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# **Potato Chips and Extruded Snack Food (Kurkure Type)**



# Product

Prior to starting production of potato chips and extruded snack foods (like Kurkure), it is crucial to identify the precise goods you will be producing. A variety of extruded snacks, such as potato chips, tortilla chips, corn curls, etc., are included in this type of food. Other snacks like popcorn, pretzels, almonds, and other crunchy foods are also included.

These items have grown in popularity over the past few years as a result of their excellent flavor, practicality, and affordability. As a result, they are now common in many households and institutions all over the world.

These items must be produced using a number of stages, including milling, baking, seasoning, cooling, packaging, and labelling. Producing high-quality snacks that adhere to quality control standards requires each stage to be completed. To guarantee a safe and hygienic atmosphere, the equipment used during this process also needs to be periodically maintained and cleaned.

In conclusion, establishing the manufacture of potato chips and extruded snack foods (such as Kurkure) is a wise investment for business owners hoping to build a successful company. This kind of business can generate solid profits over the long term with the appropriate skills, resources, and understanding.

***Visit this Page for More Information: [Start a Business in Potato Processing Industry](#)***



# The Process



There are a few procedures that must be followed when beginning a firm to manufacture potato chips and extruded snack foods (of the Kurkure variety). Choosing the raw materials required for production is the first stage. Potatoes, edible oil, seasoning, and other materials required for the snack dish are included in this. To ensure a constant level of product quality, the raw materials should come from reputable vendors.

The proper machinery must next be purchased in order to convert the raw ingredients into finished goods. There are numerous machinery that can be employed, depending on the kind of snack food you want to manufacture, including slicers, fryers, seasoning machines, packing machines, etc. The time has come to begin manufacturing after the equipment has been purchased and set up. The machinery must be fed with raw materials and processed in accordance with the instructions. Regular quality control inspections should also be carried out to make sure the finished product complies with all safety and quality requirements. After manufacture is finished, the items need to be packaged for sale. The snacks should be packaged with boxes, pouches, and plastic bags to keep them fresh throughout shipping and storage. It's important to properly label products with usage and preparation instructions.

***Related Business Plan: [Start Production of Potato Chips And Extruded Snack Food \(Kurkure Type\)](#)***

# Benefits of Starting This Business

Starting a company that makes potato chips and extruded snack foods (like Kurkure) can be quite lucrative. It not only has the potential for significant returns, but also calls for very minimal initial outlay. Additionally, because the production process is quite straightforward, even novice business owners can swiftly launch their ventures.

***[Read Similar Articles: POTATO CHIPS AND EXTRUDED SNACK FOOD \(KURKURE TYPE\)](#)***



Starting a firm that makes potato chips and other extruded snack foods has many advantages (Kurkure type). First off, this form of production may be carried out with relatively modest machinery, making it affordable for people with low capital resources. Additionally, a wide range of raw ingredients, including as potatoes, corn, tapioca, and wheat, are accessible for use in the manufacturing process. Additionally, there are many other packaging alternatives available, enabling you to design products specifically for a certain market.

Additionally, the actual production procedure is relatively simple. Before being fried in hot oil, the ingredients are combined, then moulded and cut into the required shape. After cooling, the finished item is packaged for sale. The time and effort required to set up and run this kind of business is quite low due to the process' relative simplicity.

In conclusion, launching a firm that makes potato chips and other extruded snack foods has a lot of benefits (Kurkure type).

# Market Outlook

Due to their accessibility, affordability, and variety, potato chips and extruded snack foods (like Kurkure) are becoming more and more popular. It has become a standard item in many homes and is a popular snack choice for both adults and kids. As more people become aware of this form of snack food and as it becomes more widely accessible, the market for it is anticipated to expand.





With the beginning of potato chip and extruded snack food (Kurkure type) production, companies have the opportunity to profit from this expanding market trend. Businesses can reach a wide range of customers by having their items available at a number of retail locations and using digital marketing techniques. Moreover, by providing exclusive discounts and promotions, Businesses can draw in new clients while retaining their current ones. To increase their consumer base, businesses can also target particular demographics and markets. Young individuals may be drawn to products with unusual flavors and packaging, while health-conscious consumers may be drawn to goods with less fat and sodium. Businesses may ensure that their products remain current and enticing by catering to various customer segments. Overall, this industry has a good chance of success and should not be disregarded by companies trying to diversify their product lines. Businesses may build strong brands and capitalize on the rising demand for potato chips and extruded snack foods by using strategic planning and marketing (Kurkure type).

# Why Entrepreneur Should Invest In This Business?

Entrepreneurs may find huge opportunity in the potato chip and extruded snack food (Kurkure type) market, which has experienced significant expansion in recent years. This company has a number of advantages, including a minimal initial cost and a significant chance of success.

***[Read Our Book Here: Potato and Potato Products Cultivation, Seed Production, Manuring, Harvesting, Organic Farming, Storage and Processing](#)***



Due to its appeal among customers, the demand for potato chips other extruded snack foods (such Kurkure) has been rising quickly over the past few years. Its convenience, adaptability, and taste are what are driving the increase in demand. Entrepreneurs can take advantage of this need to succeed if they have an effective marketing plan and production techniques.

Starting the production of potato chips and extruded snack foods has further advantages (Kurkure type) compared to other industries, the price of raw materials is relatively low. Additionally, building a manufacturing or warehouse has comparatively modest startup costs. As a result, entrepreneurs can launch their own companies with little investment.

***[Related Feasibility Study Reports: Start Production Of Potato Chips And Extruded Snack Food \(kurkure Type\)](#)***

Additionally, since potato chips and extruded snack foods (like Kurkure) are simple to carry and store, business owners can take advantage of pre-existing distribution networks to launch new products swiftly and effectively. By doing this, the price of bringing products to market can be reduced. Finally, this firm has the potential to bring in large income for its owners. Due to their widespread appeal, there is a constant need for these snacks, giving business owners the chance to gradually establish a profitable enterprise.



# The Future of the Potato Chips and Extruded Snack Food (Kurkure Type) Industry

The industry for potato chips and extruded snack foods (like Kurkure) has a very bright future. The market is anticipated to increase soon due to the rising demand for nutritious snacks. People are looking for healthier alternatives to common snacks like potato chips and french fries, which has led to an increase in the popularity of both potato chips and extruded snack food. As a result, those wishing to start making potato chips and extruded snack foods (like Kurkure) have the chance to profit from this growing trend.

The development of the sector is also being fueled by the expanding availability of raw materials, enhanced processing methods, and advancements in technology. For instance, faster production is now possible thanks to more efficient machinery, which boosts the profitability of making various kinds of snacks. Additionally, improvements in packaging and labelling methods have simplified the marketing and sales of these snacks, making it simpler for business owners to spread the word about their product.

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The demand for potato chips and extruded snack foods (like Kurkure) will probably increase as the business continues to develop. This might create more options for business people who want to start making potato chips and other extruded snack foods (Kurkure type). Furthermore, the market is probably going to get much more competitive in the future as health-conscious consumers become more prevalent. In conclusion, business owners should benefit from this sector's tremendous growth.



# KEY PLAYERS

- **General Mills**
- **Kellogg Co**
- **J&J SNACK FOODS CORP**
- **PepsiCo**
- **The Kraft Heinz Company**
- **Nestlé**
- **Prataap Snacks Ltd**
- **Utz Brands**
- **CAMPBELL SOUP COMPANY**
- **Burts Potato Chips Ltd**
- **Herr Foods**
- **Intersnack Group GmbH & Co. KG**
- **Calbee, Great Lakes Potato Chips**
- **The Lorenz Bahlsen Snack-World GmbH & Co KG  
Germany,**
- **Frito-Lay North America**



# PROJECT AT A GLANCE

COST OF PROJECT				MEANS OF FINANCE			
Particulars	Existing	Proposed	Total	Particulars	Existing	Proposed	Total
Land & Site Development Exp.	0.00	2.00	2.00	Capital	0.00	30.17	30.17
Buildings	0.00	24.60	24.60	Share Premium	0.00	0.00	0.00
Plant & Machineries	0.00	43.45	43.45	Other Type Share Capital	0.00	0.00	0.00
Motor Vehicles	0.00	6.50	6.50	Reserves & Surplus	0.00	0.00	0.00
Office Automation Equipments	0.00	12.20	12.20	Cash Subsidy	0.00	0.00	0.00
Technical Knowhow Fees & Exp.	0.00	5.00	5.00	Internal Cash Accruals	0.00	0.00	0.00
Franchise & Other Deposits	0.00	0.00	0.00	Long/Medium Term Borrowings	0.00	90.52	90.52
Preliminary& Pre-operative Exp	0.00	1.00	1.00	Debentures / Bonds	0.00	0.00	0.00
Provision for Contingencies	0.00	4.00	4.00	Unsecured Loans/Deposits	0.00	0.00	0.00
Margin Money - Working Capital	0.00	21.94	21.94				
<b>TOTAL</b>	<b>0.00</b>	<b>120.69</b>	<b>120.69</b>	<b>TOTAL</b>	<b>0.00</b>	<b>120.69</b>	<b>120.69</b>

Year	Annualised		Book Value	Debt	Dividend	Retained Earnings		Payout	Probable Market Price	P/E Ratio	Yield Price/ Book Value
	EPS	CEPS	Per Share		Per Share	Per Share				No.of Times	
						%		%			%
1-2	5.36	9.46	15.36	24.00	0.00	100.00	5.36	0.00	5.36	1.00	0.00
2-3	9.06	12.63	24.42	18.00	0.00	100.00	9.06	0.00	9.06	1.00	0.00
3-4	12.57	15.68	36.99	12.00	0.00	100.00	12.57	0.00	12.57	1.00	0.00
4-5	15.83	18.55	52.82	6.00	0.00	100.00	15.83	0.00	15.83	1.00	0.00
5-6	16.42	18.80	69.24	0.00	0.00	100.00	16.42	0.00	16.42	1.00	0.00

Year	D. S. C. R.			Debt / - Deposits Debt	Equity as- Equity	Total Net Worth	Return on Net Worth	Profitability Ratio				Assets Turnover Ratio	Current Ratio	
	Individual	Cumulative	Overall					GPM	PBT	PAT	Net Contributi on			P/V Ratio
	(Number of times)			(Number of times)	%	%	%	%	%	%				
<b>Initial</b>				<b>3.00</b>	<b>3.00</b>									
<b>1-2</b>	<b>1.39</b>	<b>1.39</b>		<b>1.56</b>	<b>1.56</b>	<b>3.02</b>		<b>14.48%</b>	<b>6.50%</b>	<b>4.67%</b>	<b>225.29</b>	<b>65.02%</b>	<b>1.90</b>	<b>1.17</b>
<b>2-3</b>	<b>1.81</b>	<b>1.60</b>		<b>0.74</b>	<b>0.74</b>	<b>1.81</b>		<b>17.24%</b>	<b>10.24%</b>	<b>6.76%</b>	<b>215.35</b>	<b>53.27%</b>	<b>1.99</b>	<b>1.35</b>
<b>3-4</b>	<b>2.28</b>	<b>1.81</b>	<b>2.19</b>	<b>0.32</b>	<b>0.32</b>	<b>1.13</b>		<b>19.04%</b>	<b>12.77%</b>	<b>8.21%</b>	<b>244.98</b>	<b>53.03%</b>	<b>1.97</b>	<b>1.59</b>
<b>4-5</b>	<b>2.80</b>	<b>2.03</b>		<b>0.11</b>	<b>0.11</b>	<b>0.74</b>		<b>20.17%</b>	<b>14.45%</b>	<b>9.19%</b>	<b>274.62</b>	<b>52.84%</b>	<b>1.89</b>	<b>1.85</b>
<b>5-6</b>	<b>3.01</b>	<b>2.19</b>		<b>0.00</b>	<b>0.00</b>	<b>0.54</b>		<b>18.88%</b>	<b>13.56%</b>	<b>8.58%</b>	<b>293.00</b>	<b>50.74%</b>	<b>1.81</b>	<b>2.40</b>

**BEP****BEP - Maximum Utilisation Year****5****Cash BEP (% of Installed Capacity)****68.12%****Total BEP (% of Installed Capacity)****70.58%****IRR, PAYBACK and FACR****Internal Rate of Return .. ( In %age )****29.98%****Payback Period of the Project is ( In Years )****2 Years 3 Months****Fixed Assets Coverage Ratio ( No. of times )****11.174**

# TABLE OF CONTENTS

# 1.INTRODUCTION

- 1.Potato Chips
- 2.Kurkure Type Snacks

# 2.HISTORY OF POTATO CHIPS

# 3.PROPERTIES

- 1.Potato Chips
- 2.Kurkure Type Products

# 4.USES

# 5.B.I.S SPECIFICATIONS

- 1.IS: 4234 – 1967: Sweet Potato
- 2.IS: 4626 – 1972: Dehydrated Potatoes
- 3.IS: 6670 – 1972: Guide for Storage of Potatoes
- 4.IS: 12575 – 2010: (Reaffirmed Year: 2020) Fried Potato Chips

# 6.MARKET SURVEY

- 1.Potato Chips
  - 1.*Market Trends*
  - 2.*Industry Drivers*
  - 3.*Market Overview*

- 1. *Regional Analysis*
- 2. *Market Segmentation*
- 3. *Key Players*

## **2. Kurkure Type Extruded Snacks**

1. *Latest Trends*
2. *Driving Factors*
3. *Restraining Factors*
4. *Segments*
5. *Overview*
6. *Product Insights*
7. *Distribution Channel Insights*
8. *Regional Insights*
9. *Extruded Snacks Market Share Insights*
10. *Key Companies*

## **7. FINANCIALS & COMPARISON OF MAJOR INDIAN PLAYERS/COMPANIES**

1. **About Financial Statements of CMIE Database**
2. **Profits & Appropriations**
3. **Total Liabilities**
4. **Total Assets**
5. **Net Cash Flow from Operating Activities**



## **6. Section – I**

- 1. Name of Company with Contact Details**
- 2. Name of Director(S)**
- 3. Location of Plant**
- 4. Name of Raw Material(S) Consumed With Quantity & Cost**

## **7. Section – II**

- 1. Assets**
- 2. Cash Flow**
- 3. Cost as %ge of Sales**
- 4. Growth in Assets & Liabilities**
- 5. Growth in Income & Expenditure**
- 6. Income & Expenditure**
- 7. Liabilities**
- 8. Liquidity Ratios**
- 9. Profitability Ratio**
- 10. Profits**
- 11. Return Ratios**
- 12. Structure of Assets & Liabilities (%)**
- 13. Working Capital & Turnover Ratios**

## **8. COMPANY PROFILE OF MAJOR PLAYERS**

## **9. EXPORT & IMPORT STATISTICS**

- 1. Export Statistics of Potato Chips**
- 2. Import Statistics of Potato Chips**
- 3. Export Statistics of Kurkure**

## **10. PRESENT MANUFACTURERS**

## **11. MANUFACTURING PROCESS OF POTATO CHIPS**

- 1. Main Process Steps**
- 2. Description of Manufacturing Process**
- 3. Details of the Process Steps**
- 4. Quality Control Process**
- 5. Packaging & Storage for Fried Potato Chips**
  - 1. Physico-Chemical Changes During Storage*
  - 2. Packaging Materials*
- 6. Emissions and Controls**

## **12. PROCESS FLOW DIAGRAM**

## **13. MANUFACTURING PROCESS OF KURKURE**

- 1. Raw Materials Required**
- 2. Plant and Machineries Required**



**3. Most Probable Formulae of Kurkure**

**4. Process Details**

**14. PROCESS FLOW DIAGRAM**

**15. ENVIRONMENTAL TREATMENT**

**16. PLANT AND MACHINERY DETAILS**

**17. SUPPLIERS OF RAW MATERIAL**

**18. SUPPLIERS OF PLANT AND MACHINERY**

**19. PHOTOGRAPHS/IMAGES FOR REFERENCE**

**1. Product Photographs**

**2. Raw Material Photographs**

**3. Machinery Photographs**

**20. PLANT LAYOUT**



# Financial Statements of the Business

## Project at a Glance

## Annexure

- Assumptions for Profitability workings .....1
- Plant Economics.....2
- Production Schedule.....3
- Land & Building.....4
  - Factory Land & Building
  - Site Development Expenses



- **Plant & Machinery.....5**
  - Indigenous Machineries
  - Other Machineries (Miscellaneous, Laboratory etc.)
  
- **Other Fixed Assets.....6**
  - 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

- **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**

- **Annexure 1 :: Cost of Project and Means of Finance**
  
- **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

- **Annexure 7 :: Break-Even Analysis**
  - **Variable Cost & Expenses**
  - **Semi-Variable/Semi-Fixed Expenses**
  - **Profit Volume Ratio (PVR)**
  - **Fixed Expenses / Cost**
  - **B.E.P**

## • Annexure 8 to 11 :: Sensitivity Analysis-Price/Volume

- Resultant N.P.B.T
- Resultant D.S.C.R
- Resultant PV Ratio
- Resultant DER
- Resultant ROI
- Resultant BEP

- **Annexure 12 :: Shareholding Pattern and Stake Status**
  - **Equity Capital**
  - **Preference Share Capital**
- **Annexure 13 :: Quantitative Details-Output/Sales/Stocks**
  - **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**

- **Annexure 14 :: Product wise Domestic Sales Realisation**
- **Annexure 15 :: Total Raw Material Cost**
- **Annexure 16 :: Raw Material Cost per unit**
- **Annexure 17 :: Total Lab & ETP Chemical Cost**
- **Annexure 18 :: Consumables, Store etc.**
- **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**



# **TAGS**

***#Potatochips, #Extruded, #Snackfood, #Kurkure,  
#Consumergoods, #Potato, #Chips, #Snack, #Food,  
#Foodprocessing, #Foodproduct, #Potatoindustry,  
#Entrepreneurs, #Startupideas, #Startupbusiness,  
#Startyourownindustry, #Startupbusinessideas,  
#Business, #Businessconsultant,  
#Businessfeasibilityreport, #Businessplan***





# Major Queries/Questions Answered in Business Plan

- 1. How has the Potato Chips and Extruded Snack Food (Kurkure Type) industry performed so far and how will it perform in the coming years?**
- 2. What is the Business Feasibility Study of the Potato Chips and Extruded Snack Food (Kurkure Type) Plant?**
- 3. What are the requirements of Working Capital for setting up the Potato Chips and Extruded Snack Food (Kurkure Type) plant?**



- 4. What is the structure of the Potato Chips and Extruded Snack Food (Kurkure Type) industry and who are the key/major players?**
- 5. What is the total Startup cost for setting up the Potato Chips and Extruded Snack Food (Kurkure Type) plant?**
- 6. What are the operating costs for setting up the Potato Chips and Extruded Snack Food (Kurkure Type) plant?**
- 7. What are the machinery and equipment requirements for setting up the Potato Chips and Extruded Snack Food (Kurkure Type) plant?**



**8. What will be the income and expenditures for the Potato Chips and Extruded Snack Food (Kurkure Type) plant?**

**9. What are the Projected Balance Sheets of the Potato Chips and Extruded Snack Food (Kurkure Type) plant?**

**10. Who are the Suppliers and Manufacturers of Raw materials for setting up the Potato Chips and Extruded Snack Food (Kurkure Type) plant?**

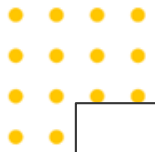


**11. What are the requirements of raw material for setting up the Potato Chips and Extruded Snack Food (Kurkure Type) plant?**

**12. Who are the Suppliers and Manufacturers of Raw materials for setting up the Potato Chips and Extruded Snack Food (Kurkure Type) plant?**

**13. What is the Manufacturing Process of the Potato Chips and Extruded Snack Food (Kurkure Type) plant?**

**14. What is the total size of land required for setting up the Potato Chips and Extruded Snack Food (Kurkure Type) plant?**



**15. What are the requirements of utilities and overheads for setting up the Potato Chips and Extruded Snack Food (Kurkure Type) plant?**

**16. What is the Built up Area Requirement and cost for setting up the Potato Chips and Extruded Snack Food (Kurkure Type) plant?**

**17. What are the Personnel (Manpower) Requirements for setting up the Potato Chips and Extruded Snack Food (Kurkure Type) plant?**

**18. What are Statistics of Import & Export for the Potato Chips and Extruded Snack Food (Kurkure Type) Industry?**



**19. What is the time required to break-even?**

**20. What is the Break-Even Analysis of the Potato Chips and Extruded Snack Food (Kurkure Type) plant?**

**21. What are the Project financials of the Potato Chips and Extruded Snack Food (Kurkure Type) plant?**

**22. What are the Profitability Ratios of the Potato Chips and Extruded Snack Food (Kurkure Type) plant?**

**23. What is the Sensitivity Analysis-Price/Volume of the Potato Chips and Extruded Snack Food (Kurkure Type) plant?**



**24. What are the Projected Pay-Back Period and IRR of the Potato Chips and Extruded Snack Food (Kurkure Type) plant?**

**25. What is the Process Flow Sheet Diagram of the Potato Chips and Extruded Snack Food (Kurkure Type) plant?**

**26. What are the Market Opportunities for setting up the Potato Chips and Extruded Snack Food (Kurkure Type) plant?**

**27. What is the Market Study and Assessment for setting up the Potato Chips and Extruded Snack Food (Kurkure Type) plant?**

**28. What is the Plant Layout for setting up the Potato Chips and Extruded Snack Food (Kurkure Type) plant?**



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- ✓ **This Business Plan provides vital information on the product like it's characteristics and segmentation**
- ✓ **This Business Plan helps you market and place the product correctly by identifying the target customer group of the product**

- ✓ **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**
- ✓ **The Business Plan provides forecasts of key parameters which helps anticipate the industry performance and make sound business decisions**

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- **The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players**
- **We use reliable sources of information and databases. And information from such sources is processed by us and included in the report**

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**NPCS is manned by engineers, planners, specialists, financial experts, economic analysts and design specialists with extensive experience in the related industries.**

**Our Market Survey cum Detailed Techno Economic Feasibility Report provides an insight of market in India. The report assesses the market sizing and growth of the Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line.**



**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 business prospects.....[Read more](#)**

## Who are we?

**A trusted and leading name in the industry, we have been putting forth exceptionally integrated and comprehensive technical consultancy services. We believe that project consultancy serves as a critical element for the success of your projects. Moreover, we keep in mind that no client is the same and nor are the requirements. Therefore, we ensure uniqueness in every service you avail from us.**

# What do we offer?

- **Selection of Right Business Ideas For You (Project Identification)**
- **Detailed Project Reports/Pre-feasibility Reports**
- **Market Research Reports**
- **Business Plan**
- **Technology Books and Directory**
- **Industry Trend**
- **Databases on CD-ROM**
- **Laboratory Testing Services**
- **Turnkey Project Consultancy/Solutions**
- **Entrepreneur India (An Industrial Monthly Journal)**

## How are we different ?

- We have two decades long experience in project consultancy and market research field
- We empower our customers with the prerequisite know-how to take sound business decisions
- We help catalyze business growth by providing distinctive and profound market analysis
- We serve a wide array of customers , from individual entrepreneurs to Corporations and Foreign Investors
- We use authentic & reliable sources to ensure business precision

## Who do we Serve?

- 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

# Our Approach

**Requirement collection**

**Thorough analysis of the project**

**Economic feasibility study of the Project**

**Market potential survey/research**

**Report Compilation**



## 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
- 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
- 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
- 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
- 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.
- 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.

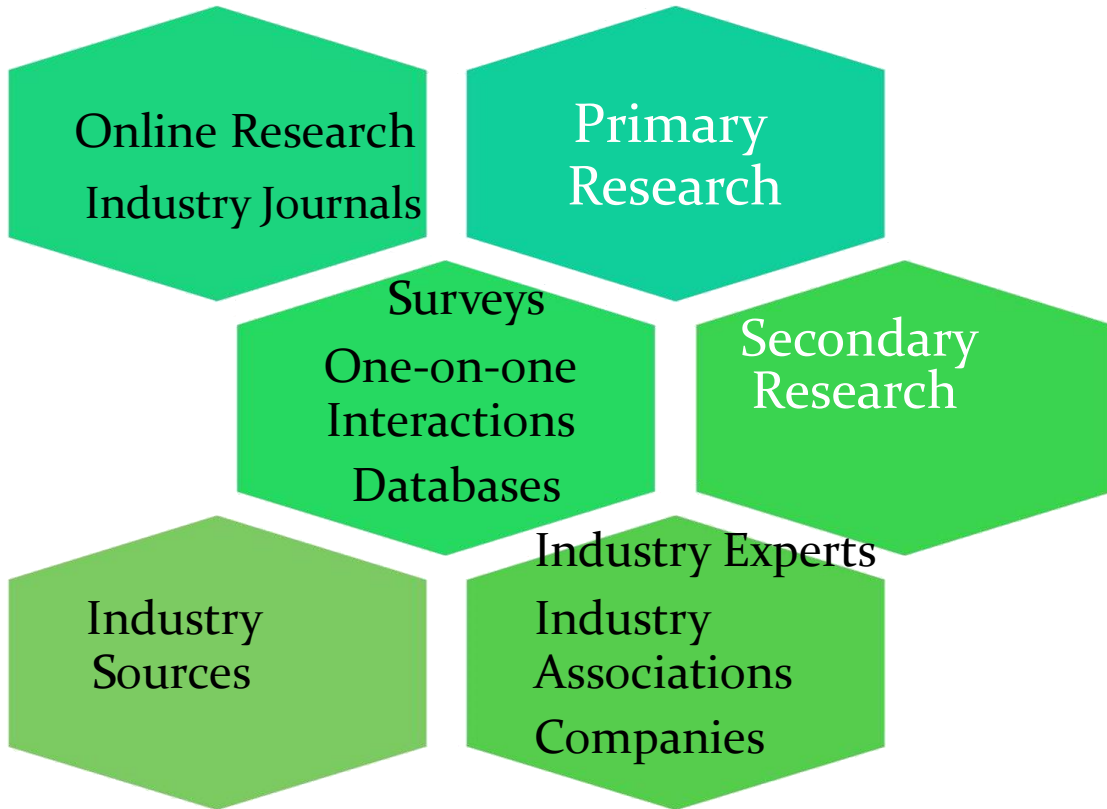
- Potato And Potato Based Projects
- Printing And Packaging
- Real Estate, Leisure And Hospitality
- Rubber And Rubber Products
- Soaps And Detergents
- Stationary Products
- Spices And Snacks Food
- Steel & Steel Products
- Textile Auxiliary And Chemicals
- Township & Residential Complex
- Textiles 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

[Click here for list](#)

# Data Sources



# Scope & Coverage



⌘ Our research team comprises of experts from various financial fields:

⌘ MBA's

⌘ Industry Researchers

⌘ Financial Planners

⌘ Research veterans with decades of experience



# *Visit us at*



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# Contact us

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Take a look at **NIIR PROJECT CONSULTANCY SERVICES** on #StreetView

[google-street-view](https://www.google.com/maps/@28.6448127,77.2247243,15z)



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