

# Detergent Manufacturing

## Basics

- Indian Detergent Industry market is valued at **Rs 40,000+ Crore**, Growing at **4-5%** annually.
- Urban & Rural area both contribute significantly.
- Rising Hygiene awareness make it stable demand product.
  
- **Target Market:**
  1. House holds.(Domestic use)
  2. Laundry services & Hotels.
  3. Retail shops & Wholesalers.
  4. Institutions (Hostels, Hospitals)
  
- **Ideal Location-** Semi-urban or Rural area.
  1. Low rent & Labor cost.
  2. Easy access to Water supply.
  3. Smooth Transportation.
  4. Compliance with Factory & Pollution law.



# Marketing Strategy

## ➤ Branding: **Aqua Bloom**

1. Attractive Packaging with Local Language labelling.
2. Distribute free small size sachet initially.

## ➤ Sales Channel:

1. Local Retailers and Wholesalers.
2. Door to door sales through distributors.
3. Laundry ,Hotels & Hospitals supply.
4. E-Commerce Platform & social media.

## ➤ Promotional Ideas:

1. Free sample Distribution.
2. Advertisement on local FM.
3. Referral Discount scheme for Retailers.
4. Wall paint Advertisements in teir2 & tier3 cities.

## ➤ Competitive Advantage:

1. Very easy to sale in Rural area only you have to give cheap & best Product to retailers & distributor.



## Operation Plan

### ➤ Location:

1. Plant must be connected with 20 feet road.
2. 1000-1500 sq. ft. Carpet area.
3. Away From Densely Populated Area, best in Rural area.

### ➤ Machinery Requirements:

<b>Machine</b>	<b>Purpose</b>	<b>Cost</b>
1.Powder Mixer	Mixing Soda ash fillers LABSA slurry.	1,25,000
2.Powder Screener	Remove Lumps insures uniform particle size.	60,000
3.Packaging Machine	For packaging of detergent in different pouch sizes.	2,00,000
4.Weighing Scale	For weight measurement of Batch.	20,000
5.S.S Drum (500l)	For storage and mixing. (2 pcs)	25,000
6.Sealing & Coding Machine	For sealing pouch & Batch coding.(automatic)	40,000
7. Conveyor Belt	For moving Pouches to Box.	50,000
7.Basic tools & Equipment	For regular works	50,000
<b>TOTAL</b>		<b>5,70,000</b>

### Raw Materials:

<b>Items (8000 Kg)</b>	<b>No.s</b>	<b>Cost/Unit</b>	<b>Total Cost</b>
1.Sodium Carbonate (35%)	2800 kg	20	56,000
2.LABASA (4%)	320 kg	75	24,000
3.Sodium Sulphate (35%)	2800 kg	18	50,400
4.Sodium Silicate(5%)	400 kg	40	16,000
5.STTP (3%)	240 kg	85	20,400
6.SLES (2%)	160 kg	150	24,000
6.Zeolite(8%)	640 kg	32	20,480
8.Optical Brightner(0.5%)	40 kg	150	6,000
9.Fragrance (0.5%)	40 kg	200	8,000
10.Bleach(2.5%)	200 kg	75	15,000
8.Others/Loss (4.5%)	360 kg	25	9,000
<b>TOTAL</b>	<b>8000 kg</b>	<b>--</b>	<b>2,19,280</b>

### ➤ Manpower Required:

Position	No.	Salary
1.Supervisor/Chemist	1	12000
2.Machine Operator	1	10000
3.Helper	1	7000
4.Store keeper	1	8000
5.Sales + Delivery	1	10000
<b>TOTAL (Per Month)</b>	<b>5</b>	<b>47000</b>

## Manufacturing Process

### ➤ Step:

1. Measure raw material as per formula.
2. Mix in ribbon blender for 20 -25 minutes.
3. Pass through sieving machine for uniform grain size.
4. Add perfume ,color,and brightener in final mixing drum.
5. Pack into pouches (200g, 500g, 1kg, 5kg).
6. Label and store in cartons.

## SWOT Analysis

### ➤ Strength

1. Low setup cost
2. High profit margin

### ➤ Weakness

1. Price – sensitive market
2. Brand competition

### ➤ Opportunities

1. Rural & semi – urban demand.
2. Yearly growing demand.

### ➤ Threats

1. Big FMCG (ITC, Hindustan liver)
2. Fluctuation in raw material prices.

# Financial Plan

## ➤ Estimated Investment :

Components	Cost
1.Machinery & Tools	5,70,000
2.Raw Material (15,000 kg )	4,11,150
3.Rent & Setup (3 months)	60,000
4.Marketing & Add.	25,000
5.Working Capital (3 months)	1,41,000
<b>TOTAL</b>	<b>12,07,150</b>



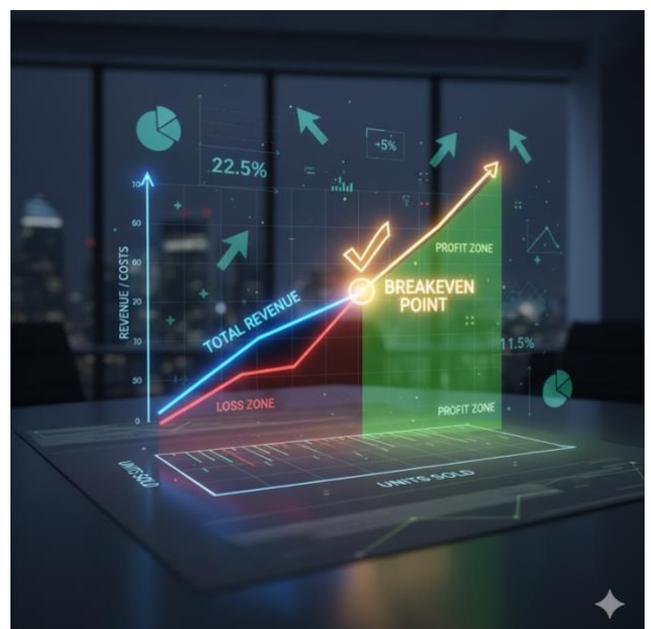
## ➤ Monthly Operating Cost (12000 Kg):

Expense	Cost
1.Raw materials	3,28,920
2.Employee Salary	47,000
3.Electricity & Maintenance	5,000
4.Rent	15,000
5.Marketing & Misc.	5,000
<b>TOTAL</b>	<b>4,00,920</b>



Cost Price Of 1 Kg = <b>Rs.33.41</b>
Selling Price (Wholesale) = <b>Rs 45 /kg</b>
Retail Price = <b>Rs 60/kg</b>

Months	Sold (kg) (p/m)	Sales (p/m)	Profit (p/m)
1-3	12,000	5,40,000	1,32,000
4-6	15,000	6,75,000	1,50,000
7-12	20,000	9,00,000	1,90,000



✓ Break-even: Within 10-12 months.

# Funding Sources

1. Self Investment
2. PMEGP / Mudra Scheme
3. MSME & Standup India Funds.
4. Investor Partnership

# Risk Analysis

Risk	Solutions
1.Increase in paper price.	Make contract with Supplier
2.Machine Breakdown.	Maintenance Agreement
3.Seasonal Demand.	Diversify Product range.
4.Competition	Quality, Custom Branding.

# Future Growth Plan:

- Launch Premium range as well as Medium range Quality for Rural Market.
- Expand to other items (Soap Bar, Phenyl ,Toilet Cleaner)
- Target Export within 3 years.

# Conclusion

- A low risk scalable business with steady demand .
- With Quality & Marketing be a Trusted Brand.
- Easy to establish in Rural Market.

