

KEERTHI SWEETS

PROJECT REPORT TEMPLATE

1.INTRODUCTION:

=> Keerthi sweets is established in order to be the part of people's happiness by providing quality bakery products with hygiene.

=>Our business plan aims to satisfy the needs and wants of the people who will buy our products. It is guaranteed to satisfy the most discerning taste buds.

=>We will also establishing companies and factories in the world,to get connected around the people around the globe and giving them the chance to taste our delights.

1.1 OVERVIEW:

~ The Keerthi sweets comes in different flavors; Our delights are very tasty and affordable to all buyers. Mostly our targets are person's who have a low budget and assures them that they can afford our dedelights.

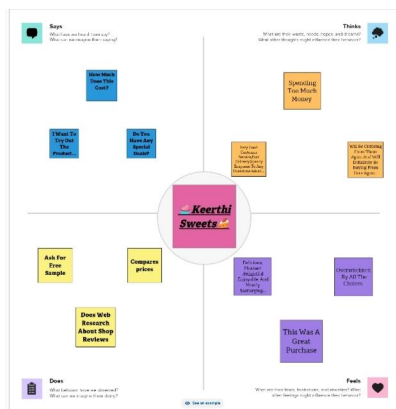
~We are very confident enough that our customers will be satisfied and fell the urge to eat more of our delights because of its very tasty flavors. We will raise revenues through the efforts of our hardworking sellers and to people who really craves for it and also selling it with proper etiquette.

1.2 PURPOSE:

- To make sure our customers will appreciate our delights the Keerthi sweets company goes to a process of well manufacturing. Our product is genuinely made from a series hardwork and ensures that our ingredients is on top quality.
- To ensure comfortable profits we will do in our power to hold it properly and to use it with proper manner. The cost of the product will be managed according to the needs making the product.
- To make people stress free from our product and to make our buyers happy and satisfied. To make the world a sweet place.

2.PROBLEM DEFINITION & DESIGN THINKING:

2.1 EMPATHYMAP:



2.2 IDEATION & BRAINSTORMING MAP:



3. RESULT:

PROFIT & LOSS A/C:


Keerthi Sweets
Profit and Loss

Basis: Accrual

From 01/04/2023 To 30/04/2023

[+ Add Temporary Note](#)

ACCOUNT	TOTAL
Operating Income	
Sales	1,71,000.00
Total for Operating Income	1,71,000.00
Cost of Goods Sold	
Cost of Goods Sold	5,500.00
Total for Cost of Goods Sold	5,500.00
Gross Profit	1,65,500.00
Operating Expense	
Advertising And Marketing	10,000.00
Other Expenses	5,000.00
Rent Expense	20,000.00
Salaries and Employee Wages	50,000.00
Total for Operating Expense	85,000.00
Operating Profit	80,500.00
Non Operating Income	
Total for Non Operating Income	0.00
Non Operating Expense	
Total for Non Operating Expense	0.00
Net Profit/Loss	80,500.00

**Amount is displayed in your base currency 

BALANCE SHEET:

Keerthi Sweets
Balance Sheet
Basic Account
As of 30/04/2023

Account	Total
Assets	
Current Assets	
Cash	
Petty Cash	4,950.00
Total For Cash	4,950.00
Bank	
ICG Bank-001	1,42,300.00
Total For Bank	1,42,300.00
Accounts Receivable	1,39,800.00
Other current assets	
Prepaid Expenses	37,500.00
Input Tax Credits	0.00
Input CGST	2,670.00
Input SGST	2,670.00
Total For Input Tax Credits	4,140.00
Total For Other current assets	41,640.00
Total For Current Assets	3,47,390.00
Other Assets	
ICG Bank-01	-55,000.00
Total For Other Assets	-55,000.00
Total For Assets	2,97,390.00
Liabilities & Equities	
Liabilities	
Current Liabilities	
Accounts Payable	3,540.00
Unearned Revenue	1,05,000.00
GST Payable	0.00
Output CGST	4,275.00
Output SGST	4,275.00

Account	Total
Total For GST Payable	8,550.00
Total For Current Liabilities	1,17,860.00
Total For Liabilities	1,17,860.00
Equities	
Capital Stock	1,05,000.00
Current Year Earnings	85,500.00
Total For Equities	1,90,500.00
Total For Liabilities & Equities	2,97,390.00

***Amount is displayed in your base currency INR

4. ADVANTAGES :

List of Advantages of the proposed solution:

~It is difficult not to fall in love with the sweets like rasmalai, kalakand, laddoo, and more. Have you ever heard of anyone who hates sweets? No, right. Well, sweets are loved worldwide for their mouthwatering flavors and taste. But besides the zest, there are numerous benefits of eating sweets. Sweets offer several rewards for your heart and other vital organs of the body. Let us take a quick look into some of the advantages of eating sweets below.

A. Offers an Instant Energy Source:

- What do you do to cheer yourself up on the days whenever you feel low? Sometimes there is also not enough energy to perform the daily household chores. In these scenarios, most people drink a strong cup of tea or coffee. But sweets are better alternatives when you are feeling too low. Surprised? But it is true. Glucose is the primary source of fuel in our body that comes due to the breakdown of sugar. Sucrose or sugar is composed of glucose and fructose. The human body then breaks down the sugar molecules, transfers the glucose to different cells, and converts them into energy.
- With no glucose, you will not have the required energy to perform day-to-day activities. So on the low and depressing days when you want to boost your energy, do not look further and consume a sweet for immediate action!

B. Enhances the Mood Immediately:

- It is not a shocker that sweets always make us happier. It is because whenever someone consumes any sweet, it activates a dopamine hormone which is responsible for enhancing the mood. But you have to care about the amount of sweet you are consuming as a higher amount can also cause a problem. If you cannot resist your habit

of sweet intake, then avoid them as much as possible or increase your willpower to control the amount.

C. Helps to Save Energy Later:

- The sugars you consume from the sweets also get stored in the body for later use. The human body does not give all the energy in one go and uses it in small intervals and amounts. This procedure is known as glycogenesis, and it permits the body to function for a certain period without consuming food for some time. However, if the sweet consumption exceeds the amount of glucose needed to be stored within the body, it will become harmful for the health. The saved glucose will get converted into bad cholesterol due to eating too many sweets.

D. Naturally sweetened products are more Beneficial:

- If you are wondering, whether sweets are good for your health, this segment will help you get your answer. Naturally, the sweetened product can assist you in enhancing your thinking capabilities. Many sweets include natural flavors with antioxidants that improve the cognitive ability of a person.

E. Sweets are Full of Nutrients:

- There is a specific reason for which our body craves some delicious sweets. People on a low carbohydrate diet often ignore the fact that glucose is also a significant nutrient of the human body. The correct number of sweets can help to

fuel your mind and body. Some sweets also contain all the necessary fibers, antioxidants, and vitamins for the diet.

5. APPLICATION:

The areas where this solution can be applied:

~ Our technology providers provide us with amazing techs that make our business faster and reliable. We have experts that help us in making our products high end and qualified to the markets.

- **RESOURCE MOBILIZERS:**

The resource mobilizers will be composed of members of enterprise, the reliable investors, and the co-partners that have been verified to be "supportive" of the enterprise.

- **TECHNOLOGY PROVIDERS:**

The technology providers will be composed of mainly those that has been analyzed as the best among their peers in their respective specialisation.

- **GOVERNANCE AND TOP MANAGEMENT:**

This will naturally encompass the top management and officials of enterprise.

- **OPERATING AND SUPPORT TEAM:**

This will most likely be composed of the workers working along the business.

6. CONCLUSION:

=> Therefore, we conclude that the business plan is essential to whoever desires to enter the business world.

=> The strategies are based on it. It means that the whole business and the whole progress depends on how well the business plan is being made and clarified.

=> Competing for the consumer is a never ending challenge that Keerthi sweets company continually faces. This is due to the uniqueness and competitiveness of each individual market, for they have different approaches and because of different consumer behavior.

=> Selling sweets is one of the best markets in the world yet even they cannot always predict consumer behavior. => They have the technology, tenacity, skills and experience to achieve and surpass these sales levels in about 200 pesos per day.

7. FUTURE SCOPE:

- We will focus on the quality and the tastiness of our product. And on affordable prices. We can make people stress free on our tasty delight.
- Our HONEST and HARDWORKING staffs will make sure our product will be served with passion and hardwork.
- We will focus on establishing different flagship establishments around the globe to go get connected to people and make them satisfied and full of love.
- Customer service, Quality experience, Honesty, calm and Relaxing atmosphere, and Affordable price. This will be our key to success to ensure that our business will have a profitable future.

