



21. PROJECT PROFILE ON MASALA POWDER

Category : Food

Total Cost of Project : Rs. 181,000/-

BEP : 37 %

I. INTRODUCTION OF BUSINESS IDEA :

These days readymade masala mix is used by all categories of the people. The advantage of the ready masala mix is to save the time in preparation and also there is choice of variety of mixes. Masala mix is one such item which is liked by many people in the district.

II. PRODUCT AND ITS APPLICATIONS :

Masala powder mix is used in homes, hotels and restaurants. It is used even in hostel messes.

III. MARKET POTENTIAL :

In earlier days, house-wives used to prepare the ready mixes themselves which use a lot of time and the preparation has to be in bulk quantity. The availability of ready masala mixes is resulting in saving time as well as money. In addition, limited required quantity alone can be purchased. Thus there is demand for the proposed product which is presently supplied by neighboring districts.

IV. CAPACITY / REVENUE & SALES (1ST YEAR):

Sl. No.	Product	Qty. in Kg.	Rate (Average)	Amount (Rs.)
1.	Masala Powder	3,000	200	6,00,000

V. SERVICE METHODOLOGY AND QUALITY :

All the ingredients are fried with oil and mixed in proper required quantity. Then grind the mixture with the help of grinding machine. After adequate grinding, the product is packed in required quantity i.e. 50 gm, 100 gm, 200 gm



VI. COST OF PROJECT AND MEANS OF FINANCE, INCLUDING WORKING CAPITAL REQUIREMENTS:

A. Cost of Project :

Sl. No.	Particulars	Amount (Rs).
1	Equipments	40,000
2	Other fixed assets (Furniture)	10,000
3	Preliminary and preoperative expenses	10,000
4	Deposits	50,000
5	Working Capital Requirements	71,000
Total		1,81,000

B. Means of Finance:

Sl. No.	Particulars	Amount (Rs).
1	Loan @ 75%	1,36,000
2	Equity (Promoters contribution)	45,000
Total		1,81,000

C. Working Capital Requirement :

Sl. No.	Particulars	Basis	Period	Amount (Rs.)
1	Raw Material	1,97,000/12 X 1	1 month	16,000
2	Bills Receivables	6,00,000/12 X 1	1 month	50,000
3	Working Expenses		1 month	5,000
Total				71,000

VII. MAIN INPUTS REQUIREMENT :

A. Machinery :

Sl. No.	Particulars	Nos.	Total Cost
1	Grinder Machine	1	10,000
2	Other Accessories (Utensils)	Lump sum	20,000
3	Commercial LPG Connection		10,000
Total			40,000

**B. Raw-materials :**

Sl. No.	Particulars	Qty. in Kg.	Rate	Monthly Cost (Rs).	Annual (Rs.)
1	Corinnder seeds	100	80	8,000	96,000
2	Red Chillies	80	80	6400	76,800
3	Other ingredients, oil	20	100	2000	24,000
Total					196,800
Say					197000

C. Utilities :

Sl. No.	Particulars	Monthly Charges. (Rs.)	Annual
1	Electricity & Water	4,000	48,000

D. Man-power requirement :

Sl. No.	Workers	No.	Monthly Salary (Rs.)	Annual Salary (Rs.)
1	Skilled Labour	1	7,000	84,000
2	Semi skilled Labour	1	4,000	48,000
Total				1,32,000

E. MAIN INFRASTRUCTURE REQUIREMENT :

Building	Built up space of 500 sq. ft. is required on rent
Power	Commercial power connection is required.
Water	Water is required about 1 kl

VIII. PROFITABILITY PROJECTION (Annual) :

Particulars	Basis	Amount (Rs).
Sales Revenue (Projected)	Ref : IV	6,00,000
Raw Materials	Ref : VII B	1,97,000
Man power expenses	Ref : VII D	1,32,000
Utilities	Ref : VII C	48,000
Interest	@ 12%	16,000
Depreciation	15% SLM	6,000
Overheads	Rent, Maintenance etc.	60,000
Total Expenses		4,59,000
Profit		1,41,000



IX. FINANCIAL INDICATOR :

Break Even Point FC ----- x 100 SR - VC	82,000 ----- x 100 2 23,000	37 %
Payback period COP ----- Profit + Deprn.	1,81,000 ----- 147,000	1 Year 3 Months

X. ADDRESSES :

SUPPLIERS OF EQUIPMENTS :

M/s. Harsha Enterprises,
Station Road,
HUBLI.

SUPPLIERS OF RAW MATERIALS:

Locally available.