

**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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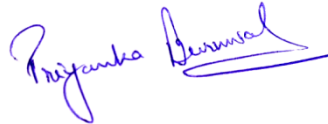
## CERTIFICATE

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

NAME :- NUSRAT KHATUN

COURSE NAME :- ENTREPRENEURSHIP DEVELOPMENT

COURSE CODE :- BCOMHSE 401

ROLLNO :- BCOM11

REGISTRATION NO :- KNU 2011 300 1672

COLLEGE :- RANIGANJ GIRLS' COLLEGE

SEMESTER :- IV

ICE CREAM

MAKING

BUSINESS

## ACKNOWLEDGEMENT

I would like to thank my Ranigang Girls' College, Ranigang for giving me an opportunity to carry out this project. I have learnt a lot in this process and hope that the knowledge I have gained will be helpful in future.

With great pleasure I would like to express my deep sense of gratitude towards my parents for their immense support and guidance. They helped me throughout. I would like to thank Mr. Sukumar Sir for guiding me on step by step basis and ensuring that I completed all my experiments with ease.

I would be failing in my duty if I do not thank my classmates for their creative and useful ideas that I have tried to implement in this project.

Last but not the least I am indebted to internet sources such as Google, Wikipedia and many more without which my project would not have been completed.

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# CERTIFICATE

This is to certify that Nuprat Khatun (Roll no Bcom13)  
Student of class Bcom 2nd year, Raniganj Girls' College,  
Raniganj, has completed the project titled "Business plan"  
during the Academic year 2021-22 towards partial  
fulfillment of credit for the  
entrepreneurship project and submitted and satisfactory  
reports, as compiled; In the following pages, under  
my supervision.

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Teacher's Sign

# DECLARATION

I hereby declare that this business plan titled  
"Ice Cream making Business"; submitted to the  
Raniganj Girls' College. Work done by me under the guidance  
of Mr. Sukumar Sir.

The information and data given in the business plan is  
authentic to the best of my knowledge,

This business plan is not submitted to any other univer-  
sity or institution for the award of any degree,  
diploma or fellowship or published any time before.

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## ABOUT THE PRODUCT

### PRODUCT INTRODUCTION:

Ice cream is a sweetened frozen food typically eaten as a snack or dessert. It may be made from dairy milk or cream and is flavored with a sweetener, either sugar or an alternative, and any spices, such as cocoa or vanilla. Ice cream may be served in dishes, for eating with a spoon, or licked from edible cones. Ice cream may be served with other desserts, such as apple pie, or as an ingredient or in ice cream floats, sundaes, milkshakes, ice cream cakes and even baked items, such as Baked Alaska.

Ice cream is a mixture of milk, cream, sugar, and sometimes other ingredients that has been frozen into a soft, creamy delight using special techniques. Ice cream has been a popular treat for hundreds of years but has only become commonplace since the widespread use of refrigeration. The exploding popularity of ice cream has led to a number of ice-cream variations including frozen custard, frozen yogurt, and even non-dairy versions made with ingredients like coconut milk.

The development of ice harvesting and the invention of the insulated icehouse in the nineteenth century made ice more accessible to the general public. In 1846, Nancy Johnson designed a hand-cranked ice cream freezer that improved production slightly. The first documented full time manufacturing of ice cream took place in Baltimore, Maryland, in 1851 when a milk dealer named Jacob Fussell found himself with a surplus of fresh cream. Working quickly before the cream soured, Fussell made an abundance of ice cream and sold it at a discount. The popular demand soon convinced him that selling ice cream was more profitable than selling milk.



However, Production was still cumbersome, and the industry grew slowly until the industrialization movement of the early twentieth century brought electric power, steam power, and mechanical refrigeration.

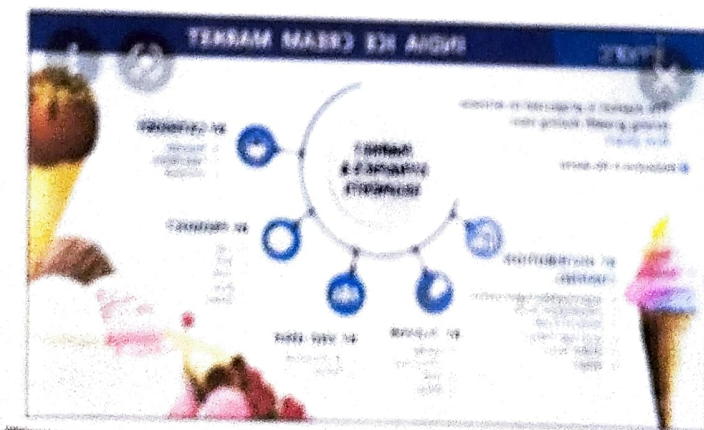
## Type of Ice Cream

- a) **Hard Ice Creams**: This is the traditional type of ice cream which is made using milk, sweeteners, cream, eggs, sugar, and stabilizers. These ice creams are found in shops, cafes and ice cream parlors in different ice cream flavors list.
- b) **French Ice creams**: These ice creams are made using custard base along with milk, cream, egg yolks, etc. These ice creams are also popularly known as custard ice creams.
- c) **Light Ice creams**: These are just like the regular easy ice creams with only one minute difference. The milk that is used for preparing these ice creams contains 25% less fat.
- d) **Organic Ice creams**: This type of ice cream contains the ice cream names that are made using only the natural and organic ingredients. These ice creams are generally considered as good ice cream as they have no side effects on the body.
- e) **No Sugar Ice creams**: As the name indicates, these ice creams are made by either using artificial sweeteners or sugar substitute. Some of the latest ice cream are being made using this recipe so as to help the people taste the flavours of ice creams along with taking care of their daily diet.
- f) **Soft Ice creams**: Lactose is a kind of sugar that is generally found in milk and most of the dairy products, there are many people who have lactose intolerance, which means that they have a problem with digesting lactose.
- g) **Gluten-Free Ice creams**: Gluten-free ice creams are for people who have celiac disease or people suffering from gluten sensitivity.

## MARKET FACTORS

India's ice cream market was the fastest growing market in the Asia Pacific (APAC) region in 2018, to grow from 7,000 metric tons (MT) in 2017 to 7,500 MT in 2018, registering a compound annual growth rate (CAGR) of 15%. The healthy growth of the market can be attributed to numerous factors. Population growth, rising disposable incomes, urbanization rates, changing consumer preferences, improved cold supply chain and growing deep freezer penetration are some of the factors that drive forward the growth aspects of the market.

The overall ice cream market is estimated at over 9,000 MT, valued at around Rs 12 bn. Nearly a fourth of the market by volume, as terms defined, is in the organized sector with players like Amul, Wadhwani Unilever, Mother Dairy, Vadilal having a major share. In value terms, the organized sector has an overall market of over Rs 10 bn.



India Ice cream Market

## RAW MATERIAL DESCRIPTION:-

Following raw material is required as the major raw material for the manufacturing of Ice cream.

- Fruit juice
- Sweet orange essence
- Glucose
- Cups and cones
- Milk
- Sugar
- Stabilizers
- Colors: lemon, yellow, orange etc./Flavor - Chocolate, Vanilla, Strawberry, Blueberry etc.

Average raw material (cost per KG) Rs 65-75

## PROCESS FLOW CHART

- preparation of liquid base - For this you will firstly have to collect fresh milk and perform a quality test. Then it will be heated at degree Celsius temperature to separate cream.
- standardization of this milk will be done where in fat content is balanced in skim milk in the required quantity.
- Sugar is now added to this milk in the required quantity.
- Milk is now pasteurized, in which milk is heated at 80 to 85 degree temperature for some time. This process helps in reducing Spoilage micro-organisms present in milk.
- Now milk is cooled till 15 degree Celsius. Taking the help of pump, milk is now passed into homogenizer.

here molecular breakdown of fat globules present in milk takes place by high pressure fast flow.

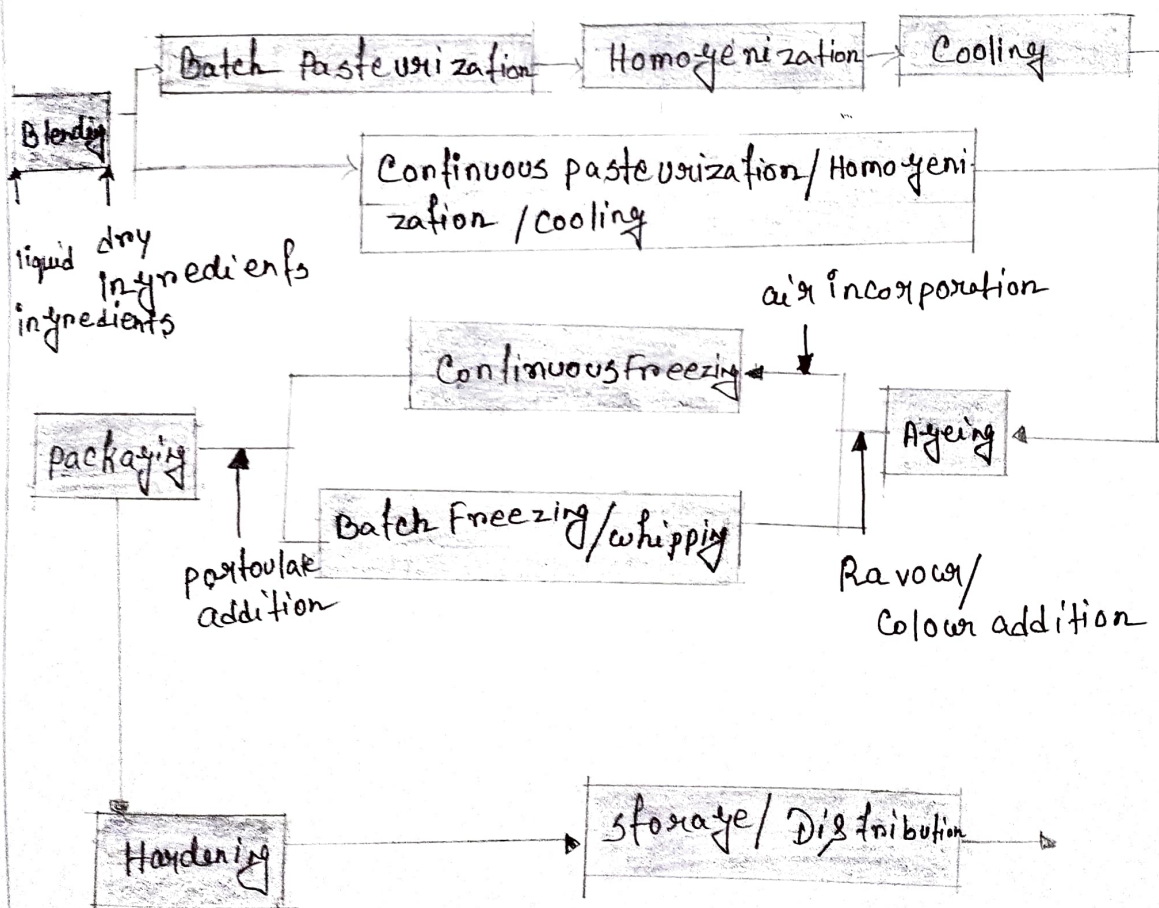
- Now ice cream stabilizers and emulsifiers are added in milk at required composition and is mixed properly by stirring. Now liquid base is ready.

- Now to prepare soft ice cream, this milk is transferred for ageing tank. Ageing tank temperature is set at 4 to 5 degree Celsius where mixture is kept for 6 to 8 hours.

- After ageing mixture is transferred to flavor tank and flavor essence is added. Then mixture is sent to the continuous freezer, where final product is made.

- packaging in boxes, cups, cones etc.

### FLOW CHART OF ICE CREAM MAKING PROCESS



# Economics

## 4.1 BASIS and PRESUMPTIONS

1. Production Capacity of Ice cream taken is 600 kg per day. First year, Capacity has been taken @ 55%.
  2. Working shift of 08 hours per day has been considered.
  3. Raw materials stock is for 5 days and finished goods closing stock has been taken for 5 days.
  4. Credit period to sundry debtors has been given for 10 days.
  5. Credit period by the Sundry creditors has been provided for 8 days.
  6. Depreciation and Income tax has been taken as per the Income tax Acts 1961.
  7. Interest on working Capital loan and Term loan has been taken at 11%.
  8. Salary and wages rates are taken as per the current market scenario.
  9. power consumption has been taken taken at 15kW.
  10. Selling prices and Raw materials Costing has been increased by 5% and 5% respectively in the subsequent years.
-

## 4.2 CAPACITY, UTILIZATION, PRODUCTION AND OUTPUT

### COMPUTATION OF PRODUCTION OF ICE CREAM

Items to be manufactured

Ice Cream

Machine Capacity per hour	75 kg
Total working Hours	8
Machine Capacity Per Day	600 kg
Working days in a month	25 Days
Working days per annum	300
wastage Considered	5%
Raw material requirement	180000 kg
Final output per annum after wastage	171000 kg
Final Product to be packed in 750 gram box size	
Number of Boxes per annum	228000 Box

### Production of Ice Cream

Production	Capacity	KG
1st year	55%	94,050
2nd year	60%	1,02,600
3rd year	65%	1,11,150
4th year	70%	1,19,700
5th year	75%	1,28,250

## Raw material Cost

Year	Capacity Utilisation	Rate (per kg)	Amount (Rs. in lack)
1st year	35%	65.00	64.35
2nd year	60%	68.00	73.44
3rd year	65%	71.00	83.07
4th year	70%	75.00	94.50
5th year	75%	79.00	106.65

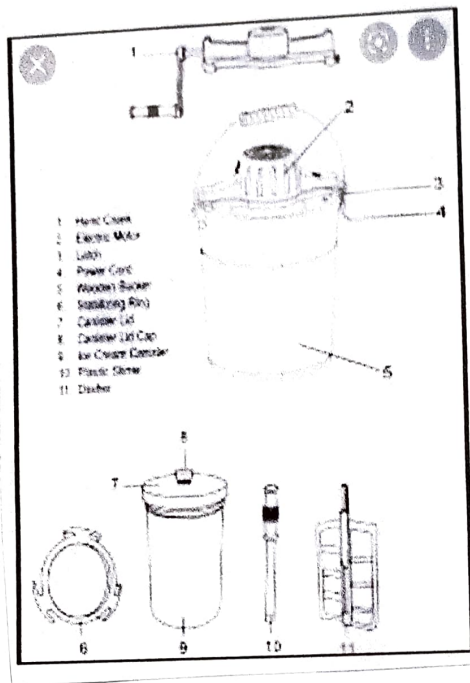
## COMPUTATION OF SALE

Particulars	1st year	2nd year	3rd year	4th year	5th year
Op stock	—	1,568	1,710	1,853	1,995
production	94,050	1,02,600	1,11,150	1,19,700	1,28,250
less: Closing stock	1,568	1,710	1,853	1,995	2,138
Net sale	92,483	1,02,458	1,11,008	1,19,558	1,28,108
Sale price	100.00	105.00	110.00	116.00	122.00
Sales (in lack)	92.48	107.58	122.11	138.69	156.29

# MACHINERY AND EQUIPMENTS

S.N.	Item Description
1.	Batch freezer
2.	Pasteurizer Pasteurization is used to achieve food preservation and food safety. Most liquid products are heat treated in a continuous system where heat can be applied using a plate heat exchanger or the direct or indirect use of hot water and steam.
3.	Homogenizer Homogenization provides the following functions in ice cream manufacture: Reduces size of fat globules. Increases surface area.
4.	Ice cream hardener
5.	Other Equipments Collection tank, Cream separator, ice cream moulds, other handling equipments, Ageing tank.





Ice cream making tools

Chetka

Priyanka  
 29/06/22

## BALANCE SHEET

## BALANCE SHEET

PRATICULARS	1st year	2nd year	3rd year	4th year	5th year
<u>Liabilities</u>					
Capital opening balance		6.16	7.75	9.62	12.32
Add: - own capital	1.39				
Add: - Retained profit	1.04	2.09	3.38	4.70	6.05
less: - Drawings	-	0.50	1.50	2.00	3.50
Subsidy / grant	3.73				
closing Balance	6.16	7.75	9.62	12.32	14.87
Term loan	5.22	3.91	2.61	1.30	-
Working Capital limit	3.00	3.00	3.00	3.00	3.00
Sundry Creditors	1.72	1.96	2.22	2.52	2.84
Provisions and other Liab	0.40	0.50	0.60	0.72	0.86
<b>TOTAL</b>	<b>16.49</b>	<b>17.12</b>	<b>18.05</b>	<b>19.87</b>	<b>21.58</b>
<u>Assets</u>					
Fixed Assets (Gross)	10.67	10.67	10.67	10.67	10.67
Gross Dep	1.51	2.80	3.91	4.86	5.67
Net Fixed Assets	9.16	7.87	6.76	5.81	5.00
<u>Current Assets</u>					
Sundry Debtors	3.08	3.59	4.07	4.62	5.21
Stock - in- Hand	2.46	2.82	3.17	3.59	4.02
Cash and Bank	1.79	2.85	4.05	5.84	7.35
<b>TOTAL</b>	<b>16.49</b>	<b>17.12</b>	<b>18.05</b>	<b>19.87</b>	<b>21.58</b>