



Name of Unit:

Address:

BIZASTRA

Prepared by :

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ABOUT THE PROJECT:

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

ABOUT THE PROMOTER:

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

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INTRODUCTION

Washing Utensils is a part and parcel of every household. There is no escape to washing utensils. Utensil-cleaning products are formulations in powder, bar, paste or liquid form, containing a cleansing agent like synthetic detergent, soap, SLS, etc., along with powdered, mildly abrasive materials (optional in case of liquid). These are used primarily for cleaning of utensils and crockery, and secondarily for kitchen shelf and basin or even cooker tops, etc., where cleansing is affected by the combined action of detergency and scrubbing.

Two of the most popular forms of soaps used to clean utensils are bars and liquids. Utensil bars, as the name suggests are bars of soap that can be used only with a scrubber to clean the utensils and make the job tough. Utensil cleaning liquids on the other hand come in liquid form and are considered easier to use and convenient.

PRODUCTS AND ITS BENEFITS

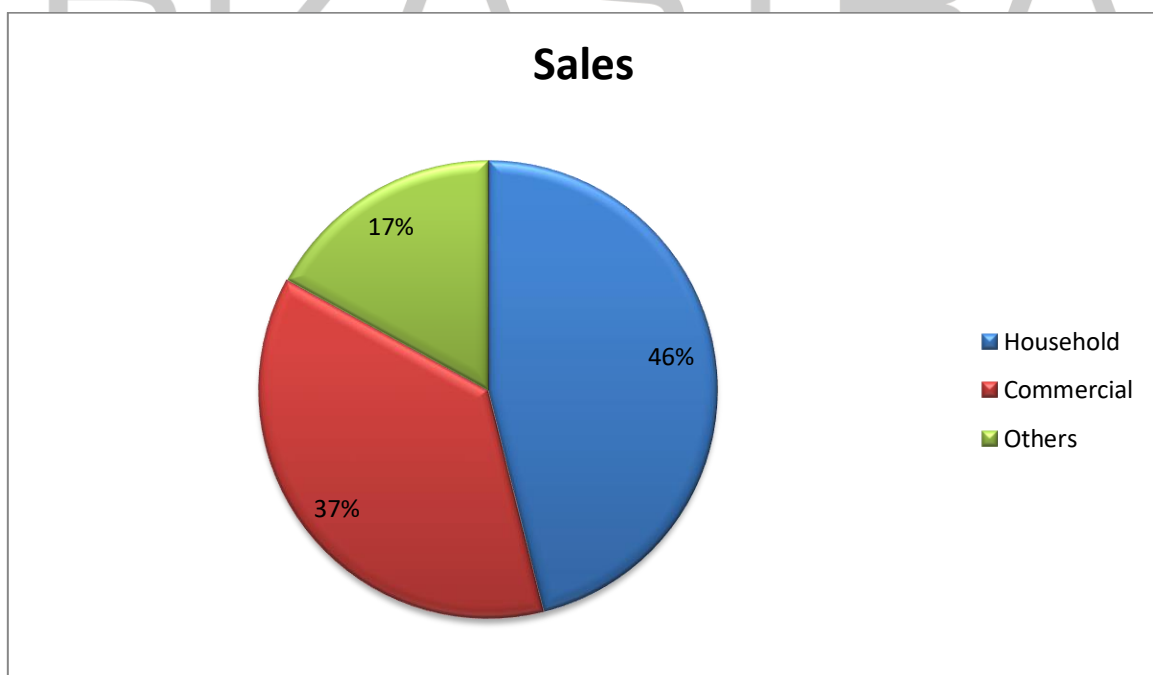
Dishwashing liquid, known as dishwashing soap, dish detergent and dish soap, is a detergent used to assist in dishwashing. It is usually a highly-foaming mixture of diskinesia with low skin irritation for cleaning washing, glasses, plates, cutlery, and cooking utensils in a sink or bowl. In addition to its primary use, dishwashing liquid also informal applications, such as for creating bubbles, clothes washing and cleaning oil-affected birds. Now a days liquid dishwash is used in many of the households. In metro cities people majorly use liquid soap rather than soap bars. The demand for liquid soap is rising in rural areas as well due to its non-harmful properties. Rising hygiene awareness in urban India has consumers more willing to upgrade to better hygiene products, while dishwashing and kitchen cleaning brands are innovating.

BENEFITS OF LIQUID SOAP :

- No Mess
- No germs
- Time Saving
- Rich Lather
- No harm to skin

MARKET POTENTIAL

- Liquid Dishwash has continued to remain the major category in dishwashing as Indian homes have traditionally been reluctant to adopt dishwashers.
- India dishwashers market stood at \$ 30 million in 2017 and is projected to reach \$ 45 million by 2023. Anticipated growth in the market can be attributed to changing lifestyle due to rising urbanisation and increasing disposable income in the country.
- Moreover, surging number of working women and nuclear families is further pushing the demand for dishwashers across the country.
- Additionally, growth in organized retail end e-commerce industry coupled with rising consumer inclination towards sanitation devices are further anticipated to aid the growth of India dishwashers market during forecast period.
- While just 15% of consumers are currently using dishwashing liquids that account for sales of Rs 300 crore, the product format is growing at 40%.



RAW MATERIAL REQUIREMENTS

| Sr no. | RAW MATERIAL |
|--------|--------------|
| 1 | Acid Slurry |
| 2 | Caustic Soda |
| 3 | AOS |
| 4 | Urea |
| 5 | Colour |
| 6 | Perfume |
| 7 | Bottles |

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MANPOWER REQUIREMENT

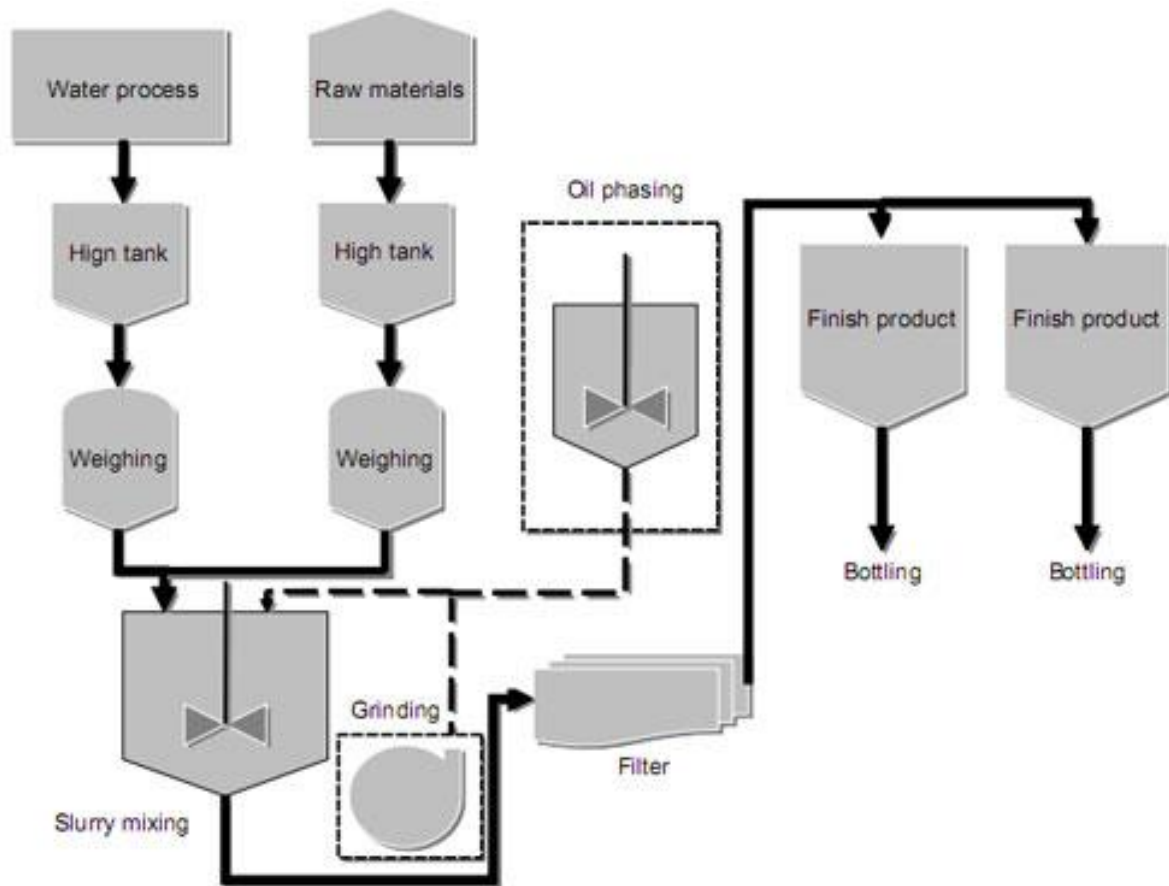
| Particulars | Number of Employees |
|----------------------|---------------------|
| Technical Staff | |
| Administrative Staff | |
| Marketing Staff | |
| Labour | |
| Total | |



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MANUFACTURING PROCESS



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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 Equipment | Amount(Rs. In lakhs) |
|-------------------|--------------------------|---------------------------------|
| 1 | | |
| 2 | | |
| 3 | | |



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S.W.O.T ANALYSIS

| | |
|--|---|
| <p style="text-align: center;"><u>STRENGTHS</u></p> <ul style="list-style-type: none">• High quality product• Diverse product portfolio• Low cost of production• Expanding industry | <p style="text-align: center;"><u>WEAKNESS</u></p> <ul style="list-style-type: none">• Lack of proper advertising• New in the market• Limited distribution network• Not well diversified product portfolio. |
| <p style="text-align: center;"><u>OPPORTUNITIES</u></p> <ul style="list-style-type: none">• Availability in rural market• Increasing purchasing power of consumers.• Export potentials• High spending on consumer goods. | <p style="text-align: center;"><u>THREATS</u></p> <ul style="list-style-type: none">• Competition from existing players.• Tough competition from Local Player.• Tax and Regulatory Structure. |

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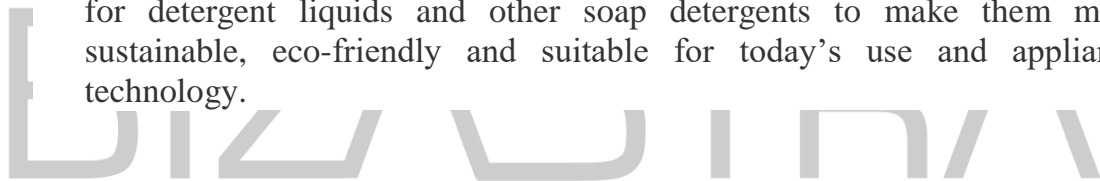
RISK ANALYSIS

| | |
|---------------------------|--|
| BUSINESS RISK | As the project is a small scale industry, thus the risk covered under the same is LOW. |
| ENVIRONMENTAL RISK | The environmental risk can be classified as LOW as the manufacture of ayurvedic medicines does not create any kind of pollution and the process involved in not harmful to the environment . |
| FINANCIAL RISK | The Financial Risk can be classified as MEDIUM since the project is dependent on the finances availed from the bank.. |

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FUTURE OUTLOOK

- Over the next five years, projects that Dishwashing Liquid will register a 3.8% CAGR in terms of revenue, reach US\$ 20900 million by 2023, from US\$ 16700 million in 2017.
- In the future, the market in developed countries will have some growth and the market in developing countries will have a faster growth rate.
- Consumers are increasingly becoming quality conscious about any product they use and the dishwashing solution industry is no exception to this rule.
- Top trends driving the industry make for the future of detergents and keep the manufacturers on their toes.
- Technology, consumer preference, and regulatory compliance are constantly changing, paving way for dish wash liquid manufacturers to come up with ever-evolving products.
- Evolving trends driving the industry make way for manufacturers to be abreast of advancements.
- Dish wash liquid manufacturers are continually tweaking their formulations for detergent liquids and other soap detergents to make them more sustainable, eco-friendly and suitable for today's use and appliance technology.



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