

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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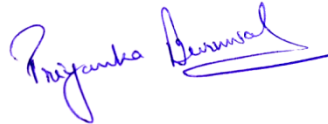
CERTIFICATE

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

RANIGANJ GIRLS' COLLEGE
ENTREPRENEURSHIP PROJECT
TOPIC - NEW BUSINESS PLAN

Name - Niva Ram.

Semester - 4th semester.

Roll No. - 40

Program - BCOM HONOURS (ACCOUNTING)

Registration no. - KNU20113001400

YEAR - 2021 - 2022

Teacher - Sushant Ghosh

Teacher Signature

Teacher's Signature

ACKNOWLEDGEMENT

I would like to express my special thanks of gratitude to my Professor Mr. Sushanta Ghosh, who gave me golden opportunity to do this wonder project of Entrepreneurship Development on "KALYANI NOTEBOOK". Who also helped me in completing my project. I came to know about so many things & am really thankful to them.

Secondly I would also like to thank my parents and friends who helped me a lot in finalizing this project within the limited time frame.

Niva Ram.

4th Semester
B. COM HONOURS.

KALYANI NOTEBOOK.

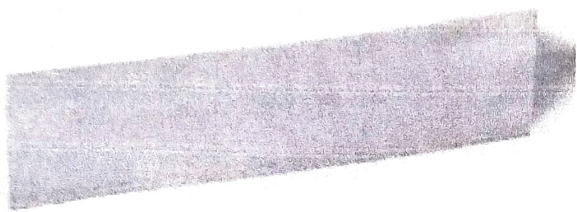
Introduction

India has around 24 crores of students and they would all require notebooks for studying and writing. Indian stationery market has tremendous potential for growth. Indian stationery market is estimated to grow at 10.5% CAGR during 2024. Stationery industry in India is fragmented and dominated majorly by units. It largely comprises of office and educational products. School books are an important and major market component in the school stationery category.

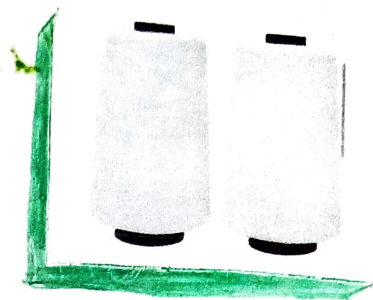
Business name - My plan is to start a new business of notebook and decide "Kalyani Notebook" as my brand name.

Source of Capital - As a new Entrepreneur I decide to take loan from Bank of ₹ 10 lakhs.

Expected Capital: The expected capital for this business is about to 10 lakh.



High Quality write Paper sheets



Thread



Notes book's cutting Machine

Collection of raw materials -

- High-quality white paper sheets
- Cover sheet and cover pages
- Industrial Gum
- Thread

Required machine and other equipments -

In this business we need to buy a specific machine used for cutting and finishing of notebooks. Last step of finishing notebooks is done with the help of this machine only that's why this is essential to our business.

The requirement of some essential tools along with the machine, For example - For stitching a needle is required, For piercing a chisel and a hammer required and pin-up (staplers) machines, etc.

How to produce - Some Steps to make notebooks.

- Step 1 - For production of notebooks there is need of bulk quantity of paper. Which we can buy from paper mills. It's available in the bundle of 500 sheets of papers, which is also known as one ream of paper.
- Step 2 - After unboxing the cover of ream our labor

- just fold the first page and adjust the papers and after that they piercing on the papers.
- Step-3: After piercing they count the number of sheets and separate it according to our requirements.
 - Step-4: Stitching with good quality of thread in each note book.
 - Step-5: After stitching they paste these notebooks with cover of our brand "Kalyani Notebooks" with the help of industry gum.
 - Step-6: After completing all these steps notebooks are kept 1-2 hours for drying.
 - Step-7: Now, Notebooks are ready for cutting and smooth finishing which is done by the help of cutting machine.

Prospective Customers - In local market, I can sale notebooks in good quantity because In Ranigani has many school & colleges are situated and a lots of stationery shops are available. So, I can have many prospective customers.

Advertisement - I take few samples of different exercise book / note book in different stationery and books shops.

I also advertise on social media and by distribute leaflet or pamphlet.

Distribution System: Keeping current market demand and different varieties in mind we tried to make different sizes, thickness (no. of pages), page quality of notebooks. After finishing of production of various type of notebooks we have to separate sample of each types of notebooks and talk to different customers, may be retailer or wholeseller to which have to distribute

Varieties of Notebooks: We prepare varieties of of notebooks like in sizes or thickness (no. of pages).

Variety

1. Small Copy

(i) English (4 lines), (ii) Hindi

(iii) math (Plan or in cheque)

2. 14/24 (size) (Plan or Rule)

3. 16/24 (size) (Plan or Rule)

(i) 20 sheets (ii) 40 sheets

4. 17/27 (size) (Plan or Rule)

(i) 40 sheets, (ii) 60 sheets

Sale: Commonly, notebooks has a huge market both in the developed countries as well as in developing nations. And the market for exercise notebooks was previously captured by the unorganized sections. However, there a few organized companies as well recently in the market. Commonly, the exercise notebook market is growing at a linear pace. There are a few aspects such as growing economy middle-class, increasing literacy rate, etc.

As a new entrepreneur I tried to sale ~~an~~ notebook at minimum price with good quality of products.

Expected Profit: As a new entrepreneur in starting days I try to gain atleast 10% to 15% profit and look forward to gain more profit. And explore my business to outside my city (Panigraji).

Obstacle: As a new entrepreneur I may face some obstacle in my business -

- (i) May be face to make our trusted customers in market.
- (ii) May be I will face some difficulties to settled my business in mass production.

Competition: Many old sellers are already making their name and status in this business. So, that's why I may face difficulties to enter this business and compete them. I will try my best to sell my notebook.

Employment/labour: Since my business is in West Bengal that's why I will get many labour workers in West Bengal in minimum price with better skilled labour in this sector.

I will always try to give reward to better labours to work with honestly and also try to make surrounding good and provide them good facilities.

Expected Revenue & Profit for the year.

| | |
|---------------|-----------------|
| Expected Sale | 7,80,000 |
| Other Income | 30,000 |
| | <u>8,10,000</u> |

Miscellaneous Expenses

| | |
|-------------------------------|------------------------|
| (i) Purchase of Raw Material | 3,00,000 |
| (ii) Machinery & Equipments | 2,50,000 |
| (iii) Wages | 15,000 |
| (iv) Interest on loan | 80,000 |
| (v) Depreciation on machinery | 5,000 |
| (vi) Other Expenses | 10,000 |
| | <u>6,60,000</u> |
| <u>Profit</u> | <u><u>1,50,000</u></u> |

CONCLUSION

Based on the planning and projection of income and expenses, the company is very confident that this business venture will create a satisfactory return on investment from the second year of operation. For the first year, we estimate of sales and expenses based on the fact that the restaurant has just started the operation. The business will continuously perform the business strategies especially on the marketing aspects to ensure that the business is well known to the customers and we hope to build a loyal customers base in the second year.

Checked
Prayana
28/06/22