

ENTREPRENEURSHIP DEVELOPMENT PROJECT

NAME : Ruchi Singh

ROLL No. : 07

STREAM : COMMERCE

B.COM (HONS)

SUBJECT : Entrepreneurship Development

YEAR : 2021-22

SEMESTER : IV

KNU REGISTRATION No. : KNU2011 -

- 3001639

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.

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

Place: Raniganj

Date: 28.06.2022

Susanta Ghosh

Assistant Professor, Department of Commerce

Signature of the supervisor with designation and department

NURSERY BUSINESS



INDEX

SL.No	PARTICULARS	PAGE No.
1.	Business Description	01
2.	Objectives & Goals, And Strategies for Achieving them	02
3.	Expected Capital	03
4.	Start-up Summary	04
5.	Source of Capital	05
6.	Collection of Raw Material	06
7.	How to produce (Production)	07
8.	Advertisement	08
9.	Distribution System	09
10.	Prospective Customers	10
11.	Expected Profit	11
12.	Obstacles	12
13.	Competition	13
14.	Employment	14
15.	Conclusion	15

Shade of Sunshine

Business Description

The Purpose of 'Shade of Sunshine' Nursery is to provide India with a nursery and garden center that is stylish, respected, consistent and which is intelligently staffed with caring and well-informed employees. The atmosphere is friendly and open. The Nursery displays a new attitude. It treats customers like first-class citizens and tries to make them feel like they are at home. In the premises will also be a cafe to help our customers extend and enhance their visit to our premises. We offer a variety of related items such as pottery, speciality, decoration, etc. The facility has a first-rate greenhouse. The services are offered at a competitive price and pricing will be reviewed periodically.

Objectives & Goals, And Strategies for Achieving them



1. To provide a high quality service so that customers will perceive great value and give them the opportunity to interact.
2. To service an average of 5,000 customers and their increase in coming year.
3. To repay the entire loan amount by the end of the given period.
4. Our goal is to provide & become the premier Nursery Destination in India, during the next 5 years.
5. 'Shade of Sunshine' Nursery plans to closely monitor changing technology to be certain that the company will be using the latest and most effective equipment and that it keeps up with current trends in the marketplace.

Expected Capital

Land - This is the most crucial aspect of my business which would require extra attention. The land is the basic criteria that would decide the credibility & the quality of my Nursery.

a) Store house - A store-house is necessary for storing implements, fertilizers, sprayers & Nursery stocks such as seeds, bulbs, corms, cuttings, etc.

b) Potting and Packing shed.

c) Nursery Beds.

2. Agricultural license.

3. Seeds & Saplings.

4. Tools & Equipments.

5. Manpower.

6. Add-ons like Pesticides & Insecticides.

Start-up Summary



Our Start-up requirements come to £11,00,000 which includes the first month's Rent of the land for our nursery. The Regular Rental fee is £15,000 a month.

Start-up Requirements :-

Start-up Expenses -

Legal

Bronchures

Insurance

Rent

Expensed Equipment

Total Start-up Expenses

Start-up Assets -

Cash Received

Start-up Inventory

Other Current Assets

Short-term Assets

Total Assets

Total Requirements

£

£ 50,000

£ 20,000

£ 7,000

£ 15,000

£ 1,50,000

£ 2,42,000

£ 2,73,000

£ 5,00,000

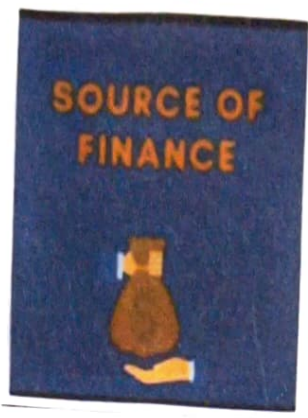
£ 50,000

£ 35,000

£ 8,58,000

£ 11,00,000

Source of Capital



1. Bootstrapping - Utilizing my personal saved up funds or funding from friends and family and only works from small-scale enterprises.
2. Crowed-funding.
3. Angel Investors.
4. Venture Capital.
5. Bank Loan - We may also take Bank loan for our business plan as a source of funding.
6. Government Programs - Funding from the government is usually substantial in size, thus providing one with surplus Capital to manage the start-up like ours.

Collection of Raw Materials



1. Seeds & Saplings - To start growing on our land, we will need seeds or saplings of the desired plant varieties. We will purchase them from different gardening firms.
2. Soil - The next component is soil, though, on our piece of land, there will exist soil but adding more fertile soil using correct proportions of manure and moisture, will boost the growth of plants, flowers, etc.
3. Chemicals and Fertilisers - We know that insects and pests can damage our plants and destroy our flowers and fruits. To save our plants from getting infected, we will use some pesticides, fungicides, insecticides, herbicides, etc. Fertilisers will help in accelerating the growth speed of our plants.

Production

The first step in starting the nursery is the extraction of seeds and seeds will be extracted without being destroyed from a fully grown fruit for the harvesting of seeds.

Second is using those extracted seeds for plantation and the seeds should be sowed in seedbeds or germination trays for their future growth.

The next step is to transfer the saplings to little storage units or polybag pots.

The mother or the main plants that were used for the seed extraction should also be maintained as it is used for seasonal propagation.

Now, that everything is done, our plants, flowers, etc. will be ready to be sold in our nursery.

Advertisement



- We will position the Company as the premier nursery in India.
- Increase public awareness of 'shade of Sunshine' and its benefits.
- Increase public awareness of our company and establish a professional image.
- Maximize efficiency by continually monitoring media effectiveness.
- Consider a possible credit coupon in some of the advertisements.
- Develop a brochure or pamphlet to explain our service and company.
- Continue use of a distinctive business card and company letterhead.
- Use a mix of media to saturate the marketplace.

Distribution System



1. Contact local flower shops, stores, and vendors to see what their needs are - We will reach out to the business in our area and explain about our nursery.
2. Reserve certain hours for unique groups such as children, senior citizens, service clubs, adults, etc.
3. Sign contracts with local businesses to begin growing plants for them.
4. Our business will also offer delivery of the trees, flowers, etc to our customers. We will charge a modest delivery charge according to the distance.
5. The business assumes that most customers will pickup the trees at the place of business.

Prospective

Customers

Our target market is based on becoming a resource for people looking to buy flowers, plants, trees, garden supplies, etc.

1. Residential, Homeowners - 'Shade of Sunshine' would like to be attractive choice for homeowners purchasing plants and garden supplies. With our large and varied selection of plants, flowers, trees, etc.

2. Commercial Contractors - With prompt and affordable service, contractors will know that they can count on us to meet their needs in a professional manner.

3. Renters - People who do not own their own homes but need flowers and plants to beautify their living spaces make up an important segment of our target market.

Expected Profit



Expected Revenue & Profit for the year 2022-2023.

Expected Sales	₹ 5,00,000
Other Income	₹ 1,50,000
	<u>₹ 6,50,000</u>
Expenses -	
1. Purchase of Raw Materials	₹ 80,000
2. Wages	₹ 25,000
3. Interest on Loan	₹ 15,000
4. Depreciation	₹ 12,000
5. Other Expenses	<u>₹ 50,000</u>
	<u>₹ 1,82,000</u>
Expected Profit	<u>₹ 4,68,000</u>

Expected Balance Sheet

Liabilities	Amt(₹)	Assets	Amt(₹)
Capital	5,00,000	Cash in hand	2,73,000
Loan	6,00,000	Cash at Bank	50,000
		Stock	70,000
		Land & Building	5,47,000
		Plant & Machinery	1,60,000
	<u>11,00,000</u>		<u>11,00,000</u>

Obstacles



- Narrow range of species base of seedlings.
- Lack of knowledge by smallholders about the importance of using seedlings of high quality.
- Lack of a well established and efficient seedling pathway.
- Difficulties in producing seedlings of native species (obtained seed, germinating, propagating clonally).
- Crowding out of private nurseries in seedling markets by competition from government seedling suppliers.
- No incentives for nurseries to produce high quality seedlings.

Competition



Flower Aura - They started as an online flowers delivery service and expanded to include the provision of indoor and outdoor plants on your doorsteps.

Setgreen - Setgreen is an attempt to help people love and care for plants, get closer to nature and care for plants.

Plants Guru - They have excelled in online nursery services of both indoor and outdoor plants & trees.

Nafees Nursery - The Nafees Nursery has produced a sugar-free sweet mango, that too on a similar plant.

employment



getting a degree doesn't have to mean resigning to a dull desk job. There are many specialized career paths available in the fields of agricultural, horticulture and forestry for prospective students with a green thumb. Even though equipment advancements have reduced the farm labour force in recent years, there is still a demand for nursery and greenhouse workers as well as agriculture and horticulturists, florists and flowers specialist.

Conclusion

The importance of horticulture sector in our economy is increasing over the years. This has necessitated the need for quality seeds and planting materials which in turn has increased the importance of horticulture nursery business. To make our environment green and free from pollution, we should plant more trees. And for plantation more seedlings are needed. In these case nursery is the only source for continuous supply of seedlings. 'Shade of Sunshine' will provide competitive pricing for its products and will guarantee to match competitor's price, but exceptional customer service and product knowledge will make us stand out of our company and service we are proposing is hitting the market at just the right time.

Rujana
28/06/22
Checked