Corn Flakes

Corn flakes being one of the most nutritious foods and is consumed as breakfast food not only in India but elsewhere in the world. Basically, it is prepared from maize; this is the main raw material. Flavours, like sugar or salt are also added. Maize, the main raw material, is itself a corn grain. Corn flakes have very good taste. Though several other breakfast cereals are also available in the market but they are still to gain popularity.
Besides the good taste, crispy nature, corn flakes are also popular because of their friable texture, blend flavour and above all the ease with which it can be prepared for consumption. Corn Flakes can be manufactured either of the two white or yellow corns. The only difference is that flake formed using yellow corn is more dark in colour. From raw corn flakes (before roasting) corn syrup can be prepared. It is prepared by removing starch from maize by soaking and treating with chemicals. It is also being used by liquor industry for manufacture of beer etc.
It all began with Kellogg's entry in India with its cornflakes. It was marketed by the establishment of a 100% subsidiary as Kellogg's India, being the parent company's 30th manufacturing facility, at a total investment of USD 30 mn at Taloja, near Mumbai (Maharashtra). India is considered as one of the largest market for breakfast cereals worldwide. The company was aiming at a business volume of Rs 2 bn in three years' time. When Kellogg's entered India, the per capita consumption of breakfast cereals was a low 2 gm per family per annum which increased to 4.5 gm against 5 kg per annum globally.
Few Indian Major Players are as under

Bagrrys India Ltd.

K C L Ltd.

Kellogg India Pvt. Ltd.

Mohan Meakin Ltd.

Mysore Sales International Ltd.

Riddhi Siddhi GlucoBiols Ltd.
## COST OF PROJECT

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Existing</th>
<th>Proposed</th>
<th>Total</th>
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## MEANS OF FINANCE

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(P/VA (Number of times)
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<th><strong>BEP</strong></th>
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<tr>
<td><strong>Cash BEP (% of Installed Capacity)</strong></td>
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<td><strong>Total BEP (% of Installed Capacity)</strong></td>
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<table>
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<th><strong>IRR, PAYBACK and FACR</strong></th>
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<td><strong>Internal Rate of Return .. ( In %age )</strong></td>
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<td><strong>Payback Period of the Project is ( In Years )</strong></td>
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<tr>
<td><strong>Fixed Assets Coverage Ratio ( No. of times )</strong></td>
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</table>
1. What is Corn Flakes industry?
2. How has the Corn Flakes industry performed so far and how will it perform in the coming years?
3. What is the Project Feasibility of a Corn Flakes Plant?
4. What are the requirements of Working Capital for setting up a Corn Flakes plant?
5. What is the structure of the Corn Flakes Business and who are the key/major players?
6. What is the total project cost for setting up a Corn Flakes plant?
7. What are the operating costs for setting up a Corn Flakes plant?
8. What are the machinery and equipment requirements for setting up a Corn Flakes plant?
9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up a Corn Flakes plant?
10. What are the requirements of raw material for setting up a Corn Flakes plant?
11. Who are the Suppliers and Manufacturers of Raw materials for setting up a Corn Flakes plant?

12. What is the Manufacturing Process and Formulations of a Corn Flakes plant?

13. What is the total size of land required for setting up a Corn Flakes plant?

14. What will be the income and expenditures for a Corn Flakes plant?

15. What are the Projected Balance Sheets of a Corn Flakes plant?
16. What are the requirement of utilities and overheads for setting up a Corn Flakes plant?

17. What is the Built up Area Requirement and cost for setting up a Corn Flakes Business?

18. What are the Personnel (Manpower) Requirements for setting up a Corn Flakes Business?

19. What are Statistics of Import & Export for Corn Flakes?

20. What is the time required to break-even?
21. What is the Break-Even Analysis of a Corn Flakes plant?
22. What are the Project financials of a Corn Flakes plant?
23. What are the Profitability Ratios of a Corn Flakes plant?
24. What is the Sensitivity Analysis–Price/Volume of a Corn Flakes plant?
25. What are the Projected Pay-Back Period and IRR of a Corn Flakes plant?
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28. What is the Market Study and Assessment for setting up a Corn Flakes plant?
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   1.1. District Profile & Geotechnical Site Characterization
      1.1.1. General
      1.1.2. Physical Characteristics
      1.1.3. Climate
      1.1.4. Transportation And Communications
      1.1.5. Map
      1.1.6. Economy
      1.1.7. Culture & Attitudes

2. Introduction
   2.1. Corn Flakes:
3. Uses And Applications
   3.1. Corn Flakes:

4. Properties

5. B.I.S Specification
   5.1. Is : 1158-1973 - Corn Flakes

6. Market Survey
   6.1. Lead Players Of Breakfast Cereals

7. Financials & Comparison Of Major Indian Players/Companies
7.1. About Financial Statements Of Cmie Database
7.2. Profits & Appropriations
7.3. Total Liabilities
7.4. Total Assets
7.5. Net Cash Flow From Operating Activities

7.6. Section – I

7.6.1. Name Of Company With Contact Details
7.6.2. Name Of Director(s)
7.6.3. Plant Capacity
7.6.4. Location Of Plant
7.6.5. Name of Raw Material(S) Consumed With Quantity & Cost

7.7. SECTION – II

7.7.1. Assets
7.7.2. Cash Flow
7.7.3. Cost as % Ge of Sales
7.7.4. Forex Transaction
7.7.5. Growth in Assets & Liabilities
7.7.6. Growth in Income & Expenditure
7.7.7. Income & Expenditure
7.7.8. Liabilities
7.7.9. Liquidity Ratios
7.7.10. Profitability Ratio
7.7.11. Profits
7.7.12. Return Ratios
7.7.13. Structure Of Assets & Liabilities (%)
7.7.14. Working Capital & Turnover Ratios

8. Export & Import Statistics Data Of India
   8.1. Export Statistics Data On Corn Flake
   8.2. Import Statistics Data On Corn Flake

9. Present Manufacturers

10. Raw Material Details
    10.1. Nutritive Value:-
10.2. Chemical Composition Of Rice And Maize

11. Manufacturing Process

12. Process Flow Diagram

13. Drawing Of The Processing Line
14. Suppliers Of Plant & Machinery

15. Suppliers Of Raw Material

16. Product, Machinery & Raw Material Photographs
   16.1. Product Photographs
   16.2. Machinery Photographs
   16.3. Raw Material Photographs

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- Project at a Glance
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- Factory Land & Building
- Site Development Expenses

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  Furniture & Fixtures
  Pre–operative and Preliminary Expenses
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  Provision of Contingencies

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  Raw Material
  Packing Material
  Lab & ETP Chemical Cost
  Consumable Store
- **Overheads Required Per Month and Per Annum**.................................8
  Utilities & Overheads (Power, Water and Fuel Expenses etc.)
  Royalty and Other Charges
  Selling and Distribution Expenses

- **Salary and Wages** ..............................................................................9

- **Turnover Per Annum** ........................................................................10

- **Share Capital** .....................................................................................11

  Equity Capital
  Preference Share Capital
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• Annexure 2 :: Profitability and Net Cash Accruals

- Revenue/Income/Realisation
- Expenses/Cost of Products/Services/Items
- Gross Profit
- Financial Charges
- Total Cost of Sales
- Net Profit After Taxes
- Net Cash Accruals
• **Annexure 3 :: Assessment of Working Capital requirements**
  - Current Assets
  - Gross Working Capital
  - Current Liabilities
  - Net Working Capital
  - Working Note for Calculation of Work-in-process

• **Annexure 4 :: Sources and Disposition of Funds**
• Annexure 5 :: Projected Balance Sheets
  - ROI (Average of Fixed Assets)
  - RONW (Average of Share Capital)
  - ROI (Average of Total Assets)

• Annexure 6 :: Profitability Ratios
  - D.S.C.R
  - Earnings Per Share (EPS)
  - Debt Equity Ratio
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- Variable Cost & Expenses
- Semi-Variable/Semi-Fixed Expenses
- Profit Volume Ratio (PVR)
- Fixed Expenses / Cost
- B.E.P
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- Resultant N.P.B.T
- Resultant D.S.C.R
- Resultant PV Ratio
- Resultant DER
- Resultant ROI
- Resultant BEP
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  ▪ Equity Capital
  ▪ Preference Share Capital
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  ▪ Determined Capacity P.A of Products/Services
  ▪ Achievable Efficiency/Yield % of Products/Services/Items
  ▪ Net Usable Load/Capacity of Products/Services/Items
  ▪ Expected Sales/ Revenue/ Income of Products/ Services/ Items
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• Annexure 16 :: Raw Material Cost per unit
• Annexure 17 :: Total Lab & ETP Chemical Cost
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• Annexure 19 :: Packing Material Cost
• Annexure 20 :: Packing Material Cost Per Unit
• Annexure 21 :: Employees Expenses
• Annexure 22 :: Fuel Expenses
• Annexure 23 :: Power/Electricity Expenses
• Annexure 24 :: Royalty & Other Charges
• Annexure 25 :: Repairs & Maintenance Expenses
• Annexure 26 :: Other Manufacturing Expenses
• Annexure 27 :: Administration Expenses
• Annexure 28 :: Selling Expenses
• Annexure 29 :: Depreciation Charges – as per Books (Total)
• Annexure 30 :: Depreciation Charges – as per Books (P & M)
• Annexure 31 :: Depreciation Charges - as per IT Act WDV (Total)
• Annexure 32 :: Depreciation Charges - as per IT Act WDV (P & M)
• Annexure 33 :: Interest and Repayment - Term Loans
• Annexure 34 :: Tax on Profits
• Annexure 35 :: Projected Pay-Back Period and IRR
Niir Project Consultancy Services (NPCS) can provide Detailed Project Report on Corn Flakes

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- Detailed Project Reports/Pre-feasibility Reports
- Market Research Reports
- Technology Books and Directory
- Databases on CD-ROM
- Laboratory Testing Services
- Turnkey Project Consultancy/Solutions
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We use authentic & reliable sources to ensure business precision
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2. Thorough analysis of the project
3. Economic feasibility study of the Project
4. Market potential survey/research
5. Report Compilation
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- Public-sector Companies
- Corporates
- Government Undertakings
- Individual Entrepreneurs
- NRI’s
- Foreign Investors
- Non-profit Organizations, NBFC’s
- Educational Institutions
- Embassies & Consulates
- Consultancies
- Industry / trade associations
Sectors We Cover

- Ayurvedic And Herbal Medicines, Herbal Cosmetics
- Alcoholic And Non Alcoholic Beverages, Drinks
- Adhesives, Industrial Adhesive, Sealants, Glues, Gum & Resin
- Activated Carbon & Activated Charcoal
- Aluminium And Aluminium Extrusion Profiles & Sections,
- Bio-fertilizers And Biotechnology
- Breakfast Snacks And Cereal Food
- Bicycle Tyres & Tubes, Bicycle Parts, Bicycle Assembling
Sectors We Cover

- Bamboo And Cane Based Projects
- Building Materials And Construction Projects
- Biodegradable & Bioplastic Based Projects
- Chemicals (Organic And Inorganic)
- Confectionery, Bakery/Baking And Other Food
- Cereal Processing
- Coconut And Coconut Based Products
- Cold Storage For Fruits & Vegetables
- Coal & Coal Byproduct
Sectors We Cover

- Copper & Copper Based Projects
- Dairy/Milk Processing
- Disinfectants, Pesticides, Insecticides, Mosquito Repellents,
- Electrical, Electronic And Computer based Projects
- Essential Oils, Oils & Fats And Allied
- Engineering Goods
- Fibre Glass & Float Glass
- Fast Moving Consumer Goods
- Food, Bakery, Agro Processing
Sectors We Cover

- Fruits & Vegetables Processing
- Ferro Alloys Based Projects
- Fertilizers & Biofertilizers
- Ginger & Ginger Based Projects
- Herbs And Medicinal Cultivation And Jatropha (Biofuel)
- Hotel & Hospitality Projects
- Hospital Based Projects
- Herbal Based Projects
- Inks, Stationery And Export Industries
Sectors We Cover  

- Infrastructure Projects
- Jute & Jute Based Products
- Leather And Leather Based Projects
- Leisure & Entertainment Based Projects
- Livestock Farming Of Birds & Animals
- Minerals And Minerals
- Maize Processing (Wet Milling) & Maize Based Projects
- Medical Plastics, Disposables Plastic Syringe, Blood Bags
- Organic Farming, Neem Products Etc.
Sectors We Cover

- Paints, Pigments, Varnish & Lacquer
- Paper And Paper Board, Paper Recycling Projects
- Printing Inks
- Packaging Based Projects
- Perfumes, Cosmetics And Flavours
- Power Generation Based Projects & Renewable Energy Based Projects
- Pharmaceuticals And Drugs
- Plantations, Farming And Cultivations
- Plastic Film, Plastic Waste And Plastic Compounds
- Plastic, PVC, PET, HDPE, LDPE Etc.
Sectors We Cover

- Potato And Potato Based Projects
- Printing And Packaging
- Real Estate, Leisure And Hospitality
- Rubber And Rubber Products
- Soaps And Detergents
- Stationary Products
- Spices And Snacks Food
- Steel & Steel Products
- Textile Auxiliary And Chemicals
Sectors We Cover

- Township & Residential Complex
- Textiles And Readymade Garments
- Waste Management & Recycling
- Wood & Wood Products
- Water Industry (Packaged Drinking Water & Mineral Water)
- Wire & Cable
Niir Project Consultancy Services
106-E, Kamla Nagar, New Delhi-110007, India.
Email: npcs.ei@gmail.com, info@entrepreneurindia.co
Tel: +91-11-23843955, 23845654, 23845886
Mobile: +91-9811043595
Fax: +91-11-23841561
Website: www.entrepreneurindia.co

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