

NANDINI GUPTA

Business Plan	
<b>Participant Profile</b>	
Name	NANDINI GUPTA
Education	
Address	[REDACTED]
Phone Number	[REDACTED]
Email ID	[REDACTED]
<b>Product/Service</b>	
Name of your business and logo.	NATURAL HANDMADE SOAP HYPER NATURE
Is there anyone who is supporting you in the business? (friends, family etc.)	MY PARENTS are supporting in the business
Main product/service that you want to provide	A variety of handmade soaps made with natural ingredients

Which problem of customers will your product/service resolve?	It is made with natural ingredients, can address various skin problems by retaining natural oils, offering gentle cleaning which can help in dryness, irritation, etc.
Why is your idea better than others in the market?	Because we use 100% natural ingredients in our soap so that your skin does not get harmed & we sell it at a lower price than the natural handmade soap available in the market.
<b>Product/Service Idea—Customers</b>	
Who will be your customers?	People of any age can be my customer. Specially health conscious people who prioritize natural ingredients & wellness may be attracted to handmade soap & also the local customers in the market.
What have you found about your customers through market research?	It reveals that handmade soaps consumers particularly nowadays younger are increasingly drawn to products aligning with health & natural & cruelty-free options.
Why do you think the customers will buy from you?	Due to unique selling points customers seeking natural chemical-free products may prefer hand made soaps. <ul style="list-style-type: none"> <li>• customization options e.g. Scents &amp; ingredients.</li> <li>• Quality of my products.</li> </ul>
<b>Product/Service Idea—Competitors</b>	
Are there competitors/other options for your product/service in the market?	Yes, local small business & online sellers offering similar handmade soap products, commercial soap brands, natural & organic soap brands specializing in eco-friendly soaps.

How is your product/service better than your competitors?	<ul style="list-style-type: none"><li>• Customizable options - allowing customers to choose ingredients, scents &amp; colors.</li><li>• Handcrafted with love - highlighting the human touch</li><li>• Small-batch production</li><li>• Cruelty-free, Vegan option</li></ul>		
Is there a difference in the price of the product/service that you are offering compared to your competitors?	Yes, the price of my soap is less than other handmade soaps available in the market. And some prices are based on its unique features, quality & benefits.		
How will you price your product or service with respect to your competition?	<ul style="list-style-type: none"><li>- Identify direct competitors</li><li>- Analyze indirect competitors</li><li>- Gather pricing data</li><li>- Value-based price</li></ul>		
<b>Product/Service Idea—Resources</b>			
What infrastructure will you need to setup and run this business? (For example: office space, storage space, phone, power supply etc.)	<ul style="list-style-type: none"><li>• Furniture</li><li>• Lights</li><li>• Interior decoration</li><li>• Fans</li><li>• Table &amp; chair</li></ul>		
What raw materials will you require for this business?	<table><tr><td><ul style="list-style-type: none"><li>• Soap base</li><li>• Soap mould</li><li>• Essential oils</li><li>• Packaging materials</li><li>• Stickers</li><li>• Vitamin E</li></ul></td><td><ul style="list-style-type: none"><li>• coconut oil</li><li>• Natural ingredients for soap</li><li>• Plastic bottles</li><li>• Mixer grinder</li></ul></td></tr></table>	<ul style="list-style-type: none"><li>• Soap base</li><li>• Soap mould</li><li>• Essential oils</li><li>• Packaging materials</li><li>• Stickers</li><li>• Vitamin E</li></ul>	<ul style="list-style-type: none"><li>• coconut oil</li><li>• Natural ingredients for soap</li><li>• Plastic bottles</li><li>• Mixer grinder</li></ul>
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Where will you get the raw materials for the business?	From local shops & from outside the city eg - Delhi, Ahmedabad.		

Will your business require transport for transfer of raw materials and finished products?	Yes, our business require transport for raw materials & finished goods
How many people will you need to employ to setup and run your business?	I need 3-4 people for running my business.
Will there be overhead expenses on a regular basis? (For example: Rent, accounting and legal expenses, license and government fees, property taxes and employee salaries etc.)	Yes, there will be overhead expenses on regular basis like electric bills, legal expenses, license & employee salaries.
<b>Place</b>	
Do you plan to setup a shop/ office for your business?	Yes, I have a plan to setup a shop for my business.
If so, which area or locality have you selected?	In Bistupur.
Why did you choose this place?	Because this is the main market place of our area and close to my house.
How will your customers reach you?	Through Social media, phone no. Physical address, live chat, craft fairs & markets.

## Price—Business Setup Phase (First Month)

(A) How much money will you spend for the setup of your business in the first month?

(Please fill up the table in Annexure A with item description and estimated cost)

Example: Rental deposit, First month rental, Business Registration and legal paperwork, Office/Shop setup and interiors, Furniture and equipment, signage boards, and Insurance

Total Business Setup Cost (First Month) = Rs. 50000

(C) Deficit Amount = Estimated Cost of Business Setup (A) – Your Investment(B)

$$C = A - B$$

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Rupees 30000

(D) Loan Requirement for Business Setup Phase (First Month) = Deficit Amount (C)

Enter value of C in this box.

Rupees 30000

## Price—Business Sustenance Phase (2 – 7 Months) – No/few employees

(E) What is the estimated fixed costs for the business per month?

(Please fill up the table provided in Annexure B to include item description and estimated cost)

Example: Monthly rent, electricity, water and telephone bills, equipment maintenance, business promotion, and minimum owner's salary

Rupees 20000

(F) –Desired

profit per month (Set Realistic and Achievable Goal)	Rupees <u>10000</u>
(G) – Expected Total Value of Sales per month	(E+F) (E+F) Rupees <u>30000</u>
(H) – Unit Price = Target sales of products/services to be achieved per day	G/30 G/30 Rupees <u>1000</u>
(I) – First Loan requirement for business sustenance phase (2 - 7 months)	E * 6 E * 6 Rupees <u>120000</u>
Expected profit at the end of business sustenance phase	F * 6 F * 6 Rupees <u>60000</u>

#### Price—Business Expansion Phase (8 - 12 Months) – Hiring of Employees

(J) - What is the estimated fixed cost for the business per month?  (Please fill up the table provided in Annexure D to include the item description and estimated cost)	Example: Monthly building rentals, electricity, water and telephone utilities, equipment maintenance, business promotion (Refer promotion plan for expenses), minimum owner's salary and employee salary  Rupees <u>40000</u>
(K) - Desired profit amount per month (Set Realistic and Achievable Goal)	Rupees <u>60000</u>

(L) - Expected Total Value of Sales per month	(J + K) (J + K)  Rupees <u>100000</u>
(M) - Unit Price = Target sales of products/services to be achieved per day	L/30 L/30  Rupees <u>3334</u>
(N) - Loan requirement for business expansion phase	(1,00,000 - D - I) or (J * 5), whichever is lower  Rupees <u>200000</u>
<b>Promotion – Promotion Plan</b>	
Purpose of my business	<ul style="list-style-type: none"> <li>• To provide unique &amp; effective soap.</li> <li>• Promote eco-friendliness</li> <li>• Build a loyal customer base</li> <li>• Support local small businesses</li> </ul>
What is the USP of the product/service?	<ul style="list-style-type: none"> <li>• Natural ingredients</li> <li>• Essential oil blends</li> <li>• Customization options</li> <li>• Enjoy a unique handcrafted product.</li> </ul>
Who is my customer?	<p>People of any age can be my customer.</p> <ul style="list-style-type: none"> <li>• Especially health conscious people who wants natural ingredients &amp; wellness.</li> <li>• May attract to handmade soaps.</li> <li>• Also the local customers of the market.</li> </ul>
What my customers want from me	<ul style="list-style-type: none"> <li>• High-quality natural ingredients</li> <li>• Effective skin care</li> <li>• Unique &amp; pleasant scents</li> <li>• Trust</li> </ul>
What I want to achieve this year:	<ul style="list-style-type: none"> <li>• Increase online sales by 20-30%.</li> <li>• Launch 2-3 new product lines</li> <li>• Grow social media following by 50-100%.</li> <li>• Participate in events &amp; workshops.</li> </ul>

How will I achieve my goals?	I will achieve my goals through social media marketing, market research, product development, Branding & packaging & promotion
My promotional methods	<ul style="list-style-type: none"> <li>• Social media advertising</li> <li>• Content marketing</li> <li>• Craft fairs</li> <li>• In store promotions</li> </ul>
Money needed to promote	<p>Social media advertising = ₹ 20000      Craft fairs = ₹ 10000      In store promotions = ₹ 20000 - 40000</p>

Annexure A – Business Setup Costs – Cash Book

S. No	Expense Description	Estimated Cost (Rupees)
1	Rental deposit— <b>FURNITURE</b>	5000
2	First month rental— <b>LIGHTS</b>	300
3	Business Registration— <b>INTERIOR DECORATION</b>	2300
4	Office/Shop-setup and interiors— <b>FANS</b>	800
5	Furniture and equipment— <b>Glass RACKS</b>	1800
6	Signage boards—	
7	Insurance—	
8		
9		

10		
Total		₹ 10200

## Annexure B – Business Running Costs (2 to 7 Months) – Cash Book

S. No	Expense Description	Estimated Cost (Rupees)
1.	Soap mould	3000
2.	Soap base	20000
3.	essential oils	6000
4.	stickers	10000
5.	Vitamin E	1000
6.	coconut oil	1000
7.	Packaging materials	20000
8.	Transport	5000
9.	Promotion	10000
10.	online selling	10000
".	Ingredients	12000
Total		₹ 98000

## Annexure C – Business Running Costs (8 – 12 Months) – Cash Book

S. No	Expense Description	Estimated Cost (Rupees)
1.	soup mould	5000
2.	soup base (300/kg)	30000
3.	essential oil (4000/kg)	10000
4.	stickers	10000
5.	Packaging materials	25000
6.	Transport	8000
7.	Ingredients	15000
8.	Gas / electricity	10000
9.	craft fairs	30000
		9
Total		₹ 143000



**HYPER NATURE**  
**INDIAN HAND MADE**