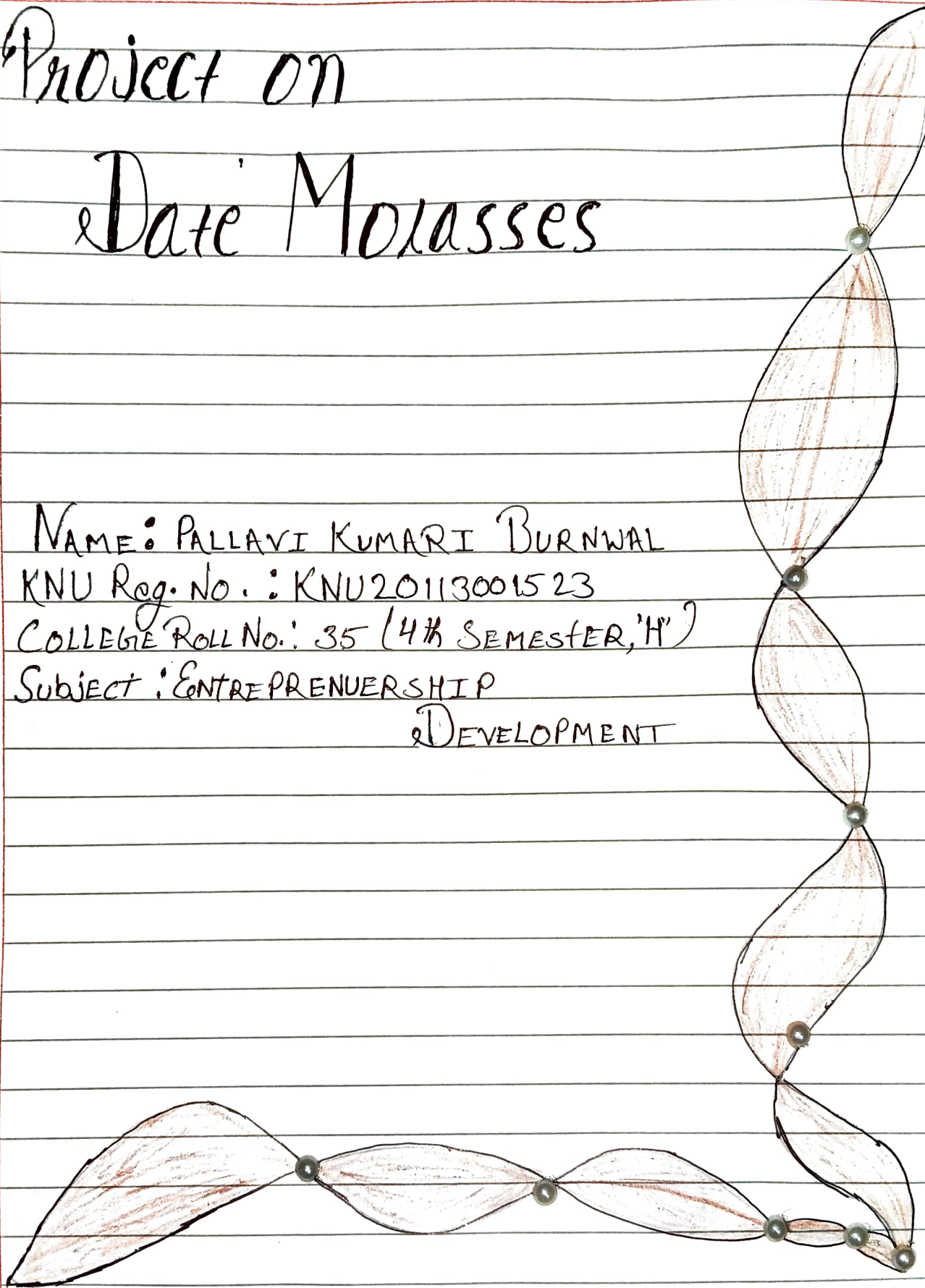


Project on Date Molasses

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COLLEGE ROLL NO.: 35 (4th SEMESTER, 'H')

SUBJECT : ENTREPRENEURSHIP
DEVELOPMENT



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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KHUSHI KUMARI	KNU20113001260
KONKANA GHOSH	KNU20113001443
LAXMI KUMARI RABIDAS	KNU20113001465
MEGHA CHOUDHARY	KNU20113001440
NABONITA MALLICK	KNU20113001582
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NIVA RAM	KNU20113001400
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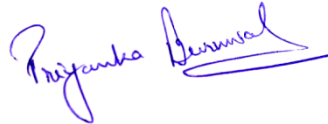
CERTIFICATE

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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PALLAVI KUMARI BURNWAL	KNU20113001523

Place: Raniganj

Date: 28.06.2022



SACT, Department of Commerce

Signature of the supervisor with designation and department



Kazi Nazrul University

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REGISTRATION CERTIFICATE

This is to certify that **PALLAVI KUMARI BURMVAL**
Son/Daughter of **MURLI MANOHAR BURMVAL**
of **RANGANU GIRLS' COLLEGE**



is registered as a student of this university.

His/Her registration number is: **KNU20119001523**

of **2020-21**

Registrar (Addi. Charge)

Index No

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Introduction

Starting business ground up can be very hard especially without a proper introduction to startup. Apart from the risk factors involved, it can be emotionally and mentally challenging.

I had various ideas like utilising waste materials, new ways of doing old things converting my hobby into my business etc; To think about my start-up. Finally, I realized that in Indian economy the date molasses business manufacturing is growing at a stupendous rate.

Date Syrup is one of the most delicious and popular date ingredients, appreciated by almost anyone who has experienced it.

So after considering all the above matters I decided to give my business name of "Perficient" which is mean proficient, perfect, efficient.

EXPECTED CAPITAL

Start-up needs to consider what capital structure best fit their entity. To calculate the expected capital we must have an idea about the start-up costs. It is the list of all Physical supplies, estimated cost of services, price of licence and the cost of office space. As I estimated the capital it includes:-

- Fixed cost - Rs 500 per month
- Variable cost - Rs. 40Rs per order
- Price for warehouse - Rs 450 Per month
- Service charges per sale would be nearly around Rs 5

And there are various such costs, so to approx. My budget I took a loan of around Rs 200,000 and decided to divide it into various cost unit.

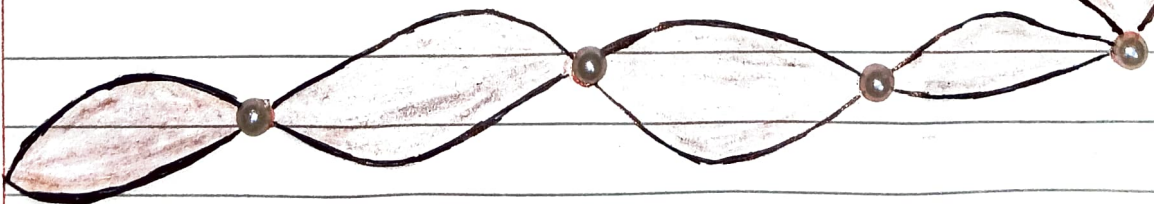
SOURCE OF CAPITAL

Start-up business is not a conventional type of business, it is obviously a risky business. So by nature for arranging fund to start a new start-up is very difficult. Generally, start-up entrepreneurs raise funds using venture capitalists. In our country, start-up entrepreneurs use a small business loan to commence operation. After starting operations he takes loans from various financial institutions and banks in the form of term loan or micro credit, silicon valley in California, is known for its strong venture capitalist community and is a popular destination for start-ups. But since I was in India. I took loan from Axis bank of India as an educational loan to pursue my higher studies in the field of manufacturing date molasses and at same time utilize it in my start-up. To overall this to a single unit of measure I've summed up this to come around a capital of Rs 2,00,000 which will be partly taken from bank and relatives.

Collection of Raw Materials

* Dates: Medjool dates are the best for making this date syrup. They are tender, sweet and packed with flavor, plus, since they are on the softer side, they're easier to extract absolute maximum flavour. Other dates could be used but may need a longer soak to soften adequately.

* Water: Filtered water is the best for making this date syrup. I'll need different amounts of water for a couple of stages of this recipe.



How to Produce

* Add dates to a large bowl and pour boiling hot water over them. Soak for at least 2 hours until softened.

* Once they soften, mash them well with a masher. They should be completely soft.

* Strain the liquid through a nut bag or a thin muslin cloth.

* Squeeze it well to extract any liquid. you may also rehydrate the pulp again and extract the juice once more.

* Transfer the strained liquid to a pot and bring it to a boil on a medium heat.

* Keep stirring at regular intervals to prevent burning at the bottom.

* Boil the mixture until it becomes thick. The right consistency is to be as thick as honey. Cool this completely and transfer to air tight glass jar and refrigerate.

Prospective Customer

Date syrup is also considered as a good alternative to honey in skincare and cosmetics industry for skin lightening due to its appealing consistency. Various industries are utilizing this product owing to the health benefits and natural occurrence along with the popularity of dates from which it is produced.

In food and beverage industry, the date syrup can be effectively used in bakery, confectionery applications such as in making cakes, chocolates, cookies etc; in dairy & desserts for producing flavored milk, ice creams, sweets & desserts such as dates halwa and others.

Profit Estimation

Most advantageous location is that at which cost of gathering materials and fabricating it plus the cost of distribution the finished product to the consumer will be a minimum.

This statement can better be explained with the help of the following diagram.

Let A and B represent the two source of raw materials. Let C stands for market place, and let D is located at the market place C, then only the transportation cost of raw materials will have to be paid. Instead, if the factory site is located either at A or B, then only the distribution cost of finished goods is to be incurred. If the site is located at an intermediate point D, then only transportation cost on incoming raw materials and

Item Cost	Cost Per Unit		
	Site A	Site B	Site C
Fixed Capital			
a. Land Acquisition cost	10,000	8000	9000
b. Building Construct cost	6000	7000	5000
c. Equipment Installation cost	2000	6000	2500
	18000	21000	16500
Cost of Production & Distribution:			
a. Material Cost			
• Direct Materials	20,000	15000	20000
• Indirect Materials	3000	2000	6000
b. Labour Cost			
• Direct Labour cost	5000	3000	3000
• Indirect Labour Cost	2000	2000	1500
c. Overheads:			
• Factory Insurance	1000	500	4000
• Factory Taxes	800	700	900
• Factory Depreciation	1900	1500	1800
• Office staff salaries	2000	1800	3000
• Selling overheads	3000	2000	5000
• Distribution overheads	2000	1700	4400
• Miscellaneous overheads	3000	2800	3600
Total	61700	54000	69700

In the above table I have three sites named A.B.C opened at west bengal, mumbai and delhi which operate with different materials. The all together cost coming to $61700 + 54000 + 69700 = 185,400$ have all the expenses of my businesses included. As per the demand and supply analysis I've assumed my sales to be atleast Rs. 400,000 per year. Accordingly if I meet my expectation I'll be having a profit of 400,000 - 185,400 = 214,600 per year.

Out going finished goods will have to incurred.
In order to arrive at the final decision
for the most economic site, a comprehensive
statement of total cost is to be prepared
for alternative site. This is illustrated below:

Advertisement

The best way to advertise for startups is to create a strategy that lets my clients do marketing for me. New clients are likely to buy when referred to my business by a past customers - friends, family, and workmates. People trust, personal recommendations more than anything and the rise of social networks and social selling strategies play a great role.

Advertising is one tactic of my broader marketing strategy. Advertising can take numerous forms, including print, online, radio or TV ads, billboards, flyers, direct mail and others.

Distribution System

To have a well known image of my product and decided it to distribute it to different states i.e. to the wholesalers so that I can have a wide market and my business can prosper. Even in west bengal I've distributed it to various demanding places with good profit margin.

Problems faced

Everyone has the dream of starting up their own business and being their own boss, and for most people it always stays a dream due to many obstacles faced in starting a business and more so keeping it running and profitable some key hurdles that all startup entrepreneurs and business owners face. Developing a business idea is usually a first challenge faced by every entrepreneur when starting a business.

Some of the basic startup problems that I face are:

- Developing the vision and business idea.
- Raising capital for start-up.
- Poor management team.
- Cash crunch.
- Finding customers.
- Finding good employees.
- Dealing with competition.

Employment

I created a product, I started my business, and I finally began making a little money - now it's time to hire employees.

The people I hire will depend on my business specific needs, but any employee I hire should have a few key qualities: flexibility, passion and trustworthiness.

I wanted a few employees for my date molasses business.

- Skilled employee
- Delivery man
- Helper

Conclusion

It was a wonderful learning experience for me while working on this project. This project took me through the various phases of project development and gave me real insight into business planning.

I enjoyed each and every bit of work I had put into this project.

Checked
Prayansh
28/06/22