



23. PROJECT PROFILE ON ONION GRAVY PASTE

Category : Food Products

Total Cost of Project : Rs. 3,21,000/-

BEP : 43 %

I. INTRODUCTION OF BUSINESS IDEA:

Preparing Onion Gravy is the daily routine of housewives while making curries and vegetables. Workers find this activity tiring. Similarly good hotels also find it problematic to serve hot “vegetables” freshly prepared. In last 2-3 years it has been seen that onion paste just like tomato ketchup is getting popularity in big cities.

II. PRODUCT AND ITS APPLICATIONS:

Onion gravy paste is used in Hotels, Houses, and bakeries etc. This product helps in saving time in food preparation and also gives good taste. As such this product consumption is on rise; looking to cultural shift in society and business life.

III. MARKET POTENTIAL:

The onion gravy paste is marketed by departmental stores and wholesale Kirana shops. The entrepreneur can have prior agreement with Big Hotels, and Bakeries etc.

IV. CAPACITY/REVENUE (1ST YEAR):

It has been presumed that 35 Kg. of sauce gravy can be produced out of 100 Kg. of onion. The 7,500 kg. of gravy would be produced every year based on 300 working days.

Sl.No.	Particulars	Qty	Rate	Amount (Rs.)
1.	Onion gravy paste	7,500 kg	120 per kg	9,00,000

V. MANUFACTURING PROCESS & QUALITY:

After peeling, the onions are chopped in a machine. The chopped onions are fried in vegetable oil and then cooked putting oil, salt and turmeric over diesel stove. Later Citric acid is mixed in this mixture and stirred well, after that garlic or chicken essence is mixed as per requirement. Finally, it is packed in 250/500 gm. Packs and bottles.

Consistency in maintaining process parameter will decide quality of the paste. Good quality of preservative to be used in the process.



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

A. COST OF PROJECT :

Sl. No.	Particulars	Amount (Rs).
1	Equipments	1,80,000
2	Other fixed assets	20,000
3	Preliminary and preoperative expenses	10,000
4	Deposits	50,000
5	Working Capital Requirements	61,000
	Total	3,21,000

B. MEANS OF FINANCE:

Sl. No.	Particulars	Amount (Rs).
1	Loan @ 75% (excluding deposits)	2,41,000
2	Equity	80,000
	Total	3,21,000

C. WORKING CAPITAL REQUIREMENT :

Sl.No.	Particulars	Basis	Period	Amt
1	Raw materials	4,25,000/12x ½	½ month	18,000
3	Bills Receivables	9,00,000/12 x ½	½ Month	38,000
4	Working. expenses	LS	1 month	5,000
	Total			61,000

VII. MAIN INPUTS REQUIREMENT :

A. MACHINERY :

Sl. No.	Particulars	Qty.	Total Cost
1	Pans	2	16,000
2	Autoclaves/Steam cooker size	1	60,000
3	Mixer with motor.	1	35,000
4	Burner	2	20,000
5	Stabilization tank	1	12,000
6	Water tank	1	6,000
7	Exhaust box	1	6,000
8	Furniture installation & electrification charges	1	25,000
	Total		1,80,000

B. RAW-MATERIALS (A):



Sl. No.	Particulars	Qty.	Rate	Total Cost(Rs.)
1	Onions	22,500 kg	10	2,25,000
2	Vegetable Oil	700 kg	70	49,000
3	Salt	700 kg	2	1,400
4	Turmeric	70 kg	80	5,600
5	Citric Acid	700 kg.	120	84,000
6	Garlic	300 kg.	60	18,000
7	Packing Materials	PM	1500	18,000
8	Fuel	PM	2000	24,000
	Total			4,25,000

C. UTILITIES :

Sl. No.	Particulars	Monthly Charges (Rs.)	Annual Charges (Rs.)
1	Electricity	4,000	48,000
2	Water	500	6,000
	Total	1,500	54,000

D. MAN-POWER REQUIREMENT :

Sl. No.	Workers	No.	Monthly Salary (Rs.)	Annual Salary (Rs.)
1	Skilled Labourer	01	7,000	84,000
2	Unskilled labourer	1	4,000	48,000
	Total			1,32,000

E. MAIN INFRASTRUCTURE REQUIREMENT :

Building	Built up space of 500 sq.ft required
Power	5 HP power connection is required.
Water	2K Liter Water is required

VIII. PROFITABILITY PROJECTION (ANNUAL) :

Particulars	Basis	Amount (Rs.)
Sales Revenue (Projected)	Ref : IV	9,00,000
Raw Materials	Ref : VII B	4,25,000
Man power expenses	Ref : VII D	1,32,000
Utilities	Ref : VII C	54,000
Interest	@ 12%	29,000
Depreciation	20% SLM	36,000
Overheads	Rent, Maintenance etc.	60,000
Total Expenses		7,36,000
Profit		1,64,000



IX. FINANCIAL INDICATOR :

Break Even Point $\frac{FC}{SR-VC} \times 100$	$\frac{1,25,000}{2,89,000} \times 100$	43 %
Payback period $\frac{COP}{\text{Profit} + \text{Deprn.}}$	$\frac{3,21,000}{2,00,000}$	1 Year 8 Months

X. ADDRESSES :

SUPPLIERS OF MACHINERY / EQUIPMENTS :

Verma Industrial corporation, GM Compound, P.B. Road,
Davangere- 577002. Phone No. 250 272.

SUPPLIER OF THE RAW MATERIAL :

APMC, Amargol, Hubli.

XI. SPECIAL NOTE:

CFTRI technology is available which can be obtained for ensuring better quality of the Product.