

RANIGANJ GIRLS' COLLEGE

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Discipline :- Commerce Honours

Class/Semester :- B.COM 2nd year 4th sem

Registration No :- KNU201130014-02

Roll no :- 51

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

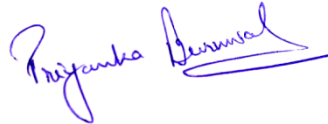
CERTIFICATE

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

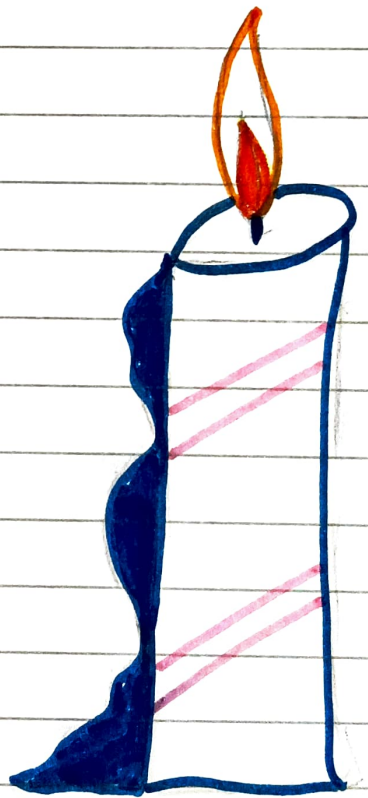
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SACT, Department of Commerce

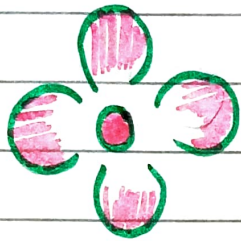
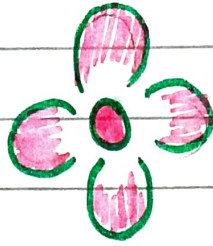
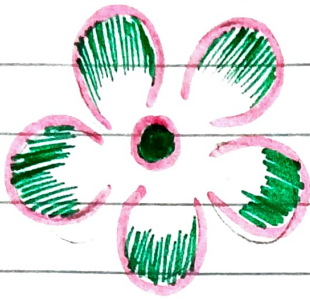
Signature of the supervisor with designation and department

* Heavenscent Candle Company *





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Introduction

India is a vast country and the Indian people follow various religions, speak different languages and have different customs and traditions. In spite of this diversity, one thing is common among all Indians is they are all deeply religious and practice their religious activities on a daily basis. India has huge production as well as consumption of candles, which has given candle making the market a strong boost in the economy. This is emerging to be a great business idea in India. Also, India is a country famous for its rich culture and traditional festivals. Festivals like Diwali, Janmashtami etc. are known for candle decoration. India shimmers in candle lights during these festivals, which clearly means huge usage of candles. Thus, candle making idea is a great proposition for business in this country.

Expected Capital: Investment Required to start candle making business is 25,000 to 2.5 Lacs will be enough. However, for a larger commercial operation, the investment required will be in the tune of Rs. 10 Lacs. The cost includes automatic candle making machinery that will deliver 500 kg/day candle output.

How Capital will be collected: To start a business we can use savings, we can get loan from bank or family, friends etc.

Consumable Raw Materials:

- Stearic acid
- Paraffin wax
- Thread
- Color
- Perfume
- Lubricant oil
- Designer ribbon
- Packing boxes
- Shrink wrap Polyethylene
-

How to Produce : Wax candles (Scented) & Normal candles

Process :

Free wick is to be winded in required moulds in the given greases, lubricate the lubricating oil, screw the moulds as per the number given, melt the wax and add colour and scent mix it well. Pour the melted wax into the ready moulds, keep the moulds for minutes, unscrew the plates of the moulds and take out the candles from it pack it in either number or weight.

Prospective customers : The prime target market for candles is women with families. "As one of life's little luxuries, candles are purchased at about the same rate across all income levels, among all ethnicities, and at all educational levels. Women 15 to 45 years of age are the target market for the spa industry. It's a wide range with a shared interest. And spas are the big customers for candle business."

Advertisement : Market Potential & Strategy

Condoles having a huge demand in the domestic market as well as foreign countries, mainly in the USA and European countries. India supply almost 90% of world. Many export companies are based in Delhi, Mumbai, Kolkata, and Bangalore Hence marketing ~~is~~ is not at all a Problem for this Product. They collect Products directly from the site. The Products are having a great demand in the domestic market also. There are many other manufacturers engaged in the Products. The demand is very high and usually, the supply cannot meet the demand. Being well aware of the export market and agencies, Competitive Price can also be ensured by effective bargaining. In case of any troubles happen in the export market, the Products can be easily sold out in the domestic market. Promoters are also in touch with the executive of India Mart, Trade India, Amazon B2B, B2C Online B2B bulk Selling, and Promoters also Planning to go to online retailing of the Products with Flipkart and Amazon.

Expected Profit: The cost of making candles is not much. The profit margin is also better than a lot of other consumer products. One can easily make a profit percentage of more than 30% on selling candles. To achieve break-even it will take a minimum period of 4 months and the expected gross profit is 35 to 45 percent.

Obstacles in candle making: 3 reasons or obstacles are people fail at candle making:-

1. Expecting Perfection => There are a million and one ways to screw up a candle. Naturally, this feels like failure and you'll never be good enough - might as well stop.
2. Lacking Equipment => Although it is fairly easy to make candles in your kitchen, sometimes it feels like you're maccyver'ing things together and it just get old.
3. Lacking of Discipline => Maybe more common than fear is the lack of discipline to finish something you start. It's

Balance Sheet

Liability	Amt	Asset	Amt
Capital	3,00,000	Land & Building	1,00,000
Mudra loan	50,000	Plant & machine	1,60,000
Standby loan	50,000	Stock	40,000
		Cash at Bank	50,000
		Cash in hand	50,000
	4,00,000		4,00,000

Teacher's Signature

easy to get started on something when the "idea" is exciting.

How to generate employment/labour: Starting the business

there are 2 or 3 employ are required when time pass and business expand labour are required for huge manufacturing, and for managing accounts we required a C.A also.

Conclusion: The Project as a whole describes the scope and viability of the

Trading industry and mainly of the financial, technical and its market potential. The Project guarantee sufficient fund to repay the loan and also give a good return on Capital investment.

When analyzing the social-economic impact, this Project is able to generate an employment of 5 and above. It will cater the demand of

Trading and thus helps the other business entities to increase the production and service which

provide service and support to this industry. Thus more cyclic employment and livelihood generation.

So in all ways, we can conclude the Project is technically and socially viable and commercially sound too.