

BUSINESS DEVELOPMENT PLAN ON A-FOR-ACHAR



Presented by:
Ishan Shah
Luzaw Shrestha
Nitesh Rokka
Sardul Upreti



INTRODUCTION

- Name of the brand “**A-For-Achar**”
- Manufacturing company
- Established in April, 2022
- Main focus: Homemade pickles made with locally sourced organic products
- Other products: Herbal blends, blend of spices
- Main motive: Provide tasty, healthy and quality products at reasonable price





MISSION/VISION

- **Mission**

- Provide healthier along with tastier option in the market
- Utilize locally available organic resources
- Earn profit through product differentiation
- Eco friendly products with sustainable development approach

- **Vision**

- Be renowned as a quality focused and sustainable global food brand.



LEGAL STRUCTURE

- Registered under “Gharelu tatha sana udhyog” as Sole Proprietorship firm
- Taxes and fees paid through Permanent Account Number
- PAN bills are issued at the time of sales
- Approval of Department of Food Technology and Quality Control

FINANCIAL STRUCTURE

- Capital invested: Rs. 5 Lakhs
- Debt (Long-term/Short-term): Rs. 15 Lakhs @ 4.53% pa.
- 6% government subsidy on interest rates for “Mahila Udyamsilta Karja” scheme under NIBL, specialized for wives of Nepalese military personnel



USES OF FUNDS

- Hire new employees
- Acquire fixed assets (i.e. vehicle, sealing machine, production plant, storage unit etc.)
- Implement plans for working space
- Increase volume of production
- Implement Intensive marketing plans
- Implement proper supply chain system
- Enter new markets
- Expand product variety

FINANCIAL SUMMARY



Forecasted Profit and Loss Statement of A-For-Achar for the Quarter Ending September, 2022

| Particulars | Amount (Rs.) |
|------------------------------------|--------------|
| Sales Revenue | 6,00,000 |
| Cost of Goods Sold | 3,30,000 |
| • Gross Profit | 2,70,000 |
| Administrative Expenses | 1,15,000 |
| Other Expenses | 15,000 |
| • Earnings before Interest and Tax | 1,40,000 |
| Interest Expense | 16,987 |
| • Earnings before Tax | 1,23,013 |
| Tax and Fees | 5,000 |
| • Net Profit | 1,18,013 |



Forecasted Balance Sheet of A-For-Achar for the Quarter Ending September, 2022

| Assets | Amount (Rs.) | Liabilities and Equity | Amount (Rs.) |
|---------------------------|------------------|---------------------------------------|---------------------|
| Cash and Cash Equivalents | 1,25,000 | Accounts Payable | 35,000 |
| Accounts Receivables | 90,000 | • Total Current Liabilities | 35,000 |
| Prepaid Expenses | 15,000 | | |
| Inventory | 4,50,000 | Long-term Debt | 15,00,000 |
| • Total Current Assets | 6,65,000 | • Total Long-term Liabilities | 15,00,000 |
| | | • Total Liabilities | 15,35,000 |
| Investments | 5,78,509 | | |
| Equipment | 5,45,504 | Equity | Amount (Rs.) |
| Goodwill and Intangibles | 3,50,000 | Capital | 5,00,000 |
| • Total Fixed Assets | 14,42,509 | Retained Earnings | 1,18,013 |
| • Total Assets | 21,53,013 | • Total Liabilities and equity | 21,53,013 |

INDUSTRY ANALYSIS



- **Competition in the industry**
 - High competition
 - Price
 - Quantity -Product reach
- **Potential of new entrants in the industry**
 - High standards to meet
 - Materials cost
 - Production capacity
- **Power of suppliers**
 - Less power of suppliers
 - Fixed



INDUSTRY ANALYSIS

- **Power of buyers**
 - Limited customers
 - Multiple options
 - Customer Loyalty
- **Threat of substitutes**
 - Availability of similar products
 - Made in home easily



MARKETING STRATEGY

- Test Marketing
- Word-of-Mouth
- Online Marketing
- Branding
- Public Relation Packages
- Advertisement
- Product Diversification
- Market segmentation, targeting and positioning

MARKETING STRATEGY



- Product Availability
- Product Differentiation
- Quality centric
- Pricing strategy (Premium pricing and penetration pricing)
- Customer service response
- Efficient delivery services
- Sustainable approach
- Retargeting previous customers



MEMBERS INVOLVED

- Ownership: Sadhana Shah Malla
- Production: Sadhana Shah Malla, Laxmi Shahi
- Administration and marketing: Ishah Shah, Luzaw Shrestha
- Promotional partner: Sardul Upreti
- Delivery: Nitesh Rokka



THANK YOU!