Beer Plant


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Beer is the world's oldest and most widely consumed alcoholic drink; it is the third most popular drink overall, after water and tea. The production of beer is called brewing, which involves the fermentation of sugars, mainly derived from cereal grain starches—most commonly from malted barley, although wheat, maize (corn), and rice are widely used. Most beer is flavoured with hops, which add bitterness and act as a natural preservative, though other flavourings such as herbs or fruit may occasionally be included. The fermentation process causes a natural carbonation effect, although this is often removed during processing, and replaced with forced carbonation.
Among the alcoholic drinks, Beer is quite common and popular in almost every Country of the World. Beer is drink primarily as a source of liquid and for its pleasant & refreshing taste; nonethe less, its nutritional properties are of great importance. A special use of beer is for the control of sodium intake in the treatment of disease e.g. congestive heart failure, high blood pressure and certain Kidney and liver ailments. The growth of Indian beer industry in recent years has been fast. Some 36 units are manufacturing beer in India.
The Indian beer industry has shifted towards the strong beer segment. As the sector is heavily licensed, any changes in the tax regime will affect the growth of this segment. Accelerated growth would also be possible with liberalized licensing for manufacturing and retailing.
**Market Outlook**

Beer is a rapidly expanding segment in the Indian alcoholic beverages industry. It is the third largest market and second fastest growing market in the Indian alcoholic beverages industry. Beer market has been segmented into strong beer and mild beer on the basis of their alcohol content. Strong beer which has alcohol content more than 5%, dominates the Indian market stating its popularity and preference.
India Beer Market Volume

India beer market volume, mln. liters / mln. cases
Sources: industry data, business press, our calculations

<table>
<thead>
<tr>
<th>Year</th>
<th>Million litres</th>
<th>Million cases</th>
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<tr>
<td>2001-02</td>
<td>468</td>
<td>60</td>
</tr>
<tr>
<td>2002-03</td>
<td>523</td>
<td>67</td>
</tr>
<tr>
<td>2003-04</td>
<td>663</td>
<td>85</td>
</tr>
<tr>
<td>2004-05</td>
<td>739</td>
<td>95</td>
</tr>
<tr>
<td>2005-06</td>
<td>842</td>
<td>108</td>
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<tr>
<td>2006-07</td>
<td>1,069</td>
<td>137</td>
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<td>2007-08</td>
<td>1,209</td>
<td>155</td>
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<td>2008-09</td>
<td>1,342</td>
<td>172</td>
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<td>2009-10</td>
<td>1,487</td>
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<td>2010-11</td>
<td>1,755</td>
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<td>2011-12</td>
<td>1,833</td>
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<td>2012-13</td>
<td>2,051</td>
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<td>2013-14</td>
<td>2,106</td>
<td>270</td>
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<tr>
<td>2014-15</td>
<td>2,232</td>
<td>286</td>
</tr>
<tr>
<td>2015-16</td>
<td>2,366</td>
<td>303</td>
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Beer sales in India are expected to see an annual growth of 7.5 per cent over the next five years despite regulatory hurdles, as rising disposable incomes in the hands of middle class will lead to higher spending. In 2016, consumption of beer in India was 4.6 litres per capita as against 57 litres per capita of fast-growing economies in Asia.
Global beer market is expected to garner $688.4 billion by 2020, registering a CAGR of 6% during the forecast period 2015-2020.

The market for strong brew is expected to garner about $464 billion in sales by 2020. Besides this, the strong beer industry is likely to register a CAGR of 6.5% during the period 2015-2020.
Beer is globally the third most popular drink after water and tea. Growing at a CAGR of 2.4%, it is projected that the global beer market will reach approximately USD 636 billion by 2020. In 2015, the global beer market was valued at USD 566.6 billion. While in 2014 the global beer market grew by 1%, it grew approximately by 2% in 2015.
Global Beverage Consumption

- Asia: 47.2%
- Latin America: 17.2%
- East Europe: 7.9%
- North America: 8.7%
- Middle East, North Africa: 5%
- Africa: 4%
- West Europe: 9.2%

Legend:
- Green: Africa
- Red: Asia
- Yellow: Australasia
- Blue: East Europe
- Pink: Middle East, North Africa
- Light Green: Latin America
- Light Blue: North America
- Light Cyan: West Europe
Indian Beer Industry

<table>
<thead>
<tr>
<th>Year</th>
<th>Total</th>
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<tr>
<td>2008-09</td>
<td>3.91</td>
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<td>2009-10</td>
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<td>2014-15</td>
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<td>2015-16</td>
<td>13.054</td>
</tr>
<tr>
<td>2016-17</td>
<td>15.92</td>
</tr>
</tbody>
</table>

Source: NPCS

www.entrepreneurindia.co
Few Indian Major Players are as under

- Appollo Distilleries & Breweries Pvt. Ltd.
- Arlem Breweries Ltd.
- Arthos Breweries Ltd.
- Associated Breweries & Distilleries Ltd.
- Aurangabad Breweries Ltd.
- Blossom Industries Ltd.
Few Indian Major Players are as under

- Lilasons Breweries Ltd.
- Malabar Breweries Ltd.
- Mysore Breweries Ltd.
- United Breweries Ltd.
- Winsome Breweries Ltd.
Few Indian Major Players are as under

• Buckingham Distilleries & Breweries Ltd.
• East Coast Breweries & Distilleries Ltd.
• Hindustan Breweries & Bottling Ltd.
• Kalyani Breweries Ltd.
• Kool Breweries Ltd.
### Project at a Glance

#### COST OF PROJECT

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Existing</th>
<th>Proposed</th>
<th>Total</th>
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<tbody>
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<td>Land &amp; Site Development Exp.</td>
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<td>100.00</td>
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<tr>
<td>Buildings</td>
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<td>317.50</td>
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<tr>
<td>Plant &amp; Machineries</td>
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<td>306.50</td>
<td>306.50</td>
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<tr>
<td>Motor Vehicles</td>
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<td>Office Automation Equipments</td>
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<td>Franchise &amp; Other Deposits</td>
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<tr>
<td>Preliminary &amp; Pre-operative Exp</td>
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<tr>
<td>Provision for Contingencies</td>
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<td>Margin Money - Working Capital</td>
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<td>105.56</td>
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<td><strong>0.00</strong></td>
<td><strong>1055.81</strong></td>
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#### MEANS OF FINANCE

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<tr>
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<td>Capital</td>
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<td>Cash Subsidy</td>
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<td>Unsecured Loans/Deposits</td>
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<tr>
<td>Working Capital</td>
<td>0.00</td>
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<td>105.56</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>0.00</strong></td>
<td><strong>1055.81</strong></td>
<td><strong>1055.81</strong></td>
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## Project at a Glance

<table>
<thead>
<tr>
<th>Year</th>
<th>Annualised EPS</th>
<th>Annualised CEPS</th>
<th>Annualised Book Value</th>
<th>Annualised Debt</th>
<th>Annualised Dividend</th>
<th>Retained Earnings</th>
<th>Payout</th>
<th>Probable Market Price</th>
<th>P/E Ratio</th>
<th>Yield</th>
<th>Price/Book Value</th>
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<td>16.39</td>
<td>1.00</td>
<td>0.00</td>
<td>16.39</td>
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## Project at a Glance

<table>
<thead>
<tr>
<th>Year</th>
<th>D. S. C. R.</th>
<th>Debt / Deposits Debt</th>
<th>Equity as-Equity Debt</th>
<th>Total Net Worth</th>
<th>Return on Net Worth</th>
<th>Profitability Ratio</th>
<th>Assets Turnover Ratio</th>
<th>Current Ratio</th>
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<tr>
<td></td>
<td>Individ (Number of times)</td>
<td>Cumulative (Number of times)</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
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<tr>
<td>Initial</td>
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<td>3.00</td>
<td>26.72%</td>
<td>13.77%</td>
<td>9.56%</td>
<td>1118.48</td>
<td>77.67%</td>
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<td>1.33</td>
<td>1.58</td>
<td>1.58</td>
<td>2.18</td>
<td>30.18%</td>
<td>19.52%</td>
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<td>2-3</td>
<td>1.64</td>
<td>1.48</td>
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<td>0.77</td>
<td>1.23</td>
<td>32.51%</td>
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<td>0.41</td>
<td>35.13%</td>
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<td></td>
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<td></td>
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<td></td>
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<td><strong>BEP - Maximum Utilisation Year</strong></td>
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<tr>
<td><strong>Cash BEP (% of Installed Capacity)</strong></td>
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<tr>
<td><strong>Total BEP (% of Installed Capacity)</strong></td>
<td>55.00%</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</table>

**IRR, PAYBACK and FACR**

| **Internal Rate of Return .. ( In %age )** | 27.01% |
| **Payback Period of the Project is ( In Years )** | 2 Years 3 Months |
| **Fixed Assets Coverage Ratio ( No. of times )** | 4.313 |
Major Queries/Questions Answered in the Report?

1. What is Beer Manufacturing industry?

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

3. What is the Project Feasibility of Beer Manufacturing Plant?

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

6. What is the total project cost for setting up Beer Manufacturing plant?

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

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

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

11. Who are the Suppliers and Manufacturers of Raw materials for setting up Beer Manufacturing plant?

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

14. What will be the income and expenditures for Beer Manufacturing plant?

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

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

17. What is the Built up Area Requirement and cost for setting up Beer Manufacturing Business?
18. What are the Personnel (Manpower) Requirements for setting up Beer Manufacturing Business?

19. What are Statistics of Import & Export for Beer?

20. What is the time required to break-even of Beer Manufacturing plant?

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

22. What are the Project financials of Beer Manufacturing plant?
23. What are the Profitability Ratios of Beer Manufacturing plant?

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

25. What are the Projected Pay-Back Period and IRR Beer Manufacturing plant?

26. What is the Process Flow Sheet Diagram of Beer Manufacturing project?
27. What are the Market Opportunities for setting up Beer Manufacturing plant?

28. What is the Market Study and Assessment for setting up Beer Manufacturing plant?

29. What is the Plant Layout for setting up Beer Manufacturing Business?
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1.3. GEOGRAPHY
1.4. TOPOGRAPHY
1.5. ADMINISTRATIVE SET UP
1.6. MAP
1.7. INDUSTRY AT A GLANCE
1.8. LARGE SCALE INDUSTRIES/PUBLIC SECTOR UNDERTAKINGS
1.9. MEDIUM SCALE ENTERPRISES
1.10. POTENTIAL FOR NEW MSMES
2. INTRODUCTION

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2.2. DARK BEER:
2.3. STRONG BEER:

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4.1. INTERNATIONAL BEST BRANDS
4.2. AMERICAN BRANDS LIST
4.3. BRANDS OF BEER AROUND THE WORLD
5. B.I.S. SPECIFICATION

5.1. IS 3865:2001 BEER — SPECIFICATION (THIRD REVISION)

6. PROPERTIES OF FINISHED PRODUCT

6.1. NUTRITIONAL VALUE OF BEER:

7. BEER DEFECTS
8. MARKET SURVEY

8.1. ALCOHOLIC DRINKS
8.2. WHISKY AND NON-BEER DRINKS
8.3. BEER
8.4. NEWLY EMERGING INDICATORS, UPDATES AND ADDENDA
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8.6. LEADING BRANDS

9. FINANCIALS & COMPARISON OF MAJOR INDIAN PLAYERS/COMPANIES

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9.2. PROFITS & APPROPRIATIONS
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9.4. TOTAL ASSETS
9.5. NET CASH FLOW FROM OPERATING ACTIVITIES
9.6. SECTION – I
  9.6.1. Name of Company with Contact Details
  9.6.2. Name of Director(S)
  9.6.3. Plant Capacity
  9.6.4. Location of Plant
  9.6.5. Name of Raw Material(S) Consumed With Quantity & Cost
9.7. SECTION – II
  9.7.1. Assets
  9.7.2. Cash Flow
  9.7.3. Cost as % Ge of Sales
9.7.4. Forex Transaction
9.7.5. Growth in Assets & Liabilities
9.7.6. Growth in Income & Expenditure
9.7.7. Income & Expenditure
9.7.8. Liabilities
9.7.9. Liquidity Ratios
9.7.10. Profitability Ratio
9.7.11. Profits
9.7.12. Return Ratios
9.7.13. Structure of Assets & Liabilities (%)
10. RAW MATERIAL DETAILS
11. MANUFACTURING PROCESS
12. RECENT DEVELOPMENTS IN BEER PRODUCTION
13. PRODUCTION OF ALCOHOL FREE BEER
14. ENERGY & HEAT CONSUMPTION
15. PROCESS FLOW DIAGRAM
16. ENVIRONMENTAL PROBLEMS
17. CHALLENGES AND IMPEDIMENTS

18. LICENSES REQUIRED FOR OPENING A MICROBREWERY IN INDIA

18.1. EXCISE, LICENSE, TAX, DUTY & OTHER LEGAL REQUIREMENTS:

18.2. OTHER LICENSES REQUIRED FOR THE SETUP:

19. FORMALITIES FOR SETTING UP BEER INDUSTRY

19.1. TECHNICAL REQUIREMENTS

19.2. LICENCE:
20. SUPPLIERS OF PLANT & MACHINERY

20.1. COMPLETE MACHINERY SUPPLIERS

21. SUPPLIERS RAW MATERIAL

22. PRODUCT & MACHINERY PHOTOGRAPHS

22.1. PRODUCT PHOTOGRAPHS
22.2. MACHINERY PHOTOGRAPHS
22.3. RAW MATERIAL PHOTOGRAPHS

23. PLANT LAYOUT

24. QUOTATION OF PLANT, MACHINERY AND EQUIPMENTS FROM SUPPLIER
• Plant & Machinery
  Indigenous Machineries
  Other Machineries (Miscellaneous, Laboratory etc.)

• Other Fixed Assets
  Furniture & Fixtures
  Pre-operative and Preliminary Expenses
  Technical Knowhow
  Provision of Contingencies

• Working Capital Requirement Per Month
  Raw Material
  Packing Material
  Lab & ETP Chemical Cost
  Consumable Store
• Overheads Required Per Month and Per Annum……………………………8
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Royalty and Other Charges
Selling and Distribution Expenses

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

- Revenue/Income/Realisation
- Expenses/Cost of Products/Services/Items
- Gross Profit
- Financial Charges
- Total Cost of Sales
- Net Profit After Taxes
- Net Cash Accruals
Annexure 3 :: Assessment of Working Capital requirements

- Current Assets
- Gross Working Capital
- Current Liabilities
- Net Working Capital
- Working Note for Calculation of Work-in-process

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

• Annexure 6 :: Profitability Ratios
  - D.S.C.R
  - Earnings Per Share (EPS)
  - Debt Equity Ratio
• 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

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• 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
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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.

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The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on Beer Plant ” provides an insight into the Beer Plant market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Beer Plant project. The report assesses the market sizing and growth of the Indian Beer Plant 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:
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• Export-Import Market Potential
• Raw Material & Manpower Availability
• Project Costs and Payback Period

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