



Name of the unit:

Address:



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:	
Existing Banker:	

ABOUT THE PROMOTER:

Name of the promoter	
Address of the promoter	
Designation	

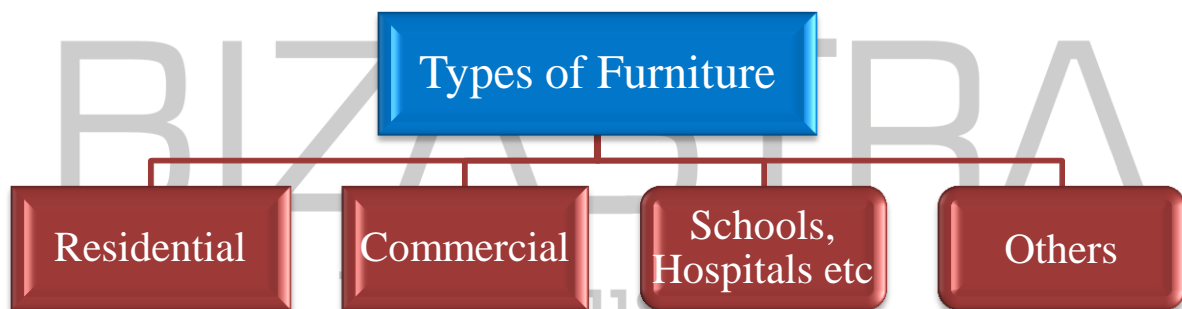
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INTRODUCTION

The interiors industry is currently riding on the boom of the real estate industry which is the second largest employer in India after agriculture. As the interior industry is wide and mostly unorganized we can analyse through the performance of the real estate industry. Hence we can look at the overview of real estate industry. 80% of the real estate is into residential and remaining is into commercial such as retail, hospitality, industries, IT &ITeS, Banking, SEZ, etc. The growth in commercial properties is giving thrust to the contract market for their bulk needs.

PRODUCTS AND ITS APPLICATION

Furniture refers to movable objects intended to support various human activities such as seating (e.g., chairs, stools, and sofas), eating (tables), and sleeping (e.g., beds). Furniture is one of the main elements of a house. It enhances the visual appeal of your home with utter ease. In order to add comfort and beauty to your home, you should select high-quality furniture products. From wood to plastic, from metal to bamboos, furniture is made up of durable material that could withstand regular wear and tear.



MARKET POTENTIAL

- According to one market survey home improvements (38%) and leisure holidays (37%) as the two pursuits Indian consumers are willing to indulge in.
- Many of the world's leading home fashion brands are available in India through domestic retail outlets. The market for home decor, including accessories, hardware, furniture and furnishings is estimated at USD 14.4 billion. Of this, only six percent is organised, representing a tremendous opportunity.
- The Indian furniture market is estimated to be worth Rs 350,000 million. Within this, the wooden furniture accounts for Rs 60,000 million.
- Of this the imported furniture market is currently worth Rs 6000 million and is growing at 50 - 60% each year.
- The IT and the ITES Segment have shown the real boom, and there is a change in the way the offices are being designed. In the words of an industry expert, even the small businesses are shifting from the traditional cabin and desking arrangement.
- The domestic market for furniture in India is about Rs 5,000 crore of which the office furniture forms about Rs 2,500 crore. Out of this the Rs 500 crore markets is made by the organized players which is growing at the rate of 30-40% a year.

RAW MATERIAL REQUIREMENTS

Sr. No.	RAW MATERIAL
1	Wood – Teak, Oak, Cedar and Pine
2	Screws
3	Furniture Fevicol
	Total



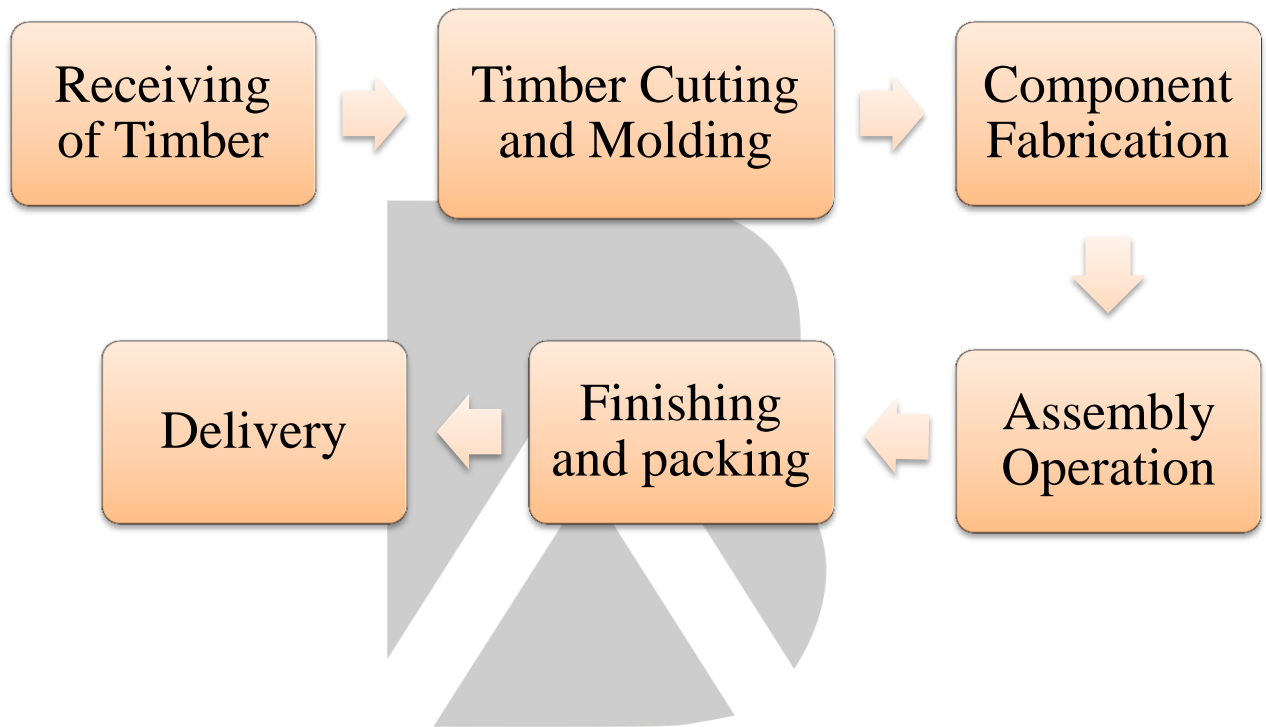
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MANPOWER REQUIREMENT

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
1.	Power Jointer
2.	Circular Saw
3.	Hand Saw
4.	Jigsaw
5.	Square and tape measure
6.	Hammer
7.	Electric Drill
8.	Screwdriver and related tools

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S.W.O.T ANALYSIS

<p style="text-align: center;"><u>STRENGTHS</u></p> <ul style="list-style-type: none">• Local Business• Quality Products• Personal Touch• Cleanliness• Competitive price• New Marketing strategies	<p style="text-align: center;"><u>WEAKNESS</u></p> <ul style="list-style-type: none">• New in market• New Setup• Raw material procurement cost.• Qualified labour Shortage.
<p style="text-align: center;"><u>OPPORTUNITIES</u></p> <ul style="list-style-type: none">• Business opportunities in emerging markets• Online Sales• Increase in innovative designs.	<p style="text-align: center;"><u>THREATS</u></p> <ul style="list-style-type: none">• Local Competition.• Loss of Resources• Economic Pressures• Big players in market.

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RISK ANALYSIS AND MITIGATION STRATEGY

BUSINESS RISK - LOW	As the project is not very big the risk covered under the same is LOW.
ENVIRONMENTAL RISK	The environmental risk can be classified as LOW as the unit is taking proper precautions and following all the regulations and remains compliant with all environment related laws.
FINANCIAL RISK	The Financial Risk can be classified as MEDIUM since the project is dependent on the finances availed from the bank.

FUTURE OUTLOOK

The India Furniture Market is anticipated to reach USD 32.61 Billion by 2018 by registering a CAGR of 13.38% during the forecast period i.e. 2018-2023. Moreover, the market is expected to garner USD 61.09 Billion by the end of 2023. Further, the India furniture market is anticipated to achieve a Y-o-Y growth rate of 14.30% in 2023 as compared to the previous year. The wooden furniture is anticipated to continue its dominance during the forecast period in Indian furniture market and is expected to grow with a CAGR of 11.32% during the forecast period i.e. 2018-2023. Although, the growth of nuclear families, impact of western culture has affected the demand for wood furniture and changing taste and preferences for different kind of furniture is pushing the growth of market and interest of customers is diverting towards using different material like leather and glass and making them a lucrative segment in the coming future. The demand of furniture has been observed to majorly generate from the northern and southern India. Southern region continues to be the leading revenue generators during the forecast period i.e. 2018-2023 on account of expanding distribution network of furniture manufacturers in the region.