

**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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Date: 28.06.2022

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Signature of the supervisor with designation and department

# Raniganj Girls College

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## INTRODUCTION :-

A bakery is an establishment that produces and sells flour-based food baked in an oven such as bread, cookies, cakes, donuts, pastries, and pies. Some retail bakeries are also categorized as cafes, serving coffee and tea to customers who wish to consume the baked goods on the premises.

## Expected Capital :-

In accordance to set up Wonder Bakers its installation, production, employment, distribution services may cost

## source of Capital :-

The investment made out an amount of 12 Lakhs loan from Bank 10 Lakhs and a tertiary amount of 4 Lakhs

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## Collection of Raw Materials :-

In accordance of production we get utensils from "Sundar utensils Limited", food items from 'Ajanta wholesalers', production materials like delivery vehicles purchased from locals.

Packing machines

Flour sifter

Mixer

Laminator

Gauge Rolls

Metal Detectors, Sugar Grinders, Biscuit Grinders

Cooling Conveyors, swivel panner etc.

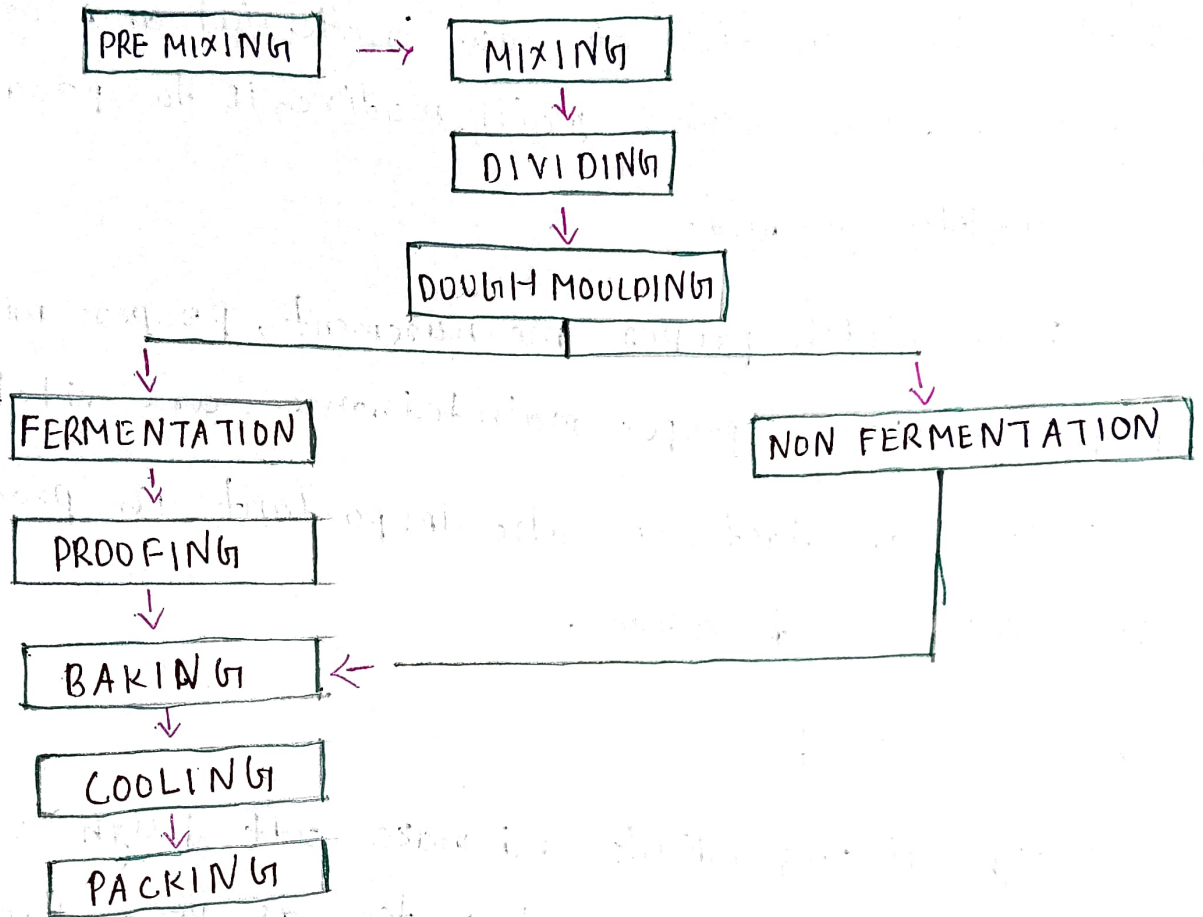
## How to produce :-

After the collection of raw material and other ingredients. Our second main motive is to produce a quality product.

For which proper measurement, proper mixing proper recipes, proper maintenance are vital. Variation in taste is also important in products like cakes and cookies.

### Atta Biscuit

Weigh all ingredients and make soft dough with addition of sugar, ghee and water as per formula. Beat the dough still it becomes soft and fluffy. Add yoghurt and beat again. Keep it in such condition for 10-15 min. Press the dough into flatter rounds and make incision with knife at centre. Sprinkle cardamom, coconut or sesame seeds just for decoration. Bake the rounds at 200° c for 20-25 minutes.



### Prospective Customer

In order to get our customers we can go on with local awareness programmes and announcements.

To attract them to try our products and to be keep on them as regular customers we can offer variation in our product.



## Distribution System :-

The distribution system can be completed with local delivery partners who will deliver our products to our customers who will order our products.

Distribution include the manufacturing units where the wonder Baker's production takes place. This is followed by wholesale and then retailers. From retailers the product is sold to the consumer through biscuits preferred outlets, Buisets Scooping parlours retail shops, vending push carts, hotels, restaurant canteens, caterers etc.

## Any obstacles :-

The food and Beverage industry is a consumer oriented market. On the one side the consumer wishes for increasingly, personalised products and services and on the other side, sustainability of products and production system also play a major role.

## Advertisement

For advertisement we can send email  
complaints and we can also connect with  
influencers food bloggers.

We can also attend events and bring  
out name samples and drop them off  
straight to the customers

## Competition

The baking industry is highly competitive because not bakeries are small to medium size producers that serve a highly fragmented market.

Competition among the key players in the industry is based on price, quality, differentiation and nutritional value.

Also the competition includes indirect competitors like bakery counters in supermarkets, coffee bars that offer pastries or a corner new stand equipped with a party and coffee cart.

## Employment

Bakery needs different types of people for different jobs such as dough maker, bakery clerk, Fryer, Bakery, assistant, cake decorator, baker dishwasher, etc. for productional purposes.

Employment can also be generated from of delivery partway, an if the order is made online on website.

Expected profit

Expected revenue of profit for the year 2022-23

Expected revenue	4,00,000	4,00,000
	<hr/>	<hr/>
1. Interest on loan	1,000	
2. other exp	1,000	
3. depreciation	5,000	
4. purchase of raw matril	50,000	
5. wages	20,000	
	<hr/>	<hr/>
		305,000

Balance sheet

Liabilities	Amt (€)	Assets	Amt (€)
Capital	9,00,000	<u>Fixed assets</u>	9,00,000
Loan	10,00,000	Plant and machinery Land and building	5,00,000
		<u>Current assets</u>	
		Stock	1,50,000
		Cash in hand	2,50,000
		Cash at Bank	4,00,000
	<u>13,00,000</u>		<u>13,00,000</u>

## Conclusion :-

Bakery products still remain the cheapest of the processed ready to eat products in the country. The demand for bakery products will continue to increase in future.

Bakery products are becoming quite popular in rural areas as well. Nearly 55% of the biscuits are consumed by rural sector. There is no marketing problem as every shop is a market for bakery products.

Bakery business is like venturing into spreading your labour of love. A love that is devoured by millions for its freshness & taste and the warmth that it leaves behind.

Checked  
P. J. Jankar  
29/06/22