

Raniganj Girls College
2020 - 2023

Entrepreneurship Project

Topic → New Business Idea.

Name → Megha Choudhary

Course → B.COM, 4th Sem, (Honours)

Subject → Entrepreneurship development

Roll No → 41

Registration No. → KNU20113001440

Teacher's remark → _____

Teacher's signature → _____

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)

Name of the student	Registration Number
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ARCHANA KUMARI	KNU20113001546
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KONKANA GHOSH	KNU20113001443
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NISHA RAUT	KNU20113001431
NIVA RAM	KNU20113001400
NUSRAT KHATUN	KNU20113001672
PALLAVI KUMARI BURNWAL	KNU20113001523

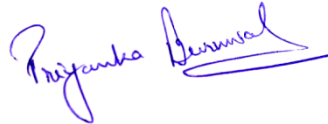
CERTIFICATE

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

Megha's Cakeland

Cake is a type of sweet food that is typically baked, made from flour, sugar, and other ingredients. Cakes were modify of bread in their earliest types, but now cakes cover a wide variety of preparation that can be basic or complex and that share characteristics with other sweets. Such as pastries, meringues, custards and pies. Flour, sugar, eggs, butter or oil or margarine a liquid and leavening agents. Such as baking soda or baking powder. are the most widely used cake ingredients. Two main types of cakes are available: Butter Cakes (also referred as shortened cakes) and sponge cakes.

1) Sponge Cakes → Sponge cakes have little to no fat and typically have a higher percentage of eggs. This gives them airy, lighter texture. It is important to note that as soon as it is ready, the batter needs to go into the oven to prevent the egg whites from deflating. This cakes are not going to hold up well against heavy frosting.

2) Butter Cakes → On the other hand, butter cakes contain butter, margarine or shortening of vegetables, giving you the dense, moist cakes that we know and love. If it says "cream butter and sugar" in the recipe it's a butter cake.

Expected Capital

The expected capital need for the cakes making business is approximately 2 lakhs.

Source of Capital

I will take a loan from Bank of rupees 150 Lakh and the other which is left that I will borrow from my father.

Collection of raw material

Raw material description: The raw materials required for cake is as follow:-

- Baking Powder
- Castor sugar
- Eggs
- All purpose flour (Maida)
- Vanilla essence
- Corn starch
- Oil
- RO water.

Whipping Cream :-

- Whipping cream
- Icing sugar

Decoration, Icing & soaking (Optional)

- Pineapple Juice
- Chopped Canned Pineapple
- Canned cherry.

25 Must-Have Baking Essentials

Strength and Sunshine ©



Equipment Used in bakery :-

- 1) Digital Scale
- 2) Measuring cups, Measuring spoons.
- 3) Mixing bowls.
- 4) Sieve or sifter
- 5) Whisk, Spatulas, wooden spoons.
- 6) Baking Tray, sheet Pan and cooling rack.
- 7) Baking Pans
- 8) Muffin Pan, Bundt Pan
- 9) Loaf-Pans.
- 10) Pastry Pans - Pie Pan and Pate Pan.
- 11) Rolling Pan, Dough scraper and Pastry brush
- 12) Cake stands and Turn Table
- 13) Aprons and Oven gloves
- 14) Thermometers.
- 15) Scoops and Cutters
- 16) Oven.

How to Produce

- 1) Ingredients Scaling → All types of raw materials are procured from the raw material store and transported by suitable material handling equipment to their respective holding tanks.
- 2) Mixing → In the drum of the batter mixing machine all raw materials are added in the amount needed according to the required sequence. There are different speed of mixing various components and they are maintained to achieve the most effective batter feature. This produces the cakes batter.
- 3) Depositing → The baking tray is appropriately greased with oil and a butter paper of appropriate shape is. Shape of the bottom is placed at bottom of the tray. Then the cake batter is poured into a baking tray, following by which batter is appropriately levelled.
- 4) Baking → Bake at $360 - 425^{\circ}\text{F}$ ($182 - 218^{\circ}\text{C}$) to an internal temperature of 204°F (95°C). The hot processed batter should have a shorter baking time. The cold processed batter should be baked longer. The baked cake is obtained from the oven, its allowed to cool in the pan itself prior to de-panning.
- 5) De-Panning → De-pan from the oven onto dusted paper pan liners while the cakes are still warm. The butter paper is then gently removed from cake, followed by which outer skin of cake is also

removed with a knife, and then the cake is divided into multiple layers depending on the thickness of the cake.

6) Cooling → Cool product to loaf internal temperature of 95-105°F (35-40°C) before icing and packing.

7) Icing → Simultaneously whipping cream and icing sugar are beaten by a simple beater until sufficiently stiff; which is then fed to holding tank of cake decorating machine. The layer of cake is placed on a cake decorating and icing cream over the cake. Then the layer of chopped fruit slices is placed and another layer of cake is placed over the pineapple layer. This is followed by a layer of chopped fruit slices.

8) Storage and Packaging Or Serving → When all layers are added, the last layer is filled with only one layer of whipping cream and the easily decorated by the machine, then finished manually.

The cake is in the refrigerator until it is sold at the correct temperature.

Pricing.

Pricing is a process of fixing the value of that a manufacturer will receive in the exchange of services and goods. The price of cakes is depends on cakes size, cakes flavour, cakes decoration etc. The price can be little high if you order the cake in urgent.

The price of the cakes in my Bakery is as follow:

Small Cakes (Cupcakes)

Mini Grad Cupcakes	25 Rs.
The Cassie Cupcakes	40 Rs.
Grad Cupcakes	50 Rs.
Classic Mini Cupcakes	60 Rs.

Big Cakes (Celebration Cakes)

1 Pound Cakes	250 Rs.
1.5 Pound Cakes	300 Rs.
2 Pound Cakes	500 Rs.
5 Pound Cakes (with glass icing decoration)	2000 Rs.

Price up by flavour

Vennila Flavour	50 Rs.
Strawberry flavour	100 Rs.
Chocolate flavour	150 Rs.
Pineapple flavour	200 Rs.

Prospective Customer -

Demographic Segmentation Criteria include age, gender, family status and Income. Younger customer may order pastries from bakery. While family may drop by for breads and rolls. The target market for desserts reaches across all genders but women appear to be more likely to crave sweets than men.

Advertisement

An advertisement is the promotion of a product; brand or service to a viewership in order to attract interest; engagement and sales.

- Print vouchers and distribute to local shops, libraries, schools; ask people you know to help distribute.
- Advertise in local news letters sent out by city halls, schools, daycares, and libraries.
- Make free mini cakes, cake pops; cupcakes give them off to locals after any occasion.
- Attend local get together and network meetings introduce your self and let them know where you are located and what you offer.
- Give incentives to local shops and business such as event managers, offering fees 5 to 10% Commission.
- Set up a stall at the local fair. Sell cupcakes at a discounted price to encourage people to try something.

- Get your business listed at the local city hall as well as in the yellow pages so people can find you.
- Advertise on local websites such as supermarkets, business sites.

Distribution

The distribution stage involves moving the product from the production facility to wherever consumers are. Distribution can be simple, or it can involve many distinct channels. For example, a baked goods company might sell its wares directly to consumers through both a factory store and its website as well as selling baked goods to wholesalers. Wholesalers are businesses that buy products from manufacturers and use their expertise in shipping and distribution to re-sell the products to retail stores. Baked goods manufacturers also might sell their products directly to retail stores.

Delivery.

Delivery of the products to consumers is the final stage of the supply chain. Most consumers buy baked goods from a retail store, such as a supermarket. The retail store can promote the baked product in a variety of ways, such as choosing a visible position on its shelves or by offering samples to its customers. The customer's purchase is the final step of the supply chain.

Obstacles

One of the biggest challenges most of the home bakers find is the process of finding paying customers for their bakes. Most of home bakers struggle in finding the right type of customers who do not understand their niche and only end up negotiating on prices. It's a very physically, mentally demanding job. You're working with your hands all long and if something goes wrong. It's because you did it wrong. So you have to be on point every moment you're working.

Expected Revenue & Profit for the year 2021-2022 :-

Expected Sale

₹ 50,000

Other Income

₹ 2,000

Total Revenue → ₹ 52,000

1) Purchase of Raw Material

Raw Material consumed

80,000

2) Wages

30,000

3) Interest on loan

18,000

4) Depreciation

12,000

5) Other Manufacturing expenses

14,000

6) Machinery and equipments

30,000

Total cost →

184,000

(+) Profit

68,000

CONCLUSION

This business Project proved to be helpful to all of us. We were able to plan and execute a business in detail even our business is small and did not get a lot of profit. From the report, we have learnt a lot about the process of starting up a business. We gained a lot of experience how to handle the business, as well as the operation. and what a business had to undergo to become successful by conducting this report. In addition, we have also learnt about the risk we have to face and how to overcome the risk. Through perseverance and hard work, we were successful to achieve our budget. This project also help to enhanced our entrepreneurship skills. In the near future, we are looking forward to continue our business venture.

Ann
28/6/22