



PROJECT PROFILE FOR SOFT TOYS

Category : Manufacturing

Total Cost of Project : Rs. 2,66,000/-

BEP : 38%

I. INTRODUCTION OF BUSINESS IDEA :

Soft toys the name itself tells that these toys soft and made out of cloth and acrylic for in various colours , size and more popular in the shape of animals. If we look into the past the toys/dolls were made out of cotton and cloth. Elder ladies at home made them and gave it to the children to play. With the technology the idea of making toys has also changed.

II. PRODUCT AND ITS APPLICATIONS:

The most common soft toys available in the market are teddy bear, monkey (curtain holder) school bags (small children). Soft toys are also fixed with various fixed with various types of watches in attractive colours and designs. Children and teenagers love to display them in their room.

III. MARKET POTENTIAL:

There is enough scope for the soft toys of new and attractive design. The purchasing capacity of the people has increased and every parent wishes to buy the best soft toys to their children. The awareness among the children has also increased which make them force their parents to buy the latest kind of toys.

IV. CAPACITY-REVENUE (1ST YEAR):

Sl. No.	Product	Qty	Rate (Average)	Sales Amount
01	Big soft toys	2000	250/piece	5,00,000
02	Small size soft toys	6000	150/piece	9,00,000
	Total			14,00,000

V. MANUFACTURING PROCESS AND QUALITY:

The process of manufacturing soft toys is just like making quilts(Koudi). The required design is traced over the cloth and cut, stitched one side the sponge or stuffing is filled into it from the other side. Button, ribbon, eyes, nose, beak etc. are tucked to it to make it a complete toy ready for marketing.



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

A. COST OF PROJECT:

Equipments	70,000
Preliminary and preoperative expenses	10,000
Deposits	60,000
Working Capital Requirements	126000
Total	266000

B. MEANS OF FINANCE:

Loan @ 75%	200000
Equity	66000
Total	266000

C. WORKING CAPITAL REQUIREMENT:

Sl. No.	Particulars	Basis	Period	Amount
1	Raw-materials	692000/12 x 1	1 month	58000
2	Bills Receivable	1400000/12 x ½	½ month	58000
3	Working exp	LS	1 month	10000
	Total			126000

VII. MAIN INPUTS REQUIREMENTS

A. MACHINERY:

Sl. No.	Particulars	Qty	Rate	Amount
1	Sewing machine	4	9000	36000
2	Cutting table	2	5000	10000
3	Stool	4	500	2000
4	Tape, scissor, needle	2 Set	-	2000
5	Almirah, rack	4 Set	5000/set	20,000
	Total			70,000

B. RAW-MATERIALS (P.A.):

Sl. No.	Particulars	Qty	Rate average	Total cost(Rs)
1	Raw material fur	3000 meter	200/meter	6,00,000
2	Stuffing material	2000 Kg.	10/Kg	20,000
3	Buffer paper	1000 p.m.	PM	12000
4	Eyes, nose, ribbon, thread etc.	3000 pm	PM	36000
5	Packing material	2000pm	PM	24000
	Total			6,92,000

C. UTILITIES(P.A.):



Sl. No.	Particulars	Monthly Charges (Rs.)	Annual Charges (Rs.)
1	Electricity	3000	36,000
	Total		36,000

D. MAN-POWER REQUIREMENT:

Sl. No.	Workers	No.	Monthly Salary (Rs)	Annual Salary (Rs)
01	Skilled workers	2	8000	192000
02	Helpers	4	6000	288,000
	Total			264,000

E. INFRASTRUCTURE REQUIREMENT:

Building	Built up space of 2000 sq.ft is required @ rent of Rs 1000/- p.m.
Power	Commercial power is required
Water	Water is required for general purposes

VIII. PROFITABILITY PROJECTION (ANNUAL):

Particulars	Basis	Amount
Sales Revenue (Projected)	Ref: IV	1400,000
Raw Materials	Ref: VII B	692,000
Man Power Expenses	Ref: VII D	264,000
Utilities	Ref: VIIC	36,000
Interest	@12%	24,000
Depreciation	SLM @ 15%	11,000
Overheads	Sales promotion, maintenance etc	120,000
Total Expenses		1147,000
Profit		253,000

IX. FINANCIAL INDICATOR:

Break Even Point		
FC	155000	
-----*100	----- X 100	38%
SR-VC	408,000	
Payback period		
Cost of project	266,000	
-----	-----	1 year
Profit+ Depn.	264000	



ADDRESS:

X. SUPPLIERS OF MACHINERY / EQUIPMENTS:

Machine Tools Traders
P.B.No. 6695, 41, Narasimharaja Road,
Bangalore-560002
Ph 080-2229580

SUPPLIERS OF RAW MATERIAL:

Shiv Paper & Boards
119, Sultanpet, Bangalore-53
Ph-9448891305