

PINEAPPLE FRUIT JUICE

1. INTRODUCTION

In a hot country like India, in general, the people will use refreshing and thirst quenching fruit juices. The products like fruit juices, squashes, cordials, crushes, syrups have been introduced on a commercial scale during the last few decades. Establishing a small scale unit based on the fruits available during the respective seasons will be both cost effective and qualitative.

In Orissa and AP States, the pineapple is plenty available in the tribal districts. The tribals will collect the fruits from the forest and sell at very cheaper prices.

2. MARKET

With the changing pace of human activity and changing life styles, the readymade fruit juices is also increasing. The product has growing market in all tourist centres, pilgrim centres, hotels & restaurants apart form household consumption. The household market is also growing in the nearest past.

3. MANUFACTURING PROCESS

Fruits are peeled and made into small pieces. The juice is made by churning and blending in a mixer or crusher. Sugar, spices and ice is added to enhance the taste.

4. PRODUCTION CAPACITY PER ANNUM

Capacity 40000 kg
Selling Price Rs. 35 per kg

5. PROJECT COST/CAPITAL INVESTMENT

S.No	Description	Amount Rs.
1	Preliminary & Preoperative Expns	10000
2	Fixed Capital	116000
3	Working Capital for 2 month(s)	188800
	Total Project Cost	314800

6. MEANS OF FINANCE

S.No	Description	%age	Amount Rs.
1	Promoter Contribution	15%	47220
2	Subsidy /Soft Loan	20%	62960
3	Term Loan	65%	204620
	Total		314800

7. FINANCIAL ASPECTS

A. FIXED CAPITAL

i. Land and Buildings Rented Rs. 3000 per month

ii. Machinery and Equipment

S.No	Description	Qty.	Rate	Amount Rs.
1	Rosing mchine - 0.5 HP	1	12000	12000
2	Juice extractor - 0.5 HP	1	10000	10000
3	Bottle washing machine-0.25 HP	1	14000	14000
4	Pulping machine - 0.5 ton cap.	1	20000	20000
5	SS Mixing tank with stirrer (100 ltrs)	1	15000	15000
6	PP Cap seater	1	12000	12000
7	SS Cutting and peeling knives	12	250	3000
8	Gas stoves with cylidners	2	2500	5000
9	Vessels for cooking			5000
10	Elecrification and installation			10000
11	Furnitures and fixtures			10000
	Total			116000

B. WORKING CAPITAL

i. Salaries & Wages (per month)

S.No	Description	Nos.	Sal/mon.	Amount Rs.
1	Manager/Entrepreneur	1	2500	2500
2	Skilled labour	2	2000	4000
3	Semiskilled labourers	4	1500	6000
4	Accountant cum typist	1	2000	2000
	Total			14500

ii. Raw Material (per month)

S.No	Description	Unit	Qty.	Rate	Amount Rs.
1	Fruits	kgs	1200	17	20400
2	Sugar	kgs	2300	15	34500
3	Preservatives and chemicals	LS			5000
	Total				59900

iii. Utilities (per month)

S.No	Description	Unit	Amount Rs.
1	Power	LS	4000
2	Water	LS	1000
	Total		5000

iv. Other Expenses (per month)

S.No	Description	Amount Rs.
1	Postage & Stationery Expenses	1000
2	Transportation Expenses	2000
3	Advertisement Expenses	2000
4	Consumable Stores	1000
5	Packing expenses	5000
5	Miscellaneous Expenses	1000
	Total	12000

v. Total Working Capital (per month)

S.No	Description	Amount Rs.
1	Rent	3000
2	Salaries and Wages	14500
3	Raw Material	59900
4	Utilities	5000
5	Other Expenses	12000
	Total	94400

8. COST OF PRODUCTION (PER ANNUM)

S.No	Description	Amount Rs.
1	Total Working Capital	1132800
2	Depreciation @ 15%	17400
3	Interest @ 12%	24554
	Total	1174754

9. TURNOVER (PER YEAR)

S.No	Description	Unit	Qty.	Rate Rs.	Amount Rs.
1	Pineapple Fruti Juice	kg	40000	35	1400000
	Total				1400000

10. FIXED COST (PER YEAR)

S.No	Description	Amount Rs.
1	Depreciation	17400
2	Interest	24554
3	Rent	36000
4	Salaries & Wages @ 40%	69600
5	Other Expenses incl. Utilities @ 40%	81600
	Total	229154

11. PROFIT ANALYSIS & RATIOS

1	Net Profit	Rs.	225246
2	Percentage of Profit on Sales		16%
3	Percentage of Return on Investment		72%
4	Break Even Point		50%