

# UP MSME 1-Connect

## PROJECT REPORT

Planning to Start Your MSME Journey! Uncover Valuable Insights for your Business—Explore Now !!

PROJECT:

**DETERGENT CAKE**

**PROJECT REPORT**

**Of**

**DETERGENT CAKE**

**PURPOSE OF THE DOCUMENT**

This particular pre-feasibility is regarding Detergent Cake Unit.

The objective of the pre-feasibility report is primarily to facilitate potential entrepreneurs in project identification for investment and in order to serve his objective; the document covers various aspects of the project concept development, start-up, marketing, finance and management.

[We can modify the project capacity and project cost as per your requirement. We can also prepare project report on any subject as per your requirement.]

## DETERGENT CAKE



### INTRODUCTION

**Detergent cake** is generally an all-purpose cleaning detergent that comes in the form of a cake. Easy and convenient to use, detergent cakes are generally meant for hand washing of all washable clothes and utensils. Detergent cakes are one of the most popular and widely used detergent for laundry purpose.

Generally, a detergent cake acts as a performance booster for detergent powder and can be used along with it to improve the cleaning performance.

Detergent cakes are generally formulated using one or more surfactants to improve their cleaning performance and make them good even for use in hard water conditions.

Detergent cakes are cleaning products that have become an essential commodity in our daily lives. Cleaning products play an essential role in our daily lives. By safely and effectively removing soils, germs and other contaminants, they help us to stay healthy, care for our homes and possessions, and make our surroundings more lively and pleasant.

## **Detergent cake Current Market Analysis**

According to India Detergent Market Outlook, 2021, the overall market for detergent is growing with a CAGR of 13.06% from the last five years.

Detergents are available in three forms, namely powder detergent, detergent cake and liquid detergent.

The detergent industry in India is mostly captured by organized players, but unorganized regional players have a significant hold on the rural areas. Ghadi, Nirma and Jyothy Laboratories are the major players in the organized market. They have popular brands like Surf Excel, Active Wheel, Rin, Tide, Ariel and Mr. White in their product portfolio.

On the basis of pricing, the organized detergent cake market can be further divided into three categories, such as popular (economy), mid-range and premium. Domestic market of detergent cake is also increasing rapidly.

**PROJECTED PROFITABILITY STATEMENT**

<b>PARTICULARS</b>	<b>1st year</b>	<b>2nd year</b>	<b>3rd year</b>	<b>4th year</b>	<b>5th year</b>	<b>6th year</b>
Capacity Utilization %	<b>30%</b>	<b>35%</b>	<b>40%</b>	<b>45%</b>	<b>50%</b>	<b>55%</b>
<b><u>SALES</u></b>						
Gross Sale	33.00	43.58	52.37	61.93	72.32	83.60
<b>Total</b>	<b>33.00</b>	<b>43.58</b>	<b>52.37</b>	<b>61.93</b>	<b>72.32</b>	<b>83.60</b>
<b><u>COST OF SALES</u></b>						
Raw Material Consumed	14.40	17.64	21.17	25.00	29.17	33.69
Electricity Expenses	3.70	4.25	5.10	6.12	7.34	8.81
Repair & Maintenance	0.03	0.04	0.05	0.06	0.07	0.08
Labour & Wages	5.04	6.30	7.88	9.84	11.32	13.02
Depreciation	0.94	0.80	0.68	0.58	0.50	0.42
Consumables & others	1.65	2.18	2.62	3.10	3.62	4.18
<b>Cost of Production</b>	<b>25.75</b>	<b>31.21</b>	<b>37.49</b>	<b>44.71</b>	<b>52.02</b>	<b>60.21</b>
<b>Add: Opening Stock /WIP</b>	<b>-</b>	<b>2.15</b>	<b>2.60</b>	<b>3.12</b>	<b>3.73</b>	<b>4.34</b>
<b>Less: Closing Stock /WIP</b>	<b>2.15</b>	<b>2.60</b>	<b>3.12</b>	<b>3.73</b>	<b>4.34</b>	<b>5.02</b>
Cost of Sales	23.61	30.76	36.97	44.11	51.41	59.53
<b>GROSS PROFIT</b>	<b>9.39</b>	<b>12.82</b>	<b>15.40</b>	<b>17.83</b>	<b>20.91</b>	<b>24.07</b>
<b>Gross Profit %</b>	<b>28%</b>	<b>29%</b>	<b>29%</b>	<b>29%</b>	<b>29%</b>	<b>29%</b>
Salary to Staff	1.74	2.00	2.50	3.00	3.75	4.50
Interest on Term Loan	0.47	0.42	0.30	0.18	0.06	-
Interest on working Capital	0.44	0.44	0.44	0.44	0.44	0.44
rent	2.40	2.64	2.90	3.19	3.51	3.87
Selling & Adm Expenses Exp.	2.64	4.36	5.24	6.19	7.23	8.36
<b>TOTAL</b>	<b>7.69</b>	<b>9.86</b>	<b>11.38</b>	<b>13.01</b>	<b>15.00</b>	<b>17.17</b>
<b>NET PROFIT</b>	<b>1.70</b>	<b>2.96</b>	<b>4.01</b>	<b>4.81</b>	<b>5.91</b>	<b>6.90</b>
Taxation ( Average)	0.42	0.74	1.00	1.20	1.48	1.73
<b>PROFIT (After Tax)</b>	<b>1.27</b>	<b>2.22</b>	<b>3.01</b>	<b>3.61</b>	<b>4.43</b>	<b>5.18</b>

**PROJECTED BALANCE SHEET**

<b>PARTICULARS</b>	<b>1st year</b>	<b>2nd year</b>	<b>3rd year</b>	<b>4th year</b>	<b>5th year</b>	<b>6th year</b>
<b><u>Liabilities</u></b>						
<b>Capital</b>						
Opening Balance	-	3.24	3.96	5.37	7.28	9.71
Add:- Addition	2.96	-	-	-	-	-
Add:-Profit During the Year	1.27	2.22	3.01	3.61	4.43	5.18
Less:- Drawings	1.00	1.50	1.60	1.70	2.00	2.50
<b>Closing Balance</b>	<b>3.24</b>	<b>3.96</b>	<b>5.37</b>	<b>7.28</b>	<b>9.71</b>	<b>12.39</b>
Term Loan	4.28	3.22	2.16	1.08	0.00	-
Working Capital	4.00	4.00	4.00	4.00	4.00	4.00
Sundry Creditors	1.20	1.47	1.76	2.08	2.43	2.81
Provisions & Other Liab	0.50	0.75	1.10	1.21	1.33	1.46
<b>TOTAL :</b>	<b>13.21</b>	<b>13.40</b>	<b>14.40</b>	<b>15.66</b>	<b>17.48</b>	<b>20.67</b>
<b><u>Assets</u></b>						
<b>Fixed Assets ( Gross)</b>	<b>6.41</b>	<b>6.41</b>	<b>6.41</b>	<b>6.41</b>	<b>6.41</b>	<b>6.41</b>
Gross Dep.	0.94	1.73	2.41	3.00	3.49	3.91
<b>Net Fixed Assets</b>	<b>5.47</b>	<b>4.67</b>	<b>3.99</b>	<b>3.41</b>	<b>2.92</b>	<b>2.49</b>
<b>Current Assets</b>						
Sundry Debtors	3.30	4.36	5.24	6.19	7.23	8.36
Stock in Hand	3.35	4.07	4.89	5.81	6.77	7.83
Cash and Bank	1.10	0.30	0.28	0.24	0.56	1.98
<b>TOTAL :</b>	<b>13.21</b>	<b>13.40</b>	<b>14.40</b>	<b>15.66</b>	<b>17.48</b>	<b>20.66</b>

**PROJECTED CASH FLOW STATEMENT**

<b>PARTICULARS</b>	<b>1st year</b>	<b>2nd year</b>	<b>3rd year</b>	<b>4th year</b>	<b>5th year</b>	<b>6th year</b>
<b><u>SOURCES OF FUND</u></b>						
Own Margin	2.96					
Net Profit	1.70	2.96	4.01	4.81	5.91	6.90
Depriciation & Exp. W/off	0.94	0.80	0.68	0.58	0.50	0.42
Increase in Cash Credit	4.00	-	-	-	-	-
Increase In Term Loan	4.80	-	-	-	-	-
Increase in Creditors	1.20	0.27	0.29	0.32	0.35	0.38
Increase in Provisions & Oth lib	0.50	0.25	0.35	0.11	0.12	0.13
<b>TOTAL :</b>	<b>16.10</b>	<b>4.28</b>	<b>5.34</b>	<b>5.82</b>	<b>6.87</b>	<b>7.83</b>
<b><u>APPLICATION OF FUND</u></b>						
Increase in Fixed Assets	6.41	-	-	-	-	-
Increase in Stock	3.35	0.72	0.82	0.92	0.96	1.06
Increase in Debtors	3.30	1.06	0.88	0.96	1.04	1.13
Repayment of Term Loan	0.53	1.06	1.06	1.08	1.08	-
Drawings	1.00	1.50	1.60	1.70	2.00	2.50
Taxation	0.42	0.74	1.00	1.20	1.48	1.73
<b>TOTAL :</b>	<b>15.01</b>	<b>5.08</b>	<b>5.36</b>	<b>5.86</b>	<b>6.55</b>	<b>6.41</b>
Opening Cash & Bank Balance	-	1.10	0.30	0.28	0.24	0.56
Add : Surplus	1.10	(0.80)	(0.02)	(0.04)	0.32	1.42
Closing Cash & Bank Balance	<b>1.10</b>	<b>0.30</b>	<b>0.28</b>	<b>0.24</b>	<b>0.56</b>	<b>1.98</b>

**DISCLAIMER**

The views expressed in this Project Report are advisory in nature. UP MSME assume no financial liability to anyone using the content for any purpose. All the materials and content contained in Project report is for educational purpose and reflect the views of the industry which are drawn from various research material sources from internet, experts, suppliers and various other sources. The actual cost of the project or industry will have to be taken on case to case basis considering specific requirement of the project, capacity and type of plant and other specific factors/cost directly related to the implementation of project. It is intended for general guidance only and must not be considered a substitute for a competent legal advice provided by a licensed industry professional. UP MSME hereby disclaims any and all liability to any party for any direct, indirect, implied, punitive, special, incidental or other consequential damages arising directly or indirectly from any use of the Project Report Content, which is provided as is, and without warranties.