

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
ALKA KUMARI	KNU20113001753
ARCHANA KUMARI	KNU20113001546
ASHA PAL	KNU20113001637
BIRANGI TIU	KNU20113001621
DEBANJANA GHOSH	KNU20113001173
DEBOLINA BHATTACHARJEE	KNU20113001665
JAYA KUMARI NONIA	KNU20113001275
JYOTI KISKU	KNU20113001395
KHOOSHBOO NONIA	KNU20113001580
KHUSHI KUMARI	KNU20113001260
KONKANA GHOSH	KNU20113001443
LAXMI KUMARI RABIDAS	KNU20113001465
MEGHA CHOUDHARY	KNU20113001440
NABONITA MALLICK	KNU20113001582
NANDINI KUMARI PANDEY	KNU20113001402
NISHA RAUT	KNU20113001431
NIVA RAM	KNU20113001400
NUSRAT KHATUN	KNU20113001672
PALLAVI KUMARI BURNWAL	KNU20113001523

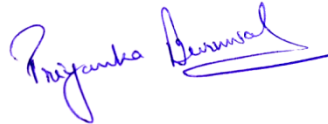
CERTIFICATE

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.

Name of the student	Registration Number
ALKA KUMARI	KNU20113001753
ARCHANA KUMARI	KNU20113001546
ASHA PAL	KNU20113001637
BIRANGI TIU	KNU20113001621
DEBANJANA GHOSH	KNU20113001173
DEBOLINA BHATTACHARJEE	KNU20113001665
JAYA KUMARI NONIA	KNU20113001275
JYOTI KISKU	KNU20113001395
KHOOSHBOO NONIA	KNU20113001580
KHUSHI KUMARI	KNU20113001260
KONKANA GHOSH	KNU20113001443
LAXMI KUMARI RABIDAS	KNU20113001465
MEGHA CHOUDHARY	KNU20113001440
NABONITA MALLICK	KNU20113001582
NANDINI KUMARI PANDEY	KNU20113001402
NISHA RAUT	KNU20113001431
NIVA RAM	KNU20113001400
NUSRAT KHATUN	KNU20113001672
PALLAVI KUMARI BURNWAL	KNU20113001523

Place: Raniganj

Date: 28.06.2022



SACT, Department of Commerce

Signature of the supervisor with designation and department

Topic :-

1) Business Name :-

TEA

BUSINESS



KAZI NAZRUL UNIVERSITY
RANIGANT GIRLS COLLEGE
Discipline - commerce

Name => Nirsha Raut.

Roll => 27 (accounting honours)

University Reg. No => KNU20112001431 of 2020-21

Class => 4th semester

Sub => Entrepreneurship development.

Remarks

Teacher's Signature

Acknowledgement

Page No. 2

Date

I would like to express my special thanks to my teacher as well as our principal who gave me the golden opportunity to do this wonderful project on the topic tea business, which also helped me in doing a lot of Research and I come to know about so many new things.

I am making this project not only for marks but to also increase my knowledge.

Nurita Raut.

Signature of the
Student

Signature of the
Teacher

How to do business expected capital :-

To get started for a tea business in india, an investment of INR 50,000 is enough. on the other hand, you need more of an investment for a more genuine establishment like a tea stall and cafe. The number will go as big as 30 lakhs for metropolitan cities.

Collection of Raw Material :-

- The basic raw material need for this business is various ranges of tea leaves that include high-quality tea and ordinary tea with different flavours and juice. To include other varieties in tea, other raw materials of Elaichi, spices, and ginger are needed. Food grade polymers, cardboard boxes and pouch materials are needed for packaging.
- The top tea leaves and leaf buds are hand-picked from the plant. The leaves are then subjected to several processes including withering, rolling, drying, cutting, and blending. The intensity and duration of each process differs according to the type of tea.

How to produce tea?

Tea production process :-

Step 1: Harvest :- First, you need to select the leaves for harvest in the spring and summer, you should notice a fresh 'flush' of young leaves and these are the perfect ones for tea making and the most prized by tea

Step 2: Steaming :- The next step is to heat the leaves by steaming them. A steamer works best for you can use a colander over a pan of boiling water, steam for 1-2 minutes. You want the leaves to start to wilt and turn an olive green colour.

Step 3: Shaping :- a limp olive green ball of leaves, which is warm to touch but cool enough to knead, much the same as bread. But you can also roll them in the palms of your hands - working them into narrow tubular shapes and as you do so, this breaks down the chemistry inside the leaf that will give you tea its flavour.

Step 4: Oxidation :- Oxidation is the chemical process that is easiest to observe by looking at a dried tealeaf's colour. The greener the

tea leaf turns brown as it oxidizes.

Step 5: Drying \Rightarrow The part of the tea production process can be done in two different ways, Pan frying or oven baking.

- Drying by pan frying \Rightarrow Dry the leaves in a pan by tossing them continuously and checking they don't burn with your hands.
- Drying by oven baking \Rightarrow if using an oven, place the rolled leaves on a baking tray in a preheated oven at 100°C for 10-12 minutes and turn them halfway through.

Prospective customer :-

Good Tea are essential for giving customers the complete evening experience. However, they will migrate to the tea stall where they can find these beverages in the highest quality and that follows strategies such as these. Both for tea it is essential to have a great product and a good supplier that always sells you the best. You would have created a product that stands out from the competition and that will undoubtedly be a very powerful to attract prospective customer.

Advertisement of tea business :-

Branding and logo ⇒ Before you begin to design your logo and brand your tea business, investigate the competition. You want to know what your competitors are doing. You always want to set yourself apart from other competitors. After your research, you can start focusing on the branding. The image you decide for your tea will stick with you and it will make it.

Create a Strong Business Plan ⇒ Now that you have the main concept, target audience, and logo, you can get down to tea business. You must also come up with a managing style and all other details for how you expect to operate the business.

Packaging, style & Accessories ⇒ Now that you have the best tea and are ready to sell, you need to pick the right packaging going back to the idea of selling an experience, you need to make sure they feel whenever they drink your tea.

Make your window displays an packaging interesting enough so people will want to walk into your store if this is the case.

Take advantage of Social Media :-

~~foodies all over the~~ If you want to reach more customers, then you have to turn to social media.

ensure your instagram account is strong and features an impeccable presentation of your teas.

you can hire a professional photographer to take some photos. But what will get you the most business is encouraging your customers to use hashtags and check in at your location.

expected profit \Rightarrow

The profit margin on tea is very small. Own a tea store and one of the biggest expenses is the cost shipping. In addition you have retail space, licenses, taxes and help costs. You will never get rich selling tea. It's also exciting to explore the many different tea.

The costs to make a cup of tea usually ranges from Rs. 3.5 to 5, and if a tea business sells that tea for even Rs 10, then a minimum of Rs. 5 can be made from every cup of tea.

The business can even sell the tea for Rs 15 or Rs. 20 depending on the event and ambiance according to the location, which would provide for a profit Rs. 10 to Rs. 16.5.

Any obstacle in tea business \Rightarrow

There are multiple problems being faced by the tea business. Such as finance crisis, power problems, labour problems, poor labour schemes, inadequate communication system, increased revenue tax for tea gardens, less transport subsidy etc.

- ① No proper storage \Rightarrow The problem of storing premium quality tea has always been there. Due to delay in transportation and lack of storage facilities, the processed tea gains moisture from the atmosphere and deteriorates.
- ② Climatic factors \rightarrow unfavourable climatic conditions for tea plantations owing to scanty or very heavy rainfall have badly affected the tea industry.

competition =>

Many teas across all categories are marketed with the phrase "competition grade", a moniker meant to indicate exceptional quality. In a post-imperial age tea competitions are thought to be the ultimate authority on quality. But as with so many other naming conventions, the regulations surrounding this terminology are lax. While competition grade tea may indeed be high quality, the name is no guarantee.

The tea eliminated from the competition are returned to their entrants who still want to find a buyer for the batch they prepared. Despite the fact that this tea was not judged to be the best in the competition.

Employment / Labour →

Tea business is high human labour employing industry. From planting of tea saplings to plucking of tea leaves and final packaging human labour is required. Tea leaves can't be plucked by machines. Human labour needs to be involved for plucking of tea leaves from plants. Tea need to be stored at the time of plucking based on the quality assessed by tea leaf picker. Tea ~~trade~~ business requires a lot of labour, so there is more employment in it.

Advantage of Tea :- There are many types advantage of tea.

Black Tea Benefits :- Black Tea is made from the leaves of the camellia sinensis plant, the same plant that's used to make green tea. However, the leaves are dried and fermented, giving black tea a darker color and richer flavor.

Unlike many other varieties, black tea is caffeinated. So it's important to monitor your intake. When you do pour yourself a cup of ~~tea~~ black tea, you benefit from flavonoids that combat inflammation and support healthy immune function.

However, you don't have to drink black tea to benefit from its healthy properties, it can be steamed, cold and even pressed on minor cuts, scrapes and bruises to relieve pain and reduce swelling.

Disadvantages of Tea :-

Low nutrient - absorption :-

increased intake of caffeine can actually hamper your digestion and reduce the absorption for nutrition. Tea has a component called tannin, which hampers the absorption of iron from the food we eat.

increased restlessness :-

We mostly grab a cup of tea to relieve the stress and take a break from our hectic lives, but did you know that this habit can actually aggravate the stress and anxiety you go through. Too much caffeine consumption can lead to restlessness.

Conclusion

Tea business in india are faces so many problems. some of there problems unexpected natural calamity, illegal occupation of land by outsider, lack of medical facilities, unhealthy atmosphere in labour lines, lack of infrastructure, lack of capital and improper use of Gov. Loan.

for successful tea culture the above problems must be solved. To reduce production cost we have to produce quality tea.

Checked

Priyanka
28/06/22