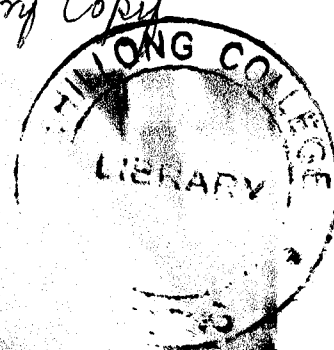


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**PROPOSAL ON SETTING UP  
ANY MANUFACTURING PLAN IN MEGHALAYA  
"MANUFACTURING ORGANIC JUICE IN MEGHALAYA".**

**(Submitted By: Iaikyrmen Marngar)**

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Submitted in partial fulfillment of the  
requirement for the award of Bachelor of Business  
Administration of Shillong College, India

**IAIKYRMEN MARNGAR**

**BBA3rdyear**

**Roll No:10**

**University Roll No:B1400221**



## **CERTIFICATE**

**The foregoing project title “ Business Plan” is hereby approved as a credible study of the project and it has been presented in a satisfactory manner to warrant its acceptance as pre-requisite to the degree for which it will be submitted.**

**It is understood that by approval that the undersigned do not necessarily endure any conclusion drawn or opinion express therein, but approved the report for the purpose for which it is submitted.**

**Mrs W.C.Sohliya**

## STUDENT DECLARATION

I hereby declare that the Project Report entitled "The proposal for setting up organic juice in Nongstoin, Meghalaya", Submitted by me to Shillong College, Shillong, in partial fulfillment of the requirements for the degree of Bachelor of Business Administration, is my original work and not submitted for the award of any other degree or any other similar title or prize

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**BBA3rdyear**

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**Date of submitted:03/11/2015**

## **ACKNOWLEDGEMENT**

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At last but not the least, I express my heartfelt gratitude to The Almighty, My Family, my Selected Friends and Well Wishers for giving their constant support and encouragement during the project work.

**laikyrmen marngar**

**BBA3rd year**

**Roll No: 10**

## **BUSINESS PLAN OF ORGANIC JUICE**

**Before starting an industry we have to know first about the business plan. The following are the steps to start a fresh juice business.**

**Step 1: Come up with a niche for juice business. For example, we have to focus on selling organic juices, energy juice, juice smoothies.**

**Step 2: Write a business plan that includes details about the niche ; three year operating expenses ;three year profit projections ;marketing and public relations strategies; analysis of competing business; information about potential vendors and selling venues.**

**Step 4: Contact the health department to find out what permits we need to start a food business. A food enterprise license, food manager certification or food handler permit may be required.**

**Step 5: Obtain the licenses required by the state to operate a retail business, such as an Employment Identification Number , assumed name certificate or sales and use tax permit.**

**Step 6: Find vendors to buy product, if it won't be growing of your own. Buy local to save on transportation costs. Contact farmers markets and growers associations in the local area for a list of potential produce suppliers.**

**Step 7: Secure venues to sell juice . Bottle the juice and sell it wholesale to local grocery stores, restaurants, fitness centers and cafes. By doing so will require to bottle the juice at a licensed facility, such as food manufacturing plant or commercial kitchen.**

**Step 8: Buy wholesale commercial grade juicers and supplies, such as cups, napkins and utensils, to save money as opposed to paying retail prices.**

**Step 9: market the juice business. Send news releases to local media outlets, sponsor a health fair, launch a promotional website or open social networking.**

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## **PROJECT SUMMARY**



Name of company: ONG YEE organic fruit juice company

Name of ownership: Iaikyrmien Marngar

Location of company: Nongstoin, Meghalaya

Number of employees: 20

Total capacity production: 1200 liters per day

Total cost of machine: RS1175000

Total cost of capital: RS2950000

Total selling of cost: 150000

Total fund required: 20000

Total profit per annum: 8000000

## INTRODUCTION

The popularity of juice dramatically has increased again and the love for every thing organic has increase among people in the day to day life.

Meghalaya is a horticulture state and produces substantial quantities of orange, lemon, pineapple, quava, banana, and temperate fruits such as plum, pear, and peach, etc. we know that Meghalaya has abundant supply of raw materials for producing any kind of juice.

Ong Yee organic juice company was established on 10<sup>th</sup> may 2015 and the company was owned by laikyrmen Marngar which is located at Nongstoin, which produces different kinds of juices.

### **WHY MEGHALAYA?**

1. Availability of raw materials: in Meghalaya there is abundant supply of material require for the production of different kind of juices as it is blessed with lots of natural resources.
2. Availability of labor: As we see in Meghalaya most of the youth are unemployed and they are searching for job. So it becomes an open source of opportunity for employing the local people from the remote areas.
3. Easy to get license: As the government of India till date cannot provide enough employment to all the people so it has opened an opportunity for those people who are unemployed who have the capability to have the self dependent in setting their own business.
4. Stability of political power: in Meghalaya the government is stable comparing to other states, where the place is suitable for setting up an industry which does not have an effect on any business.

### METHODOLOGY

This information is being collected from the internet as it is one of the main sources of getting fast information in any field. It was also collected from some books that are related to this project and from local people. Therefore this project would not complete without this information regarding the proposal for setting up this industry.

### STRATEGY OVERVIEW

**Vision:** To be one of the best fruit juice industries offering fresh and nutritious and creating a better everyday life to its customers.

**Mission:** The company aim at providing good quality product at a very reasonable rate with 100% juice with no sugar added.

**Objectives:** To become a leading, integrated fruit processing industry in Meghalaya and north east as a whole, and also to make the fruit juice brands real, active and coolers.

**Marketing strategy:** the company will launch several variants of these brands to cater to the specific needs of consumers in different regions. And also to enlarge the basket, altogether new fruit juice products will be launch from local fruits like orange, pine apple, lemon, pear, etc.



## SWOT ANALYSIS OF ORGANIC FRUIT JUICE

SWOT analysis is the analysis of both internal and external environment, which can be examined while setting up an industry.

### Strength of organic juice

1. Easy mode of transportation: transportation is one of the main important factors for setting up an industry. The main advantage of setting up the industry is if the mode of transportation is cheap and easy to get it helps the company to cut down the expenses of the freight charge for delivering to the market places.

2. Creating employment opportunities to local people: while setting up the factory most of the people near this area who are unemployed will get an opportunity to show their skills and talents.

3. High quality: the company will represent many ways to make sure the product will be healthy safe and we will use all organic fruit at a reasonable rate.

4. Customer satisfaction: when we launch the product the customer will get the satisfaction with the amount they have paid. From this we can also create the value added services of the product.

### Weakness of organic juice

1. Lack of finance: the main weakness of the company is the lack of capital in investment. The government cannot provide loans with big amount so it becomes difficult to get the share as no one is buying.

2. Will take time to start business up: it will take a long time to start a business from scratch with new ideas and plans.

3. Need to recruit all new staff and provide training: advertisement will need to be posted up on various sites around the area. This will take up more time than expected interviewing each individual person and choosing from the people offered. Training will need to be provided to all the staff. This will be costly and also take time to make sure they are all up to date and ready to open the business.

### Opportunities of organic juice

1. Bringing healthy drinks to the area: compare with all the soda drinks, fresh fruit juice will be healthier for people. 100% fruit juices are a smart addition to any well balanced diet, providing vitamins and minerals like potassium, vitamin C and foliate. Fruit juice is also a convenient way for adults and children to help reach the recommended number of daily serving of fruits.

2. To supply more job opportunities for teenagers: as we see in these days most of the youth are unemployed and they are searching for job or working experiences. Our new juice company will be a good chance for them to get some working experiences and also earn some pocket money after school.

3. Giving online facilities for feedback and marketing: the company aims at opening a website where it can display its products in the web where people can buy online.

## ***Threat of organic juice***

1. High barriers of entry: at the beginning of a business always really hard. Cause people don't know about the name. They still prefer to go to the place they use to go. So let the customers know us is very important.
2. Weather changes: in winter change in weather it may affect selling prices of cool drinks. We may supply some warm juice on the menu.
3. Many substitute products: there are many companies which produce liquid juice. Branded companies like coca cola pepsi, Tropicana etc are a threat as people are more aware of their brand name.

### **PEST Analysis**

#### Political and legal environment

1. The government will give 20 laks from DIC office as a subsidy and the rest of money will be taken from family, banks and the bank will charge at a minimum rate.
2. The government should provide trained employees in order to solve the problem.
3. The government should provide with resource persons for setting up the industry till the industry is set up to see the growth and progress of the industry.

#### Economic environment

1. Giving loans whenever we purchase raw materials and new technology.
2. Providing low rate of interest on loans and accepting any kinds of payment like cash, cheques, draft.
3. The government should provide an insurance policy in case there is anything spoiled with raw material while importing the goods to other states.

### **Socio-culture environment**

1. The company should work according to the law provided by the government of India in order to build the culture of the people of the state as a whole.
2. Giving health and safety secure to all the employees, workers like medical, insurance and pension.
3. Encourage the people in the state to increase their skills in plantation of different kind of fruit which will bring benefit to the company and the society as a whole.

### **Technological environment**

1. By updating new technology it will improved the work sequence to be faster to producing more product.
2. Providing additional information on the web sites about different products being demand by the customers.

## SEGMENTATION, TARGETING, AND POSITIONING (STP)

### ***Segmentation***

The company would segment product in clean and hygienic containers and packets in different package as small, medium, and large.

### ***Target***

Perceived as a healthy drinks for youth, children, single, married, unlike its competitors. It would also target to a specific activities like fun, health conscious, physical exercise, etc.

### ***Positioning***

The company would enhance its position by making the products as a healthy drink as safety is a major concern by every consumer. And it will be situated near the market so that it will be distributed very easily.

## PORTER'S FIVE FORCES MODEL

### **Threat of substitutes:**

The soft drink industry faces intense competition from within its industry as well as from substitute. The threat of substitutes toward my product is very high because the buyers think the substitute product's quality and performance are equal to or greater than my product.

### **Threat of supplier bargaining power:**

Threat of supplier bargaining power is very high. This is because of the suppliers have substantial resources and provide a high differentiated product. In addition the supplier can create switching costs and increase the price anytime. Likewise, threat of bargaining power towards my product can be very low, this is because my company sign a contract with the supplier in order to protect the profit such as agreement supplier cannot increase the price or supplier cannot supply its product to other company.

### **Threat of buyer bargaining power:**

Threat of buyer's bargaining power towards my product is very high because buyers purchases are a significant portion of the company annual revenue likewise it can be very low because of the company commitment to fresh fruits and natural products bolstered its image as a leading provider of natural fruit allowing it to benefit from the healthy alternatives trend as well as proof its product are standardized.

### **Threat of new entrants:**

Entry barriers make it difficult for new firm to enter an industry and often place them at competitive disadvantages even when they are able to enter. The threat of new entrant is very high because it is easy for new entrant to imitate the product. According to product differentiation, new entrants' frequently offer products at lower prices in order to influence the customers as well as to make the company to lose a lot of customer.

### **Threat of existing rivalry:**

This can be very high because of current society has developed a lot of health drinks like coca cola, Tropicana, etc, as this might make the company facing a highly competitive.

## MARKETING MIX

Marketing mix is the set of marketing tools which pursue the selling of any manufacturing plant to *achieve goals and objectives*.

**Products:** it is something that would satisfy the wants and needs of the customers. The product will be orange, lemon, pineapple, carambola, prunus nepalensis, and passion fruit. Every year we will launch different kind of product according to the seasonal wise where the fruits are available for production.

### The brand names of product are:

- 1.oregano product(orange )
2. picano juice (pineapple)
- 3 .lepina juice (carambola)
4. perovia product (prunus nepalensis)
5. unu juice(passion fruit)
6. lemony juice (lemon)

**Place:** we company plan to sell our products both directly i.e. through our campaign outlets and indirectly i.e via agents, wholesalers and retailers. Since it is new launch, we would primarily like to focus on production and quality of the product. But once the product is accepted, we will shift our focus toward distribution as till then even e will be sure of our production plans as per response.

**Promotion:** as we are in the introduction phase, our objective is to create brand awareness through informative advertisement, use of print media, radio advertisement, TV commercial, etc.

**Price:** As a new comer our pricing strategy is to introduce our products in the market, at lower price so as to create huge demand in the market and then compete with other competitors

### Pricing of product

Sl no	Products	unit	Price
1	Orange	100 ml	Rs 35
2	Pineapple	150ml	Rs 45
3	Lemon	200 ml	Rs 50
4	Carambola	300 ml	Rs 60
5	Passion fruit	350 ml	Rs 80
6	Prunus nepalensis	500ml	Rs 100

**People:** We will sell our product to different group of people like children, youth, single, married, etc. and the product were packets in small package for individuals, medium for small family and large package for large family.

## OPERATION OF HR MANAGEMENT

The company will start working from 9 am to 5pm for the day shift laborers and from 5 pm to 8 pm for the night shift. The laborers will launch break of one hour i.e 1 to 2 pm. The working condition will be flexible to the laborers of the company and it will be following the law provided by the government of the state for the employees where 80% of the local people will be employed and 20% will be from other states.

### NO OF WORKERS

SL NO	Particular work	No of workers	Salary for employees
1	Manager	1	15000
2	Accountant	1	12000
3	Officer assistant	1	3000
4	AI chemist	1	12000
5	Supervisor	1	6000
6	Technician	3	10000
7	Laborer	10	5000
8	Plumber	1	4500
9	Guard	1	4500
10	Electrician	1	8000

### MACHINERY COST

Material	Number	Amount RS
Cleaner		RS50000
Washer	2	RS70000
Grinding	1	RS100000
Trolley	1	RS200000
Compressor	1	RS250000
Boiler	1	RS 100000
Mixture of ingredient	1	RS 150000
Checker machine	1	RS 100000
Pouring machine	2	RS 150000
Scaling machine	2	RS 5000
Total		RS 1175000

### CAPITAL COST

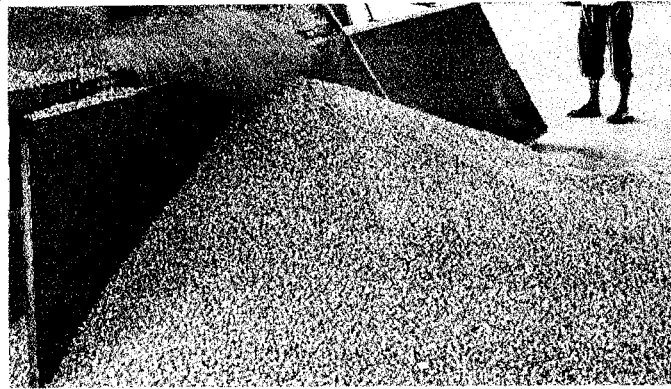
Building	RS 2500000
Water pipe bundle	RS 150000
Land	RS 200000
Other	RS 100000
Total	RS 2950000

### STATIONERY COST

Office expences	RS 300000
Office material	RS 60000
Working capital	RS 15000
Total	RS 375000

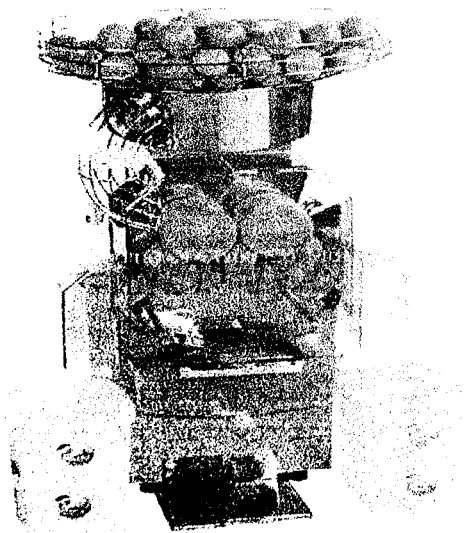
## MANUFACTURING PROCESS

1. First the fruit are being collected and then store them in the ware house.
2. After collecting the fruit have to be check if they are spoiled or not and then clean them before processing.
3. After it was being washed, clean and peeled then they are crushed in the crusher to obtain juice.
4. The juice is then taken to vessels and boiled and certain preservatives are added.

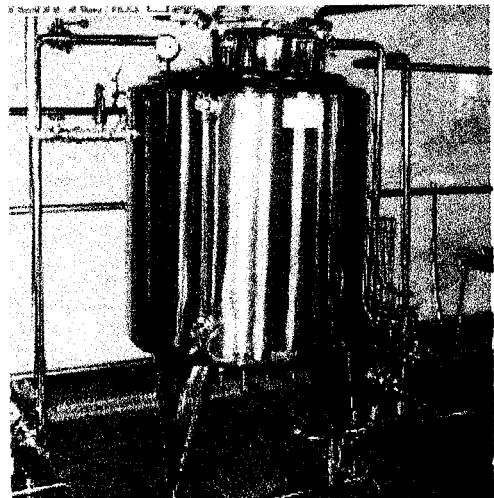


STORAGE OF FRUIT

5. And it was finally taken to storage tanks and the checker will then check the product and pour in to the packaging and then packed and sealed. Then the product is sent to the ware house by labeling the trade mark of the product and it is transported in to the end customers.

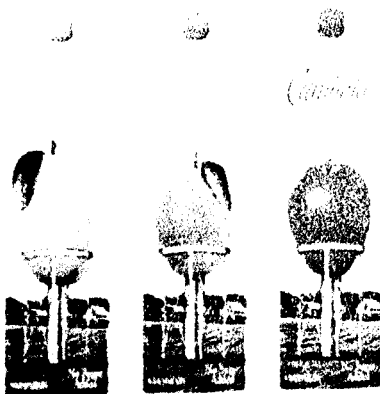


EXTRACTION OF JUICE

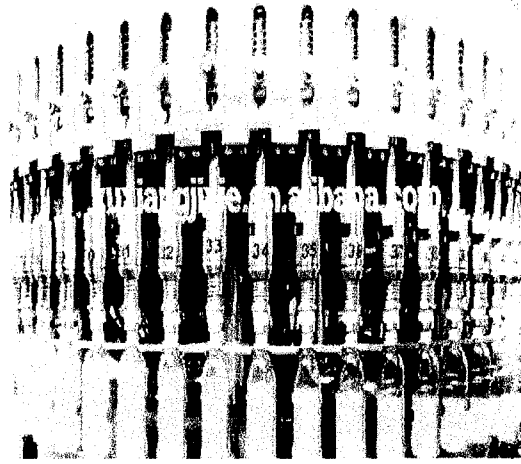
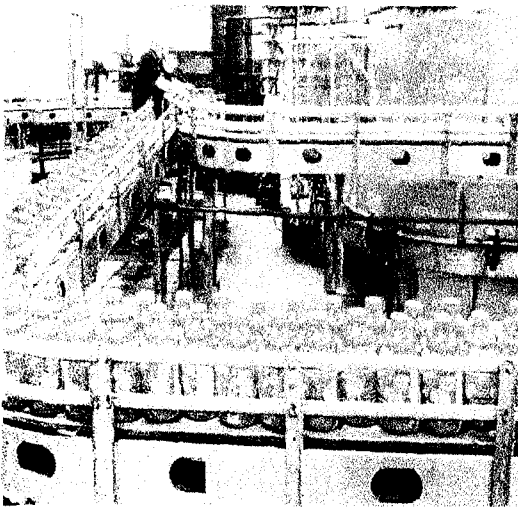


STORAGE TANK OF JUICE

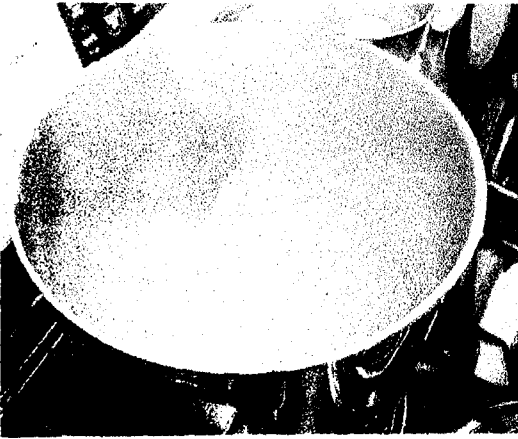
**Packaging of  
juice**



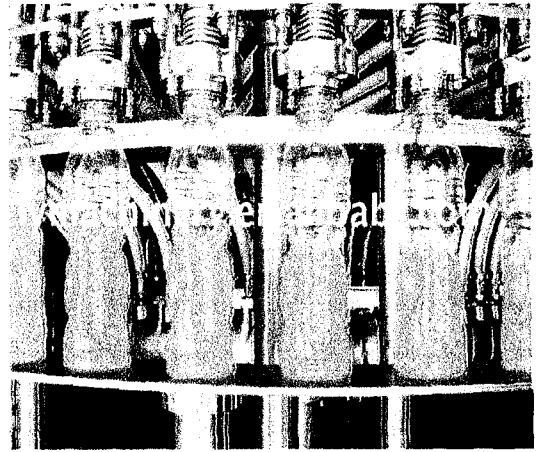




**Labeling of juice**



**Boiling of juice**



**Filling of juice**



CONCLUSION

We include only the most authentic, natural ingredient in our juices. That's how we stay true to you and the honest goodness nature intended. After all, it's our mission and purpose. Share with us how you remain true to who you are and to your life. You inspire us, and we hope to become a small part of your story.