

Start Your Own Business And Make Your Dreams A Reality

- Sodium Chlorite (NaClO2)
- Ceramic Wall and Floor Tiles
- Compressed Biogas
- Highway Guard Crash Barrier
- Tantalum Powder from Tantalite Ore
- Craft Beer





Introduction

Are you looking to setup a best-in-industry business plan for any of the following industries? Sodium Chlorite (NaClO2) Direct Electrolysis Process from Sodium Chloride to Sodium Chlorite, Ceramic Wall and Floor Tiles, Compressed Biogas, Highway Guard Crash Barrier with Metal Beam (Roll Forming) and Galvanizing, Tantalum Powder from Tantalite Ore, and Craft Beer? If so, then this blog post is for you!



A BUSINESS PLAN FOR

Sodium Chlorite (NaClO2) Direct Electrolysis Process from Sodium Chloride to Sodium Chlorite



Visit this Page for more

Information: Start a Business in

Chemical Industry Projects



Sodium chlorite is a chemical compound with the formula NaClO2. It is a white crystalline solid, odourless and non-flammable. It is used in water treatment, industrial processes, and food preservation. It is often used as a disinfectant due to its ability to kill a wide variety of microorganisms and eliminate odours. Sodium chlorite can be used to disinfect drinking water, swimming pools, and wastewater. It is also used in medical and dental settings to clean equipment and surfaces.

What is Direct Electrolysis Process?

Sodium Chlorite Direct Electrolysis Process is a chemical process that produces Sodium Chlorite from Sodium Chloride by direct electrolysis. This method of electrolysis involves passing an electric current through an aqueous solution of sodium chloride, resulting in the formation of chlorine gas and sodium hydroxide, which can then be used to produce sodium chlorite. The process requires specialized equipment and involves carefully controlling the parameters of temperature, pressure, and current intensity.

Related Business Plan: A Business

Plan for Sodium Chlorite (NaClO2)

Direct Electrolysis Process from

Sodium Chloride to Sodium

Chlorite





Why Should Entrepreneurs Invest in This Business?



The Sodium Chlorite Direct Electrolysis Process is an innovative and efficient way to produce a valuable chemical. It offers entrepreneurs a unique business opportunity to capitalize on the growing demand for this product. The direct electrolysis process uses energy–efficient technologies that allow for faster and more cost–effective production of Sodium Chlorite than other methods. This makes it an attractive option for entrepreneurs who are looking to quickly increase their profits.

Read our Books Here: The Complete Technology Book on Chemical Industries



Market

The global sodium chlorite market is forecasted to grow at a rate of 6.3% from USD 197.5 million in 2019 to USD 323.2 million in 2027. The sodium chlorite industry is witnessing rapid growth attributed to its increasing application as a disinfectant and bleaching agent in water treatment, paper, textile, and medical.

Watch other Informative Videos: <u>Sodium</u>
Chlorite (NaClO2) Manufacturing Industry |
Direct Electrolysis Process from Sodium
Chloride



Start Production of

Ceramic Wall and Floor Tiles

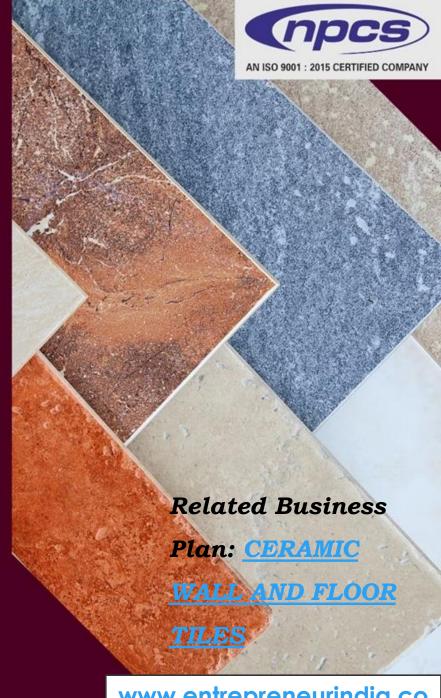
Ceramic wall and floor tiles are a popular choice for a wide variety of applications, from residential to commercial. These tiles are made by firing clay or other ceramic materials at high temperatures, resulting in a hard, durable tile that is resistant to staining, water damage, and general wear-and-tear.

Visit this Page for more Information: <u>Start a</u>

<u>Business in Construction Industry</u>

Benefit of Starting Ceramic Wall and Floor Tiles Business

The popularity of ceramic wall and floor tiles has been steadily increasing in recent years due to its many advantages. Ceramic tile is a durable, affordable, and attractive material that can be used to add value to your home. Starting a business in ceramic wall and floor tiles is a great investment, as it requires minimal initial investment and can provide a steady stream of income.



Indian Market Outlook

The India ceramic tiles market size was valued at \$3,720.2 million in 2019, and is projected to reach \$7,144.7 million by 2027, growing at a CAGR of 8.6% from 2020 to 2027.

Read our Books Here: <u>The Complete Book on</u> <u>Construction Materials</u>







GLOBAL MARKET OUTLOOK

The global ceramic wall tiles market size was estimated at USD 68.6 billion in 2018 and is expected to grow at a compound annual growth rate (CAGR) of 6.1% from 2019 to 2025.

Watch other Informative Videos: <u>Ceramic Wall</u> and Floor Tiles Industry



Start a Production of COMPRESSED BIOGAS





Compressed bio gas (CBG) is a renewable energy source produced from organic material such as agricultural waste, municipal waste, and other organic sources. It is made through anaerobic digestion (AD), a process which breaks down organic material in the absence of oxygen to create biogas and other useful products. Biogas is made up mostly of methane and carbon dioxide, both of which can be used for energy production.

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Business in Renewable Energy Industry



Uses and Applications

Compressed bio gas is a renewable energy source that has a wide range of uses and applications. It is a clean fuel that can be used to power vehicles, generate electricity, and provide heating and cooling. It can also be used in industrial processes, such as the production of fertilizer, plastics, and chemicals.

> Related Business Plan: COMPRESSED **BIOGAS**



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Future Prospects for the Compressed Biogas Sector

The future of the compressed bio gas industry is looking very promising. With the world's energy needs constantly increasing, renewable energy sources such as compressed bio gas are becoming increasingly popular. This fuel source offers several benefits that make it ideal for a variety of applications and industries. The demand for compressed bio gas is growing significantly and is expected to continue to grow in the coming years.

Read Similar Articles: RENEWABLE ENERGY

Global Market Outlook

The global biogas market size was valued at USD 60.06 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 4.3% from 2022 to 2030. The market is expected to witness growth on account of the rising product demand from various applications such as electricity, heat, vehicle fuel, upgraded biogas, and cooking gas.

Watch other Informative Videos: <u>Compressed</u>
Bio Gas CBG the Fuel of the Future Bio CNG

<u>Plant</u>





A Business Plan for

HIGHWAY GUARD CRASH BARRIER WITH METAL BEAM (ROLL FORMING) AND GALVANIZING

Plant



Metal beam crash barriers, also known as guardrails, are an important safety feature on highways, bridges and roads. They are used to protect drivers and pedestrians from potentially hazardous driving conditions. Metal beam crash barriers are made of metal beams or posts connected together with wire rope, providing a physical barrier that can absorb the impact of a collision or prevent vehicles from running off the road.

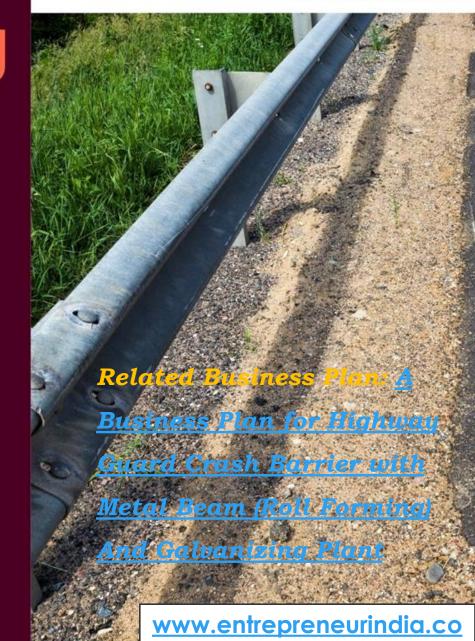
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The Process of Roll Forming

Roll forming is the process of bending metal into specific shapes and lengths in order to create metal beam crash barriers, or any other types of barrier. The process is done using specialized equipment which includes two large rolls that are connected and rotate in opposite directions, with each roll containing a series of dies which are used to form the metal beams into the desired shape. The process starts by feeding a strip of metal into the equipment and it passes between the two rolls. As the strip passes through the rolls, the dies press against the metal strip, shaping it into a specific profile as required. This process is repeated until the desired length of the barrier is achieved.



Benefit of Starting This Business

The roll forming process allows the barriers to be created with more consistency and quality than traditional methods, which can help reduce the cost of production and increase profits. In addition, the crash barriers provide an additional level of safety for both drivers and pedestrians, ensuring that the roads are kept safe and secure. For entrepreneurs looking to break into this market, starting a roll forming metal beam highway crash barrier business can be a great way to capitalize on this growing trend and provide a valuable service to the public.

Related Feasibility Study Reports: Roll Forming
With Metal Beam, Highway Guard Crash Barrier
And Galvanizing Plant





GLOBAL MARKET OUTLOOK

The global market outlook for roll forming metal beam highway crash barriers is very positive. As more countries invest in infrastructure development projects and the demand for safe, reliable and cost-effective solutions continues to grow, the use of roll formed metal beam highway crash barriers is likely to become increasingly widespread in both developed and emerging markets.

Watch other Informative Videos: <u>Manufacturing of Highway Guard Crash</u>
Barrier: Roll Forming with Metal Beam and Galvanizing Plant



A Business Plan for

Tantalum Powder from Tantalite Ore



Tantalum is a rare transition metal that is mined from columbite-tantalite, which is an ore found in various parts of the world. The metal is particularly known for its high melting point and its resistance to corrosion, making it an ideal choice for many applications in a wide range of industries. It is also known for its excellent conductivity, malleability, and ductility, as well as its ability to form strong bonds with other materials.

Visit this Page for more Information: Start a

Business in Mining Industry





Uses and Application of Tantalum Powder

Tantalum powder is a versatile material that has a wide variety of uses in many different industries. It is also used in the production of batteries, capacitors, and electronics. Tantalum powder is also used in the production of medical equipment, such as implants and prostheses. The unique properties of tantalum make it an ideal material for medical devices as it does not corrode and is biocompatible with the human body. In addition, tantalum powder is used in the production of jewellery and decorative items.

Related Business Plan: A Business Plan For

<u>Tantalum Powder from Tantalite Ore</u>



Scope in Tantalum Industry

With the increasing demand for tantalum in the electronics industry, there is a significant opportunity for startups to capitalize on the booming tantalum trade industry. Due to its relatively low cost and wide range of applications, tantalum has become an increasingly popular material for electronic products. Startups can capitalize on this demand by becoming a reliable source for tantalum supplies. Startups can also find potential in the tantalum refining and manufacturing processes.

Read our Books Here: The Complete Technology

Book on Minerals & Mineral Processing



Global Market Outlook

The Tantalum market size is estimated to reach a value of US\$451.6 million by the end of 2027 after growing at a CAGR of 4.5% during the forecast period 2022-2027. Tantalum is a transition metal with a high melting point and strong corrosion resistance and it includes indium, lithium, molybdenum and niobium. The tantalum market is expanding due to reasons such as increased demand for tantalum in the manufacture of electronic equipment and gadgets, as well as developing industries such as aviation and aerospace. The high demand for tantalum wire/powder in super alloys is also helping to drive the tantalum market.







Craft beer is a term used to describe a beer that has been made in a traditional and independent fashion. It is usually made in smaller batches with high quality ingredients, and often has a distinctive flavor profile. Unlike many mass-produced beers, craft beer often uses a variety of malted grains, hops, and other ingredients such as spices and fruits, giving it a unique character and taste. Craft brewers also experiment with different styles, including lagers, stouts, porters, sours, IPAs, and many others.

Visit this Page for more Information: <u>Start a</u>

<u>Business in Beer and Wine Industry</u>



Benefit of Craft Beer Industry

The craft beer industry is a booming business that offers a number of benefits for consumers, breweries, and the economy. Craft brewers are small, independent businesses that produce beers with high-quality ingredients and unique flavor profiles. The craft beer industry has seen tremendous growth in recent years, due in part to its unique offerings, local impact, and environmental consciousness. First, craft beer has a powerful effect on local economies. It creates jobs within the brewery and its associated businesses.





Indian Market Outlook

The craft beer industry in India is booming, and the country is quickly becoming one of the top producers of craft beer in the world. Craft beer production has been growing rapidly in India since 2012, when the first craft brewery opened in Bangalore. Since then, the industry has seen tremendous growth.

Read our Books Here: <u>The Complete Technology</u>
Book on Alcoholic and Non-Alcoholic Beverages (2nd
Revised Edition)-(Fruit Juices, Sugarcane Juice,
Whisky, Beer, Microbrewery, Rum and Wine)





Global Market Outlook

Craft Beer Market size was valued at USD 234.34 Billion in 2021 and is projected to reach USD 1132.91 Billion by 2030, growing at a CAGR of 19.13% from 2023 to 2030. The industry is expanding as new breweries are opening up across every region in the world. Brewers are developing new products to serve the increasing consumer demand, therefore, introducing creative styles of craft ale and lager to remain at the front foot among other rivals.

Watch other Informative Videos: <u>Start Your Own</u>
<u>Craft Brewery or Distillery (Startup)</u>
<u>Production of Craft Beer</u>







NPCS can provide Market Survey Cum Detailed Techno Economic Feasibility Report on mentioned businesses.







> PROJECT LOCATION

- State Profile & Geotechnical Site Characterization
- General
- History
- Geography
- Climate
- Topography
- Demography
- Administrative
- Economy





- Transportation and Telecommunications
- Map

> INTRODUCTION

- Project Introduction
- Project Objective and Strategy
- Concise History of the Product
- Properties
- BIS (Bureau of Indian Standards) Provision & Specification
- Uses & Applications





> INDIAN MARKET STUDY AND ASSESSMENT

- Current Indian Market Scenario
- Present Market Demand and Supply
- Estimated Future Market Demand and Forecast
- Statistics of Import & Export
- Names & Addresses of Existing Units (Present Players)
- Market Opportunity
- > RAW MATERIAL
- List of Raw Materials
- Properties of Raw Materials



- Prescribed Quality of Raw Materials
- List of Suppliers and Manufacturers
- > PERSONNEL (MANPOWER) REQUIREMENTS
- Requirement of Staff & Labor (Skilled and Unskilled) Managerial, Technical, Office Staff and Marketing Personnel
- > PLANT AND MACHINERY
- List of Plant & Machinery
- Miscellaneous Items
- Appliances & Equipments





- Laboratory Equipments & Accessories
- Electrification
- Electric Load & Water
- Maintenance Cost
- Sources of Plant & Machinery (Suppliers and Manufacturers)
- > MANUFACTURING PROCESS AND FORMULATIONS
- Process of Manufacture with Formulation
- Packaging Required
- Process Flow Sheet Diagram





> INFRASTRUCTURE AND UTILITIES

- Project Location
- Requirement of Land Area
- Rates of the Land
- Built Up Area
- Construction Schedule
- Plant Layout and Requirement of Utilities



Financial Statements of the Business

Project at a Glance

Annexure

•	Assumptions for Protitability workings	1
•	Plant Economics	2
•	Production Schedule	

Factory Land & Building
Site Development Expenses

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Land & Building.



•	Plant & Machinery5
	Indigenous Machineries
	Other Machineries (Miscellaneous, Laboratory etc.)
	Omer Machinenes (Miscellaneous, Laboratory etc.

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- Salary and Wages

• Turnover Per Annum10

• Share Capital.....11

Equity Capital
Preference Share Capital

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- 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
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- 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



<u>TAGS</u>



#Sodium, #Chlorite, #Naclo2, #Directelectrolysis, #Chemicalindustry, #Sodiumchlorite, #Ceramicwall, #Floortiles, #Buildingmaterial, #Constructionproject, #Glassceramic, #Compressed, #Biogas, #Compressedbiogas, #Cbg, #Greenenergy, #Saveenergy, #CrashBarrier, #Galvanizing, #Plant, #BusinessPlan, #RollForming, #Metalbeam, #HighwayGuardCrashBarrier, #Tantalumpowder, #Tantalum, #Powder, #Ore, #Mineralproduction, #Tantaliteore, #Craft, #Beer, #Craftbeer, #Wine, #Beerindustry, #Craftbeer, #Craftbeermanufacturing, #Manufacturingbusinessideas, #Businessplan, #Npcs, #Entrepreneurindia, #Startupbusinessideas, **#Startyourownbusiness, #Projectreport, #Businessopportunity**



Major Queries/Questions Answered in Business Plan



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





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





- 10. Who are the Suppliers and Manufacturers of Raw materials for setting up the plant?
- 11. What is the Manufacturing Process of the plant?
- 12. What is the total size of land required for setting up the plant?
- 13. What will be the income and expenditures for the plant?
- 14. What are the Projected Balance Sheets of the plant?





- 15. What are the requirement of utilities and overheads for setting up the plant?
- 16. What is the Built up Area Requirement and cost for setting up the plant?
- 17. What are the Personnel (Manpower) Requirements for setting up the plant?
- 18. What are Statistics of Import & Export for the Industry?
- 19. What is the time required to break-even?



- 20. What is the Break-Even Analysis of the plant?
- 21. What are the Project financials of the plant?
- 22. What are the Profitability Ratios of the plant?
- 23. What is the Sensitivity Analysis-Price/Volume of the plant?
- 24. What are the Projected Pay-Back Period and IRR of the plant?
- 25. What is the Process Flow Sheet Diagram of the plant?
- 26. What are the Market Opportunities for setting up the plant?
- 27. What is the Market Study and Assessment for setting up the plant?
- 28. What is the Plant Layout for setting up the plant?





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Reasons for Buying Our Business Plan





- ✓ 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
- ✓ 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
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NANA





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.

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- 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
- o Adhesives, Industrial Adhesive, Sealants, Glues, Gum & Resin
- Activated Carbon & Activated Charcoal
- o Aluminium And Aluminium Extrusion Profiles & Sections,
- o Bio-fertilizers And Biotechnology
- Breakfast Snacks And Cereal Food
- o 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





Sectors We Cover cont..



- Dairy/Milk Processing
- o Disinfectants, Pesticides, Insecticides, Mosquito Repellents,
- Electrical, Electronic And Computer based Projects
- o 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
- o Inks, Stationery And Export Industries
- Infrastructure Projects
- Jute & Jute Based Products





Sectors We Cover Cont...



- 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
- o Printing Inks
- Packaging Based Projects
- o Perfumes, Cosmetics And Flavours
- Power Generation Based Projects & Renewable Energy Based Projects
- Pharmaceuticals And Drugs
- o Plantations, Farming And Cultivations
- o Plastic Film, Plastic Waste And Plastic Compounds
- o Plastic, PVC, PET, HDPE, LDPE Etc.





Sectors We Cover cont...



- 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



Objective



- 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

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Contact us NIIR PROJECT CONSULTANCY SERVICES Entrepreneur India

106-E, Kamla Nagar, Opp. Mall ST,

New Delhi-110007, India.

Email: <u>npcs.ei@gmail.com</u>, <u>info@entrepreneurindia.co</u>

Tel: +91-11-23843955, 23845654, 23845886

Mobile: +91-9097075054, 8800733955

Fax: +91-11-23845886

Website: www.entrepreneurindia.co, www.niir.org

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