



**Name of the unit:**

**Address:**

**BIZASTRA**

**Prepared by:**  
**Let's Business**

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## ABOUT THE PROJECT:

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

## ABOUT THE PROMOTER:

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Name of the promoter	
Address of the promoter	
Designation	

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## INTRODUCTION

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Namkeen is a very popular fast food item used in day to day life in almost all houses in the country and also abroad. Because of the taste and aroma of the product, the product has secured a very good market demand. India produces almost all these types of salty processed food products of grains like Grams, Pulses etc. Wafers, Sev, Bhujia, Dal, Chavana, Chivda etc. made following ancient gastronomic traditions of India. The tastes are irresistible, the products are fresh, and the packing is hygienic. The product is prepared in different tastes in accordance with the people of that region.

## THE PRODUCT

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Dal Moth, Chanachur & Bhujia, Sev, Chivda are some of the prominent types of processed foods available in the market currently. These are mainly consumed during breakfast and served as snacks for almost every social, cultural occasions. It aids in digestion and adsorption of food and also they possess anthelmintic and antiseptic properties. The main raw materials used in preparation of these products are Gram pulses & spices. The various food additives & colours may be used to provide sophistications in the products. The raw material required is frequently available in India. These salty food products enjoy a large market in foreign countries as well. Hence, there is a lot of scope and market for these products, thus making it an extremely profitable business.

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## MARKET POTENTIAL

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- As demand for different category of foods is growing in India, several food companies are entering the salty snacks market.
- Around 1,000 snack items are sold in India having varied tastes, forms, textures, aromas, bases, sizes, shapes and fillings. Some 300 types of savouries are sold in this country and overall snacks market (inclusive of sweetmeats) is estimated at Rs.25, 000 crore.
- The branded segment is increasing at the rate of 25 per cent/annum whereas the entire market is growing at the rate of 7 per cent.
- Namkeen is a product which is essentially known for three important things a) Taste b) Quality c) Variation.
- Average annual per capita consumption of commercial snacks is 500g. Consumers from Western India are the leading snack consumers, followed by the North.
- An aspect that leads to quick movement of ethnic snacks is the consumption convenience or consume anywhere-anytime factor. Snacks/Namkeen can be eaten with cocktails, during teatime, as sides with regular meals like breakfast or as starters with dinner.
- The Indian Food Industry is one of the fastest growing segments in Indian economy. Within the food sector itself, the RTE including Namkeen & Mithai holds the biggest share.
- This segment has the maximum value addition, not just in monetary terms but also at adding shelf life to the product or ensuring that there is reach from Farm to Fork.

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## RAW MATERIAL REQUIREMENTS

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## MANUFACTURING PROCESS

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## MANPOWER REQUIREMENT

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<b>PARTICULARS</b>	<b>NUMBER OF EMPLOYEES</b>
Technical Staff	
Adm. Staff	
Marketing Staff	
Labour	
<b>Total</b>	



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## PROJECT COST AND MEANS OF FINANCE

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### 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	
	<b>Total</b>	

### 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	
	<b>Total</b>	

## LIST OF EQUIPMENTS REQUIRED

Sr. No	Name of Equipment	
1.	Dough Kneader	
2.	Dal Washing	
3.	De -oiling	
4.	Washing and Peeling Machines	
5.	Slicing Machine	
7.	Spice/ Flavour coating Machines	
8.	Potato chips Packing machine	

## S.W.O.T ANALYSIS

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### STRENGTHS

- The impeccable taste of the product
- Increasing demand of namkeen.
- Attractive packing
- Hygienic conditions.

### WEAKNESS

- Non- availability at all retail markets.
- Low marketing.
- No branding
- Low profit margin.

### OPPORTUNITIES

- Increase promotion
- Online availability
- New Distribution Channels.
- Corporate tie-ups.

### THREATS

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

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## RISK ANALYSIS

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BUSINES RISK - LOW	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 that 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

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- 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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