



Name = Priya Shakur

Roll No. = 09

Subject = Entrepreneurship Development

Stream = Bcom (Hons) Accounting

Reg. No = KNU2011 3001348

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
PAPIA BAURI	KNU20113001292
PAYAL GORAI	KNU20113001486
PREETI KUMARI CHAURASIA	KNU20113001574
PRITI UPADHYAY	KNU20113001752
PRITY PASI	KNU20113001603
PRIYANKA PRASAD	KNU20113001584
PRIYA THAKUR	KNU20113001348
PUJA KEDIA	KNU20113001469
RAJANI BISHWAKARMA	KNU20113001594
RETIKA MAHATO	KNU20113001534
RUCHI SINGH	KNU20113001639
SABITA KUMARI	KNU20113001420
SANDHYA KUMARI	KNU20113001754
SIA SINGH	KNU20113001352
SUMITARA KARMAKAR	KNU20113001360
SUSHMA YADAV	KNU20113001491
SWARNALI SEN	KNU20113001453
TANUSHREE SEN	KNU20113001513
TITHI MARODIA	KNU20113001496

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

Susanta Ghosh

Assistant Professor, Department of Commerce

Signature of the supervisor with designation and department



Kazi Nazrul University

Asansol West Bengal - 713340

REGISTRATION CERTIFICATE

This is to certify that **PRIYA THAKUR**

Son/Daughter of **LT RAJESH THAKUR**

of **RANIGANJ GIRLS' COLLEGE**

is registered as a student of this university,

His/Her registration number is **KNU20113001348**

of **2020-21**



Registrar (Addl. Charge)

Introduction

- Industry: Partnerships
- Founders: Priya Thakur, Suraj Kumar, Leena Sharma, Darpan Sam, Anjali Singh, Sakala Nigam.
- Products: Cakes, Cupcakes, Breads, Milk Products, Icecreams, Sweets etc
- Number of Employees: 6
- Initial Investments: ₹ 12,00,000
- Location: Near Junction Mall, City Centre, Dwargapuri
- Business Name: **Delightful Bakery Cafe**
Fantastic Look, Fantastic Taste.

Collection Of Raw Materials

The major required raw materials are wheat flour, Sugar, Eggs and Ghee. Other items like milk powder, Yeast, Salt, assorted fruits, baking powder, Caramel colour, vanilla, butter cream, etc. shall be required in small quantity. We can procure all the raw material from local wholesale market. For medium scale unit we can procure major raw material from direct manufacturer. In establishing a large scale industry we can also setup our own flour mill included.

Production

In making biscuits the calculated amount of maida, starch, vanaspati, water etc are mixed in a mixer to form paste. The paste so formed will be poured into pre-heated mould to bake wafer sheet. The other ingredients like sugar, vanaspati, colours essence are mixed in a planetary mixer to form cream. The cream so prepared will be applied on the sheets to form sand with. Thereafter the sand which will cut into biscuits and packed in pouches. To make cakes wheat flour and baking powder along with cream, sugar & ghee are mixed thoroughly it becomes fluffy. Then mixer of beaten eggs is added to it along with caramel colour and chopped fruits. Pastries are made in different shapes from thick cake sheets, jams etc.

This is semi automatic production process. We can also go for a fluffy automatic bakery production.

Sources Of Capital

As, if we want to open a bakery business we required to setup a small factory which needs some resources such as manpower as worker, raw materials, machines and a market or a shop to sell our baked goods. Let's see what types of machines and workers need to setup a bakery business. Machines which are required Commercial oven, food mixer, dough maker, bakery equipment, Bakery machines, Dough Divider, Cookie machine, Waffle, and Rust making plant etc. The workers which are required - chefs for baking goods, fully skilled worker to operate all these machines and some total labours for packaging and baked goods.

The major required raw materials for preparing baked goods are wheat flour, Sugar, eggs, vegetable oils, etc

We also need a means of transportation to export our goods to market and of course a big and demanding market such as metropolitan cities to sell our goods & services where we can earn a good profit.

These all sources of capital to invest in this business are self investment and Bank loan. As capital is essential requirement for the business to start and settle its account.

Targeted Customer

> children.

> Teenagers.

> Working professionals.

Distribution of Service & Products:

We plan to offer a large number of delicious **bread, cakes and sweets, a short beverages menu as well as menu with homemade soft drinks**. Our face in front of the customers will be **friendly smiling staff**

Almost 90% of Indian households are buying fresh baked bread and rolls, cookies and crackers. We intend to use this market as a stepping-stone for attracting customers for our special cakes and sweets.

In that way, we will be able to offer a wide variety of bakery products responding to the high demand for bread and at the same time, utilize our resources to produce and finish the specially decorated products that our bakery will become famous for.

Special events can be a major market segment for independent bakeries, weddings, birthday, religious events celebrations and parties of all kinds require cakes and baked goods. So we have a plan to partner with party venues in the area to ensure that customers know what they have to offer when the time comes.

Delightful Bakery Cafe
Fantastic Look, Fantastic Taste

Key Marketing Strategies

Advertisement Strategy

- Advertisement through radio and local newspaper also through T.V.
- Advertisement through Social media.

Encouragement Strategy

- Encourage people toward dairy production.
- Encourage people towards agricultural production.
- Give accurate market to the farmers.
- Effective raw materials handling.

DELIGHT BAKERY CAFE
Fantastic Look, Fantastic Taste

STRENGTHS

- Wide product variety, affordable ranges.
- Unique products.
- Strong Management.
- Local food initiatives.
- Employee Engagement.

WEAKNESS

- Low brand Awareness.
- Weak Supply Chain.
- Outdated technology.
- Work inefficiency.

OPPORTUNITY

- Changing fashion trends.
- Busy Lifestyle.
- Increasing demand.

THREAT

- Competition.
- Saturated market.
- Lack of Raw materials.
- Political Threats.
- Change in tastes.

Competitors



Start Up Cost

- Rent deposits Rs 24000
- Renovation to Location Rs 15000
- Decorations / furniture for Location 2 100000
- Permits, Licences & Business certificates 48000
- Equipment Rs 320,000
- Startup Supplies Rs 80,000
- Startup Packaging Rs 50,000
- Startup Advertisement Rs 60,000
- Misc Expenses Rs 277000

Total Cost = 1,074,000

Delightful Bakery & Cafe
 Expected Profit and Loss Statement
 For the year 2022-2023 :

Particulars	Amount ₹	Amount ₹
Expected Sales	1000000	
Cost of Good Sold	600,000	
GROSS PROFIT		400,000
(-) Operating Expenses :		
Advertisement Expenses	60,000	
Depreciation Expenses	80,000	
Rent Expense	15000	
Payroll taxes	5000	
Salaries & wages	51000	
Commission Expenses	5000	
Other Operating Expenses	7000	
Total operating Expenses		(223000)
Operating Income		177,000
Non-operating Income		
Revenue from interest	10,500	
Interest Expenses	(9,100)	
Total non-operating Income		1400
Net Income		178,400

People Involved

☆ Suraj Kumar

- ☆ Financial manager
- ☆ Controls Organisational issues

☆ Priya Jha

- ☆ Operational Manager
- ☆ Controls Organisational issues.

☆ Anjali Singh & Sahala Nigam

- ☆ Cooking Staff
- ☆ Cooking on the spot, Cleaning

☆ Reena Sharma & Dayan Sain

- ☆ Cashiers
- ☆ Reheating, Cleaning, Selling

Conclusion

- The business seems to be very much attractive and variable through market as well as financial analysis.

Current Situational plan

- Offer variety of product and services.
- Offering reasonable prices on demand.
- Expanding industry in other parts of DOP.

Delightful Bakery Cafe
Fantastic Look, Fantastic Taste

Thank You //



checked

Pujanya
28/06/22