

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

ENTREPREURSHIP

DEVELOPEMENT

TOPIC

COFFEE

Name : Priyanka Prasad

College Roll No : 43

Registration No : KNU 20113001584

Class : BCOM 2nd year

Semester : 4th Semester

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Name - Priyanka Prasad

Class - 2nd Year BCOM (4th Semester)

Roll No - 43.

NAME



Name give people the Information they need to make a more Confident decision build decision. Build Confidence in your Brand. The right product names helps to establish consistency in your brand identity and Image.

THE COZY COFFEE

"A cup of Coffee Can Complete You"

Business is concerned with the production and distribution of goods and services for satisfaction of need of society.

For carrying out various activities, business requires money.

Finance is called life blood of Business

FUND

Fixed Capital
Reacquisition

For purchasing asset like Land and Building, plant & machinery, furniture etc

Working Capital
Reacquisition

For Running day-to-day operation

Expansion
Reacquisition

Fixed and working Capital increases with the growth and Expansion of Business

EXPECTED CAPITAL

I started a Small Coffee Shop Business in a Small City, so I begin with an Investment of ₹ 10 Lakh Rupees even. Out of Investment of ₹ 10 Lakh, ₹ 800,000 from Own Capital and I took a Loan of ₹ 200,000 from "State Bank of India", with an Interest @ 10% p.a.

I decided to commence Coffee Shop in a building which was constructed at a cost of ₹ 400,000 and contributed a further sum of ₹ 200,000. I wanted to start a Coffee Shop by purchasing equipment to around ₹ 200,000, as

- Semi-automatic coffee machine,
- Espresso grinder, Blender, Refrigeration system etc.

I have stock of coffee ₹ 10,000 that is also contributed in my coffee shop. I opened a Current Account in my business name in State Bank of India, there I deposited ₹ 90,000.

I have also cash available in my hand ₹ 100,000 also invested

RAW MATERIAL

Hazze Nuts → The hazelnut is the fruit of the hazel tree and therefore includes any of the nuts deriving from species of genus *Corylus*, especially the nuts of the species *Corylus avellana*.

Milk : → A general rule of thumb in choosing milk: the more fat that exists in the milk, the richer and creamier it will taste.

Beans :

A bean is the seed of one of several genera of the flowering plant family *Fabaceae*, which are used as vegetable for human or animal body.

Cream : used as

Omega Power Creamer

Laid Superfood Coffee Creamer

Splenda Sweet Cream Coffee Creamer

Milkadamia Macadamia and

Coconut Creamer

How to Start a Successful Coffee Shop

Turn your Cafe dreams into reality with tips to open your own Coffee Shop. Opening a Coffee Shop can extremely profitable if you do it right way.

Serving Quality Coffee and Snacks in a friendly, relaxing atmosphere can be a highly successful endeavor.

HOW TO PRODUCE (MAKE)

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Date

- 1) Measure your coffee. The standard ratio is approximately 2 table spoons of coffee per 6 ounces of water.
- 2) Grind your coffee, alright, this is where the coffee making process really begins.
- 3) prepare the water
- 4) pour
- 5) soak and stir
- 6) Brew
- 7) plunge
- 8) pour

PROSPECTIVE CUSTOMER

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DIRECT CUSTOMER :-> The Coffee Shop

has direct access to Customer, who are usually local people from the neighborhood, opposite the wholesale business

HOTELS :-> Coffee Shop is the main dining room of lodging properties. It is perhaps the largest restaurant in a hotel. Its multi-cuisine nature makes

RESTAURANTS & CAFES :-> Restaurants &

Cafes are best option for prospective Customer, because most people take food and after then like to taste with coffee also.

The Coffee Cafe or Coffee, find the best place to hang out with friends, visit Cafe Coffee Day and enjoy hot coffee, cold coffee, snacks and more

ONLINE SITES :-> Best Coffee Shop

Webster, Campos, Sugarco, Nadia.

Ceremony Coffee, No Coffee, Coffee Para Soyuz Coffee - Equator Coffee

Teacher's Signature

ADVERTISING

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Hoardings Hoarding around the other city will enhance the Image of any Brand. I will hold hoarding on roadside, in malls and on metro station

News Paper:- News paper can also very effective in promoting a product, my news paper ad will cover $\frac{1}{4}$ on the front side and later my advertisement will be given inside it

Television:- Television ads may act as a very efficient media for promotion of my product

Web marketing:- In order to reach a wider basis, I would use social networking sites

Teacher's Signature

DISTRIBUTION SYSTEM

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To begin, the coffee distribution system

there are four type of distribution channels that exist: Direct Selling

Selling through intermediaries, Deal Distribution and Reverse logistics channels.

Distribution Channel

Distribute coffee through direct shop, Owned store system.

Super market and shopping centre

Expand through franchise or license agreement actual vnc, which allow third parties to leverage a recognizable store name and benefit from economies and efficiencies of the franchisor.

Primary packaging

Transportation packaging

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MSJ SELLING PRICE

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SELLING PRICE (₹)

Quantity	Manufacturer	whole seller	Retailer	MRP
100 g (pouch)	₹ 100	₹ 120	₹ 130	₹ 160
50 g (pouch)	₹ 35	₹ 45	₹ 55	₹ 85
0.7 g (pouch)	₹ 0.5	₹ 0.6	₹ 0.8	₹ 2

Fixed Cost	Amount
Rent	6000
Salary	18000
Insurance	3000
Consultancy	3000
Total Fixed Cost	30,000

Variable Cost	Amount
Raw material	30,000
Labour	20,000
Overhead	10,000
Total Variable Cost	60,000

Teacher's Signature

Selling price & profit

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Variable Cost		
Raw material	30,000	10
Labour	20,000	6.67
Overhead	10,000	3.33
Total variable Cost	60,000	20
Fixed Cost		
Rent	6,000	2
Salary	18,000	1
Insurance	3,000	1
Consultancy	3,000	1
Total fixed Cost	30,000	10
profit	60,000	20
Selling price	150,000	

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Balance Sheet

as on 31st March

Page No. _____
Date: _____

Liabilities	Amt	Asset	Amt
Capital	800,000	Land & Building	600,000
SBI's Loan	200,000	Equipment	200,000
		Stock	10,000
		Cash at Bank	90,000
		Cash in hand	100,000
	10,00,000		10,00,000

Teacher's Signature

CUSTOMER'S COMPETITION

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* NESCAFE

Tagline → It all starts with a

USP → 100% pure Instant coffee ^{NESCAFE}

* NESTLE

Tagline → Good food Good life

USP → Biggest wealth and wellness brand in the world

* BRU

Tagline → BRU se hofi hai khushiyan
sara

USP → Largest coffee brand

* TATA

Tagline → Refreshing a million minds
every day

USP → Refreshing taste of coffee

Teacher's Signature

EMPLOYMENT

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Employees are the backbone of Coffee Shop. without them - we wouldn't have a business. Even the smallest of shops are difficult to run and manage as a one-man team.

The tricky part is figuring out how much staff to hire. How many people do you need to run your shop, and which roles will they fill? Your staff will likely expand as you grow, but when you are just getting started, you will probably need to hire

- Baristas
- Managers
- Accountant

CONCLUSION

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By this project we understand the importance of marketing of coffee business for success of any business.

I have learnt the following from this marketing research

Gathering and analysing market

How to design a product and the factors avoiding it

Branding


pricing the product

Distribution

Transportation

Storage and packaging

After a detailed analysis it can be concluded that marketing of coffee is very profitable in India. But to stay above the competitors, more strategies are to be planned keeping in mind the health of each consumer and the clear lines of our environment


28/6/22

Teacher's Signature