

Raniganj Girls College

Name - khushi kumari

Reg. No. - 20113001260

Clg roll no. - 29

Project - Entrepreneurship Development

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)

Name of the student	Registration Number
ALKA KUMARI	KNU20113001753
ARCHANA KUMARI	KNU20113001546
ASHA PAL	KNU20113001637
BIRANGI TIU	KNU20113001621
DEBANJANA GHOSH	KNU20113001173
DEBOLINA BHATTACHARJEE	KNU20113001665
JAYA KUMARI NONIA	KNU20113001275
JYOTI KISKU	KNU20113001395
KHOOSHBOO NONIA	KNU20113001580
KHUSHI KUMARI	KNU20113001260
KONKANA GHOSH	KNU20113001443
LAXMI KUMARI RABIDAS	KNU20113001465
MEGHA CHOUDHARY	KNU20113001440
NABONITA MALLICK	KNU20113001582
NANDINI KUMARI PANDEY	KNU20113001402
NISHA RAUT	KNU20113001431
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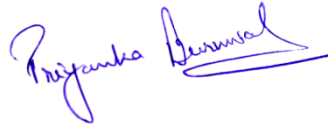
CERTIFICATE

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



SACT, Department of Commerce

Signature of the supervisor with designation and department

INDEX

Sl. No.	TOPICS	Page No.
1.	Acknowledgment	01
2.	Executive summary	02
3.	Introduction	03
4.	Registrations	03
5.	Expected Capital	04
6.	Source of capital	04
7.	Collection of Raw materials	04
8.	How to produce	05
9.	Prospective Customer	06-07
10.	Distribution System	07
11.	Advertisement	08
12.	Obstacles	08-0
13.	Competition	09-10
14.	Employment / Labour	13
15.	Expected Profit / Revenue	11
16.	Balance sheet	12
	Conclusion	14

Acknowledgement

Firstly I would like to thank to our principle Chhabide to give me this opportunity. I would like to convey my thanks to Susanta Ghosh teacher who always gave valuable suggestion 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 has been successful only because of guidance.

Executive Summary

The purpose of this business plan is to bring out the business and service which are going to development and run. This business plan are include the analysis of the ice cream shop.

The business might be comparatively small and the start-up cost will be very low if we produce our own ice cream. we just need to buy the ingredients and machine to set up. For license to open a shop in are necessary. The reason of providing training for them is that we can benefit our consumer by serving fresh and nutrition ice cream for customer.

ICE CREAM PLANT

Page No. 1

INTRODUCTION

Ice cream is a sweetened frozen food typically eaten as a snack or dessert. It may be made from heavy milk or cream and is flavored with a sweetener, either sugar or an alternative, and any spice, such as cocoa or vanilla.

Ice cream is a mixture of milk, cream, sugar and sometimes other ingredients that has been frozen into a soft, creamy delight using special techniques. Ice cream has been a popular treat for hundreds of years but has only become commonplace since the widespread use of refrigeration.

REGISTRATION:-

- Before doing any business we have to first register. I got registered before starting ice cream business. The ownership pattern Register according at register of Companies.

Expected Capital :- In accordance to set up ice cream business, its intallation production, employment, distribution on services may cost ₹ 1,50,000

Source of Capital :- The investment made out an amount of 2 Lakhs Loan from Bank 250,000 and a tertiary amount of ₹ 60,000.

Collection of Raw Materials

The raw material procurement system is as follows milk is main raw material for ice cream :-

1. Company purchased sugar in bulk at it is used in ice cream.
2. Colour and flavors, which are permitted by govt., are only used.

Raw Materials

Cups and cones

Milk

Sugar

Glucose

Sweet orange Essence

Fruit Juice

Colours, oranges / Flavor - chocolate ; Vanilla, strawberry, Blueberry etc.

How to produce :-

VANILLA ICE CREAM

Step 1:- Boll The Milk And keep stirring
 To make Vanilla Ice cream at home, take a small bowl and add 1 teaspoon corn flour in 4 tablespoon milk, stir it into a smooth paste. Ensure that use cold milk or lumps will be formed. Mix well and keep the mixture aside. In the meantime, take a vessel and boll the milk, keep stirring so that the milk does not stick to the bottom.

Step 2 :- Add Sugar To The Blend
 Reduce the milk to half. This will ensure that your ice cream turns out to be creamy. Now add in the corn flour and milk mixture. stirring occasionally. Now, add the sugar and allow the milk to reduce. Once the consistency of milk thickens, reduce the flame to low.

Step 3:- Add Fresh Cream And Vanilla Essence
 Next, add the fresh cream and vanilla essence and mix well. After mixing, turn off the flame and pour the mixture into an aluminium container. Cover the container with an aluminium foil and freeze for 6 hours or till semi-set.

Step 4 :- Freeze & serve Vanilla Ice Cream
 Remove from the freezer and pour the mixture into a blender and blend till smooth. Transfer the mixture back into the same aluminium container. Cover with an aluminium foil and freeze for 10 hours or till set. Ice cream in some crispy waffle cones and enjoy the flavorful dessert.

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.

Teenagers :- Ice cream shops are most likely to sell to the teenage market because teenagers love ice cream. For girls, healthy flavors are much popular. Boys, on the other hand, - just eat ice cream regardless of their current situation.

Adults :- The good thing about adults is that they remain loyal to their favorite ice cream flavors. Kids who once loved a certain ice cream flavor will most likely continue to love it when they become adults. According to surveys, new flavors today don't appeal much to adults, but they definitely appeal to children. Brand is considered an important factor in many customers. Consumers between the ages of 18 to 24 prefer to buy ice cream from a premium shop, while female customers 45 and older, put high priority on branded ice cream.

Other customers :- Most supermarkets and department stores offer different brands of ice cream. But there are some stores that have started diversifying their offering by catering towards a wide range of lifestyles. Some offer low-carb ice cream flavors

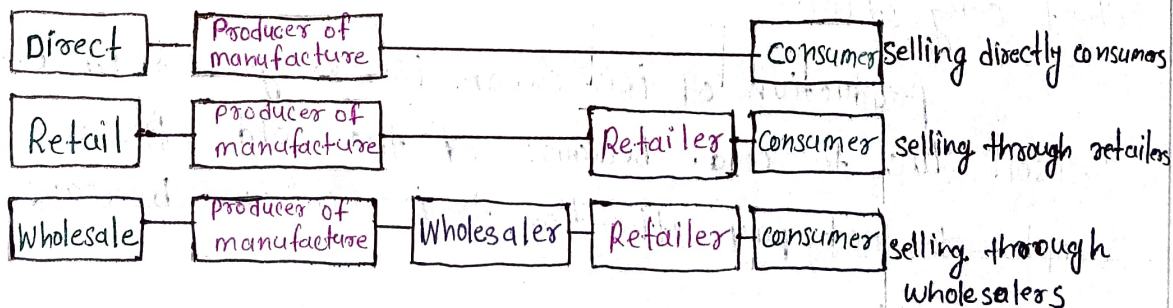
that would be in line to a healthy diet. Today, it's not so difficult today to find reduced fat, free or no sugar added ice cream flavors.

Since there are many customers who love to try new flavors, some ice cream shops are trying to offer ice cream. It is a great marketing idea for our ice cream shop that allows customers to truly choose the flavors and topping they want.

Consumer tastes and preferences are constantly evolving and becoming more individualized. As a Food & Beverage manufacturer, you have to consistently high level of product quality, plant availability, optimum resource efficiency, decarbonization goals, financial liquidity, and an increased need to maintain flexibility in production to meet individual customer requirements.

Distribution System

Distribution include the manufacturing units where the Ice cream production takes place. This is followed by wholesale and then retailer. From retailer the product is sold to the consumer through vanilla preferred outlets, vanilla scooping parlours, retail shops, vending push carts, hotels, restaurants, canteens, caterers etc.



Advertisement :- Ice cream poster background

Putting up a poster in your shop.

Posters of different flavors will be affixed in your shop.



Obstacles :- Eating ice cream in very chilly weather may not cause any disease in particular, but winter are the time you should be feeding your body with warm foods. Ice cream can cause cold, cough and chest congestion.

production of ice cream is very less in winter season due to cold. Because of the cold, because people do not pay attention to ice cream because of the cold.

COMPETITION

Competition In The Ice Cream Industry:-

One of the critical aspects of starting an ice cream business is knowing our competition in the industry. In the world of premium ice cream, biggest competitors are soft serve ice cream and frozen yogurt shops.

The ice cream market in India is evolving from selling ice cream on cart small kiosks to well organized and premium parlours.

Over the years, ice cream market in India has gained momentum with entry of national and local players in the market.

The future prospects of India's ice cream market seem promising for manufacturers, suppliers and retailers. A number of regional players have also started expanding. The entry of new players will further intensify the struggle to get a bigger market share.

Competition from Soft serve ice cream products :-

Soft serve ice cream is lighter and softer than regular ice cream due to the fact that air is introduced during the freezing process. Typically, soft serve is cheaper than premium ice cream and is readily available at fast food chains.

Most soft serve comes from a powdered, fresh liquid, or ultra heat treated mix. The mixture moves into the freezing chamber via gravity or a pump. The soft serve is mixed, flash frozen and stored until it is ready to be dispensed.

The use of a mixture and the process of serving the product from a machine means the dessert is produced quickly. However, soft serve contains more preservatives and fillers than you'll find in premium ice cream. A soft serve base consists of milk, sugar, whey and cream.

Expected Profit

Expected revenue of profit for the year 2022 - 23

Expected revenue	2,00,000	2,00,000
• other income	<u>30,000</u>	<u>30,000</u>
		2,30,000
1. purchase of raw material	1,00,000	
2. Interest on loan	2,000	
3. other expenses	20,000	
4. Depreciation	6,000	
5. wages	<u>30,000</u>	
		<u>1,82,000</u>

Balance sheet

Liabilities	Amount (₹)	Assets	Amount (₹)
Capital	2,00,000	<u>Fixed assets</u>	
Loan	2,50,000	Plant & machinery	2,00,000
		Land & building	40,000
		Investment	2,00,000
<u>current liabilities</u>		<u>current assets</u>	
outstanding expenses	2,00,000	Cash at Bank	50,000
		Cash in hand	60,000
		stock	4,00,000
	6,50,000		6,50,000

EMPLOYMENT

Employees are the backbone of ice cream shop without. we wouldn't have a business. Even the smallest of shops are difficult to run and manages as an 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 live? your staff will likely expand as your grow, but ~~workers~~ you are just getting started, you will probably need to hire.

- Managers
- Accountant
- Baristas

By
28/6/22

CONCLUSION

In this experiment, we compared which type of milk, regular and half + half, milk would make a thicker ice cream. The results showed that our hypothesis was wrong. It was regular milk that made the ice cream thicker.

We add salt to the ice while cooling the ice cream it can lower the freezing point of the ice. We shake the bag because the motion can make the ice cream more smoother. Next time, we can try more kinds of milk that can make the ice cream, thicker, like goat's milk or skim milk.