



## 40. PROJECT PROFILE ON TOMATO PRODUCTS

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Category : Manufacturing

Total Cost of Project : Rs. 2,40,000/-

BEP : 34 %

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### I INTRODUCTION OF BUSINESS IDEA :

Tomato is extensively grown in India. It is used for the preparation of many processed products e.g. puree, juice, ketchup, sauce etc. During the season, there will be no buyers for tomato as such the rate will be very cheap. The tomato products can be manufactured during such seasons which will have a good life.

### II PRODUCT AND ITS APPLICATIONS:

Tomato processed products like puree, ketchup, sauce etc. are used in ready to eat products. These are served in hotels, fast food centre and in houses also.

### III MARKET POTENTIAL:

Since the fast food sector is expanding rapidly, the demand for tomato ketchup and sauces is also increasing. Tomato products can be manufactured at cottage scale to raise the rural economy. The products are regularly used in hotels and houses etc. The product is sold in bakeries, general shops etc. Local units can definitely have a good potential as the product presently comes from outside.

### IV CAPACITY-INSTALLED, UTILISED AND SALES:

The installed capacity proposed for the unit is 300 kg/day and it is 300 working days.

Sl. No.	Product	Qty Qty	Rate Per kg	Sales Amount
01	Tomato Products	9,000 kg	Rs.100	9,00,000

### V MANUFACTURING PROCESS AND QUALITY:

The process involves crushing the fruit, deseeding and extraction of juice, mixing with sugar, salt and spices and heating. The juice is then bottled/canned. The process for ketchup manufacture involves concentration of juice to 12-15% Brix, addition of spice extractor, salt, sugar and then boiling to attain 28-30% brix, addition of vinegar and preservatives. It is then bottled. Tomato chutney preparation consists of the operations like crushing of tomatoes, addition of sugar, spice extractives and boiling. Vinegar and preservatives are then added and bottled.



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

### A. COST OF PROJECT:

Sl. No	Particulars	Amount (Rs).
1	Equipments	1,01,000
2	Other fixed assets	10,000
3	Preliminary and preoperative expenses	10,000
4	Deposits	20,000
5	Working Capital Requirements	89,000
	<b>Total</b>	<b>2,30,000</b>

### B. MEANS OF FINANCE:

Sl. No	Particulars	Amount (Rs).
1	Loan @ 75%	1,72,000
2	Equity	58,000
	<b>Total</b>	<b>2,30,000</b>

### C. WORKING CAPITAL REQUIREMENT:

Sl. No.	Particulars	Basis	Period	Amount
1	Raw-materials	4,90,000/12 x 1	1 M	41,000
2	Bills Receivable	9,00,000/12 x ½	½ m	37,500
3	Working exp		1 m	10,000
	<b>Total</b>			<b>88,500</b>
				<b>89,000</b>

## VII. Main Inputs Requirements

### A. Machinery:

Sl. No.	Particulars	Qty	Amount
1	Tomato pulper/ deseeder	1	35,000
2	SS Vessels/ kettles	1	24,000
3	Bottle washing machine	1	12,000
4	Crown corking machine	1	10,000
5	Furnace	1	10,000
6	Accessories		10,000
	<b>Total</b>		<b>1,01,000</b>

**B. Raw-materials (p.a.):**

Sl.No.	Particulars	Qty	Rate	Total cost(Rs)
1	Tomatoes	15,000 kg	15 per kg	2,25,000
2	Spices	500 kg	100 per kg (average)	50,000
3	Sugar	5,000 kg	30	1,50,000
4	Salt and other consumables			25,000
5	Packing material			40,000
	<b>Total</b>			<b>4,90,000</b>

**C. Utilities:**

Sl. No.	Particulars	Monthly Charges (Rs)	Annual Charges (Rs)
1	Electricity	2,000	24,000

**D. Man-power requirement:**

Sl. No.	Workers	No.	Monthly Salary (Rs)	Annual Salary (Rs)
01	Skilled workers	1	3,500	42,000
02	Helper	2	2,500	60,000
	<b>Total</b>	<b>3</b>		<b>1,02,000</b>

**E. Infrastructure Requirement:**

Building	Built up space of 300 sq.ft is required
Power	2 HP power connection is required
Water	1 kl water per day is required

**VIII. Profitability Projection (Annual):**

Particulars	Basis	Amount (Rs).
Sales Revenue (Projected)	Ref: IV	9,00,000
Raw Materials	Ref: VII B	4,90,000
Man Power Expenses	Ref: VII D	1,02,000
Utilities	Ref: VIIC	24,000
Interest	@12%	21,000
Depreciation	@ 20 %	16,000
Overheads	Rent, maintenance etc	60,000
<b>Total Expenses</b>		<b>7,13,000</b>
<b>Profit</b>		<b>1,87,000</b>



#### IX. FINANCIAL INDICATOR:

Break Even Point $\frac{\text{FC}}{\text{SR-VC}} * 100$	$\frac{97,000}{2,84,000} * 100$	34%
Payback period $\frac{\text{Cost of project}}{\text{Profit+ Dep}}$	$\frac{2,40,000}{2,03,000}$	1 year 3 months

#### ADDRESS:

#### X. SUPPLIERS OF MACHINERY / EQUIPMENTS:

1. M/s Rukmini Industries,  
Plot No.120, Udyambag,  
Belgaum-8  
Ph.No.0831-2426842, 2426818.
2. M/s Spaco Enterprises,  
C-33, Angol Industrial Estate,  
Belgaum-8.  
Ph.No.0831-2429267,

#### Suppliers of raw material:

From local suppliers,

#### XI. Special Note:

A short duration skill training is suggested at CFTRI, Mysore.