

# RANIGANJ GIRL'S COLLEGE



ESTD-1980

PROJECT NAME- DETERGENT MANUFACTURE  
PRODUCT NAME - ALTRA SHINE POWDER

NAME- PAYAL GORAI

REG. NO- KNU20113001486

COLLEGE ROLL NO.- BC002

SEMISTER- 4<sup>TH</sup> SEM

SUBJECT- ENTREPRENEURSHIP

SESSION- 2022-2023

**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

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Signature of the supervisor with designation and department

**1) Introduction** :- Laundry detergent or powder is a substance that is a type of cleaning agent that is added for cleaning laundry. In common usage, "detergent" refers to mixtures of chemical compounds including alkyl benzene sulfonates, which are similar to soap but are less affected by hard water. In most household contexts, the term detergent vs hand soap or other types of cleaning agents. Most detergent is delivered in powdered form. ,

**2) Capital** :- Total capital for detergent business is 30 lakhs. Budget is mentioned for a medium sized detergent powder manufacturing unit with a 1000m. sq.ft. area. Raw materials needed for this business 4 lakh and branding for 70 thousands. Employees salary will be 3 lakh and equipment 10-15 lakh. And advertisement amount 50000 per month. Insurance and registration total amount needed 1,50,000.

**3) Source of capital**:- Borrowed the capital to Bank loan and own property.

**4) Collection of raw material** :- Moreover, the different raw materials that are used in detergent powder. They are soda ash, caustic soda , light soda ash, kaolin, palm kernel oil, sodium sulphate , sulphuric acid , hydrogen peroxide , Ammonia solution , color and perfume.

**5) Equipment needed** :- There are the list of equipment which will be need to production a success detergent . These are -2 fermenting tanks or 2 large rubber bowls, Drying machine , Hydrometer Grinding machine or grater, mixing tank or bucket , scale or measuring up, mixer or a mixing stick or rubber gloves.

All the equipments are serve their own different purposes.

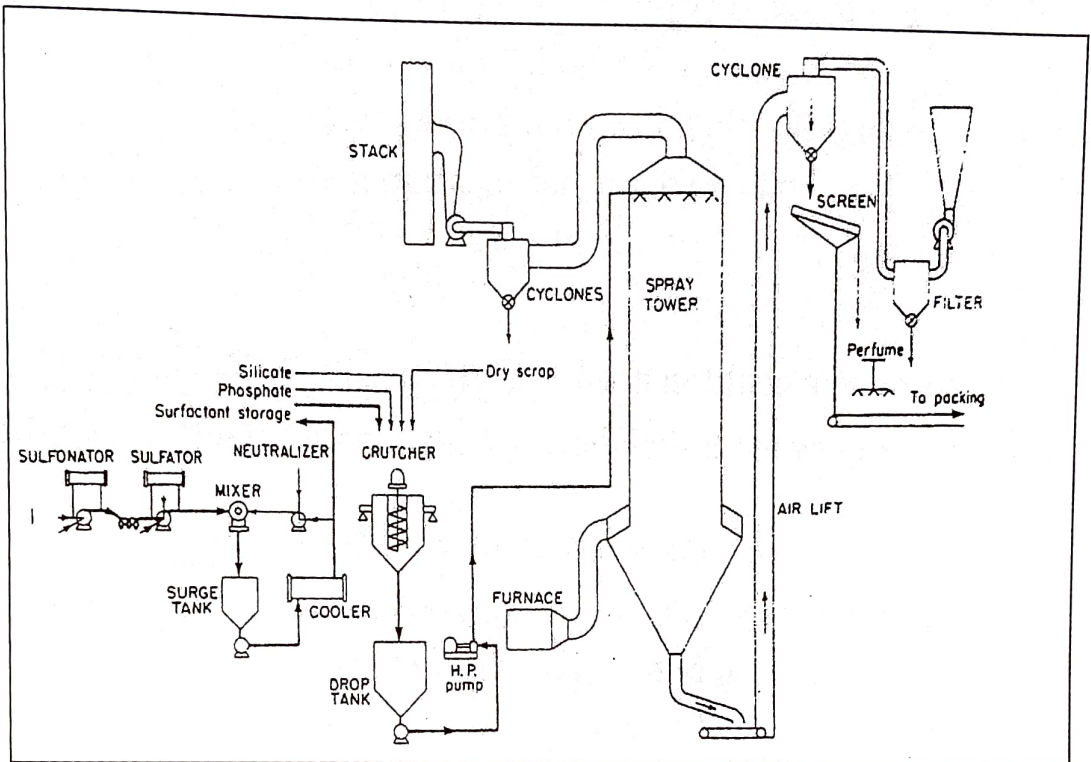
**6) Branding**:- Understanding your target market makes it easier to adopt branding strategies for the product. Some consumers differentiate between various brands by looking at various ingredients while others focus primarily on the packaging. Besides , a single brand is often available in various forms: liquid, powder form, or single-dose , calling for different techniques for each one of them.

Also , think of some catchy and unique business names that would be most suited for the detergent making business. Create a unique brand logo that is enticing and appealing to the masses and underlines core values.

## **7) How to produce**:-

- i. Put caustic soda into one of the fermenting tanks. Add four liters of water. Stir thoroughly ; then cover tightly and leave to ferment for 2 days.
- ii. Put the light soda ash, kaolin and sodium sulphate into the fermenting tank and add 3 liters of water. Stir thoroughly , cover tightly and keep aside for 24 hours to allow for fermentation.
- iii. After about 2 days , set up the heating system and pour in the palm kernel oil. And use groundnut or vegetable oil. Add color and allow it to heat.
- iv. Set up the mixer and gradually pour in the fermented caustic soda.
- v. Gradually add the fermented light soda ash and continue mixing it.
- vi. Then add the sulfuric acid gradually as the mixing continues.

# PROCESS OF MANUFACTURE



- vii. Then add the hydrogen peroxide and ammonia solution as the mixing continues.
- viii. Add perfume and mix continuously for about 5 minutes . Allow it to stay for about 5 hours for the mixture to settle.
- ix. After setting ,transfer the mixture to the drying machine and allow to get dry.
- x. At last, Grind the mixture after it is all dried up and then package for usage or sale.

**9) Prospective customers**:- I will not face any problem to sale the product as the location is thickly populated. They will purchase it.

**10) Decide Pricing** :-Estimate the annual production cost keeping in mind the cost of raw materials, utilities, labour and maintenance. On the basis of target market and product, and finalize pricing for detergent business. Also consider additional parameters like lease cost, overheads , marketing ,and distribution expenditure , in addition to the cost of finance and depreciation . One must also consider the fact that the prices of some raw materials might increase at a later stage so cannot change the product pricing every time, nor can sell detergent at losses. So, one must carefully consider potential price inflation too before setting up the pricing.

So, the price of the detergent of 500g pkt.-75/- and 1kg pkt.-130/-.

**11) Advertisement for my business**:- The promotion of the product play an essential role in the success or failure of business .Advertisement can promote my detergent powder and can reach a

maximum number of people . At first I focus my local maket and then think of expanding my operations to nearby areas. And it trying to different marketing strategies such as traditional printing and television advertisements.

**12) Labour** :- I had employed 15-20 labours in my factory and they do all the works including manufacturing of detergents to packaging and their monthly salary is 7000-8000.

**13) Distribution and marketing** :- In the aspect of distribution and marketing this is where the big work is after producing and packaging . I have to push my goods into the market to make them sell, to make them seen by the consumers and then bought by anyone who likes it. So a good distribution plan and strategy is essential and important to my business.

**14) Expected profit and revenue** :- I make a profit of 5 lakhs through my business per month . If through there is up and down happens in business then also I would make a profit of 5 lakhs I wish.

<b>Expected sales</b>	<b>25,00,0000</b>	
<b>Other income</b>	<b>1,00,0000</b>	
		<b>2600000</b>
<b><u>EXPENSES:</u></b>		
<b>i. Purchase of raw materials</b>	<b>4,00,000</b>	
<b>ii. Branding</b>	<b>70,000</b>	
<b>iii. Employees salary</b>	<b>3,00,000</b>	
<b>iv. Advertisement</b>	<b>50,000</b>	



v. Insurance	1,00,000	
vi. Equipment	1,00,000	
		10,20,000
<b>PROFIT :</b>		<b>1580000</b>

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**15) Conclusion :-** In conclusion it is fair to say that clean plus is the most value for money quality product out of 6 tested. The best is undoubtedly cold power performing great under all conditions and although of it's high price it is still the leader in all stain removal while Hurricane is the worst unless it's dosage per wash would be increased to at least twice the amount as recommended. Bio Zet is the most expensive out of the lot and proved to be very middle.

Checked  
 Priyanka  
 28/06/22