



# 1. PROJECT PROFILE ON BROILER CHICKEN UNIT

Category : Business

Total Cost of Project : Rs. 1,21,000/-

BEP : 40 %

## I. INTRODUCTION OF BUSINESS IDEA :

Due to the changing food habits of the people belonging to all communities, the demand for non-vegetarian food is increasing. Broiler Chicken is one such item which has become essential item in menu for many.

## II. PRODUCT AND ITS APPLICATIONS :

For Non vegetarian preparations, broiler variety of chicken is chosen. Chicken is used in Non - vegetarian Hotels, Bar and Restaurants and even in many houses.

## III. MARKET POTENTIAL :

Non- Vegetarian food habits among the people has been increasing. Broiler chicken is cheap as compared to Fish and Mutton and hence the demand for broiler chicken is more. The availability of fish for public is reducing as usage of fish for export and industrial use is increasing. Hence, in the district there is good potential for this product.

## IV. CAPACITY/REVENUE & SALES : ( 1<sup>ST</sup> YEAR )

2000 birds are reared in the farm.

Sl. No.	Product	Qty.	Rates per kg	Amount
01.	Broiler chicken (by sale of 4000 Kg of chicken @ Rs. 100 / Kg	4 M T	120/-	480,000
<b>Total</b>				<b>480,000</b>

## V. MANUFACTURING PROCESS & QUALITY :

The birds are reared with all the precautions and feeding conditions as per he advise of veterinary doctor. The rearing is taken up in batches so that the product is available throughout the year. Once they grow to a definite size, they are taken out for sale. The birds are developed in very hygienic conditions to bring good quality.



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

### A. COST OF PROJECT :

Particulars	Amount (Rs).
Equipments	41,000
Other fixed assets	10,000
Preliminary and preoperative expenses	10,000
Working Capital Requirements	40,000
Deposit	20,000
<b>Total</b>	<b>121000</b>

### B. MEANS OF FINANCE:

Particulars	Amount (Rs).
Loan @ 75%	90,000
Equity	31,000
<b>Total</b>	<b>121000</b>

### C. WORKING CAPITAL REQUIREMENT

Sl. No.	Particulars	Basis	Period	Amount
1	Raw-materials	$90000/12 \times 2$	2 month	15,000
2	Bills receivables	$480000/12 \times \frac{1}{2}$	$\frac{1}{2}$ month	20,000
3	Working expenses		1month	5000
	<b>Total</b>			<b>40,000</b>

## VII. MAIN INPUTS REQUIREMENTS

### A. EQUIPMENTS :

Sl. No	Particulars	Quantity	Rate	Total Cost ( In Rs)
01.	Feeders	30	400	12,000
02.	Water bowl	30	100	3000
03.	Water guard	30	100	3000
04.	Chick feeder	10	100	1000
05.	Water feeder	10	100	1000
06.	Brooder	2	500	1000
07.	One day Chick	2000	10	20000
<b>Total</b>				<b>41,000</b>



## B. RAW-MATERIALS

Sl. No	Particulars	Total Cost ( in Rs.)	
		Per batch	Annum
01	Feed per batch of 2000 birds	L S	75,000
02	Medicine	L S	15,000
Total			90,000

## C. UTILITIES :

Sl. No.	Particulars	Monthly Charges (Rs.)	Annual Charges (Rs.)
1	Electricity , Water	1000	12000

## D. MAN-POWER REQUIREMENT :

Sl. No.	Workers	No.	Monthly Salary (Rs.)	Annual Salary (Rs.)
01	Supervisor	1	7000	84000
02	Helper	1	4000	48000
Total				132000

## E. MAIN INFRASTRUCTURE REQUIREMENT :

Building	Rented 2,000 Sft
Power	For lighting purposes only
Water	2 kl water per day

## VIII. PROFITABILITY PROJECTION (ANNUAL) :

Particulars	Basis	Amount (Rs).
<b>Sales Revenue (Projected)</b>	Ref : IV	<b>480,000</b>
Raw Materials	Ref : VII B	90,000
Man power expenses	Ref : VII D	132,000
Utilities	Ref : VII C	12,000
Interest	@ 12%	11,000
Depreciation	@ 20% SLM	8,000
Overheads	Rent, maintenance, Doctors fee etc	80,000
<b>Total Expenses</b>		<b>333,000</b>
<b>Profit</b>		<b>147000</b>



**IX. FINANCIAL INDICATOR :**

Break Even Point $\frac{FC}{SR-VC} \times 100$	$\frac{99,000}{246,000} \times 100$	40 %
Payback period $\frac{COP}{\text{Profit} + \text{Depn.}}$	$\frac{121000}{155000}$	9 months

**ADDRESSES :**

**X. SUPPLIERS OF EQUIPMENTS :**

Star Chicken Center & Poultry Farm  
Hubli.  
Ph 0836-2474434