

# **AIR FRESHENER**

## **I. INTRODUCTION:**

Air freshener cake is primarily used as a moth preventive. It has fungicidal properties. It also finds its use as deodorant.

## **II. MARKET POTENTIAL**

The demand of this product is increasing gradually with the increase of population and urbanization and improved living conditions. Moreover the hygiene consciousness in general has increased thereby the consumption of this product has increased.

## **III. BASIS AND PRESUMPTIONS:**

The unit will work for 8hours on working days for 300 working days in a year The cost of utilities are assumed as per the old tariff.

## **IV. IMPLEMENTATION SCHEDULE:**

The project can be implemented in four months after the sanction of loan.

## **V. TECHNICAL ASPECTS:**

### **1.Process of Manufacturing:**

Mixing of paradichlorobenzene, colour, perfume etc. and moulding of these mixture by fly press in the form of cake.

### **2.Quality Specification:**

As per customer's specification

### **3.Production Capacity per annum**

Quantity: 90000 cakes ( 100 gm each)

Value: Rs. 1170000

### **4.Motive Power 3 phase**

## VI. TOTAL CAPITAL INVESTMENTS

S.No	Description	Value Rs.
1	Fixed Capital	24000
2	Working capital for 1 month	77636
	Total cost	101636

## VII. MEANS OF FINANCE

1.Promoter's Contribution (5% of total cost)5082 2.PMRY subsidy (15% of total cost or Rs.7500, whichever is less)7500 3.Bank loan[total cost-( Promoter's Contribution + PMRY subsidy)]89054

## VIII. FINANCIAL ASPECTS

### 1. FIXED CAPITAL

- i) Land & Buildings: Covered area 50 sq. meters on rent of Rs.800 per month
- ii) Machinery & Equipment

S.No	Description	Quantity	Value Rs.
1	Fly press wheel type single body	1	13000
2	Drum mixer	1	7000
3	Plastic buckets with lid weighing balance etc.		2000
4	Office equipment		2000
	Total		24000

### 2. WORKING CAPITAL

- i) Staff & Labour per month

S.No	Designation	No	@ Rs.	Value Rs.
1.	Supervisor	1	1500	1500
2.	Skilled worker	1	1000	1000
3.	Unskilled worker	1	800	800
	Total			3300

ii) Raw Material (p.m.)

S.No	Description	Quantity	Value Rs.
1.	Para Di chloro benzene	790 kg.	44254
2.	Perfume colour		8832
3.	Packing materials		14000
	Total		67086

iii) Utilities per month

S.No.	Description	Value Rs.
1	Power	5000
2	Water	250
	Total	5250

iv) Other expenses per month

S.No	Description	Value Rs.
2	Postage and stationery	100
3	Repair_and_maintenance	100
4.	Transportation	300
5.	Sales expenses	500
6.	Misc. expenses.	200
	Total	1200

v. Total working capital per month

S.No	Description	Value Rs.,
1	Rent	800
2	Staff and labour	3300
3	Raw materials	67086
4	Utilities	5250
5	Other expenses.	1200
	Total	77636

## IX. COST OF PRODUCTION PER ANNUM

S.No	Description	Value Rs.
1	Total working capital	931632
2	Depreciation on m/c & equipment @ 10%	1700
3	Depreciation on office equipment @ 20%	400
4.	Interest on total investment	15246
	Total	948978

## X. TURNOVER PER YEAR

S.No	Item	Quantity	Rate Rs.	Value Rs.
1	Cakes of Air Purifier (100gm each)	90000 no.(100gms)	13	1170000
	Total			1170000

## XI. FIXED COST PER YEAR

S.No	Description	Value Rs.
1	Depreciation	2100
2	Interest	15246
3	Rent	9600
4	40% of salaries & wages	15840
5	40% of other expenses (utilities + OE)	34800
	Total	77586

## XII. PROFIT ANALYSIS

1. Net Profit : sale-total cost=1170000-948978= 221022

2. % of Profit on Sale: Profit / Sale x100=221022/1170000]100=18.89%

3.% of Return on Investment: Profit / (Investment) x 100=221022/101636]100=217.5

4.Break-Even Analysis : FC / (FC+Profit) x100=77586/77586+221022]100=25.98%

### **XIII. MACHINERY SUPPLIERS**

1.1.1.1

M/s Maneklal & Sons, Calcutta, 23, Ganeshchandra Avenue, Kolkata: 13

M/s Machinery Impex Corpn. 271 A Nagdevi Street, Mumbai: 4

M/s Machinery Trading corpn. 4th floor, Surya mahal, B. Barucha Marg, fort, Mumbai: 23

### **XIV. RAW MATERIAL SUPPLIERS**

1.1.1.2

1.1.1.3 1. Chemic Organic, Hemu Plazam Ist floor, Station rod, Vile Parle(W) Mumabi; 56

2. Threebee Petrochem Industries(P)Ltd. 8 Unique IE, Opp: Veer Savarkar Marg, Prabhadevi  
Mumbai: 25

3.Kanoi chemicals 57, Chinubhai towers, Ground floor, Opp:Natraj cinema Ashram Road,  
Ahmedabad: 380 009

4. Synthchem, 304, Arjun Centre, Govandi station road, Govandi(E) Mumbai; 88