

Corn Flakes

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, plant layout, process flow sheet, Cost of Project, Projected Balance Sheets, Profitability Ratios, Break Even Analysis

Introduction

Corn flakes being one of most nutritious foods and is consumed as breakfast food not only in India but-elsewhere in the world. Basically, it is prepared from maize; this is the main raw material. Flavours, like sugar or salt are also added. Maize, the main raw material, is itself a corn grain. Corn flakes have very good taste. Though several other breakfast cereals are also available in the market but they are still to gain popularity.

Besides the good taste, crispy nature, corn flakes are also popular because of their friable texture, blend flavour and above all the ease with which it can be prepared for consumption. Corn Flakes can be manufactured either of the two white or yellow corns. The only difference is that flake formed using yellow corn is more dark in colour. From raw corn flakes (before roasting) corn syrup can be prepared. It is prepared by removing starch from maize by soaking and treating with chemicals. It is also being used by liquor industry for manufacture of beer etc.

It all began with Kellogg's entry in India with its cornflakes. It was marketed by the establishment of a 100% subsidiary as Kellogg's India, being the parent company's 30th manufacturing facility, at a total investment of USD 30 mn at Taloja, near Mumbai (Maharashtra). India is considered as one of the largest market for breakfast cereals worldwide. The company was aiming at a business volume of Rs 2 bn in three years' time. When Kellogg's entered India, the per capita consumption of breakfast cereals was a low 2 gm per family per annum which increased to 4.5 gm against 5 kg per annum globally.

Few Indian Major Players are as under

Bagrrys India Ltd.

K C L Ltd.

Kellogg India Pvt. Ltd.

Mohan Meakin Ltd.

Mysore Sales International Ltd.

Riddhi Siddhi GlucoBiols Ltd.

PROJECT AT A GLANCE

COST OF PROJECT				MEANS OF FINANCE			
Particulars	Existing	Proposed	Total	Particulars	Existing	Proposed	Total
Land & Site Development Exp.	0.00	85.00	85.00	Capital	0.00	70.61	70.61
Buildings	0.00	41.60	41.60	Share Premium	0.00	0.00	0.00
Plant & Machineries	0.00	84.90	84.90	Other Type Share Capital	0.00	0.00	0.00
Motor Vehicles	0.00	6.00	6.00	Reserves & Surplus	0.00	0.00	0.00
Office Automation Equipments	0.00	31.25	31.25	Cash Subsidy	0.00	0.00	0.00
Technical Knowhow Fees & Exp.	0.00	12.00	12.00	Internal Cash Accruals	0.00	0.00	0.00
Franchise & Other Deposits	0.00	0.00	0.00	Long/Medium Term Borrowings	0.00	211.83	211.83
Preliminary& Pre-operative Exp	0.00	2.00	2.00	Debentures / Bonds	0.00	0.00	0.00
Provision for Contingencies	0.00	8.00	8.00	Unsecured Loans/Deposits	0.00	0.00	0.00
Margin Money - Working Capital	0.00	11.70	11.70				
TOTAL	0.00	282.45	282.45	TOTAL	0.00	282.45	282.45

PROJECT AT A GLANCE

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	
	Rs	Rs	Rs	Rs	Rs	%	Rs	%	Rs		%
1-2	5.26	8.55	15.26	24.00	0.00	100.00	5.26	0.00	5.26	1.00	0.00
2-3	8.12	10.98	23.39	18.00	0.00	100.00	8.12	0.00	8.12	1.00	0.00
3-4	10.92	13.42	34.31	12.00	0.00	100.00	10.92	0.00	10.92	1.00	0.00
4-5	13.61	15.80	47.92	6.00	0.00	100.00	13.61	0.00	13.61	1.00	0.00
5-6	16.18	18.10	64.10	0.00	0.00	100.00	16.18	0.00	16.18	1.00	0.00

PROJECT AT A GLANCE

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
	Individu al	Cumulativ e	Overall					GPM	PBT	PAT	Net Contrib ution	P/V Ratio		
	(Number of times)			(Number of times)		%	%	%	%	%		%		
Initial				3.00	3.00									
1-2	1.27	1.27		1.57	1.57	1.93		25.37%	12.78%	8.90%	248.55	59.52%	1.37	0.84
2-3	1.58	1.42		0.77	0.77	1.04		28.34%	17.96%	11.78%	289.97	59.52%	1.49	1.26
3-4	1.94	1.58	1.93	0.35	0.35	0.56		30.32%	21.58%	13.85%	331.39	59.52%	1.51	1.81
4-5	2.37	1.75		0.13	0.13	0.29		31.64%	24.14%	15.34%	372.82	59.52%	1.46	2.46
5-6	2.88	1.93		0.00	0.00	0.14		32.50%	25.95%	16.41%	414.24	59.52%	1.37	5.38

PROJECT AT A GLANCE

BEP	
BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	53.14%
Total BEP (% of Installed Capacity)	56.41%
IRR, PAYBACK and FACR	
Internal Rate of Return .. (In %age)	24.56%
Payback Period of the Project is (In Years)	2 Years 4 Months
Fixed Assets Coverage Ratio (No. of times)	3.847

Major Queries/Questions Answered in the Report?

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

6. What is the total project cost for setting up a Corn Flakes plant?
7. What are the operating costs for setting up a Corn Flakes plant?
8. What are the machinery and equipment requirements for setting up a Corn Flakes plant?
9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up a Corn Flakes plant?
10. What are the requirements of raw material for setting up a Corn Flakes plant?

11. Who are the Suppliers and Manufacturers of Raw materials for setting up a Corn Flakes plant?
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18. What are the Personnel (Manpower) Requirements for setting up a Corn Flakes Business?
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- *We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad*



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- *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*



Our Approach

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation

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*

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*

Sectors We Cover *Cont...*

- *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*

Sectors We Cover *Cont...*

- *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*

Sectors We Cover *Cont...*

- *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*

Sectors We Cover *Cont...*

- *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.*

Sectors We Cover *Cont...*

- *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.*

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*

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- *Township & Residential Complex*
- *Textiles And Readymade Garments*
- *Waste Management & Recycling*
- *Wood & Wood Products*
- *Water Industry(Packaged Drinking Water & Mineral Water)*
- *Wire & Cable*

Niir Project Consultancy Services

106-E, Kamla Nagar, New Delhi-110007, India.

Email: npcs.ei@gmail.com , info@entrepreneurindia.co

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

Mobile: +91-9811043595

Fax: +91-11-23841561

Website : www.entrepreneurindia.co

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