



Name of Unit:

Address:



Prepared by :

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### ABOUT THE PROJECT:

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

### ABOUT THE PROMOTER:

Name of Promoter	
Address of Promoter	
Designation	

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## INTRODUCTION

Ayurveda is a 5,000-year-old system of natural healing that has its origins in the Vedic culture of India. Ayurveda literally means science of life. Although suppressed during years of foreign occupation, Ayurveda has been enjoying a major resurgence in both its native land and throughout the world. Ayurveda reminds us that health is the balanced and dynamic integration between our environment, body, mind, and spirit. It is one of the traditional medicinal systems, with an established history of many centuries. It is based on the belief that health and wellness depend on a delicate balance between the mind, body, and spirit.

## PRODUCTS AND ITS BENEFITS

Ayurvedic herbs are a key component of Ayurveda, the traditional practice of medicine of India. Practitioners will generally use ayurvedic herbs to "cleanse" the body, boost defence against disease, and keep the mind, body, and spirit in balance.

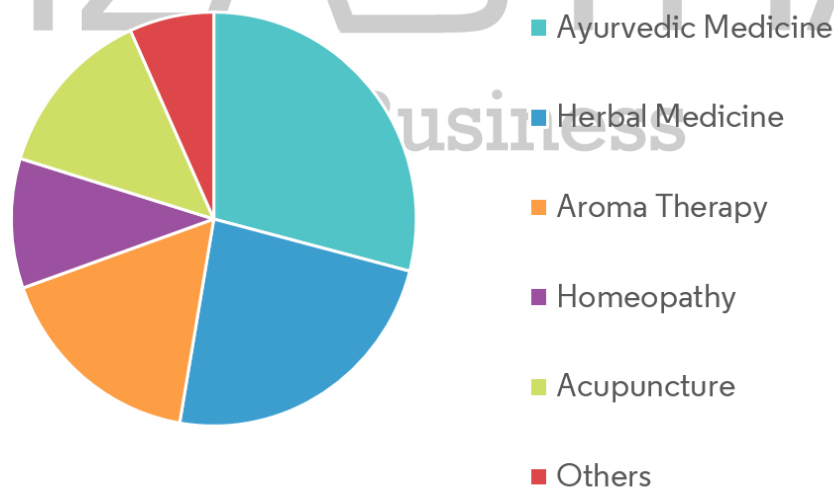
The basic principle of Ayurvedic medicine is to prevent and treat illness—rather than respond to disease—by maintaining a balance between your body, mind, and environment.

Health Benefits :

- Reduces Stress
- Weight Loss of Maintenance
- Hormonal Balance
- Minimises Inflammation
- Reduce symptoms of illness & Disease
- Cleanses the body
- Overall Health balance
- Regulate bloating

## MARKET POTENTIAL

- ✓ Increased emphasis on lifestyle and wellness, driven by a rise in non-communicable and chronic diseases, is driving the demand for Ayurveda in India.
- ✓ From toothpaste and pain relievers to immunity boosters like Shilajit, Ashwagandha, and almond oil, a household spends a significant portion of its monthly budget on Ayurvedic products.
- ✓ The global market for Ayurveda is also growing. The size of the global Ayurvedic market is expected to almost treble from \$3.4 billion in 2015 to \$9.7 billion by 2022.
- ✓ The Ayurveda sector in the country is poised to end 2018 with a landmark achievement, touching a gross market size of \$ 4.4 billion, or roughly Rs 30,000 crore.
- ✓ It is expected to reach 2850 million US\$ by the end of 2025, with a CAGR of 11.8% between 2019 and 2025.



## RAW MATERIAL REQUIREMENTS

Sr no.	RAW MATERIAL
1	Different types of herbs
2	Honey
3	Ghee



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## MANPOWER REQUIREMENT

Particulars	Number of Employees
Technical Staff	
BHMS Doctor	
Marketing Staff	
Labour	
<b>Total</b>	



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## LIST OF EQUIPMENTS REQUIRED

Sr. No	Name of Equipment
1	
2	
3	



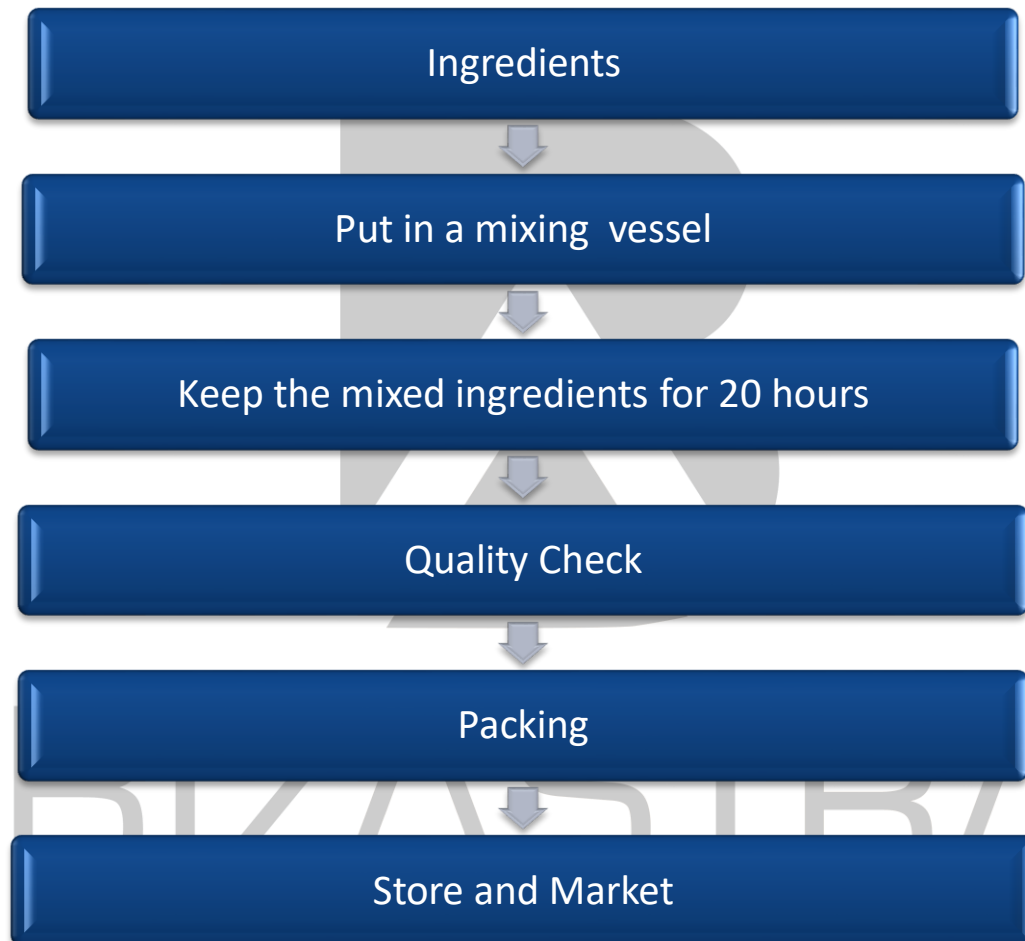
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## MANUFACTURING PROCESS

Every ayurvedic product has a unique manufacturing process. The following is a common and basic structure for manufacturing ayurvedic products:



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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	
	<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>	

## S.W.O.T ANALYSIS

<p style="text-align: center;"><b><u>STRENGTHS</u></b></p> <ul style="list-style-type: none"><li>• Strong community base to provide consistent supply of medicinal plants .</li><li>• High Demand for the products.</li><li>• Low cost of production</li><li>• Expanding industry</li></ul>	<p style="text-align: center;"><b><u>WEAKNESS</u></b></p> <ul style="list-style-type: none"><li>• Yield is nature dependent.</li><li>• Giant competitors in market.</li><li>• Limited distribution network.</li></ul>
<p style="text-align: center;"><b><u>OPPORTUNITIES</u></b></p> <ul style="list-style-type: none"><li>• Creation of employment.</li><li>• Awareness about Ayurveda among buyers.</li><li>• Natural Resources availability.</li></ul>	<p style="text-align: center;"><b><u>THREATS</u></b></p> <ul style="list-style-type: none"><li>• Global Competition</li><li>• Competitor rivalry</li><li>• Disappearance of biodiversity.</li></ul>

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## RISK ANALYSIS

<b>BUSINESS RISK</b>	As the project is not very big the risk covered under the same is LOW.
<b>ENVIRONMENTAL RISK</b>	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 .
<b>FINANCIAL RISK</b>	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

Growing awareness among masses about potential side effects of conventional treatments on various media platforms has compelled them to switch to natural, safer, and holistic alternative, Ayurveda. The future of Ayurveda is looking fabulous as more and more players are entering the market with innovative products, quality packaging, and strategic marketing activities. Earlier, Ayurvedic companies were failed to impress customers with presentation and promotional activities, but the new generation of entrepreneurs is smartly working on these aspects to partake in growing market competition. Moreover, as the travel and tourism industry of India is growing exponentially and foreign travellers are showing tremendous interest in Indian culture, Ayurveda is getting popular by leaps and bounds. Indian ayurvedic products market is expected to grow at a CAGR of 14% during 2019-2024.

