

**Raniganj Girls' College**

**Course Name: Entrepreneurship Development**

**Course Code: BCOMHSE401**

**Topic of the project: New Business Plan Preparation and Presentation**

**A Project Report**

**Submitted by Semester-IV students (Academic Year 2021-22)**

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NIVA RAM	KNU20113001400
NUSRAT KHATUN	KNU20113001672
PALLAVI KUMARI BURNWAL	KNU20113001523

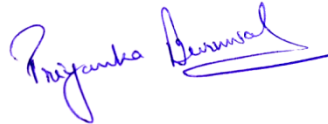
## CERTIFICATE

This is to certify that this project titled “**New Business Plan Preparation and Presentation**” submitted by the students for the award of degree of B.Com. Honours is a bonafide record of work carried out under my guidance and supervision.

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Place: Raniganj

Date: 28.06.2022



SACT, Department of Commerce

Signature of the supervisor with designation and department

Date	
Exp. No.	

Page No.	
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# KAZI ZAZRUL UNIVERSITY

## B.COM 4<sup>th</sup> SEMESTER

NAME : Jyoti Kisku

COURSE NAME : ENTERNEURSHIP

COURSE CODE : BCOMHSE 401

UNIVERSITY Reg No : KNU 20113001395

COLLEGE ROLL NO : 44

UNIVERSITY ROLL NO : 1132003123051009 [3<sup>rd</sup> Semester]

PROJECT ON : ENTERNEURSIP

Date	
Exp. No.	

Page No.	
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## CONTENT

8.

1. Business name new

2. Expected capital

3. Source of capital

4. collection of Raw Materials

5. How Produce

6. Prospective customer

7. Profit estimation

8. Advertisement

9. Distribution system

10. Problem face

11. Advantage and disadvantage

12. Employment and conclusion

Date	
Exp. No.	

Page No.	1
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## BUSINESS NAME

### ALOE VERA JUICE

Aloe vera is a plant that is also known as wonder plant. It is described as a short-stemmed shrub that has many health benefits. It contains around 500 species or more and these are mostly flowering succulent plants. There are widely available and occur naturally. The leaves of this plant are usually short, generally succulent type, straight and erect and dense. In the middle Aloe vera juice and soon forth. Since it has many health benefits, Aloe vera can be used in many detoxifying drinks. In to their diet plan, Aloe vera juice can also help in cooling down the body temperature. Hence, incorporating it in drinks or juices, is very helpful, especially in regions where the temperature is high. According to the Royal Botanical Centre of Excellence in England, called the Plant has been used for many years and yet it is still currently that the Aloe vera juice has been used for many years and yet still currently.

becoming more and more popular day by day

## EXPECTED CAPITAL

India aloe vera Juice Market stood at \$ 23.72 Million In 2017 and is projected to grow at CAGR of over 10.02% In Value terms during 2019-2024 to reach \$ 38.68 Million by 2024. 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 India aloe vera Juice Market. Moreover increasing disposable Income along with changing life style 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 year. To examine competitive development such as expansions, new product launches, supply contracts and mergers & acquisitions in the India aloe vera Juice Market.

## SOURCE OF CAPITAL

As the business of mine didn't require ~~the~~ much capital I preferred getting a loan from a bank or my family members. As ~~long~~ as my business grows I'll have venture capitalists line for financing my startup. I took a loan of about Rs 30000 for this purpose from our Indian contract bank by assuring my some of assets to them. And for working capital I'll be using my savings that collected now.

## COST INCURRED

To calculate the cost incurred and thus estimate how much profit I'll have first I had to calculate all my effective cost rate

- fixed cost - Rs 50 per month
- variable cost - Rs 45 per month
- Price per Warehousing Rs 25 per month service and labour charges - Rs 80 per month

I had to list all the physical supplies estimated cost. I have sum up the above and estimated

It is to be a round of about Rs 1000 per month after taking into consideration all the costs

## COLLECTION OF Raw MATERIAL

Raw Materials that were needed to producing the aloe vera Juice were

(I) Pure water

(II) aloe vera Juice (aloe vera pulp water)

(III) cane sugar

(IV) calcium

(V) lactate

(VI) citric acid

(VII) Malic acid

(VIII) white grape flavor

(IX) Sodium citrate

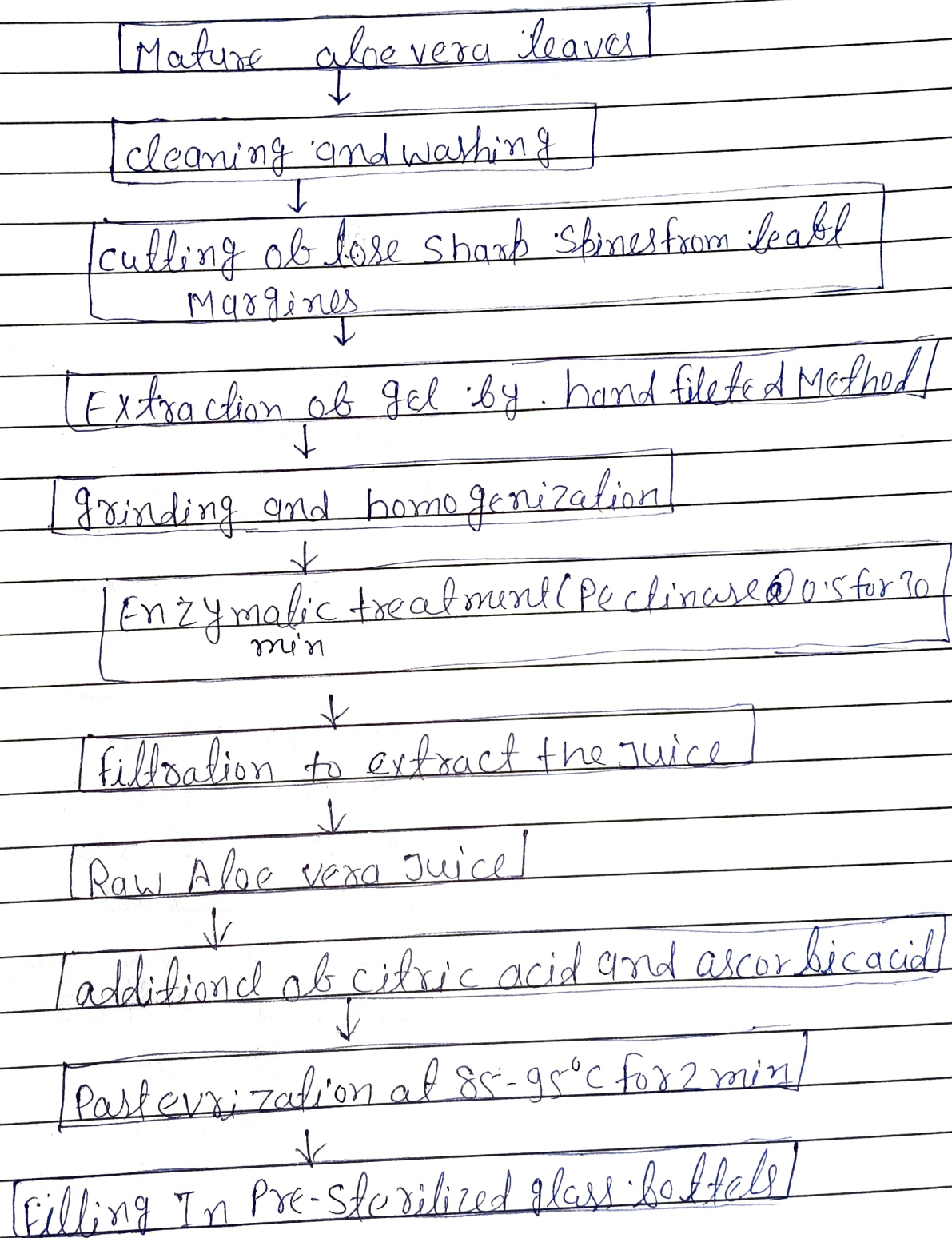
(X) Sodium citrate

(XI) Sodium erythorbate

(XII) Stevia gellan gum



## HOW PRODUCE



## PROCESTIVE CUSTOMER

(1) Make a list for instance these:-

could include people my survey  
in focus group or connected B<sub>2</sub>B start can  
business + they have interact with on the  
list

(2) look for referrals:

So alert your social media connection  
neighbors former co-workers even your  
distant cousins that you are looking for  
customers friends and other connections  
to help brainstorm idea for

(3) work my network:

find out what local business networking  
groups exist for my industry and attend  
some of their meeting connecting with other  
business

(4) build an online presence:

get my website up and running and use  
search engine optimization to get found  
within people search online for what my  
sell

## EXPECTED REVENUE & PROFIT FOR THE YEAR

Expected Sales - 300000  
Other Income - 20,000  
320,000

### Expenses

① Purchase of RIM - 70000

~~Raw Material~~ Raw Material 38000

Wages 40000

loan 60,000

Depreciation 10000

Other 5000

Profit

223,000

## ALOE VERA JUICE ADVERTISING

- ① Publish and Provide great content

While having an online presence gets you started one need to make sure that you don't get lost among the masses and that people just don't scroll by your page actually engage in it for that you need to provide a kick as content
- ② Apply online for business Awards

While getting an award for my work leaves me with a great feeling one can also use it to their aloe vera juice themselves and build business credibility Most individuals have business cards that provide
- ③ Point branding

Giving out free yearly calendars which has my business details would help immensely as it would ensure that they always have my numbers in front of them and think of me when they need my service

(9) develop a customer referral Program  
my need to make sure that you keep  
my regular customers happy and whenever  
my reward them for their loyalty  
for this my need to oblige existing  
always keeps local customers and friends  
happy as friends talking

### ALOE VERA DISTRIBUTION

- (i) Hyper Market, Super Market
- (ii) Departmental Stores
- (iii) Pharmaceutical Shop
- (iv) online
- (v) others

### PROBLEM FACE OF ALOE VERA

#### JUICE BUSINESS

(i) Fierce competition

The competitive environment keep  
the startup on their toes as there is no  
margin for error available Both B<sub>2</sub>B  
and B<sub>2</sub>C organization always tend to feel  
the heat of the fierce competition business

environment that covers both traditional and online business

### ② Unrealistic Expectations

aloe vera Juice to face challenge when they set unrealistic expectations following a booming success. Remember success is short live and expectation on never end. In order to succeed in competitive business, business start need to have high but controlled expectations.

### ③ Partnership Decision Making

Partnership is the absence of sources. And this logic holds true for aloe vera Juice business as well. In this ever expanding and ever-changing digital era, where organization need to battle hard for their survival.

### ④ Financial Management

Money. Remember the fact that Income increases the Expenditures also increase. There is no doubt about it. One of the biggest challenges that aloe vera Juice business start face today relates to financial management. At times when there is a cash

## ⑤ Cyber security

The rate of cyber crimes has increased dramatically during the past couple of years the percentage is going to increase in the coming as well also voice business that are active online debate online security threats need unauthorised access to also voice business

## EMPLOYMENT

### ① Learn How to Recruit Top Talent :-

first employee is knowing how to find them you likely don't have the resources or brand that more established also voice business

### ② Interview Process

After you get application this time narrow your search and move your top candidates. A good way to check candidate experience is by giving them an assignment

### ③ Solidify your onboarding process

a flexible process may have my new employee going to few meetings to learn about business culture

A more defined program would include check list of things for my employees to complete to my aloe vera juice business culture surveys. It can affect your employee's. In a recent survey of 2000 employees 47% of workers

### ④ Startup process

As my business grows that's why it's important to make improvement to your recruitment hiring and onboarding process. I hired more candidate sent to you by my business start recruitment continue developing

### ALOE VERA JUICE ADVANTAGES

- low sugar option
- Helps clear up skin
- Relieves constipation
- Reduces heart burn
- Maintain eye health



## ALOE VERA JUICE DISADVANTAGE

It important consult a doctor before you start consuming aloe vera juice any other condition that is linked to insulin because it messes with the electrolyte but once in my body this may cause dehydration

Allergic reaction :- when applied to the skin or consumed orally aloe vera juice cause dermatitis hives

## CONCLUSION

We are confident that we can achieve conservative financial projections generating a gross revenue in excess of IN year one after the opening of the business In addition my management has carefully consider revenue in the industry as follows

checked

Kalpana  
28/05/22