

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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ARCHANA KUMARI	KNU20113001546
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JYOTI KISKU	KNU20113001395
KHOOSHBOO NONIA	KNU20113001580
KHUSHI KUMARI	KNU20113001260
KONKANA GHOSH	KNU20113001443
LAXMI KUMARI RABIDAS	KNU20113001465
MEGHA CHOUDHARY	KNU20113001440
NABONITA MALLICK	KNU20113001582
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NISHA RAUT	KNU20113001431
NIVA RAM	KNU20113001400
NUSRAT KHATUN	KNU20113001672
PALLAVI KUMARI BURNWAL	KNU20113001523

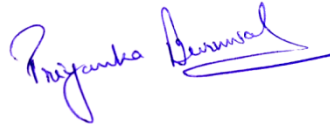
CERTIFICATE

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



SACT, Department of Commerce

Signature of the supervisor with designation and department

TOPIC

CHOCOLATE

KINGBITE

Name : Khushboo Nonia

College Roll No : 42

Registration No : KNU20113001580

Class : B. COM 2nd year

Semester : 4th Semester



Teacher's Signature

NAME

Names gives 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 more consistency you can the more likely it is that your customers will feel as through they can trust you

KINGBITE

" words have meaning and
Names have
power "

ACKNOWLEDGEMENT

Firstly I would like to thank to our principal Dr Chhabide to give me this opportunity. I would like to convey my thanks to Sushant khosh teacher who always gave valuable suggestions and guidance for completion of my project helped me to understand and remember the important details of the project, that I would have otherwise lost.. my project would have been success only because of guidance

Name - Khushboo Nonia

Class - 2nd year BCOM (4th Semester)

Roll no - 42

Teacher's Signature

EXPECTED CAPITAL

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Moreover, to start a chocolate store in India, at around ₹ 4 Lakhs to ₹ 6 Lakhs are required as Investment.

I can begin with an Investment of ₹ 4,00,000 as Capital and took a Small Loan from H D F C Bank ₹ 200,000 with an @ 8% Interest p.a.

I decided to Commence chocolate business in a Building which was constructed at a cost of ₹ 300,000 and contributed a further sum of ₹ 100,000.

I wanted to start a chocolate business by purchasing Equipment ₹ 100,000,

I have a stock ₹ 40,000

Opened a Current Account in the SBI Bank and deposited 20,000.

I have already cash in hand ₹ 20,000 which were also invested

Teacher's Signature

SOURCE OF CAPITAL

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

For carrying out various activities, business requires money.

Fixed Capital Requirement → for purchasing asset like Land and Building, plant & machine, furniture etc

Working Capital Requirement → for

Running day-to-day operation

Expansion Requirement → fixed and working capital increases with the growth and expansion of business

RAWMATERIAL

- SPATULE

- ESSENCE

- CHOCO CHIPS

- NUTS

- DRY ~~FRUITS~~ FRUITS

- CHOCOLATE COMPOUND

- CHOCOLATE MOLD (SILICON)

- PACKAGING MATERIALS

HOW TO PRODUCE

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- 1) **CLEANING:** Cleaning is the first process of chocolate. In this step, to remove the following; bad pieces, other extraneous materials, and dried cocoa pulp the cocoa beans are transferred through the machine.
- 2) **ROASTING:** Roasting is the simple step for the manufacturing process of chocolate. In this step, the cocoa beans are roasted at 120°C for about 01-02 hours which favors for the extraction of valuable component called chocolate.
- 3) **SHELL REMOVAL:** The third step is shell removal. In the manufacturing process of chocolate.
- 4) **GRINDING NIBS:** The fourth step for the manufacturing process of chocolate is grinding nibs.
- 5) **SEPARATION OF COCOA BUTTER:** The separation of cocoa butter is the fifth step. 80% of cocoa butter is removed.

Teacher's Signature

by melting it at 30°C to 33°C in room temperature so that it can be used for a long time

ADDING INGREDIENTS :

The sixth simple steps for the manufacturing process of chocolate are adding the ingredients. In this step, the different types of ingredients are mixed with the mixer so that homogeneous paste is formed with a pleasant taste and is added depending upon the requirement of the customer

STORING TEMPORARILY :

Chocolate paste is converted into solid chocolate products or chocolate blocks for storage

COOLING AND REHEATING :

PROSPECTIVE CUSTOMER

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- Wholesalers
- Distributors
- Retailers
- Stores
- Online platform
- Cafes
- Restaurants
- Food processing
- Bakeries

ADVERTISING

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1) Promotional Incentives :->

Offer the chocolate as an incentive to get people in the door. For example, a restaurant can give a customized box to the first 100 people who book a holiday dinner with them.

2)

Trade Show freebies :-> Juice, pens and water bottles are great. Imagine how many people will visit your booth; though, if I have a collection of chocolate setup in a beautiful display.

3)

Gift with purchase :-> Do you have a bunch of overstocked items you have to push? They will fly off the shelves if you advertise chocolate as a free gift with the purchase.

Holiday Exclusives :-> Halloween, Christmas, Valentine's Day, Easter there are so many holidays throughout the year when chocolate consumption skyrockets. Get in on that action with customized boxes of chocolate from our business.

DISTRIBUTION SYSTEM

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Hyper & Super markets

Hyper markets \Rightarrow Store that realize more than $\frac{1}{3}$ of its sales volume in food and whose the ground is greater than 2500 m^2

Super markets \Rightarrow Store that realize more than $\frac{2}{3}$ of its sales volume in food and whose the ground is between 400 and 2500 m^2

There is a large choice in chocolate bars, especially in hypermarket and super markets that represent the main distribution channel in terms of volume sold and also in terms of packs proposed.

On trade market

Vending machines \Rightarrow we also can find our favourite chocolate bars in automatic dispensers.

Depending the model, a distributor may contains up to 40 products. The customer have the choice between two ways of payment

- i) By Cash
- ii) with a prepaid card

Teacher's Signature

Selling price

Cost Profit

Cost of making

- 1) Coconut oil 200 ml = Rs 50
- 2) Sugar powder = Rs 20
- 3) Milk powder = Rs 50
- 4) Co Coa powder 350 grams = Rs 80

total Cost = Rs 200

profit

- 1) One K-g chocolate making Cost Rs 200
- 2) One K-g chocolate Selling price Rs 450
- 3) One K-g chocolate profit Rs 250
- 4) Target to sell 10 K-g per day Rs 2500
- 5) $2500 \times 25 = 62500$ per month profit

Gross profit = Rs 62500

Balance Sheet

as on 31st march

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Date.

Liabilities	Amount	Asset	Amount
Capital	400,000	Land & Building	400,000
Loan from HDFC Bank	200,000	Equipment	100,000
		Stock	40,000
		Cash at Bank	20,000
		Cash in hand	20,000
	<u>600,000</u>		<u>600,000</u>

CUSTOMER'S COMPETITION

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* CADBURY :->

Tagline :-> Kuch meetha ho Jaye

USP :-> Biggest brand name in the world of chocolate

* Amul :->

Tagline :-> The taste of India; utterly
Butterly delicious amul

USP :-> India's most trusted and popular dairy product: Brand

* NESTLE :->

Tagline :-> Good Food Good Life

USP :-> Biggest wealth and wellness brand in the world

* FERRERO ROUCHER

Tagline :-> Share Something Special

USP :-> Ferrero Rocher is a whole
toasted hazelnut encased in a
thin wafer shell filled with hazelnut
cream and covered in milk chocolate

LABOUR

Employees are the back bone of business. 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 our 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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Chocolate is a dreamy savoury for
one & all be a child or an adult.

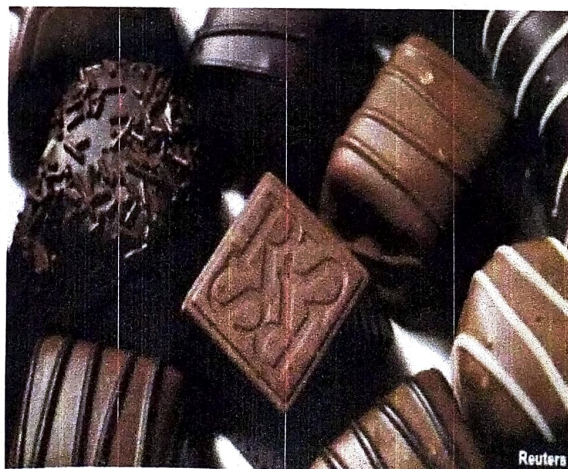
The silky & soft feelings, it leaves on
our mind & in our mouth always makes
our tastebuds crave for some more
of it. Chocolates are considered as ideal
gifts for all the occasions.

They are supposed to be good for healthy,
unlike other traditional sweets with
people becoming more aware about it &
a significant increase in purchasing
power of people, a vast market for
chocolate can be seen emerging over
country.

Thus working on chocolate product
designing has not only informative
but entertaining & enlightening.

checked

Myanka
28/06/22



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