



Name of the unit:

Address:

BIZASTRA

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Prepared by:

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ABOUT THE PROJECT:

| | |
|---|--|
| Name of the company: | |
| Registered Address: | |
| Constitution: | |
| GST Reg Number | |
| Names of the Proprietor / Directors: | |
| Date of Commencement: | |
| Products: | |
| Existing Banker: | |

ABOUT THE PROMOTER:

| | |
|-------------------------|--|
| Name of the promoter | |
| Address of the promoter | |
| Designation | |

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INTRODUCTION

In India around 12 million tones of potato is grown which is about 4% of the total world production. However the per capita consumption of potatoes is low. It is estimated that 25 % of the potatoes get spoiled due to various reasons such as transportation, type of packing availability of cold storage capacities, glut in market etc. These potatoes could be saved by making various types of potato items . And one such item is potato chips. According to data analytics firm GlobalData, India's potato chips/crisps market was worth US\$2.59bn in 2017, growing at an annual rate of 18.7%, and is expected to further expand to a value of \$5.5bn in 2022.

THE PRODUCT

Potato chips are a crispy and crunchy slice of potato which is fried in oil and preserved in salt, potato slice goes through the dehydration while getting in contact with oil.

India is one of the largest potato crop growing country, potato chips is an interesting innovation, it gives considerable value to the potato. Popularity of potato chips as snacks is growing fast in all age group. There is a huge demand for the potato chips from the rural as well as urban area; people prefer instant food and potato chips are the best option for snacks it eliminates hunger quickly. Potato chips are healthy and no harmful ingredient is used to produce chips and it is easily available in every corner shop, shopping mall etc. The popularity of chips are rising in the market year by year. Also the consumption of the same has also increased.

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MARKET POTENTIAL

- The popularity of snack foods is growing by a large margin day by day and potato chips have emerged as a potential snack food. There exists a very large market for chips and they can be sold at various retail outlets, Paan shops, bus-stands, railway stations, roadside eateries etc.
- A number of organized as well as unorganized groups are already there, catering to the needs of tea stalls, restaurants, railway stations, tourist places etc. Still there is a huge demand to be met for these products in interior and remote places in different parts of the country.
- Revenue in the Potato Chips segment amounts to US\$370m in 2019. The market is expected to grow annually by 9.7% (CAGR 2019-2023).
- In relation to total population figures, per person revenues of US\$0.3 are generated in 2019.

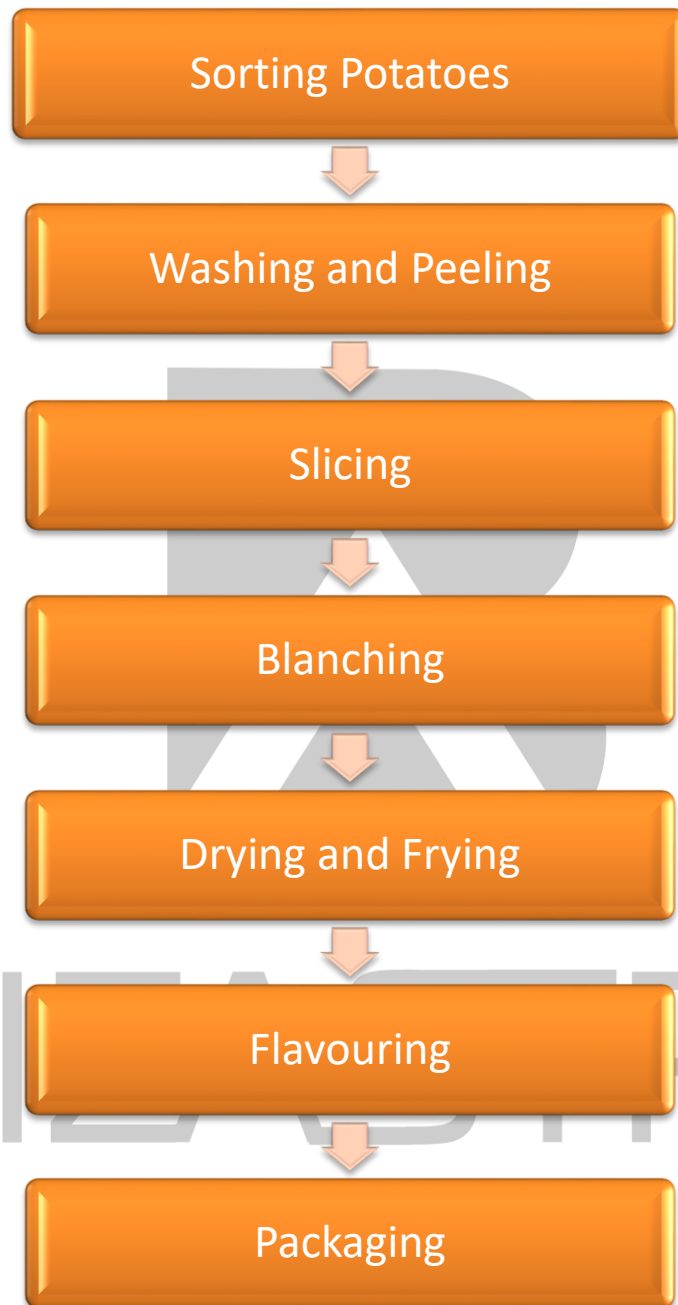
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RAW MATERIAL REQUIREMENTS

| SR No. | RAW MATERIAL |
|--------|---------------------|
| 1 | Potatoes |
| 2 | Edible Oil |
| 3 | Flavours and Spices |
| 4 | Packaging Material |
| 5 | Salt |

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MANUFACTURING PROCESS



MANPOWER REQUIREMENT

| PARTICULARS | NUMBER OF EMPLOYEES |
|-----------------|---------------------|
| Technical Staff | |
| Adm. Staff | |
| Marketing Staff | |
| Labour | |
| Total | |



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PROJECT COST AND MEANS OF FINANCE



Project Cost

| Sr. no | Costing heads | Amount (Rs. In lakhs) |
|--------|---------------------------------|-----------------------|
| 1 | Land & Development | |
| 2 | Factory Building | |
| 3 | Plant and Machinery | |
| 4 | Furniture & fixtures | |
| 5 | Electrical Installation | |
| 6 | Computer , IP assets & Software | |
| 7 | Tools & equipment | |
| | Total | |

Means of Finance

| Sr. no | Particulars | Amount(Rs. In lakhs) |
|--------|----------------------------|----------------------|
| 1 | Own capital | |
| 2 | Working capital loan | |
| 3 | Term Loan from Bank | |
| 4 | Internal accrual &reserves | |
| 5 | Unsecured loans | |
| | Total | |

LIST OF EQUIPMENTS REQUIRED

| Sr. No | Name of Equipments | |
|--------|------------------------------|--|
| 1. | Deep Fryer |  |
| 2. | Blancher |  |
| 3. | De -oiling |  |
| 4. | Washing and Peeling Machines |  |
| 5. | Slicing Machine |  |

| | | |
|----|---------------------------------|--|
| 7. | Spice/ Flavour coating Machines |  |
| 8. | Potato chips Packing machine |  |

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S.W.O.T ANALYSIS

STRENGTHS

- Potato chips command strong loyalty.
- Increasing demand for potato chips.
- Availability of Raw Materials.

WEAKNESS

- Salty snack food are highly competitive.
- Less marketing.
- No branding

OPPORTUNITIES

- Increase promotion
- Online availability
- New Distribution Channels.

THREATS

- New Entrants
- Existing Competition in the market.
- Government regulations and pricing policies.

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RISK ANALYSIS

| | |
|--------------------|---|
| BUSINESS RISK | The risk involved here is low. Since there is good availability of Raw materials and also the demand being on rise the business risk is very low |
| ENVIRONMENTAL RISK | The environmental Risk is Medium. The unit is taking proper precautions and following all the regulations and remains compliant with all environment related laws. The only constraint here is environmental changes may affect the growth of potatoes. |
| FINANCIAL RISK | Since the investment to be done in the project is comparatively low, the financial risk associated to the project is low. Also financial assistance from the bank hereby reduces the risk. |

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FUTURE OUTLOOK

- According to data analytics firm GlobalData, India's potato chips/crisps market was worth US\$2.59bn in 2017, growing at an annual rate of 18.7%, and is expected to further expand to a value of \$5.5bn in 2022.
- The growth in India's potato chips market has been driven by rising household incomes.
- Revenue in the Potato Chips segment amounts to US\$370m in 2019.
- Product variety, a mix of regional snacks flavours, changing consumer lifestyles and growth in distribution channels are major factors contributing to increasing sales of potato chips across the globe.
- The introduction of healthier alternatives, like the low-fat and low-sodium chips, in the emerging markets also influencing the growth of the potato chips market.
- Changing lifestyles and long working hours have reduced the tendency of consumers to have elaborate meals. This is a key factor driving the global potato chips and crisps market.
- A rise in the demand for packaged food, urbanization, increasing disposable incomes of consumers, and growth in the economy of developing nations are collectively boosting the growth of the potato chips and crisps market.

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