



PROJECT PROFILE ON ICE CANDY PARLOUR AND JUICE CORNER

Category : Service

Total Cost of Project : Rs. 2,54,000/-

BEP : 36 %

I. INTRODUCTION OF BUSINESS IDEA :

Ice cream eating habit has increased these days. Fruit juice gives energy and strength to body. Thus it has become common to find ice cream and juice parlours in many locations.

II. PRODUCT AND ITS APPLICATIONS :

The unit proposes to sell ice creams and juice. During mid day when it is hot, the customers are likely to be more for the unit.

III. MARKET POTENTIAL :

The central location where there is floating public, there is a need for refreshment houses. Fresh juice and ice cream are preferred by public, especially during hot seasons and afternoons. There are potential locations in the district where such units are not there.

IV. CAPACITY / REVENUE (1ST YEAR) :

The installed capacity proposed for the unit is;

Sl. No.	Product	Qty.	Rate	Sales Amount
1.	Ice cream (assorted)	36,000	10	3,60,000
2.	Ice candies	36,000	5	1,80,000
3.	Juice / cold drinks	15,000	20	3,00,000
4	Fruit salad & lussi etc	15,000	20	3,00,000
Total				11,40,000

V. MANUFACTURING PROCESS & QUALITY :

The unit proposes to purchase ice creams and candies from the manufacturing units. Fruit juices are prepared fresh and served.



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

A. COST OF PROJECT :

Sl. No.	Particulars	Amount (Rs).
1	Equipments	1,26,000
2	Other fixed assets	10,000
3	Preliminary and preoperative expenses	10,000
4	Deposits	70,000
5	Working Capital Requirements	38,000
	Total	2,54,000

B. MEANS OF FINANCE:

Sl. No.	Particulars	Amount (Rs).
1	Loan @ 75%	1,46,000
2	Equity	48,000
	Total	2,54,000

C. WORKING CAPITAL REQUIREMENT :

Sl. No.	Particulars	Basis	Period	Amount (Rs.)
1	Raw Materials	6,68,000/12 X 1	½ m	28,000
2	Working expenses		1 m	10,000
	Total			38,000

VII. MAIN INPUTS REQUIREMENT :

A. EQUIPMENTS :

Sl. No.	Particulars	No.	Total Cost
1	Deep freezer & (ice cream churner)	01	60,000
2	Refrigerator (30 ltrs. Capacity)	01	30,000
3	Juicer	01	6,000
4	Mixer	01	5,000
5	Electric stirrer for making lassi	01	5,000
6	Electrification & installation		10,000
	Total		1,26,000

**B. RAW MATERIALS (PER annum):**

Sl. No.	Particulars	Qty.	Rate (Average)	Amount (Rs.)
1	Ice cream	36,000	7	2,52,000
2	Cold drink (Limca, Pepsi, Coca-cola) etc.	15,000	15	2,25,000
3	Curd for Lassi	1,000 lit	40	40,000
4	Fruits	250 kg	40	10,000
5	Sugar	100 kg	30	3,000
6	Ice candies for children	36,000	3	1,08,000
8	Miscellaneous items like preservatives			15,000
7	Packing Material	Pm		15,000
	Total			6,68,000

C. UTILITIES :

Sl. No.	Particulars	Monthly Charges. (Rs.)	Annual Charges. (Rs.)
1	Electricity & water	6,000	72,000
	Total		72,000

D. MAN-POWER REQUIREMENT :

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

E. MAIN INFRASTRUCTURE REQUIREMENT :

Building (Rented)	Built up space of 500 sft is required
Power	Commercial power connection is required
Water	2 KL water per day is required

VIII. PROFITABILITY PROJECTION (ANNUAL) :

Particulars	Basis	Amount (Rs.)
Revenue (Projected)	Ref : IV	11,40,000
Materials	Ref : VII B	6,68,000
Man power expenses	Ref : VII D	1,32,000
Utilities	Ref : VII C	72,000
Interest	@ 12%	19,000
Depreciation	@15% on SLM	19,000
Overheads	Rent, maintenance etc	60,000
Total Expenses		9,70,000
Profit		1,70,000



IX. FINANCIAL INDICATOR (ANNUAL) :

Break Even Point $\frac{FC}{SR-VC} \times 100$	$\frac{98,000}{2,68,000} \times 100$	36%
Payback period $\frac{COP}{\text{Profit} + \text{Deprn.}}$	$\frac{2,54,000}{1,89,000}$	1 Year 4 Months

X. ADDRESSES :

SUPPLIERS OF MACHINES AND CONSUMABLES :

North Star Refrigerators (P) Ltd.,
C-134, 9th Cross, 1st Stage
Peenya Industrial Estate,
Bangalore - 58.