



THE HEALTHY SUPERFOOD

MORINGA LEAF POWDER

MANUFACTURING BUSINESS PLAN

GREAT VENTURE BUSINESS IDEA FOR MORINGA LEAF POWDER PRODUCTION

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INTRODUCTION

For ages, people have utilized the plant moringa to promote health and treat a wide range of diseases. The leaves are dried and processed into a powerful powder before the powder is extracted from them. Consuming moringa leaf powder has a number of positive health effects, including the capacity to treat skin issues, strengthen the immune system, and reduce inflammation. Additionally, it helps control cholesterol, combat cancer, and enhance cardiovascular health.

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USES AND APPLICATIONS

Moringa leaf powder makes a delicious addition to baked goods, smoothies, and dietary supplements. To boost the protein content and add a healthy dose of calcium, iron, vitamin A, and other crucial nutrients, it may be added to almost any dish or beverage. Uses for moringa leaf powder include: Making breads and cakes with baking gives a nourishing supply of proteins. Additionally, ice cream, yoghurt, chocolate milk, and muffins can all be made using powders.

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Smoothies are the ideal vehicle for incorporating leaf powder's vitamins while also upping the nutritional value of most foods and beverages (e.g., green juices). To make a hydrating beverage, the powder can also be combined with water, fruit juice, or a mild tea. Because you may use less sugar when using the dried leaves in your blender than when using fresh fruits and vegetables, moringa leaf powder is a great addition to smoothies. Health benefits of nutritional supplements include increased energy levels, improved digestion, reduced risk of diabetes, and assistance with weight loss. As was already noted, the high levels of vitamin C found in moringa leaf powder assist control blood pressure, strengthen the immune system, and more.

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MANUFACTURING PROCESS

Moringa leaf powder is an organic leaf powder with a slightly sweet, earthy flavor and a rich green color. The production of this product starts with the drying and milling of fresh or dried moringa leaves, followed by grinding into a fine powder. Moringa leaf powder can be used as an ingredient in various recipes such as smoothies, soups, sauces, desserts and more. This product is also popular in skincare products such as lip balms, face masks and more.

> Visit this Page for More Information: <u>Start a</u> <u>Business in Herbal Products Industry</u>







To produce moringa leaf powder, you will need to start by gathering fresh or dried leaves and dry them either through natural means like using a sunlit balcony to dry them out, or using machinery to get it done faster. You will then need to grind these leaves into a fine powder which can be done through mechanical means like mills or even manually with an electric coffee grinder (although that takes much longer). Once you have finely ground the leaves you are ready to use.

> **Related Business Plan:** <u>Moringa Leaf Powder</u> <u>Production Business</u>



BENEFITS OF STARTING MORINGA LEAF POWDER PRODUCTION BUSINESS

The nutrient-rich super food moringa leaf powder, which has long been utilized in traditional medicine, is now becoming more widely accepted. This is partly because it was determined that Moringa has some of the greatest nutritional contents of any plant. Additionally, it contains more potassium than bananas, more vitamin C than oranges, and more protein than milk.



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The list continues. Here are a few causes you ought to launch your own Moringa manufacturing company: 1) Cheap equipment is not required. 2) You can work whenever you choose because there are no predetermined hours or locations. 3) Moringa leaves may be picked all year round, so you don't have to wait till harvest to get money. 4) If you have access to land, the items you can make from these plants are practically endless. 5) People adore it since they are guaranteed to receive pure Moringa powder devoid of any additives or fillers. 6) It is well-liked by businesses because it is USDA-certified organic. 7) There are numerous packaging alternatives, including bottles, jars, tins, foil bags, and labels. 8) You can sell retail or wholesale. 9) And by selling at wholesale prices, you can generate monthly profit margins of up to 40%. (Depending on how much product you purchase).

> Read Similar Articles: <u>HERBS AND HERBAL</u> <u>BASED PRODUCTS</u>

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MARKET SIZE IN INDIA

During the five-year period ending in 2028, the market for moringa products is anticipated to develop at a CAGR of 9.20%, reaching a value of USD 9.4 billion. The moringa tree, which is indigenous to India, is used to make a variety of products, including pills, soaps, powders, oils, and seeds.

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Customers are becoming more aware of herbal goods and their many advantages, which has inspired them to look for natural, nutritionally-balanced products. Due to its antibacterial and antioxidant characteristics, this has led to the product's inclusion in numerous food products for fortification and preservation.

> Watch other Informative Videos: <u>Small Business Ideas</u>



The tree's resistance to drought and ability to deter pests make it important for agriculture as well. Additionally, it is projected that rising desire for natural pesticides, expanding understanding of health and fitness, and rising demand for organic products would all support market expansion.

> Watch Video: <u>Moringa Oleifera Powder</u> | <u>Formulation and Processing of Moringa Oleifera</u>





GLOBAL MARKET OUTLOOK

The size of the world market for moringa ingredients was evaluated at USD 6.9 billion in 2020, and it is anticipated to increase at a CAGR of 9.5% from 2020 to 2028.

> Related Feasibility Study Reports: <u>Production Business Of</u> <u>Moringa Leaf Powder</u>

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The demand for moringa components is being driven by the availability of a wide range of product applications in the food and beverage, dietary supplement, pharmaceutical, wastewater treatment, and animal feed industries, as well as their rising consumption. The term "moringa ingredients" refers to the moringa tree's edible portions, including its bark, seeds, pods, flowers, leaves, and other parts. Protein, carbs, calcium, phosphorus, potassium, iron, vitamins, beta-carotene, and other bioactive substances are all abundant in these foods. Its market expansion is being supported by the steadily expanding food and beverage industry as well as increased public knowledge of the nutritional benefits of moringa components.

Read our Books Here: <u>Herbal Products, Aromatic Plant</u> <u>Cultivation, Processing, Herb, Medicinal Plants, Herbs</u> <u>Cultivation, Processing, Herb, Herbs Extracts, Aloe Vera</u> <u>Cultivation, Cultivation, Research Findings, Products,</u> <u>Formulations, Extraction & Processing, Processing, Herbs</u>

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KEY PLAYERS

- 1.Ancient Green Fields
- 2.Moringa Agro
- 3.Aayuritz Phytonutrients Pvt. Ltd
- 4.Santan India
- 5.Green Virgin Products
- 6.Kuli Kuli
- 7.Sattva Veda 8.Moringa Oleifera GmbH
- 9.Organic Veda

- 10. KV Natural Ingredients
 11. Dominate Industries
 12. Moringa Initiative Ltd
 13. Green Era Foods & Nutraceutics
 14. Sarvaayush Ayurved & Herbals
 15. Conn oils LLC
 16. Santan India
 17. All Herb scare
 - 18. Herbs and Crops Overseas



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COST OF PROJECT

MEANS OF FINANCE

Particulars	Existing	Proposed	Total	Particulars	Existing	Proposed	Total
Land & Site Development Exp.	0.00	27.50	27.50	Capital	0.00	47.20	47.20
Buildings	0.00	56.70	56.70	Share Premium	0.00	0.00	0.00
Plant & Machineries	0.00	55.32	55.32	Other Type Share Capital	0.00	0.00	0.00
Motor Vehicles	0.00	8.00	8.00	Reserves & Surplus	0.00	0.00	0.00
Office Automation Equipments	0.00	12.75	12.75	Cash Subsidy	0.00	0.00	0.00
Technical Knowhow Fees & Exp.	0.00	10.00	10.00	Internal Cash Accruals	0.00	0.00	0.00
Franchise & Other Deposits	0.00	0.00	0.00	Long/Medium Term Borrowings	0.00	141.59	141.59
Preliminary& Pre-operative Exp	0.00	2.00	2.00	Debentures / Bonds	0.00	0.00	0.00
Provision for Contingencies	0.00	5.00	5.00	Unsecured Loans/Deposits	0.00	0.00	0.00
Margin Money - Working Capital	0.00	11.51	11.51				
TOTAL	0.00	188.78	188.78	TOTAL	0.00	188.78	188.78

Year	Annualised		Book Value	Debt	Dividend	Retained E	arnings	Payout	Probable Market Price	P/E Ratio	Yield Price/ Book Value
	EPS	CEPS	Per Share		Per Share	Per Share				No.of Times	
		`	`		`	%	x	%	`		%
1-2	6.25	10.10	16.25	24.00	0.00	100.00	6.25	0.00	6.25	1.00	0.00
	0.00	10.77	05 / 4	10.00	0.00	100.00	0.20	0.00	0.20	1.00	0.00
2-3	9.39	12.77	25.64	18.00	0.00	100.00	9.39	0.00	9.39	1.00	0.00
3-4	12.43	15.40	38.07	12.00	0.00	100.00	12.43	0.00	12.43	1.00	0.00
4-5	15.33	17.95	53.40	6.00	0.00	100.00	15.33	0.00	15.33	1.00	0.00
5-6	18.07	20.38	71.47	0.00	0.00	100.00	18.07	0.00	18.07	1.00	0.00

Year	D. S. C. R.			Debt / - Deposits Debt	Equity as- Equity	Total Net Worth	Return on Net Worth				Assets Turnover Ratio	Current Ratio		
	Individual	Cumulative	Overall					GPM	PBT	ΡΑΤ	Net Contributi on	P/V Ratio		
		t (!		(Number of the second	f #:	œ	œ	er.	97	œ		67		
	(Number o	r times)		(Number o	f fimes)	%	%	%	%	%		%		
Initial				3.00	3.00									
1-2	1.47	1.47		1.48	1.48	2.06		1 7.94 %	10.21%	7.03%	200.28	47.75%	1.86	1.04
2-3	1.83	1.64		0.70	0.70	1.13		20.34%	13.85%	9.05%	233.09	47.64%	1.96	1.43
3-4		1.83	2.23	0.32	0.32	0.64		21.93%	16.37%	10. 49 %	266.38	47.64%		1.91
			2.20											
4-5	2.71	2.02		0.11	0.11	0.37		22.97%	1 8 .11%	11.50%	299.66	47.63%	1.85	2.44
5-6	3.26	2.23		0.00	0.00	0.22		23.62%	19.28%	12.20%	332.95	47.63%	1.73	4.19

BEP

BEP - Maximum Utilisation Year	5
	56.21%
Total BEP (% of Installed Capacity)	59.49%
IRR, PAYBACK and FACR	

Internal Rate of Return (In %age)	29.24%
Payback Period of the Project is (In Years)	2 Years 6 Months
Fixed Assets Coverage Ratio (No. of times)	6.610



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Major Queries/Questions Answered in Business Plan

- 1. How has the Moringa Leaf Powder Production Business performed so far and how will it perform in the coming years?
- 2. What is the Business Feasibility Study of the Moringa Leaf Powder Production Business ?
- 3. What are the requirements of Working Capital for setting up the Moringa Leaf Powder Production Business ?
- 4. What is the structure of the Moringa Leaf Powder Production Business and who are the key/major players?



- 5. What is the total Startup cost for setting up the Moringa Leaf Powder Production Business?
- 6. What are the operating costs for setting up the Moringa Leaf Powder Production Business?
- 7. What are the machinery and equipment requirements for setting up the Moringa Leaf Powder Production Business?
- 8. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up the Moringa Leaf Powder Production Business?
- 9. What are the requirements of raw material for setting up the Moringa Leaf Powder Production Business?



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15. What are the requirement of utilities and overheads for setting up the Moringa Leaf Powder Production Business? **16.What is the Built up Area Requirement and cost for setting up** the Moringa Leaf Powder Production Business? **17.What are the Personnel (Manpower) Requirements for setting** up the Moringa Leaf Powder Production Business? **18.What are Statistics of Import & Export for Moringa Leaf Powder Production Business?**

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Furniture & Fixtures **Pre-operative and Preliminary Expenses Technical Knowhow Provision of Contingencies** Working Capital Requirement Per Month......7 **Raw Material Packing Material** Lab & ETP Chemical Cost **Consumable Store**







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- ✓ The Business Plan helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product
- ✓ This Business Plan provides vital information on the product like it's characteristics and segmentation
- \checkmark This Business Plan helps you market and place the product correctly
 - by identifying the target customer group of the product







 \checkmark This Business Plan helps you understand the viability of the

project by disclosing details like machinery required, project

costs and snapshot of other project financials

- ✓ The Business Plan provides a glimpse of government regulations applicable on the industry
- \checkmark The Business Plan provides forecasts of key parameters which

helps anticipate the industry performance and make sound

business decisions







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And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:

- Good Present/Future Demand
- Export-Import Market Potential
- Raw Material & Manpower Availability
- Project Costs and Payback Period

The Business Plan covers all aspect of business, from analyzing the market, confirming availability of various necessities such as Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, Feasibility Study, Investment Opportunities, Cost and Revenue, Plant Economics, Production Schedule,







Working Capital Requirement, uses and applications, Plant Layout, Project Financials, Process Flow Sheet, Cost of Project, Projected Balance Sheets, Profitability Ratios, Break Even Analysis. The DPR (Detailed Project Report) is formulated by highly accomplished and experienced consultants and the market research and analysis are supported by a panel of experts and digitalized data bank. We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in India along with its

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- Corporates
- Government Undertakings
- Individual Entrepreneurs
- o NRI's

- Foreign Investors
- Non-profit Organizations, NBFC's
- Educational Institutions
- Embassies & Consulates
- Consultancies
- Industry / trade associations















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• • • •	 Dairy/Milk Processing 	AN ISO 9001 : 2015 CERTIFIED COMPANY
	o 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 	
	 Fruits & Vegetables Processing 	
	 Ferro Alloys Based Projects 	
	 Fertilizers & Biofertilizers 	
	 Ginger & Ginger Based Projects 	
	 Herbs And Medicinal Cultivation And Jatropha (Biofuel) 	
	 Hotel & Hospitability Projects 	
	 Hospital Based Projects 	
	 Herbal Based Projects 	
	 Inks, Stationery And Export Industries 	
	 Infrastructure Projects 	
	 Jute & Jute Based Products 	
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- 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
 - o Organic Farming, Neem Products Etc.
 - o 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.





- Potato And Potato Based Projects
- Printing And Packaging
- Real Estate, Leisure And Hospitality
- Rubber And Rubber Products
- Soaps And Detergents
- Stationary Products
- \circ $\,$ Spices And Snacks Food $\,$
- Steel & Steel Products
- o Textile Auxiliary And Chemicals
- Township & Residential Complex
- Textiles And Readymade Garments
- Waste Management & Recycling
- Wood & Wood Products
- Water Industry(Packaged Drinking Water & Mineral Water)
- Wire & Cable









- To get a detailed scenario of the industry along with its structure and classification
 - To provide a comprehensive analysis of the industry by covering aspects like:
 - Growth drivers of the industry
 - Latest market trends
 - Insights on regulatory framework
 - SWOT Analysis
 - Demand-Supply Situation
 - Foreign Trade
 - Porters 5 Forces Analysis
 - To provide forecasts of key parameters which helps to anticipate the industry performance
 - To help chart growth trajectory of a business by detailing the factors that affect the industry growth
 - To help an entrepreneur/manager in keeping abreast with the changes in the industry
 - To evaluate the competitive landscape of the industry by detailing:
 - Key players with their market shares
 - Financial comparison of present players







- Venturist/Capitalists
- Entrepreneur/Companies
- Industry Researchers
- Investment Funds
- Foreign Investors, NRI's
- Project Consultants/Chartered Accountants
- Banks
- Corporates

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