

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

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RANIGANJ GIRLS' COLLEGE

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SUB - PROJECT ON E.D.

ACCOUNTING HONS

REG NO - KNU20113001513

CLG ROLL - BC018

PAPER - Entrepreneurship
Development

PAPER CODE - BCOMHSE401

SWEET BITE

Introduction

In India, much of the chocolate consumed today is in the form of Sweet chocolate, a combination of Cocoa Solids, Cocoa butter or added vegetable oils, and Sugar.

Chocolate is one of the most popular food types and flavors in the world and many foodstuffs involving chocolate exist, particularly desserts, including Cakes, Pudding, chocolate brownies, cookies. Another major factor driving the chocolate industry is the country's large young population which represents a key consumer segment for chocolates.

Expected Capital :

In India, chocolate market reached a value of INR 1420 crores in 2020 which representing one of world's fastest growing market for chocolates.

So, to start this chocolate making store in India, at around RS 4 lakh to 6 lakh are required as investment.

Capital is an important factor of Production because Capital is used to pay for the ongoing Production and services in order to create profit.

Source of Capital :

The main sources of Capital to invest in this business are Self investment and Bank Loan. Capital is a essential requirement for the business to start and settle its account.

Raw Materials :

The raw materials are Cocoa beans, Pure Cocoa butter, Cocoa nibs, Cocoa powder, Couverture chocolate, Sugar, milk powder, Vanilla for some flavor balancing.

Before making chocolate there is some important thing to consider :- molds, machines, and equipment.

Production

The chocolate making process

- Step 1 : Cleaning
- Step 2 : Roasting
- Step 3 : Shell Removal
- Step 4 : Nibs are ground
- Step 5 : Cocoa is separated from Cocoa Butter
- Step 6 : Other ingredients are added to the chocolate liquor.
- Step 7 : Conching machines knead the chocolate paste
- Step 8 : Chocolate is tempered by heating, cooling & reheating.
- Step 9 : Liquid chocolate is temporarily stored.

Types of Chocolate Produce

① Milk Chocolate :

Milk chocolate is perhaps the most popular type of chocolate. It actually contains only ten to forty percent cocoa mixed with sugar and milk.

② White Chocolate :

White chocolate does not contain chocolate liquor or any other cocoa products besides cocoa butter. It contains minimum 20 percent cocoa butter, a maximum of 55 percent sugar and about 15 percent milk solids.

③ Dark Chocolate :

Dark chocolate contains chocolate liquor, sugar, and cocoa butter. It also commonly includes lecithin as an emulsifier and vanilla for flavor. Dark chocolate does not contain any milk solids.

④ Semisweet chocolate :

Semisweet chocolate contains at least 35 percent cocoa solids, but there are no official guidelines that govern what can be called "Semisweet".

Demand

I Plan to create demand with the help of cultivating personal relationship through the use of technology and marketing.

Target Customers

My Product is used by children to old age group people. So, I have to reach them and I think it is quite easy because, it is not limited to a particular group age but the age group of 3 year to 10 years use it most. The product is also used by all section of society so it will be easy for me to reach customers.

Advertising:

Television:

In this time there are approximately all families whom have T.V. at their home and they used to see news, movies, comedy, serial and etc. So in between that there will be promotion of my chocolate so that each and every people can easily know about my product.

Packaging and Labeling:

Classic packaging with a special foil which won't let the chocolate to be melted, and the packing will be highly attractive and eye catchy.

In my product there will be full explain of labeling of all necessary items like ingredients or safety information and about mfg date and expiring date.

Market Strategy:

India's strong economic growth over the past decade has catalyzed the country's per capita disposable incomes resulting in the strong growth of the chocolate industry. As a result, consumers are now buying chocolates for everyday consumption rather than just special occasions.

Chocolate market is growing appetite for premium chocolate and the availability of dark chocolate brand. The low sugar content in the dark chocolates is another reason for propelling the demand of dark chocolates, as consumers have become aware of high sugar intake.

The consumers have been shifting their preference towards chocolate products over traditional sweets. The rising disposable income of the middle-class population in the country has affected the market space for the overall chocolate consumption.

Distribution System

Distribution is one of the four elements of the marketing mix. It is a process of making a product or service available for the consumer or business user who needs it.

For my product there will be both channel of distribution and, in this channel, the producer supply the product directly to the consumer and one or intermediaries.

① one level channel;

Producer \Rightarrow Retailer \rightarrow Consumer

② Two level channel;

Producer \rightarrow Wholesaler \rightarrow Retailer \rightarrow Consumer

③ Three level channel;

Producer \Rightarrow Agent \Rightarrow Wholesaler \Rightarrow Retailer
 \Rightarrow Consumer.

Risk factor

- ◆ Highly Perishable nature of the raw material
- ◆ Presence of Strong competitors
- ◆ Each and every raw material should be mixed in needed quantity.

Advantages :

① The cost plus pricing formula is simple and easy to calculate.

② Cost Plus Pricing is suitable in such cases where the nature and extent of competition is unpredictable.

③ It provides full coverage of cost and a consistent rate of return.

Disadvantages :

① The guarantee of a target rate of return creates little incentive for cutting cost or increasing profitability through price differentiation.

② Perhaps the biggest downfall of cost plus pricing is that it completely disregards the customer's willingness to pay.

Employment opportunities:

Although a range of employment opportunities arise all the time. People should have the skills, motivation and opportunity to make the most of their employment potential. In this business the employment opportunities are very high.

Expected Profit:

At the initial stage of the business the main target is to gain customers. The price is lessened to attract more customers. When this business get more customers than its competitors it can gradually increase the price as then my business will get loyal customers.

Statement Showing Cost Sheet of Sweet Bite

Particulars	₹	₹
Raw Material Purchased	2,00,000	
Direct wages	60,000	
<u>Prime Cost</u>		260,000
<u>Add</u> Factory overhead and office (Indirect Expenses) overhead		70,000
<u>WORK Cost / Cost of Production</u>		<u>330,000</u>
<u>Add</u> Selling and distribution overhead.		50,000
Cost of Sale		<u>3,80,000</u>
Profit ($\frac{1}{4}$ on cost of sale)		95,000
<u>Sale</u>		<u><u>4,75,000</u></u>

Conclusion

By doing this Project I realised that the importance of business plan in our economy and it's concept is very clear to me about how to make a Product, what should be it's price, what promotional activities to be used and price of Product. Now through this project, I am able to know about the different types of chocolate Companies and it's features.

So I would like to thank my Entrepreneurship teacher for giving this project to me.

Checked

Priyanka
28/06/22