential of the Cookies Making Business is wide, even on a global scale. According to a global report made by Mintel International, the Cookies market is valued at around 5.2 Billion Dollars.
- That is a huge enough number which clearly shows the scope and the growth of Cookies Making business, the Indian market for Cookies also has a higher value.
- If we consider talking about the age group and the various choices that each age group has when it comes to Cookies, then that again has some really fancy outcomes for the businesses.
- From the same report mentioned above, it is said that the age group of 18-44 are the major consumers of Cookies and that's where most of the demand With so many types of Cookies that are available in the market, Businesses have a good number of choices and decisions.
- Would it be for the age group of 7-14 or the age group of 18-44, and so on. Remember, varieties would always make space for opportunities.

WORKING CAPITAL:

Working capital is the excess of current assets over current liabilities. Its requirement can easily be forecasted by making the estimate of the amount of each component of current assets and current liabilities.

NUMBER OF EMPLOYEES

- Minimum 7
- Maximum 15

SKILLED & UNSKILLED

- An unskilled employee is one who does operations that involve the performance of simple duties.
- It requires the experience of little or no independent judgment or previous experience although familiarity with the occupational environment is necessary.
- A skilled employee is one who is capable of working efficiently of exercising considerable independent judgement and of discharging his duties with responsibility.

FIXED ASSETS & WORKING CAPITAL ESTIMATION

PARTICULARS	Rs
1.Fixed Capital	
a. Land & Building	1,50,000
b. Cookies Making Machines: Four Machines (Rs.30,000 each) Vessels & Steam Boiler (Three)	1,20,000
c. Furniture Tables, Stools & Chairs	50,000
2. Working Capital	40,000
TOTAL CAPITAL REQUIREMENT	3,60,000

RAW MATERIALS

Raw Materials that are required for the Cookies Making business

- Baking
- Salt
- Sugar
- All-Purpose
- Butter
- Milk
- Vanilla
- Choco
- Coconut Powder

DETAILS

Details are given by the product will be in pack back side.

- A biscuit is a flour-based baked food product. In most countries' biscuits are typically hard, flat and unleavened.
- They are usually, icing, jam, ginger or cinnamon. They can also be savory and similar to crackers.
- Type of biscuit include sandwich biscuit, digestive biscuits, ginger biscuits, shortbread biscuits, chocolate chip cookies, chocolate-coated marshmallow treats, Anzac biscuits, biscotti and specula's.
- In most of North America, nearly all hard-sweet biscuits are called cookies, while the term biscuit refers to a soft, leavened quick bread similar to a scone; see biscuit (bread).
- See, for example, Shakespeare's use of twice-sod simplicity! Biscuits! In love's labor's lost.

ORDERS

The customers can give their order through the following

- Orders by online
- Orders by Offline
- Using websites

MARKETING STRATEGIES

- The potential of the Cookies Making Business is wide, even on a global scale. According to a global report made by Mintel International, the Cookies market is valued at around 5.2 Billion Dollars.
- That is a huge enough number which clearly shows the scope and the growth of Cookies Making business, the Indian market.
- If we consider talking about the age group and the various choices that each age group has when it comes to Cookies, then that again has some really fancy outcomes for the businesses.
- From the same report mentioned above, it is said that the age group of 18-44 are the major consumers of Cookies and that's where most of the demand comes from. Types of Cookies that are available in the market, Businesses have a good number of choices and decisions to make.
- Potential of the Cookies Making Business is wide, even on a global scale. According to a global report made by Mintel International, the Cookies market is valued at around 5.2 Billion Dollars. Investment is the first aspect that needs your attention and gives you an exact figure of funds that you would require.
- The total investment that would be required for starting your Cookies Making Business in India is as follows. The expected profits are one of the main aspects that a businessman looks for while opting for a business. It gives the businessman an idea about the expectation that he/she could keep with regard to the industry.
- An average amount of Profit that can be earned by individuals doing Cookies making

- business on a monthly basis would go around INR 25000 to 1 lakh per month.
- However, those are the numbers when it comes to new businesses, in a medium-sized Cookies Making business, you can even earn more than 1.4 lakhs per month, if your marketing strategies are good enough.

LOCAL SHOPS

Local shops would always be ready to join hands with you and help you in your new business, giving you a small boost.

RETAILERS

Retailers have a variety of products that they would display in their store. Cookies and biscuits are one of the Fast-moving products for their store and hence with a good enough profit and price, they would be willing to have a tie up with you.

ONLINE RETAIL STORES

With so many E-commerce websites and Retail stores, you can always set up an account and get your products displayed on all the retail stores that are out there.

SUPERMARKETS

A store having a variety of products with a huge stock is what a supermarket looks like. It is hard to connect with them as your target audience, but once established it would get you orders in huge stock.

SWEET SHOPS

Aside from supermarkets, you can also target various sweet shops that are situated inside or outside your locality and sell your Cookies in huge stocks with such shops.

CAFES AND DECENT TEA STALL

As we discussed above, cookies and biscuits are products that people use as a complementary item to have tea with. You can approach cafes and good tea stalls to sell your cookies as a complementary product along with their offerings.

RAW MATERIALS (ANNUAL)

DESCRIPTION	RATE
Small accessories	50,000
Designing Materials	35,000
Maintaining cost	35,000
Other supplies	20,000
TOTAL RAW MATERIALS	1,40,000

PROCESS OF MANUFACTURING OUR PRODUCT

- Process in biscuit production is crucial, being the first of the four major production steps where all the ingredients are perfectly blended to allow the baker to produce the perfect biscuit.
- Biscuits are one of the most popular snacks around the world and liked and enjoyed by people of all age groups.
- The thing that most people enjoy about a biscuit is that it can be taken with anything from a cup of tea or coffee to milk or just nibbled alone. They can be dunked or eaten as is.
- Biscuits come in many shapes and forms but each one, quite simply, needs the right ingredients mixed perfectly to produce the desired end product.
- There are primarily four stages of making the biscuit in a factory – mixing, forming, baking, and cooling.
- In the mixing stage, flour, fat, sugar, water and other ingredients are mixed together in the right proportion in large mixers to form the dough.



- The mixing time is carefully managed to achieve uniform distribution of ingredients and the right dough consistency.
- During this process, all ingredients like flour, fat, sugar are put together in the right proportion for dough mixing and then the mix is fed into the mixers. During this process, the dough temperature and mixing time play an important role.
- Biscuit differ, however, from other baked goods like bread in that they have lower moisture content and the process is crucial too. The control of the mixing process is important and Reading Bakery System reckon it's continuous mixing system allow this. Continuous mixing, the company says, offers bakers an opportunity to provide front-end control to the process.

INGREDIENTS OF PRODUCT

- The main ingredients for biscuit making are flours, sugars and fats. To these ingredients, various small ingredients may be added for leavening, flavor and texture. The principle ingredient of biscuits is wheat flour.
- Wheat flour contains proteins including gliadin and glutenin. In the presence of water, these proteins combine to form gluten.
- The formation of the gluten, its strength and elasticity are largely determined by the flour specification, recipe and mixing and forming processes. Starch is the main component of wheat flour.
- It represents almost all of the carbohydrate content and around 80% of the total energy content of wheat flour.
- Sugar gives sweetness, but it is also important in developing the texture of the biscuit.
- Fats are a vitally important ingredient in achieving the texture, mouth feel and bite of the biscuit.
- The fats are produced from good-quality crude oils by a process of refining, bleaching and deodorizing.
- They are produced primarily from vegetable oils but may contain hydrogenated fish oils.
- Ammonium bicarbonate is a volatile salt, which is an effective leavening agent. When heated, it liberates carbon dioxide, ammonia gas and water. Sodium bicarbonate is the most important aerating agent.
- When heated, it reacts with acidic materials in the dough to release carbon dioxide and water.

PRICE OF ONE PRODUCT

TYPE	MINIMUM PRICE	MAXIMUM PRICE
Choco Vanilla bites	Rs. 300	Rs. 450
Vanilla bites	Rs. 130	Rs. 180
Bounty Soft Baked Cookies	Rs. 320	Rs. 350

NUMBER OF PRODUCT MANUFACTURED PER MONTH

The average profit that can be earned from a baking business running on a small- scale could be around 60,000 to 1.2 Lakhs, per month.

The profit earned would depend on the number of bakery items that you deal into, if your product dealing is multiple, then you can even earn more than 2 lakhs a month. Every people is loving the lollipops so we are manufacturing many quantity of lollipops to sell it in the market.

DEMAND OF THE PRODUCTS / SERVICES

The global cookies market size was valued at USD 30.62 billion in 2018 and is projected to expand at a CAGR of 5.3% from 2019 to 2025. Growing Product Popularity, especially in emerging regions, is expected to be the key factor Fueling the market Growth. Cookies is consumed by all sections of the society irrespective of their ages. Our SM COOKIE WORLD has great demand and opportunities in the market. Hence SM COOKIE MAX has more demand in the market.

HUMAN RESOURCE (ANNUAL)

DESCRIPTION	NUMBER OF PERSONS	PAYMENT
Manager	1	80,000
Supervisors	2	20,000
Skilled Workers	16	60,000
Un-Skilled workers	7	90,000
TOTAL	26	2,50,000

MY TARGET MARKET

We manufacture the products and sell it directly to the Customers through our various show rooms.

We also sell our products directly in wholesale and retail basis. Identifying the target market is an essential part of a product development plan, along with manufacturing, distribution, price, and promotion planning.

NATIONAL MARKET

As a company's product sales grow, it may expand its target market internationally. The international expansion allows a company to reach a broader subset of its target market in other regions of the world.

After succeeding in National Market we have planned to extend it to the International Market.

DOMESTIC MARKET

We have analysed the market condition for SM Cookie Max, there is certain level of competition in the Domestic Market.

In domestic trading, a firm faces only one set of competitive, economic, and market issues and essentially must deal with only one set of customers, although the company may have several segments in a market. This helps us stand as a succeeding factor for us in domestic market.

EXPORT MARKET

We also planned to export our branded SM Cookie Max after 2-3 years to other countries for expanding our market.

Our motive is to expand our market and succeed with the competitors in the world.

PROJECTED COST, REVENUE AND NET PROFIT

PARTICULARS	RS.
a) Actual costs	
• Capital expenses	3,60,000
• Raw material	1,40,000
• Human Resources	2,50,000
• Other cost	3,45,000
Total	10,95,000
b) Sales revenue	23,00,000
C) NET PROFIT(b-a)	12,05,000

CONCLUSION

SM Cookie Max is a unique product that has a ultimate blend of two seoarat entities it is sweet and salty. Focusing on those customer who want to eat quality and tasty biscuits in lower price. CBL charging the same price to gain the market share although the price of other products of CBL increases. Providing healthy biscuits in silver novelty packaging.

IDEA 052

ENTREPRENEURSHIP IDEA OF VANTHANA. R

VANTHANA. R

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

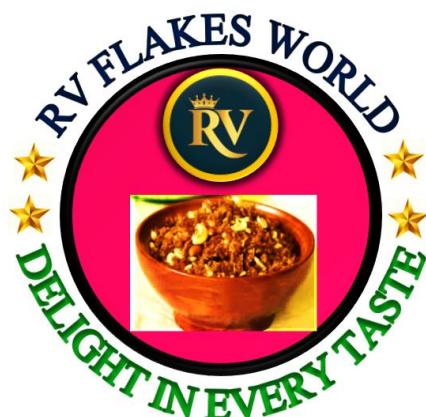
: **RV FLAKES WORLD**

NAME OF THE ENTREPRENEUR

: **VANTHANA. R**

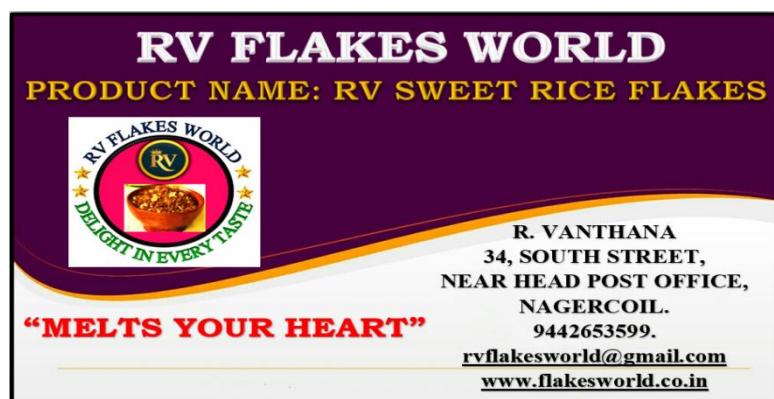
ENTERPRISE / COMPANY LOGO

:



SLOGAN : "DELIGHT IN EVERY TASTE"

VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : **RV FLAKES WORLD**



INTRODUCTION

Rice flakes or Poha or flattened rice is the easily digestible form of raw rice. The rice is parboiled and flattened to make poha flakes, which can be consumed with no or little cooking. It is also called Beaten Rice. The origin of Poha is from India.

Poha flakes come in thick, medium-thick, and very thin varieties. These flakes of rice swell when added to liquid, whether hot or cold, as they absorb water, milk or any other liquids. These are also known as POHA.

It provides nutrition breakfast and food to a large number of households in cities, towns and even villages of India. Poha consumed by people of all ages and all times. All the men and women eat poha in the breakfast and children like it. It has light in weight so it cannot be harmful in any stage. Rice flakes are most commonly used to make especially creamy puddings but can also be used to make savoury bakes. It is often eaten for breakfast or brunch and is quite light and nutritious.

FEATURES OF THE PRODUCT

- RV Sweet rice flakes is made from organic products. The ingredients we have used in this product is really healthy and tasty. Rice flakes are tasty flakes that are created using rice grains. The process for creating rice flakes involves parboiling the rice, then flattening the grains to produce a solid flake. Often in western countries, rice flakes are used to create cereals and different types of snacks.
- The thickness of the flattened rice will depend on the amount of pressure that is applied. After the mixture reaches the desired thickness, the flattened rice is allowed to dry completely. The dried sheets are then run through another rolling process to create simple flakes. At this point in the process, the rice flakes may be packaged for use as a dry cereal, or used as an ingredient in recipes for a side dish, or used to create desserts or even snack foods.
- It is highly nutritious, however, due to drudgery in preparation by hand pounding it is not popular even though it is traditionally used. Poha or rice flakes are basically breakfast food. Rice flakes are derived from paddy, which is partially precooked and

converted into form of flat flakes.

- Rice flakes have very good shelf life. It is a nutritive product as no polishing is done on rice. It has medium thickness and crisp texture. Poha is cheap and convenient breakfast foods. It is becoming popular in other parts of the country besides Western India.
- It provides nutritious breakfast and food to a large number of households in cities, towns and even in villages of India. Poha Industry has also an important role in non-wheat consuming regions of the country. It has less starch, less calories and much more.
- Poha consumed by people of all ages and all times. In view of the trends in changing food habits due to increased industrialization and urbanization more and more people are going in for instant and ready foods especially traditional type snack food and it has become craze in big towns and cities.
- It is Lactose-free, heart-healthy and fat free. Gluten-free, it can be consumed by those allergic to wheat products. Good source of instant energy as it is rice-based and it will stave off hunger cravings. Poha rice is light and easy to digest. Rice Flakes contain the right amount of Vitamin B. Poha acts as a good probiotic. Rich in Carbohydrates.

OBJECTIVES

The primary objective of the model report is to facilitate the entrepreneurs in understanding the importance of setting up unit of Rice Flakes plant. This model report will serve as guidance to the entrepreneurs on starting up such a new project and basic technical knowledge for setting up such a facility.

MARKET OPPORTUNITIES

Rice flakes or poha is an important breakfast in semi-urban and rural areas and middleclass families of urban India. Spicy or sweet preparations made from it are not only easy to make but they can be made at a short notice as well. Therefore it is extensively used all over the country round the year.

It is an important Agro based industry. It will help not only the growers to get the remunerative price but also to generate employment. Since the Rice Flakes is easy to cook and contains carbohydrates & proteins. It is consumed by all sections of the society irrespective of their ages.

There are good possibilities to introduce based nutritive products as mid-day food to the children in Government Schools. Our product is also prepared in a healthy manner. Our RV Sweet Rice Flakes has great demand and opportunities in the market. Because it is highly nutritious and healthy product and loved by all.

HEALTH BENEFITS OF CONSUMING RICE FLAKES CHOLESTEROL FREE

Eating rice is extremely beneficial for health, just for the fact that it does not contain harmful fats, cholesterol or sodium. Our product is cholesterol free. So anyone can eat it and enjoy it. It forms an integral part of balanced diet.

GREAT ENERGY SOURCE

As rice is rich in carbohydrates, it acts as fuel for the body and aids in normal functioning of the brain. Rice flakes is a good source of energy as it is rice-based. You can have it as breakfast to kick start your day or as an evening snack to keep you away from deep-fried fritters, samosa, etc. Rice is an excellent source of vitamins and minerals like niacin, vitamin D, calcium, fibre, iron, thiamine and riboflavin.

CONTROLS HIGH BLOOD PRESSURE

As rice is low in sodium, it is considered best food for those suffering from high blood pressure and hypertension.

CONTROLS BLOOD SUGAR LEVELS

Riceflakes is considered a good meal for diabetics. Being rich in fibre, poha promotes a slow and steady release of sugar into the blood stream. Thereby preventing any sudden spikes in blood sugar levels.

GREAT OPTION FOR WEIGHT LOSS

A small cup of rice flakes can keep you feel full for a longer time. It keeps you satiated and keep you away from hunger pangs for a long time.

As it is easy on the gut and digested easily it also prevents bloating. Complex Carbohydrates and proteins are very essential for the weight loss process.

CANCER PREVENTION

Whole grain rice like brown rice is rich in insoluble fibre that can possibly protect against many types of cancers. Many scientists believe that such insoluble fibres are vital for protecting the body against cancerous cells.

DYSENTERY

The husk part of rice is considered as an effective medicine to treat dysentery. A three months old rice plant's husks is said to contain diuretic properties. The peoplebelieve that rice considerably increases appetite cures stomach ailments and indigestion problems.

SKIN CARE

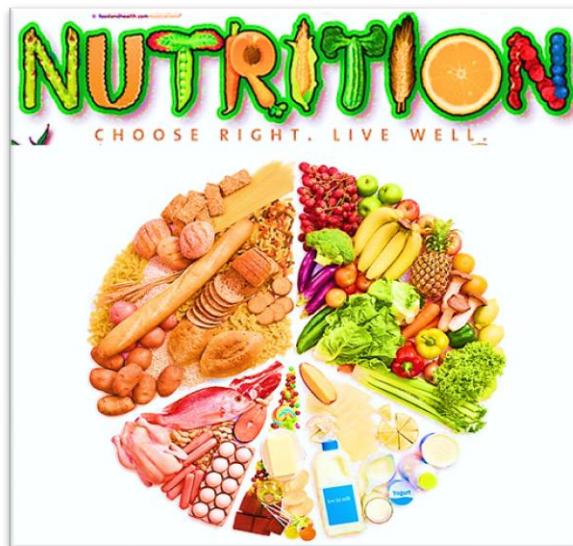
Medical experts say that powdered rice can be applied to cure some forms of skin ailments. In Indian subcontinent, rice water is duly prescribed by ayurvedic practitioners as in undigested form. It aids the growth of useful bacteria for normal bowel movements. An effective ointment to cool off inflamed skin surfaces.

EASILY DIGESTIBLE

Rice flakes is also light on the stomach and can be easily digested. Therefore, it can either be had as the first morning meal or as a light evening meal. Rice flakes will never cause bloating and will also keep you full for longer.

NUTRITIONAL INFORMATION

Rice flakes nutritional value makes it a favourite choice of people trying to lose weight. Poha is gluten-free and can be consumed by people who have problems digesting wheat products. OurBest Quality RV Sweet Rice Flakes is rich in Carbohydrates, Proteins, Vitamin A, Vitamin C, Calcium, Iron, Sodium & Dietary Fibre.



It is available at reasonable prices. Our product is FSSAI & Organic Certified sweet rice flakes. It is free from Fertilizer and healthy product. RV Sweet Rice Flakes is free from Pesticides. Poha is a rich source of iron, vitamin C and A. Poha is good for heart patients since it is a rich source of magnesium.

	Value per per serving	% Daily Values
Energy	242 cal	12%
Protein	2.2 g	4%
Carbohydrates	48.4 g	16%
Fiber	1.5 g	6%
Fat	4.5 g	7%
Cholesterol	0 mg	0%
VITAMINS		
Vitamin A	0 mcg	0%
Vitamin B1 (Thiamine)	0.1 mg	10%
Vitamin B2 (Riboflavin)	0 mg	0%
Vitamin B3 (Niacin)	1 mg	8%
Vitamin C	0.3 mg	1%
Vitamin E	0 mg	0%
Folic Acid (Vitamin B9)	1.2 mcg	1%
MINERALS		
Calcium	29.8 mg	5%
Iron	5.8 mg	28%
Magnesium	27.4 mg	8%
Phosphorus	93.1 mg	16%
Sodium	4.6 mg	0%
Potassium	72.6 mg	2%
Zinc	0.1 mg	1%

CAPITAL OR INVESTMENT REQUIREMENT

LAND AND BUILDING

We have hired the land and building for rent in which the building is divided into 3 parts for manufacturing the sweet rice flakes, for packing the finished product as well as for the show room of the product.

The rent of the land and building is Rs. 15,000 per month.

FURNITURE AND MACHINERY

The most important thing in a manufacturing concern is furniture and machinery. These machines and furniture are required to start our enterprise.

- Grinding machines
- Rice flaking machines
- Vessels
- Frying equipment



- Weighing balance machine
- Sieving machine
- Furnace, Stove
- Tables, chairs, stools, etc.

ESTIMATION OF CAPITAL FOR FIXED ASSET

PARTICULARS	Rs.
1. Fixed Capital	1,40,000
(a) Land & Building(rent)+Advance	
(b) Machinery	
Grinding machines	7,000
Rice flaking machine	5,000
Frying equipment	3,000
Weighing balance machine	5,000
Sieving machine	3,000
Furnace	7,000
Stove	25,000
(c) Furniture	
Tables	2,500
Chairs	1,500
Stools	1,000
TOTAL CAPITAL REQUIREMENT	2,00,000

RAW MATERIALS (ANNUAL)

DESCRIPTION	RATE
Designing Materials	45,000
Other supplies	40,000

WORKING CAPITAL

The working capital we spend for manufacturing this product includes

- Rental charges for building
- Investment in raw materials

- Investment spent for machines, furniture, vessels
- Wages for labours, Marketing cost, Trading cost
- Selling expenses, Manufacturing expenses, Fuel charges
- Warehouse charges, Electricity charges
- Repairs and maintenance charges, Telephone charges
- Lighting charges, Advertisement
- Tax charges, Water charges, Printing charges
- Labelling charges
- Packing charges, Distribution expenses
- Transportation charges

WORKING CAPITAL ESTIMATION

PARTICULARS	Rs.
Rental charges for building (per month)	15,000
Investment in raw materials	1,45,000
Investment in machines, furniture & vessels	64,500
Wages for labours (per person)	5,000
Marketing cost	8,000
Trading cost	5,000
Selling expenses	7,000
Manufacturing expenses	16,000
Fuel charges	10,000
Warehouse charges	500
Electricity charges	2,000
Repairs and Maintenance charges	3,000
Telephone Charges	500
Lighting charges	2,500
Advertisement	1,000
Tax charges	9,000
Water charges	1,500
Printing charges	1,000
Labelling charges	1,500
Packing charges	2,000
Distribution expenses	6,000
Transportation charges	4,000
TOTAL WORKING CAPITAL	3,10,000

SOURCE OF CAPITAL

- Personal investment that is Owner's contribution is Rs.7,50,000
- Investment from friends and relatives is Rs.2,00,000
- Subsidies from government is Rs.2,50,000
- Loan from bank is Rs. 3,00,000

PROJECT START UP REQUIREMENT

In order to start RV SWEET RICE FLAKES our financial requirement is around Rs.16,50,000. Since this is small scale unit of business we can get loans from Banks, friends and relatives also we can get subsidies from the government. We have invested Rs.15,00,000 for our enterprise.

PLACE OF THE PRODUCT AVAILABLE

RV SWEET RICE FLAKES are available at 34, South Street near Head Post Office in Nagercoil, Kanyakumari district, Tamil Nadu.

AVAILABILITY OF RESOURCES FOR STARTUP / ENTERPRISE

FINANCIAL RESOURCES

The owner of the RV FLAKES WORLD contributes Rs.7,50,000. The subsidies from the Government is Rs.2,50,000. Friends and relatives gave Rs.2,00,000 for starting the enterprise. Loan took from the bank for starting the business is Rs.3,00,000. By investing these money in to our enterprise we have started the RV FLAKES WORLD.

RAW MATERIALS

The raw materials needed to start a business is small accessories, vessels, designing materials, maintaining costs, etc. The total cost of the raw material includes around Rs.1,45,000.

INGREDIENTS USED IN THE PRODUCT

For preparing sweet rice flakes the following ingredients are necessary. They are

- **RICE FLAKES**
- **JAGGERY**
- **GRATED COCONUT**
- **GHEE**
- **ROASTED PEANUTS**
- **ROASTED GRAMS**
- **CASHEW NUTS**
- **CARDAMOM**
- **DRIED GINGER**
- **BLACK SESAME**
- **WATER**



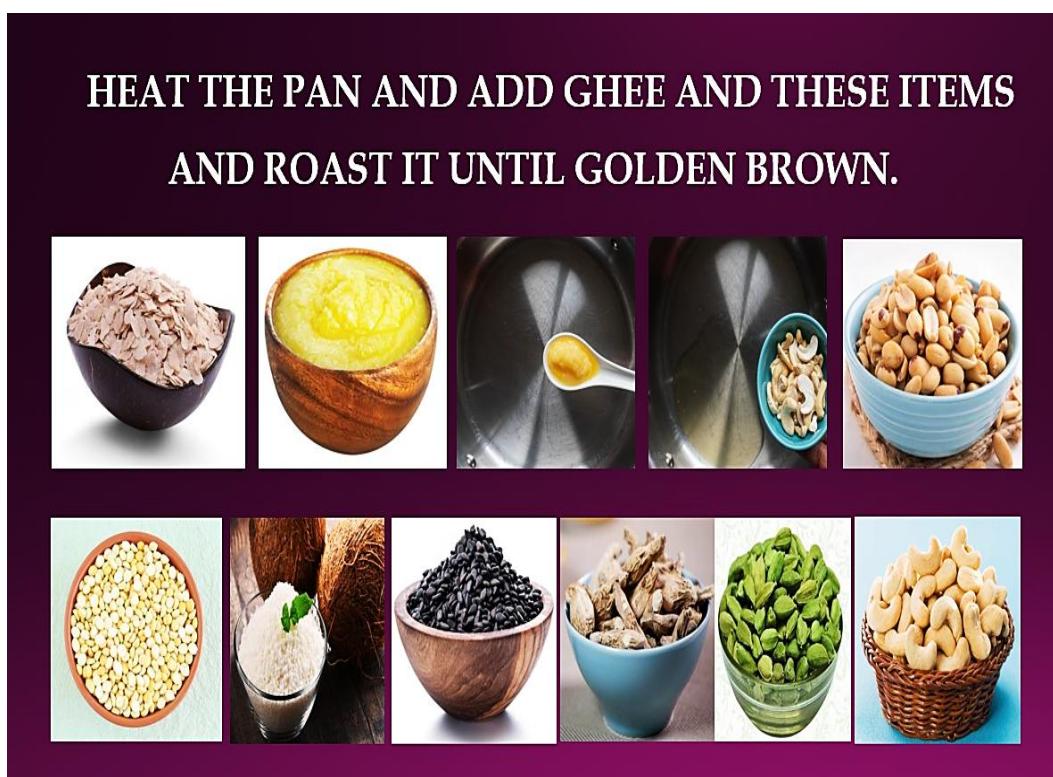
PROCESS OF MANUFACTURING



The following are the process involved in producing sweet rice flakes.

- Take thick rice flakes in a big bowl and grind it in the grinding machine partially.
- And also grind the dried ginger and cardamom into a fine powder.
- After grinding the rice flakes partially.
- Take a big vessel and heat it on medium flame.
- Then add the ghee in it.
- Along with the ghee and roast cashew nuts until they are golden brown and set the cashews aside in a plate.
- And then like this the above ingredients like peanuts, grams, black sesame, grated coconut and the finely powdered dried ginger and cardamom are to be roasted one by one separately until they are golden brown and set it separately aside in a plate.

- Set a big saucepan on medium heat, add required amount of water and melt the jaggery over medium heat.
- When the jaggery melts completely remove it from the heat and filter the jaggery syrup separately.
- At last, take a new big vessel and heat it on a medium flame and add ghee, partially grinded rice flakes, roasted ingredients and filtered jaggery syrup.
- Mix well, until well incorporated and cook for about 4 minutes until the moisture in the bottom of the pan evaporates.
- Turn off the heat and mix one last time and garnish with the toasted cashew nuts. These are the process involved in manufacturing the sweet rice flakes.



PRICE OF THE PRODUCT

The price fixed by our enterprise for the sweet rice flakes is purely based on the quality, flavour, demand of the customer, demand in the market, etc.

- Our product has different packages. It includes
- 1 pack of sweet rice flakes of 250 Gram is Rs.165
- 1 pack of sweet rice flakes of 500 gram is Rs. 320
- 1 pack of sweet rice flakes of 1 kilogram is Rs.650
- 1 pack of sweet rice flakes of 2 kilogram is Rs.1300

PREPARE THE JAGGERY SYRUP AND STRAIN IT.

ADD ALL THE ROASTED INGREDIENTS AND MIX IT WELL.

NOW THE RV SWEET RICE FLAKES IS READY.



PRICE PER PACK IN RUPEES

QUANTITY	PRICE PER PACK
250 grams	Rs.165
500 grams	Rs.320
1 kilogram	Rs.650
2 kilograms	Rs.1300

QUANTITY OF PRODUCT MANUFACTURED

We have manufactured the following quantities of Sweet Rice Flakes:

- 4200 packs in 250 grams
- 980 packs in 500 grams
- 1050 packs in 1 kilogram
- 490 packs in 2 kilograms

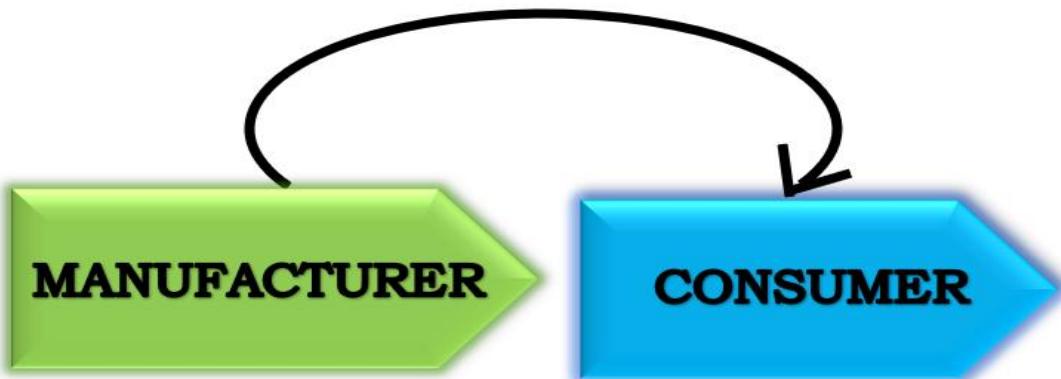
HUMAN RESOURCE (ANNUAL)

DESCRIPTION	NUMBER OF PERSONS	PAYMENT
Manager	1	70,000
Supervisors	3	30,000
Skilled Workers	15	70,000
Un-Skilled workers	9	50,000
TOTAL	28	2,20,000

DEMAND OF THE PRODUCT

- Nowadays, sweet rice flakes have more demand in the market. Some of these treats are more exotic than others, but nonetheless, they all have one thing in common—they taste spectacular!
- If you ask a group of people what their favourite Indian Sweet is, chances are most of them will say, RV SWEET RICE FLAKES.
- Obviously, there is a good reason why RV sweet rice flakes is in one of the most popular Indian sweets today.
- Even more, so, it's clear why so many generations are enjoying it for centuries on end.
- Because this product is prepared in healthy, tasty and organic manner.
- So most of the people like this product.
- Since the Rice Flakes is easy to cook and contains carbohydrates & proteins.
- It is consumed by all sections of the society irrespective of their ages.
- Our RV Sweet Rice Flakes has great demand and opportunities in the market.
- Hence Sweet rice flakes has more demand in the market.

MY TARGET MARKET



We manufacture the products and sell it directly to the Customers through our various show rooms. We also sell our products directly in wholesale and retail basis. Identifying the target market is an essential part of a product development plan, along with manufacturing, distribution, price, and promotion planning. Since it is a healthy product so all age groups like it. Our target market is to sell the product that we have manufactured to the consumers with their complete satisfaction. Identifying the target market is important for any company in the development and implementation of a successful marketing plan. The target market also can inform a product's specifications, packaging, and distribution.

NATIONAL MARKET

As a company's product sales grow, it may expand its target market internationally. The international expansion allows a company to reach a broader subset of its target market in other regions of the world.



Now, Our market is National Market. As RV Sweet Rice Flakes is entering the market for the first time our geographical market will be National Market. After succeeding in National Market we have planned to extend it to the International Market.

DOMESTIC MARKET

We have analysed the market condition for RV Sweet Rice Flakes, there is certain level of competition in the Domestic Market. A domestic market, also referred to as an internal market or domestic trading, is the supply and demand of goods, services, and securities within a single country. In domestic trading, a firm faces only one set of competitive, economic, and market issues and essentially must deal with only one set of customers, although the company may have several segments in a market. But we think that RV Sweet Rice Flakes can compete with them as our brand have many Good Features like most important in which it is a healthy product. This helps us stand as a succeeding factor for us in domestic market.

EXPORT MARKET



We also planned to export our branded RV Sweet Rice Flakes after 2-3 years to other countries for expanding our market. To create more demand for our product we are expected

and planned to export our RV Sweet Rice Flakes to other countries. Our motive is to expand our market and succeed with the competitors in the world.

ANNUAL SALES REVENUE

QUANTITY OF PACKS AVAILABLE	PRICE PER PACK (IN RUPEES)	NUMBER OF PACKS SOLD	SALES REVENUE (IN RUPEES)
250 Grams	Rs.165	4150	Rs.6,84,750
500 Grams	Rs.320	970	Rs.3,10,000
1 kilogram	Rs.650	1040	Rs.6,79,250
2 kilograms	Rs.1300	475	Rs.6,17,500
TOTAL SALES REVENUE			Rs.22,91,900

PROJECTED COST, REVENUE AND NET PROFIT

PARTICULARS	Rs.
Expenses incurred:	
Capital expenses	2,00,000
Raw materials	1,45,000
Working Capital	3,10,000
Human Resource	2,20,000
(a) TOTAL EXPENSES	8,75,000
(b) TOTAL SALES REVENUE	22,91,900
NET PROFIT(b-a)	14,16,900

CONCLUSION

When it comes to breakfast, nothing beats the taste and fragrance of rice flakes. Rice flakes had a good impact on the nutritive value of the products by increasing energy. It makes it ideal for people trying to lose weight. It is a favourite among kids, youngsters as well as all types of people. It is often eaten for breakfast or brunch and is quite light and nutritious.

When the rice flakes is garnished with coconut, cashews, groundnuts, ghee, jaggery, etc it never fails to water your taste buds. Sweet Rice Flakes is a wholesome meal. It is a good source of carbohydrates, packed with iron, rich in fibre, a good source of antioxidants and essential vitamins and is gluten free. It is known to be good for those who have diabetes, skin and heart problems. Rice flakes can be eaten as a snack too but it essentially is a good breakfast option and being promoted as healthy and nutritious.

IDEA 053

ENTREPRENEURSHIP IDEA OF VINOTH KUMAR. M

VINOTH KUMAR. M

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT : **Maverick Detergent**
NAME OF THE ENTREPRENEUR : **VINOTH KUMAR. M**
ENTERPRISE / COMPANY LOGO : 

VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : Maverick homemade product.

TYPES OF UNIT / ENTERPRISES :

- Home-made laundry detergent powder mix,[natural, homemade]
- Manufacturing type of unit / enterprise. Collecting raw materials from whole sellers and retailers and manufacture and distribution for public.

ADVANTAGES OF DETERGENT POWDER :

- Environment friendly.
- Organic detergent is more effective.
- Detergent help to fight tough strains.
- Suitable for different water qualities.

CAPITAL (OR) INVESTMENT REQUIREMENT:

LAND AND BUILDING :

We have land & building for manufacturing but we have to hire a building to selling maverick detergent. It may cost around Rs 15400per month

FURNITURE AND EQUIPMENT :

An average detergent powder manufacturing plant needs a few modernized tools and equipment and ample space to work in the manufacturing. Below are the tools and equipment needed :

- Mixing vessels
- High pressure tanks and reactors
- Blender
- Weighing scale
- Perfume
- Hand gloves
- Packing machine
- Spray dryer
- Gas or electric stove
- Plastic bags and waste disposal baggies.

SOURCE OF CAPITAL / INVESTMENT :

The total investment that would be required for starting the detergent Powder making business in India is follows.

CONTENT	AMOUNT
Small scale	5 to 8 lakhs
Medium scale	15 to 30 lakhs

- Owner's Capital contribution : 8,00,000
- Funds(finance) from relative and friends : 1,00,000
- From subsidiaries : 1,00,000

PROJECT START UP REQUIREMENT :

In the order to start a detergent business manufacturing unit with a 1000m sq.ft.area. keep minimum budget in mind to be Rs 25 lakh. This Because of the presence of a large number of competitors in detergent Manufacturing industry so initially, the struggle for selling would be too High.



WORKING CAPITAL :

WORKING CAPITAL & CAPITAL REQUIREMENT:

PARTICULARS	RS
1. Fixed capital	
a. Equipment	5,00,000
b. Land & buildings	1,00,000
2. Detergent making equipment and Machine (high pressure tanks, mixing vessels, Blender, storage and raw material tanks).	
c. Materials	50,000
d. License & registration	50,000
3. WORKING CAPITAL	40,000
TOTAL CAPITAL REQUIREMENT	7,40,000

RAW MATERIAL:

DESCRIPTION	RATE
Heavy tools & equipment	2,00,000
Maintaining cost	50,000
Chemical products	1,00,000
Small tools & accessories	30,000
Other supplies	20,000
TOTAL RAW MATERIALS	4,00,000

HUMAN RESOURCES (ANNUAL) :

DESCRIPTION	NO OF PERSONS	PAYMENT
Planet manager	1	50,000
Supervisor	3	40,000
Skilled workers	12	65,000
Semi - skilled workers	20	25000
Others	8	43,000
TOTAL	-	2,23,000

OTHER COSTS (ANNUAL) :

PARTICULAR	AMOUNT
Interest on capital	1,00,000
Depreciation on machinery & equipment	60,000
Marketing cost	40,000
Trading cost	12,000
TOTAL	2,12,000

DETAILS (ORDER & PLACE):

The product name and brand name are maverick detergent we have manufacture and distribute to the public. The maverick detergent available at thovalai, cross road, south street and available in small stores the maverick detergent also available on the online market. You can visit the company website (www.maverickproduct.com)

AVAILABILITY OF RESOURCES FOR START-UP :

FINANCIAL RESOURCES:

Owner of the maverick enterprises contributes on capital of Rs.8,00,000 and then friends and relatives are helped to the enterprises by funding Rs. 1,00,000 and then subsidiaries given by the state / central government Rs. 1,00,000.

RAW MATERIALS :

The kind of raw materials are heavy tools, small accessories like cloves and some equipment, chemical products, other supplies. The total cost of the raw materials is Rs. 4,00,000.

INGREDIENTS FOR DETERGENT MAKING:

- washing soda
- baking soda
- acid slurry
- soda ash
- colour granules
- White acid slurry
- globe salt
- neem oil
- palm fatty acid
- perfume

PROCESS OF MANUFACTURING A DETERGENT:

- first put the washing soda to the mixer washing soda works well with salt water also so the detergent is work in all quality of the water.
- Then add baking soda to the mixer and mix that well. Baking soda is help for the long life of the clothes. And it helps to make white clothes more white and brighter
- Then need to add globe salt and mix well
- And add TSP to the mixer it is help to remove oil & grease strains.
- And add palm fatty acid and neem oil to the mix and mix well
- And then add white acid slurry it will react with the mixed powder. Acid slurry will react with this powder. And then powder will absorb all acid slurry. It will form heat. So, use gloves for process.
- Keep 4-5 hours to cool down.
- Add colour granules (only for attraction of the product)
- Add perfume for the fragrance.

Homemade Laundry Detergent

4 ingredients
3¢-6¢ per load

THEFRUGALHOMEMAKER.COM



NUMBER OF PRODUCT MANUFACTURED PER MONTH :

PRODUCTS	UNITS
Detergent powder	400
Laundry liquid detergent	600
Soup bar	200
TOTAL	1200

PRICE OF PRODUCT :

WEIGHT	Rs
250 g	Rs 30
500g	Rs 60
1 kg	Rs 120
2 kg	Rs 235
4 kg	Rs 535

DEMAND OF THE PRODUCT :



- The India detergent market was valued at INR 43.827.4 in 2019 and is projected to reach INR 73,660.4 core by 2027 it is expected grow at CAGR of 7.0% from 2020 to 2027.
- The market studied from 2016-26 what is the growth rate of laundry detergent market it tells the marketing is growing at the CAGR rate of 2.88% over the next 5 years.
- Detergent powder or laundry washing powder is a promising industry in India. In addition, any individual can initiate a detergent powder making business with moderate capital investment. Here in this article, we intend to explore how to start a small-scale detergent powder manufacturing business. Detergent and washing powder are surfactants.
- A demand for detergent power is found throughout the year the consumer used it on a **daily basis**.
- Detergent powder making is having a **huge consumer base** so there is great

opportunity to invest in this business that gives you **high returns**.

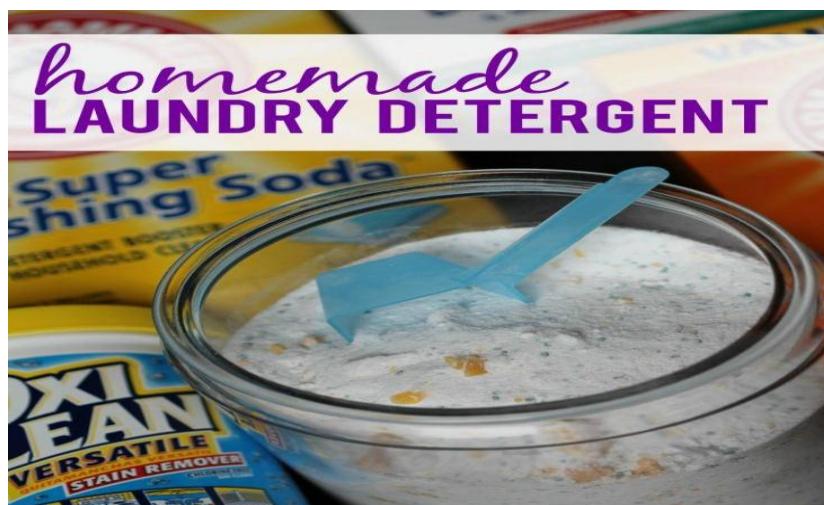
- Due to urbanization demand for this product is increasing day by day. Because people are **replacing detergent cakes** with Detergent powder in addition to **health awareness**.

TARGET MARKET :

My target market is the specific group of people at which product service aimed. They are primary customer for business .A market simply refers to a **particular group of buyers**. In other words, it refers to a target market you seek to sell your detergent products to. As such, identifying your target market as well as its needs is necessary.

DISTRIBUTION CHANNELS :

- Due to the rise and improvement in technology, the company will utilize the art of direct marketing through the internet. Consumers will be approached through the social sites, email and the company's website.
- At later stages the company would more so use actionable data which include sales database, customer information databases, inventory control databases as well as database used to track product returns.
- This would easily help the company to identify customers closely associated with the detergent, hence facilitating easy delivery to the target market. Multi-channel marketing system would be preferred because in the current world individual consumers have resorted to using variety of channels through which they order their purchases.
- **Advertisement of Detergent Business:** the product is ready to be rolled out for selling and which is the most important task to do
- **Promotion of your product** plays an important role in the success of a business there are so many media available by which you can reach to the maximum **number of customers**.



EXPECTED PROFIT :

PARTICULARS	Rs
Actual costs	
Capital expenses	7,40,000
Raw material	4,00,000
Human resources	2,23,000
Other cost	2,12,000
Total	15,75,000
Sales revenue	20,00,000
Net profit	4,00,000

CONCLUSION:

- Starting a detergent powder business is one of the most viable and a promising option due to less complicated manufacturing process.
- The detergent powder market is one segment of the FMCG market in the world with good growth potential.
- Detergent are almost the same as that of soaps. But the main property of detergent is that it is amphiphilic in nature. This means it contains both the hydrophobic part and the hydrophilic part. Due to this dual nature, the hydrophobic compounds are easily mixed with the water.
- It is invented by Otto Rohm in 1914 through the increasingly powerful and green cleaners of today.
- “Market research report on detergent industry in India (market size, opportunities, comparative financial analysis, demand supply scenario, outlook and forecasts up to 2017”
- The market report gives you a clear picture of the industry.

IDEA 054

ENTREPRENEURSHIP IDEA OF VINS.J

VINS.J

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: Paper Zone

NAME OF THE ENTREPRENEUR

: VINS.J

ENTERPRISE / COMPANY LOGO

:



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : Paper Bag

ADVANTAGES OF THE PAPER BAG:

-
- Paper bags are 100% biodegradable, reusable and recyclable.
- Many paper bags can bear more pressure or weight than plastic bags.
- Paper bags are less likely to choke on young children or animals.

CAPITAL OR INVESTMENT REQUIREMENT:

LAND AND BUILDING:

We have a hire land and building for rent which can be divided into two part 1) for manufacturing 2) for show room for paper bags it may be cost around Rs 9,500 per month

FURNITURE AND EQUIPMENT:

As it is a manufacturing concern equipment is important. Manufacturing tool and equipment's paper machine, strings, table, chair etc. will be used for making paper bag.

SOURCE OF CAPITAL /INVESTMENT:

- Owners capital contribution: 4,00,000
- Funds from friends and relatives :2,00,000
- Subsidiaries from state/central gov: 1,00,000

PROJECT START UP REQUIREMENT:

To start a paper bag company paper bag machine is required which may cost around 25 lakhs since this the small-scale business we can anvil loans from bank.



WORKING CAPITAL:

PARTICULAR	RS
1.FIXED CAPITAL	
A) EQUIPMENT	2,00,000
B) LAND AND BUILDING	2,00,000
2.PAPER MACHINE	30,000
3.FURNITURE	
CHAIRS, TABLES	20,000
4.WORKING CAPITAL	
TOTAL CAPITAL REQUIREMENT	4,50,000

OTHER:

PARTICULAR	AMOUNT
INTEREST ON CAPITAL	40,000
DEPRECIATION ON MACHINERY & EQUIPMENT	30,000
MARKETING COST	20,000
TRADING COST	10,000
TOTAL	1,00,000

HUMAN RESOURCES:

DESCRIPTION	NO OF PERSONS	PAYMENT
MANAGER	1	50,000
SUPERVISOR	2	40,000
SKILLED WORKERS	6	35,000
SEMI-SKILLED WORKERS	10	25,000
TOTAL		1,50,000

RAW MATERIAL:

DESCRIPTION	RATE
SMALL ACCESSORIES	40,000
HEAVY TOOL	100,000
DESIGNING MATERIAL	30,000
MAINTAINING COST	10,000
TOTAL RAW MATERIAL	1,80,000

DETAIL (ORDER PLACE):

The product name is paper bag we have manufactured and distribute to the public. The paper bag available place 101/B2 Jothi street, vettturnimadam, Nagercoil.

AVAILABILITY OF RESOURCES FOR START UP:

FINANCIAL RESOURCES:

Owner of **enterprises** contributes the capital Rs 4,00,000 and friends and relatives Rs 2,00,000 and then subsidiaries given by the central Government Rs 1,00,000.

RAW MATERIALS:

The kind of raw materials are heavy tool, mall accessories, design materials, maintain cost and other suppliers. The total cost of raw materials 1,80,000.

TOOL AND RAW MATERIALS:



- Paper rolls
- Gums
- Handle rope
- Printing ink is required for printing of designs and logos

MANUFACTURING OF A PAPER BAG:

STEP:1 CUTTING:

Initially, cutting of paper roll according to the size of the paper bag that wants to be manufactured using the automatic paper bag machine.

STEP:2 PRESSING:

The pressing of the side of the paper and then stick with the help of gum is done with the help of the pressing machine.

STEP:3 PRINTING:

After the side of the paper bags are stick together the printer machine printed the design or information on the paper bag.

STEP:4 PUNCHING:

The punching is done with the punching machine to create a hole to attach the handle on the paper bag.

STEP:5 HANDLE ATTACH

Attaching the string handle to holes of the paper bag is done with the matching.

STEP:6PACKAGING

Once the paper bag is manufacture it will ready to sell, paper bags are packed in the cartoon box for transportation.

The process may differ with the use of different machines. This step process is not the only way to manufacture paper bags.

PRICE OF ONE PRODUCT:

We are pricing based on quality and customer requirements

VARIETY OF PAPER BAG	RS
PLAIN	7
SINGLE COLOUR	10
MULTI-COLOUR	13

NO OF PRODUCT MANUFACTURED PER MONTH:

VARIETY OF PAPER BAG	UNITS
TEXTILE SHOP	500
MOBILE SHOP	400
JEWELRY SHOP	350
TOTAL	1250 UNITS

DEMAND OF THE PRODUCT: 2000

Register your business in websites like indiamart.com, tradeindia.com, etc. Also, Use social media to promote your business online. It is also important to get website done for your business. You can also contact paper bags dealers and can supply your product to them.

The demand for the paper bag manufacturing business in India will surely boom due to India's increasing population and the opening of new ventures like Local Stores, Online E-Shopping portals, etc. Some of the areas where paper bags can be easily used are as follows: Food and Gift Packaging.

YOUR TARGET MARKET :

Paper bags have several benefits including durability, eco-friendly nature and convenience which lead to increase in its market demand. The global paper bags market witnessed slow growth during the 20122016 timeline; however, it is projected to grow at a higher pace to register a moderate CAGR of 4.4% throughout the period of forecast. In 2017, the global market for paper bags is valued at around US\$ 4500 Million and is estimated to touch a value of approximately US\$ 7 Billion by the end of the year of assessment. Factors like strong and growing retail sector in developed regions, rising preference for paper bags across regions

and increasing penetration of retail outlets in emerging economies are contributing to the growth of the global paper bags market.

The retail segment in the end use category is expected to largely contribute to the growth of the global market for paper bags. This segment is projected to grow at a value CAGR of 4.3% throughout the period of forecast. In 2017, the retail segment reflected a market share of 54.5%.

This is perfect time to step into paper bag making business because of the ban imposed on use of plastic bags in various states of India. Government is taking necessary steps in educating people about hazards of plastics and related materials, and in many states of India we see that use of paper carry bags have overtaken plastic bags. Here in this article, we will discuss about business opportunity in manufacturing of paper bags in India.

PAPER BAG MAKING – BUSINESS OPPORTUNITY & SCOPE

In this time, paper bags have become style statement for the people of India and abroad. The demand of eco-friendly paper bag is rising at exponential rate throughout the country and it will continue to rise in coming years. After ban imposed on use of paper bags in Tier-1 cities of India such as Bangalore, Delhi, Chennai, Mumbai, Hyderabad, etc. In coming years, they are going to extend the boundaries and will impose ban of all cities of India. With all this current scenario, I hope that you can now figure out the scope and opportunity in this business. Apart from all this, paper carry bags are cheap and it plays important role in clean environment and it is easily recyclable as compared to hazardous plastic carry bags. This is very great opportunity to earn profit from this business and save the environment at the same time. The use of paper bag as common packaging material has increased significantly in the following places:-

- Shopping Malls
- Stationary shops
- Grocery shops
- Fruits and vegetable shops
- Medical shops

PROJECTED COST, REVENUE AND NET PROFIT:

PARTICULAR	RS
A) ACTUAL COST	
CAPITAL EXPENSES	4,50,000
RAW MATERIAL	1,80,000
HUMAN RESOURCES	1,50,000
OTHER COST	1,00,000
TOTAL	8,80,000
B) SALES REVENUE	13,20,000
C) NET PROFIT B-A	4,40,000

CONCLUSION

- The market of save paper bags is expanding; demand of the product is increasing Day by day. The return on this business is also satisfactory.
- At last it can be Said that future of this product is very bright.
- With the expectation of high Profitability, it is assumed that it would be the perfect product to be manufactured in today's environment. After all it's an environmentally friendly product it saves paper bag.

IDEA 055

ENTREPRENEURSHIP IDEA OF YAMUNA. P.K

YAMUNA. P.K

B.Com 3rd year, Pioneer Kumaraswamy College, Nagercoil

NAME OF THE UNIT

: **PK FLOWER STRAPPING**

NAME OF THE ENTREPRENEUR

: **YAMUNA. P.K**

ENTERPRISE / COMPANY LOGO

:



VISITING CARD OF THE ENTREPRENEUR



TYPE OF UNIT/ENTERPRISE : Manufacturing Unit

PRODUCT DESCRIPTION

NAME OF THE PRODUCT : **PK FLOWER STRAPPING**

NATURE OF THE BUSINESS:

A Florist Shop is a retail establishment that sells cut flowers and Ornamental plants. The Floral trade involves activities such as flower care, flower arranging, floral design, merchandising and often flower delivery.

BASIC FEATURES OF PRODUCT:

Elements number positional relationship symmetry petals layers Number petal Shape petals number /layer pistils number / petal.



WORKING CAPITAL:

PARTICULARS	RS
Fixed Capital	
a) Land and Building	80,000
b) Furniture	30,000
Working capital	50,000
TOTAL CAPITAL REQUIREMENT	1,60,000

RAW MATERIALS:

DESCRIPTION	RATE
Raw materials of strapping	2,20,000
Packing	1,50,000
Maintaining cost	30,000
Other supplies	50,000
TOTAL RAW MATERIALS	6,50,000

OBJECTIVES

- The primary objective of the model report is to facilitate the entrepreneurs in understanding the importance of setting up unit of PK flower strapping.
- This model report will serve as guidance to the entrepreneurs on starting up such a new project and basic technical knowledge for setting up such a facility.
- Our objective is to strap many types of flowers and sell it to the people of different areas. We thereby improve our marketing in this world. Therefore it is extensively used all over the country round the year. Our PK Flower Strapping has great demand and opportunities in the market.

HUMAN RESOURCE

PARTICULARS	NUMBER OF PERSONS	PAYMENT
Manager	1	80,000
Supervisor	3	60,000
Skilled workers	5	75,000
Semi-skilled workers	4	80,000
Others	2	20,000
TOTAL	15	3,15,000

OTHER COSTS:

PARTICULARS	AMOUNT
Interest on capital	2,00,000
Marketing cost	1,00,000
Trading cost	50,000
TOTAL	3,50,000

ENTERPRISE:

DEFINITION:

An enterprise is a term in the commercial world used to describe a project or venture undertaken for gain. It is often used with the word "business" as in "business enterprise". Usually, by extension, it refers to the business entity carrying out the enterprise and is thus synonymous with "undertaking", "company" or "firm".

TYPES OF ENTERPRISE:

- Sole Proprietorship.
- Partnership.
- Private Limited Companies (Ltd.)
- Public Limited Companies (PLC)

Entrepreneurs usually start an enterprise with the associated risks – to make a profit, and for one of several reasons:

PROBLEM-SOLVING.

They see a particular issue that. They feel they can solve.

EXPLOIT IDEAS.

They have a new ideas they believe Will be successful.

FILLING A GAP.

They see a gap in the market the Believe they can fill.

COMPETITIVE PRICING.

They believe they can. Produce something on the market cheaper and. Offer it at a lower price.

KNOWLEDGE-BASED:

Where they believe they can. Supply specialist knowledge that customers willing for.

TYPES OF ENTERPRISES:

SOLE PROPRIETORSHIP:

Although often the smallest of companies, these Represent the foundation of the UK's market economy. These can include 'trade' business, such As painters and decorators, or the owners of a Single retail unit.

And, in the modern era, many Online businesses can fall into this category, from smaller enterprises selling products via Etsy or Similar platforms to larger ones with a website and App.

PARTNERSHIP:

Partnerships usually consist of a small number of individuals who share ownership and decision- Making (as well as profits). In partnership there are some partners take part in the business.

In some cases, such as legal firms, each partner may bring a particular Speciality to the business to expand the overall Services. In some cases, there may be a type of Hierarchy where there are senior and junior Partners.

PRIVATE LIMITED COMPANIES (LTD.)

This sort of free enterprise has been legally Incorporated and will have its own legal identity. Will have a set of shareholders who should limited amount of liability for any debts the Enterprise incurs. Those shareholders will appoint Directors to oversee overall operations and decisions of the business. Though the relevant Managers will oversee the day to day operations.

PUBLIC LIMITED COMPANIES (PLC)

Often confused with private limited companies, PLCs differ in that shares in the enterprise can be sold to the general public. Being able to sell public shares can be useful in raising funds for things like expansion. To do this, they have to meet certain regulatory and legal criteria regarding the business's financial health, transparency of their accounts, how long they have been trading, and more.

INGREDIENTS OF PRODUCT:



Flower stringing is one of the traditional methods of South India, tying flowers together using a thread or fiber from the banana plant. These flower strings are made with different flowers tied separately or tied together to make a length of string. You can find sellers of these flower strings in street corners, selling as well as stringing from fresh flowers. These flower strings are used by children, girls and women to decorate their hair as well as used in offerings to gods. This instructable is a small guide on how to make a flower string with one variety of jasmine flowers from our garden.

- Take one end of thread in the hand
- The flowers can be arranged in singles (two flowers facing each other), two (four flowers on two each side) or three (Six flowers on three each side) on the thread. The single layered flower string will look thin and give more length, whereas flowers arranged in two and threes will give a dense string with limited length.
- Here I am going to make strings with six flowers, three on each side opposite to each other.
- Arrange the flowers in threes on the table. This will help you in picking up the required flowers quickly.

- First pick three flowers and place on the thread. Hold the thread and flowers with your thumb and index finger.



- Next pick another set of three flowers and place on the thread over the earlier set of flowers, bud ends facing in the opposite direction.
- Make two rounds of thread around the flower stems
- Then make a loop with your fingers and pass it over the flowers at one end circling the flowers.
- Tighten the string. This will make a knot and the flowers will stay in place where they are tied. Proceed with other set of flowers as before.
- Continue stringing to the required length or till you finish all harvested flowers, whichever is comfortable to you. Once you finish, make a knot at the end and trim the extra thread. Our fragrant flower string is ready, use it as you like..

PRICE OF ONE PRODUCT:

PRICE OF ONE PRODUCT	QUANTITY	RS.
Strapping Flowers	1 Feet	20
Flower Bookey	1	549
Aaram	1	2500
Charam	1 Feet	15

NATIONAL MARKET

Now, Our market is National Market. As PK Flower Strapping is entering the market for the first time our geographical market will be National Market.

After succeeding in National Market we are planned to extend it to International Market.

DOMESTIC MARKET

- We have analysed the market condition for PK Flower Strapping , there is certain level of competition in Domestic Market.
- But we think that PK Flower Strapping can compete with them.
- As our brand have many Good Features which stands as a succeeding factor for us in domestic market.

EXPORT MARKET

We also planned to export our branded Flower Strapping after 2-3 years.

NUMBER OF PRODUCTS MANUFACTURED PER MONTH:

VARIETY OF STRAPPING	UNITS
Strapping Flower	600
Flower bookey	16,470
Aaram	75,000
Charam	450
TOTAL	9520

DEMAND OF THE PRODUCT:

- Our product has more demand in the market.
- Everyone is needed flower in any festival. So most of the people live to have flowers in their festival, functions, etc.
- So our PK Flower Strapping has more demand in the market.

YOUR TARGET MARKET:



- The target market for PK Flower strapping reaches across all genders.
- Women appear to be more likely to crave chips than men.
- Children are even more inclined to like strapping flowering, relating to an increase in the use associated with growth.

ESTIMATED PROFIT:

PARTICULARS	Rs.
a) Actual cost	
Capital Expense	1,60,000
Raw Materials	4,50,000
Human Resources	3,15,000
Other Costs	3,50,000
Total	12,75,000
b) Sales	10,75,000
c) Net Profit (b-a)	2,00,000

CONCLUSION:

Flower arrangements are a simple and effective way to amplify the welcome setting of any given space. Not only reserved for special occasions, a few simple stems can be just as important in an everyday setting.