

RANJITANJ GIRLS COLLEGE

NAME - SABITA KUMARI

ROLL No. 59

REGISTRATION No - KNU 20113001420

PROJECT OF 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
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

comland.

1. Acknowledgement.
2. Introduction.
3. Biscuit making
4. Expected capital
5. Source of capital
6. Collection of raw material
7. How to produce
8. Prospective customers
9. Advertisement
10. Distribution System
11. Expected Profit
12. Any obstacles
13. Competition
14. Employment
15. Labour
16. Expected balance sheet.

Acknowledgement

Firstly I would like to thank to our principle Chhobi De to give me this opportunity. I would like to convey my thanks to Sasanta Chakraborty 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 had been success only because of guidance.

ENTREPRENEURSHIP DEVELOPMENT.

Page No. 3

Date.

INTRODUCTION.

Entrepreneurship refers to all those activities which are carried out by a political and economic environment. Entrepreneurship includes activities relating to the anticipation of the consumer likes and dislikes, feeling and behavior, tastes and fashions and the introduction of business ventures to meet out all these expectations of the consumers.

Entrepreneurship is considered as a new product that would enable businessmen to develop new forms of business organization or new business activities catering to the changing needs of the society. The liberalization of cultural rigidities are mainly due to this new product - entrepreneurship; entrepreneurship is the ability of entrepreneurs to assess the risks and establish business which are risky but at the same time suits perfectly to the changing scenario of the economy.

Teacher's Signature

BUSINESS NAME _____

Page No. 4

Date.

BISCUIT MAKING

Moody Biscuit

The biscuit market is very promising and expecting higher growth in the near future. Biscuit market is all about effective decision making and strategic planning as to how to sell. What kind of packaging would be fine, what will be the pricing strategy, etc.

Generally, the success of biscuit brand depends on several factors including innovative packaging, New Flavour.

Tastes, Shapes, etc. Also rising health consciousness among consumers through the electronic media is effective in the Indian consumer market, simply, offer as many as the variety you can at a cheaper price than.

an established brand.

Parle products is an Indian multinational food processing company based in Mumbai. It is best known for the biscuit brand Parle-G. In 2019, it had a 70% share of the global biscuit market. As of 2020 according to Nielsen, its Parle-G is the best-selling biscuit brand in the world.

Teacher's Signature

EXPECTED CAPITAL.

Biscuit making business is rather flexible as far as expenses is concerned. A person can start a homemade business with as low as Rs. 6,000. It will only offer you enough supplies to create a small batch of biscuit.

In case you want to take your business to this next level, then purchase an automated biscuit making machine.

The cost of each unit is around 6 lakhs. Apart from the actual manufacturing process, you need to set aside around Rs. 2,000 to Rs. 3,000 for packaging and marketing. So, homemade biscuit business can be setup for Rs. 10,000.

SOURCE OF CAPITAL.

Business starting on a shorting sources of capital may include friends and family, online lenders, credit card companies, and Federal loan programs. Like individuals, businesses must have an active credit history to obtain debt capital.

Debt capital requires regular repayment with interest.

COLLECTION OF RAW MATERIAL

In Commercial biscuit making, you need the basic raw material wheat flour you must arrange the regular supply of wheat flour to the unit, Also you need other raw materials like yeast, sugar, ghee, milk powder salt edible colour, flavors etc.

HOW TO PRODUCE

To make biscuit, first of all, mix the ingredients used in it well with the help of a mixer. Then prepare the dough by adding water to this material. After which you have to put the prepared dough in the dropping machine and give it a shape. After getting the shape it was to be baked with the help of a baking machine biscuit will be ready to eat as soon as it is baked. But your work does not end here, you have to pack those biscuits. After which they will be ready to sell in the market. There comes a machine to pack the biscuits which you have to buy.

PROSPECTIVE CUSTOMER

Marketing Success or Failure of a Company depends on individual and group reactions of target Consumers which are target Consumers which are expressed in the form of buying patterns. Since the Customer is the reason why any organization exists, it is essential to understand the Customer and study the patterns of his buying behaviour.

The following characteristics are found in their behavior.

- (i) Bargaining - The tendency to bargain is often found in the behaviour of buyers. They prefer to buy goods at a lower price than the price indicated by the seller. Indian buyers also do not follow a uniform pricing policy. Bargaining is still in vogue in the Indian market.
- (ii) Quality vs. price - Buyers focus on value rather than variety of goods. These days they prefer high value goods. Little has changed now as consumers have now started buying quality goods at higher prices.
- (iii) Brand or Trademark consciousness - This is characterized by the behaviour of the buyer that he is now aware of the brand of the goods and considers the goods to be authentic and of high quality.

ADVERTISEMENT

Considering the importance of the development of emotional intelligence in children, parle products, a leading indian biscuits and confectionery manufacture, has launched the next leg of #GmaneGenius Campaign with three advertisement.

All the film carry a common tagline, 'jo auroh ki khushi mein, paye apni khushi', wherein parle-G forms an integral part of the narrative. A press note mentions that the objective of the campaign is to invoke conversation among the audience about genius beyond cognitive intelligence.

DISTRIBUTION SYSTEM

A distribution system involves the delivery of material right from manufacturing, to distributors to the end customer. It consists of all the methods, procedures, equipment required for the flow of goods from a business to end-users of a products. A distribution system is an essential part of a business. The success of a business largely depends on its distribution system.

A distribution system also consists of various essential such as distribution, transportation, and the cost of distribution, etc. each plays an important role in the success of the business. A distributor is a person who performs the work of taking your product to the market where the consumers of your product can easily buy your product.

EXPECTED PROFIT

A Biscuit with tea is the most favorite snacks in india and around the world every age group people or loved biscuit which is available in every store at affordable price.

Biscuit is a very delicious snack that comes in different types of taste, shape size flavor and variety.

If you are entrepreneur and planning to start a profitable small business along with your job or if you do not have a job, but want to start a unique business with low investment with full government support, then read this article as we have come up with one of the best profitable business idea in india.

you can start biscuit making business from home with very little money and you will earn at least ₹. 25,000 to ₹. 35,000 per month.

The best thing about biscuit making business is that it won't be affected by the probability of loss is almost negligible so, what is this business plan?

To start a business under the mudra scheme you have to invest to about ₹. 75,000 to ₹. 95,000. up to 80% of the total working capital will be available from the pradhan mantri mudra yojana.

The government itself has prepared the project report. you can easily earn more than ₹ 3,000 to 4,000 per month from biscuit making business.

ANY OBSTACLES

Gluten in flour overdeveloped.

Ratio of dry ingredients to fats and liquids too high.

used wrong type of flour.

The wrong kind of measuring cup was used.
oven was too hot and product overbaked.

COMPETITION

Learn how to handle Competition in Business.

Know your Customers.

Understand the Competition.

Highlight your difference.

Clarify your message.

Ensure your branding reinforces your messaging.

Target New market.

Look after your existing customers.

EMPLOYMENT / LABOUR.

EMPLOYMENT

Entrepreneurship spurs economic growth in several ways. The most obvious one is by generating employment opportunities. entrepreneurs, at even the most basic scale, employ people, providing them with incomes that they can spend, initiating a money program, which fuels the movement of the economy.

The skill development and employment division plays a key role in (i) building and sharing knowledge for accelerating policy initiatives for making Indian youth and workforce employable. (ii) identifying as well as offering solution to critical issues concerning employment, jobs and livelihood creation.

LABOUR.

Another element in the labour market situation which influences the decision to become an entrepreneur is disequilibrium between demand and supply of labour. such imbalances affect the quantity and quality of the jobs offered and the opportunities to find a job as an alternative occupational choice to entrepreneurship.

Checked

Sujanna
28/06/22