



## 17. PROJECT PROFILE ON FLOWER DECORATORS

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Category : Service

Total Cost of Project : Rs 1,57,000/-

BEP : 31 %

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### I. INTRODUCTION OF BUSINESS IDEA :

These days welcoming with bouquets, roses have become common. In all functions flower decoration has become an essential part. Hence flower decoration preparation of bouquets is gaining importance. Some offices will have flower pots in their tables arranged every day.

### II. PRODUCT AND ITS APPLICATIONS :

Different types of bouquets are prepared using various flowers, leaves etc. During marriage ceremonies and other functions the decoration of the stage and entrance is done with flowers. Even in official inauguration and valedictory functions in the flower decoration is done.

### III. MARKET POTENTIAL :

The market for flower decorators is encouraging. In many taluks in the district there are no flower decorators. Actually the service is taken from outside agencies in Davangere, Hubli etc. All district/taluka places there is scope for the proposed unit.

### IV. CAPACITY / REVENUE :

The proposed capacity is 3200 bouquets and 50 flower decoration contracts in a year. The bouquets range from Rs. 50/- to Rs. 500/-. The decoration contract varies from Rs. 5000/- to Rs. 100000/-.

Sl. No.	Service	No.	Rate (Average)	Total Amount (Rs.)
1	Flower bouquets	3,200	75	2,40,000
2	Flower decoration contract	50	15,000	7,50,000
	<b>Total</b>			<b>9,90,000</b>

### V. SERVICE METHODOLOGY AND QUALITY :

The flowers are neatly cut as required. The base for the bouquet using cardboard or any other material is prepared. The flowers are fixed on the base and fixed using transparent tape. The whole thing is covered with transparent plastic sheet and stapled. The flower decoration is carried out as per the design demanded by the customers.



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

### A. Cost of Project :

Sl. No.	Particulars	Amount(Rs).
1	Equipments	54,000
2	Other fixed assets (Furniture)	10,000
3	Preliminary and preoperative expenses	10,000
4	Deposits	40,000
5	Working Capital Requirements	43,000
	<b>Total</b>	<b>1,57,000</b>

### B. Means of Finance:

Sl. No.	Particulars	Amount(Rs).
1	Loan at 75%	1,18,000
2	Equity	39,000
	<b>Total</b>	<b>1,57,000</b>

### C. Working Capital Requirement :

Sl. No.	Particulars	Basis	Period	Amount (Rs.)
1	Raw-material (Flower, Plastic paper & other consumables)	4,00,000/12 x 1	1 month	33,000
2	Working expenses		1 month	10,000
	<b>Total</b>			<b>43,000</b>

## VII. MAIN INPUTS REQUIREMENT :

### A. Equipments :

Sl. No.	Particulars	No.	Rate	Total Cost
1.	Scissors, staplers, cutters, punching machine other tools	2 sets	2000	4,000
2.	Tables and racks for display	2 sets	25000	50,000
	<b>Total</b>			<b>54,000</b>

### B. Raw-materials :

Sl. No.	Particulars	Qty	Rate average	Total Cost Annually (Rs.)
1	Flowers, Plastic paper & other consumables like decorative items	50 sets for decoration	5,000	2,50,000
2	Bouquets	300 sets for bouques	500	1,50,000
	<b>total</b>			<b>4,00,000</b>



**C. Utilities :**

Sl. No.	Particulars	Monthly Charges (Rs.)	Annual Charges. (Rs.)
1	Electricity & water	1,000	12,000

**D. Man-power requirement :**

Sl. No.	Workers	No.	Monthly Salary (Rs.)	Annual Salary (Rs.)
1	Skilled Workers	1	7,000	84,000
2	Helper	2	4,000	96,000
	<b>Total</b>			<b>1,80,000</b>

**E. MAIN INFRASTRUCTURE REQUIREMENT :**

Building	Built up space of 500 sf. fts.
Power	General Power connection is required.
Water	Water is required for general purposes.

**VIII. PROFITABILITY PROJECTION (Annual) :**

Particulars	Basis	Amount (Rs.)
Sales Revenue (Projected)	Ref : IV	9,90,000
Raw Materials	Ref : VII B	4,00,000
Man power expenses	Ref : VII D	1,80,000
Utilities	Ref : VII C	12,000
Interest	@ 12%	14,000
Depreciation	20% SLM	10,000
Overheads	Rent, maintenance	1,00,000
<b>Total Expenses</b>		<b>7,16,000</b>
<b>Profit</b>		<b>2,84,000</b>

**IX. FINANCIAL INDICATOR :**

<b>Break Even Point</b>  $\frac{FC}{SR - VC} \times 100$	$\frac{1,24,000}{3,98,000} \times 100$	31 %
<b>Payback period</b>  $\frac{COP}{Profit + Deprn.}$	$\frac{1,57,000}{2,94,000}$	Less than 1 year



**X. ADDRESSES :**

**SUPPLIERS OF EQUIPMENTS :**

Vigneshwar floweriest ,  
RPD Corner, Tilakawadi,  
Belgaum

Premium Furniture Agencies,  
Station Road, Hubli  
PH 0836-2218246.

**Supplier of Raw materials :**

Farms & Nurseries in Nippani

**XI. SPECIAL NOTE :**

Training about different designs of bouquets is advantageous.