

LIQUID DETERGENT

I. INTRODUCTION:

Synthetic detergents have made rapid strides in India during the last decade. Liquid synthetic detergents is a consumable item and is used for cleaning of silk cloth, woolen clothes, utensils, machinery, floor and in textile industry etc.

II. MARKET POTENTIAL

It is common consumer item and the demand for which is increasing. It is becoming popular both in rural and in urban areas. Therefore, marketing of this product may not be a problem.

III. BASIS AND PRESUMPTIONS:

- 1.The scheme is worked out on single shift basis and 300 working days per annum.
2. The information supplied is based on standard types of the manufacturing activity utilising conventional techniques of production at optimum level of performance
3. The cost of land, building, machinery and equipment, raw materials and the selling price of the finished products etc. are those generally obtained at the time of preparation of the project profiles and may vary depending upon various factors.

IV. IMPLEMENTATION SCHEDULE:

One month is sufficient for the complete implementation of the project as the process involves simple mixing and the machinery required are very simple to procure.

V. TECHNICAL ASPECTS:

1.Process of Manufacturing :

The process of manufacture consists of neutralization of acid slurry. Measured quantity of acid slurry is taken in SS kettle and diluted with known quantity of water with continuous stirring. A solution of caustic soda is prepared by dissolving measured quantity of caustic soda in measured quantity of water. The acid slurry is neutralized by a slow addition of caustic soda solution till it is neutralised. The pH of the solution is maintained and acid slurry is taken in plastic containers. Then known quantity of urea is added and kept for settling. Small quantity of perfume is added to liquid detergent before packing.

2.Quality Specification

The product is covered under IS specification No. IS: 4956-1977

3.Production Capacity per annum

Quantity: 5400 kg

Value: Rs.567000

4.Motive Power : 3 Phase

VI. TOTAL CAPITAL INVESTMENTS

S.No	Description	Value Rs.
1	Fixed Capital	55000
2	Working capital for 2 months	74010
	Total cost	129010

II. MEANS OF FINANCE

- 1.Promoter's Contribution (5% of total cost) 6450
- 2.PMRY subsidy (15% of total cost or Rs.7500,whichever is less) 7500
- 3.Bank loan[total cost-(Promoter's Contribution+ PMRY subsidy) 115060

VIII. FINANCIAL ASPECTS

1. FIXED CAPITAL

i. Land & Buildings: Rented premises of 500 sft. at a rent of Rs.1000 pm.

ii. Machinery & Equipment

S.No	Description	Quantity	Value Rs.
1	Vessel with stirrer		30000
2	Weighing Balance		5000
3	Plastic container		5000
4	Office furniture		10000
5	Testing equipment		5000
	Total		55000

2. WORKING CAPITAL

i) Staff & Labour per month

S.No	Designation	No	@ Rs.	Value Rs.
1	Supervisor	1	3000	3000
2	Semi-skilled worker	2	1500	3000
	Total			6000

ii) Raw Material (p.m.)

S.No	Description	Quantity	Value Rs.
1	Acid slurry	300 kg.	16500
2	Caustic Soda	52.5 kg	1155
3	Urea	120 kg	1200
4	Perfume	1 kg.	150
5	Ph strips		200
6	Testing agents		1000
7	Packing materials		5000
	Total		25205

iii. Utilities per month

S.No.	Description	Value Rs.
1	Power	1000
2	Water	300
	Total	1300

iv. Other expenses per month

S.No	Description	Value Rs.
1	Advertisement, Postage, stationery	2000
2	Conveyance ,transport, telephone	1500
	Total	3500

v. Total working capital per month

S.No	Description	Value Rs.,
1	Rent	1000
2	Staff and labour	6000
3	Raw materials	25205
4	Utilities	1300
5	Other expenses.	3500
	Total	37005

IX. COST OF PRODUCTION PER ANNUM

S.No	Description	Value Rs.
1	Total working capital	444060
2	Depreciation of weighing balance	500
3	Interest	19350
	Total	463910

X. TURNOVER PER YEAR

S.No	Item	Quantity	Rate	Value Rs.
1	Liquid Detergent	5400 kg.	105 / kg.	567000
	Total			567000

XI. FIXED COST PER YEAR

S.No	Description	Value Rs.
1	Depreciation	500
2	Interest	19350
3	Rent	12000
4	40% of salaries & wages	28800
5	40% of other expenses (utilities + OE)	23040
	Total	83690

XII. PROFIT ANALYSIS

Net Profit : sale-total cost=567000-463910=103090

% of Profit on Sale: Profit / Sale x100=103090 /567000]100=18.18%

%of Return on Investment:Profit / (Investment) x=103090/129010]100=79.91%

Break-Even Analysis : FC / (FC+Profit) x100=83690/83690+103090]10=44.81%

XIII. MACHINERY SUPPLIERS

1. Laxmi Engg. Works, 123 /1, Avalahalli, off Mysore Road, Bangalore-26
2. Ess Ess Engineers, 50/16, 4th Main Road, 5th cross, Industrial Town, Rajaji nagar, Bangalore-40
3. Vijaya Industrial Engineering works, 8th Main SSI area, Rajajinagar, Bangalore-10
4. Almech Fabs.Pvt. Ltd., 128,Industrial Town, Rajajinagar, Bangalore-10

XIV. RAW MATERIAL SUPPLIERS

- 1.SP Chemicals, Plot No.4, Kengeri Mysore Road, Bangalore-78.
- 2.Vivek Industrial, St.Patricks commercial complex, Residency Road, Bangalore-26
- 3.Sai baba Sugandh Bhandar, 53, Santhospet, Near Chickpet Post office, B'lore-53
- 4.Aromatic (India) Ltd. 38 Link Road, Malleswaram, Bangalore-3
- 5 MM Chemicals,I cross, AS Chari Street, Bangalore-33
- 6.Bharath Chemicals, 120, RT Street, BVK Iyengar road, Bangalore-53
- 7.Jagadish color co., No.6 Poorna Seshachar street, Nr. Chickpet post office, Banagalore-53

