Wooden Pencil Manufacturing Business.

Production of Writing Instruments.

Start a Profit Making Stationery Business
Introduction

Pencils that are sold mainly in market are made of wood. Wooden pencil or lead pencil is an essential item for students and artists. Generally, HB and 2B pencils have popularity in the Indian market. Even in the recent era of computers, printers, tablets, cell phones and a whole host of other writing and drawing instruments, pencil industry is growing.
There is a growing demand for a wooden pencil in the market. The products find application in schools, colleges, government offices, commercial establishments, NGOs and miscellaneous activities.

There is a variety of HB, B, 2B, 3B, 4B, 5B, 6B, 7B, 8B, 9B, and 10B. Writing, drawing, sketching, coloring, and shading are the basic applications of the wooden pencil.
## Projected Demand for Pencil

<table>
<thead>
<tr>
<th>Year</th>
<th>Quantity (KG)</th>
<th>Quantity (Gross)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>82,950</td>
<td>96,199</td>
</tr>
<tr>
<td>2014</td>
<td>87,098</td>
<td>101,009</td>
</tr>
<tr>
<td>2015</td>
<td>91,452</td>
<td>106,059</td>
</tr>
<tr>
<td>2016</td>
<td>96,025</td>
<td>111,362</td>
</tr>
<tr>
<td>2017</td>
<td>100,826</td>
<td>116,930</td>
</tr>
<tr>
<td>2018</td>
<td>105,867</td>
<td>122,729</td>
</tr>
<tr>
<td>2019</td>
<td>111,161</td>
<td>128,916</td>
</tr>
<tr>
<td>2020</td>
<td>116,719</td>
<td>135,361</td>
</tr>
<tr>
<td>2021</td>
<td>122,555</td>
<td>142,130</td>
</tr>
<tr>
<td>2022</td>
<td>128,683</td>
<td>149,236</td>
</tr>
</tbody>
</table>
Even in this digital age, pencils are the loyal companions of many schoolchildren, writers, and artists alike. It is estimated that about 15 to 20 billion pencils are used annually. Most pencils have a graphite or charcoal core encased in wood.

The demand for pencils is mainly associated with student population of the country. Education sector is given high priority by the government and a number of schools are opened in various parts of the country, including in the remote rural areas. Enhancement of quality and access at all levels of the education system is the major objective during the GTP period. With the expansion of education facilities and increase in the enrollment rate of the population the demand for pencils will grow substantially.
Global Writing Instruments Market

The global writing instruments market is envisioned to reach USD 22.0 Billion by 2019, exhibiting a compound annual growth rate (CAGR) of 5.3%. Geographically, the global writing instruments market is segmented into North America, Latin America, Western and Eastern Europe, Asia-Pacific and Rest of World.
In terms of distribution channel, the global writing and marking instruments market can be classified into the following divisions: departmental stores, stationers & office supplies, supermarkets/hypermarkets, and online retailing. A host of companies tie up with local schools, colleges, and offices to supply writing instruments, which leads to the dominance of the stationers & office supplies segment. It is projected to develop at a considerable pace during the forecast period due to the mounting literacy rates around the world and increasing number of companies.
Global Writing Instruments Market Value Share (%), By Product Type (2017)

77.8% Pen

XX.X% Pencil
XX.X% Coloring Instruments
XX.X% Highlighter & Marker
XX.X% Others

2017-2025 at a CAGR of 3.3%
Key players operating in the global writing and marking instruments market include Faber-Castell in Germany, Crayola and Pilot Corporation in the U.S., Uni-ball in Japan, Kokuyo Camlin and Hindustan Pencils Pvt. Ltd. in India. Some of the other noticeable vendors in the market include Shanghai M&G Stationary in China, Societe BIC in France, Koh-i-noor HARDTMUTH A.S. in the Czech Republic, Hoshan Pan Gulf in Dubai, Pelikan and Caran d'Ache in Switzerland, A.T. Cross and Newell Rubbermaid in the U.S., and STABILO International, Staedtler Mars GmbH & Co. KG, and MontBlanc International GmbH in Germany.
Writing Instruments Market in India

The demand for writing instruments will continue to grow in India because India’s working population is expected to grow by 20% by 2020, leading to a higher per capita income, which in turn leads to greater literacy and a growing demand for stationery.
The Writing Instruments sector today has become more of thinking process of new fads and development as this is considered to be the only key to its progress. A sector which was once a prerogative of a few has today become a highly cluttered market. Even though in today’s advanced age where internet and cell phones dominate the market still there is no substitute for writing instruments. Where every other industry has grown this industry has also not restricted to growth. This industry is growing at 8% to 10% p.a.
Major Indian players in the ballpoint pen market are Cello, Lexi, Reynolds, Luxor, Flair, Montex, Todays, Linc and so on. Out of these, Cello, Lexi and Reynolds have a major share of the market. Cello has a wide range of pens that cater to the needs of all types of consumers. Within Cello, Cello Gripper is the one that sells the most. Other ones are Maxwriter. Technotip, Pinpoint, Finegrip, Trica, etc. Lexi 5 is the bestselling brand from Lexi. Its Rs 5/- MRP makes it one of the most desired brands among the consumers. Reynolds, too, has a substantial share of the market. Reynolds 045, 040, Jetter are the ones that are doing well for Reynolds, with 045 selling the most.
## Project at a Glance

### COST OF PROJECT

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Existing</th>
<th>Proposed</th>
<th>Total</th>
<th>Particulars</th>
<th>Existing</th>
<th>Proposed</th>
<th>Total</th>
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<tr>
<td>Land &amp; Site Development Exp.</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
<td>Capital</td>
<td>0.00</td>
<td>13.83</td>
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<tr>
<td>Buildings</td>
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<td>0.00</td>
<td>0.00</td>
<td>Share Premium</td>
<td>0.00</td>
<td>0.00</td>
<td>0.00</td>
</tr>
<tr>
<td>Plant &amp; Machineries</td>
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<td>31.30</td>
<td>31.30</td>
<td>Capital</td>
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<td>0.00</td>
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<td>Motor Vehicles</td>
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<td>2.00</td>
<td>Reserves &amp; Surplus</td>
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<tr>
<td>Office Automation Equipments</td>
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<td>12.25</td>
<td>Cash Subsidy</td>
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<td>0.00</td>
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<tr>
<td>Technical Knowhow Fees &amp; Exp.</td>
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<td>2.50</td>
<td>2.50</td>
<td>Internal Cash</td>
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<tr>
<td>Franchise &amp; Other Deposits</td>
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<td>0.00</td>
<td>0.00</td>
<td>Borrowings</td>
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<td>41.49</td>
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<tr>
<td>Preliminary &amp; Pre-operative Exp</td>
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<td>0.50</td>
<td>0.50</td>
<td>Debentures / Bonds</td>
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<td>0.00</td>
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<tr>
<td>Provision for Contingencies</td>
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<td>3.00</td>
<td>3.00</td>
<td>Unsecured Loans/Deposits</td>
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<td>3.77</td>
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<td></td>
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<td>TOTAL</td>
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<td>55.32</td>
<td>55.32</td>
<td>TOTAL</td>
<td>0.00</td>
<td>55.32</td>
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## Project at a Glance

<table>
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<tr>
<th>Year</th>
<th>Annualised Book Value</th>
<th>Debt</th>
<th>Dividend</th>
<th>Retained Earnings</th>
<th>Payout</th>
<th>Probable Market Price</th>
<th>P/E Ratio</th>
<th>Yield Price/Book Value</th>
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<tr>
<td></td>
<td>EPS</td>
<td>CEPS</td>
<td>Per Share</td>
<td>Per Share</td>
<td>Per Share</td>
<td>%</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>1-2</td>
<td>3.04</td>
<td>8.12</td>
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<td>9</td>
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<td>4-5</td>
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<td>41.7</td>
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<td>100.00</td>
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<td>5-6</td>
<td>15.48</td>
<td>18.33</td>
<td>57.2</td>
<td>5</td>
<td>0.00</td>
<td>0.00</td>
<td>100.00</td>
<td>15.48</td>
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</table>
## Project at a Glance

<table>
<thead>
<tr>
<th>Year</th>
<th>D. S. C. R.</th>
<th>Debt / - Deposits</th>
<th>Equity as- Net Worth</th>
<th>Retun on Net Worth</th>
<th>Profitability Ratio</th>
<th>Assets Turnover Ratio</th>
<th>Current Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Debt Equity</td>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Individua</td>
<td>Cumulative</td>
<td>Overall</td>
<td>(Number of times)</td>
<td>(Number of times)</td>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>Initial</td>
<td>3.00</td>
<td>3.00</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>1-2</td>
<td>1.23</td>
<td>1.23</td>
<td>1.84</td>
<td>1.84</td>
<td>2.31</td>
<td>24.06</td>
<td>4.76</td>
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<tr>
<td>2-3</td>
<td>1.56</td>
<td>1.39</td>
<td>0.93</td>
<td>0.93</td>
<td>1.29</td>
<td>28.40</td>
<td>11.48</td>
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<tr>
<td>3-4</td>
<td>1.94</td>
<td>1.55</td>
<td>1.93</td>
<td>0.41</td>
<td>0.41</td>
<td>0.69</td>
<td>31.28</td>
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<td>1.74</td>
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<td>0.14</td>
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<tr>
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<td>1.93</td>
<td>0.00</td>
<td>0.00</td>
<td>0.17</td>
<td>34.41</td>
<td>21.36</td>
</tr>
</tbody>
</table>

**GPM** | **PBT** | **PAT** | **Net Contribution** | **P/V Ratio** | **Assets Turnover Ratio** | **Current Ratio**
### BEP

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEP - Maximum Utilisation Year</td>
<td>5</td>
</tr>
<tr>
<td>Cash BEP (% of Installed Capacity)</td>
<td>68.60%</td>
</tr>
<tr>
<td>Total BEP (% of Installed Capacity)</td>
<td>71.87%</td>
</tr>
<tr>
<td>IRR, PAYBACK and FACR</td>
<td></td>
</tr>
<tr>
<td>Internal Rate of Return .. ( In %age )</td>
<td>24.60%</td>
</tr>
<tr>
<td>Payback Period of the Project is     ( In Years )</td>
<td>2 Years 4</td>
</tr>
<tr>
<td>Fixed Assets Coverage Ratio ( No. of times )</td>
<td>6.249</td>
</tr>
</tbody>
</table>


1. What is Wooden Pencil Manufacturing industry?

2. How has the Wooden Pencil Manufacturing industry performed so far and how will it perform in the coming years?

3. What is the Project Feasibility of Wooden Pencil Manufacturing Plant?

4. What are the requirements of Working Capital for setting up Wooden Pencil Manufacturing plant?
5. What is the structure of the Wooden Pencil Manufacturing Business and who are the key/major players?

6. What is the total project cost for setting up Wooden Pencil Manufacturing Business?

7. What are the operating costs for setting up Wooden Pencil Manufacturing plant?

8. What are the machinery and equipment requirements for setting up Wooden Pencil Manufacturing plant?
9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Wooden Pencil Manufacturing plant?

10. What are the requirements of raw material for setting up Wooden Pencil Manufacturing plant?

11. Who are the Suppliers and Manufacturers of Raw materials for setting up Wooden Pencil Manufacturing Business?

12. What is the Manufacturing Process of Wooden Pencil?
13. What is the total size of land required for setting up Wooden Pencil Manufacturing plant?

14. What will be the income and expenditures for Wooden Pencil Manufacturing Business?

15. What are the Projected Balance Sheets of Wooden Pencil Manufacturing plant?

16. What are the requirement of utilities and overheads for setting up Wooden Pencil Manufacturing plant?

17. What is the Built up Area Requirement and cost for setting up Wooden Pencil Manufacturing Business?
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19. What are Statistics of Import & Export for Wooden Pencil?

20. What is the time required to break-even of Wooden Pencil Manufacturing Business?

21. What is the Break-Even Analysis of Wooden Pencil Manufacturing plant?

22. What are the Project financials of Wooden Pencil Manufacturing Business?
23. What are the Profitability Ratios of Wooden Pencil Manufacturing Project?

24. What is the Sensitivity Analysis-Price/Volume of Wooden Pencil Manufacturing plant?

25. What are the Projected Pay-Back Period and IRR of Wooden Pencil Manufacturing plant?

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6. B.I.S. Specifications
   6.1. IS: 3084 – 1975 – Pencil slats (first revision) with amendments No. 1 and No. 2
   6.2. IS: 1375 – 1981 – Black Lead Pencil (first revision)
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Site Development Expenses

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  Other Machineries (Miscellaneous, Laboratory etc.)

• Other Fixed Assets
  Furniture & Fixtures
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  Preference Share Capital
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- Resultant ROI
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  ▪ Net Usable Load/Capacity of Products/Services/Items
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• Annexure 34 :: Tax on Profits
• Annexure 35 :: Projected Pay-Back Period and IRR
Reasons for Buying our Report:

• This report 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 report provides vital information on the product like it’s characteristics and segmentation.

• This report helps you market and place the product correctly by identifying the target customer group of the product.
• This report helps you understand the viability of the project by disclosing details like machinery required, project costs and snapshot of other project financials

• The report provides a glimpse of government regulations applicable on the industry

• The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions

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Our Approach:

• Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.

• 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
Scope of the Report

The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on Wooden Pencil.” provides an insight into Wooden Pencil market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Wooden Pencil project. The report assesses the market sizing and growth of the Indian Wooden Pencil 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

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 the Wooden Pencil sector in India along with its business prospects. Through this report we have identified Wooden Pencil project as a lucrative investment avenue.
Niir Project Consultancy Services (NPCS) can provide Detailed Project Report on Wooden Pencil Manufacturing Business. Production of Writing Instruments. Start a Profit Making Stationery Business

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https://goo.gl/2BKm9H
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- Thorough analysis of the project
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