

# Preparing Project Proposal To Start On New Enterprise Project work



**Centurion**  
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*Shaping Lives...*  
*Empowering Communities...*

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## PROJECT REPORT INTRODUCTION

*A project report is a written document containing complete information about the proposed project in summary form .*



### *IMPORTANCE OF PROJECT REPORT:*

- ✓ *It act like a reference guide .*
- ✓ *It is a basis for obtaining loans .*
- ✓ *The government sanction license or certificate of registration .*
- ✓ *It is like a controlling device .*
- ✓ *It supplies information .*
- ✓ *It is used as a basis by promoter to take investment decisions*
- ✓ *It enables to evaluate the soundness of the project*

## *CONTENT OF PROJECT REPORT:*

*1) Name and address of the promoter / firm .*

*2) Objective and scope of the project .*

*3) MARKET STUDY: Project report gives the analysis of the market in respect of:*

*a) Size of the market for the proposed product .*

*b) Present demand and supply position .*

*c) Future prospects of market share .*

*d) Number of suppliers / manufacturers and extend of competition .*

*e) Availability of intermediaries – wholesalers and retailers .*

#### *4) TECHNICAL STUDIES :*

*The project report should provide details about the technology and tools needed and the sources of availability technical study covers areas like \_*

*a) Technical specifications of the product to be manufactured .*

*b) Raw materials including the sources of supply .*

*c) Manufacturing process .*

*d) Plant and machinery .*

*e) Tools and equipment etc .*

*f) Requirement of land and building .*

*g) Location and layout of the plant .*

## *FINANCIAL STUDIES :*

*The report indicate the financial aspect as : :*

- Total cost of the project , Preliminary expenses .*
- Source of finance- fixed and working capital .*
- Source of working capital .*
- Cost of production and profitability , Break- even point .*
- Cost of fixed assets .*
- Term loans, Special incentives ,if any .*
- Depreciation on fixed assets .*



## *MANPOWER STUDY:*

*The report provides data of manpower as: :*

- Number of skilled semi- skilled and unskilled personnel required in the production and other department .*
- Salary and wages structure .*
- Facilities for training and developments .*

## *MARKETING STUDY:*

*It includes ::*

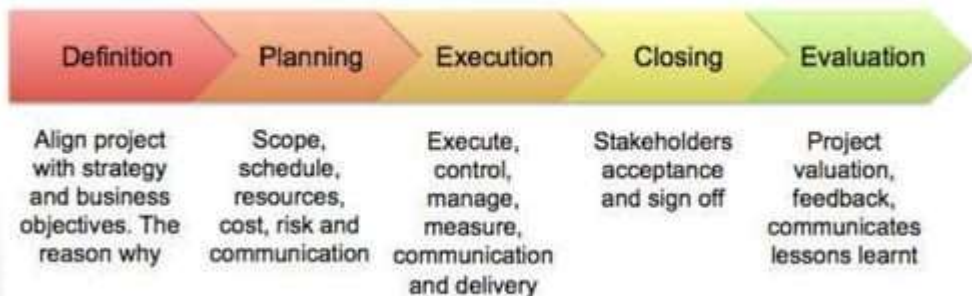
- *Pricing strategies .*
- *Advertising strategies .*
- *Sales promotion technique .*
- *Marketing channels .*

# PROJECT PLANNING :

## INTRODUCTION:

*The terms 'Project Planning' and 'Project Report' are commonly used in the process of starting of a new business enterprise .*

**Challenge:** align the project with business strategy and objectives - Communicate





### Project Design

- ✓ Gather stakeholders' needs and write SOWs, RFPs
- ✓ Design the survey instrument (e.g., questionnaire, interview guide) and test it to meet objectives
- ✓ Develop the sample design and plan, estimate design effects when warranted, and identify data weighting approach

### Project Execution

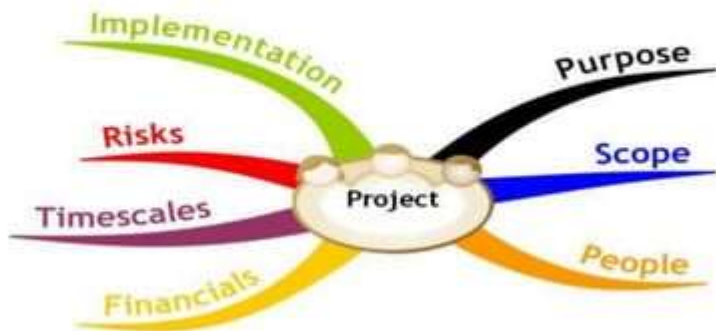
- ✓ Execute the data collection approach, e.g., quantitative, qualitative, single mode, mix mode, online, phone (CATI), face-to-face, paper-and-pencil
- ✓ Process and summarize the data - provide banner & stub data tables, text coding and analysis as needed

### Analysis, Reporting, Deployment

- ✓ Deliver basic and advanced statistical analysis and modeling
- ✓ Write and present reports of findings
- ✓ Help clients deploy results internally
- ✓ Provide ongoing consultation

## *MEANING OF PROJECT PLANNING :*

*Project planning is an integral part of project management that outlines the steps or the procedure for executing the project . Like an architect's plan , project planning ensures smooth and orderly executing of the proposed business proposal .*



## *FEATURES OF PROJECT PLANNING :*

- It is useful to small and big , private and public profit and service type of organizations .*
- It is done in the case of new project or expansion or modernization of existing operation .*
- It helps to execute the project in a systematic manner.*
- It is a comprehensive term .*
- It is the basis for the execution of the project report and covers technical , marketing , financial and managerial aspect .*

## *STEPS IN PROJECT PLANNING :*

*Discovery of business proposal .*



*Primary investigation .*



*Technical and physical study .*



*Feasibility study .*



*Final stage .*





# PROJECT REPORT V/S FEASIBILITY REPORT:

## PROJECT REPORT

**1. MEANING:** It is a written report containing complete information about the proposed project in summary form .

## 2. WHO PREPARES :

It is prepared by the promoters with the help of experts .

## PROJECT PLANNING

It is a written document containing in detail the findings of technical , financial and marketing feasibility studies .

It is prepared by promoters or by lending institutions .

# PROJECT REPORT V/S FEASIBILITY REPORT:

## PROJECT REPORT

### 3. WHEN THEY PREPARES :

*It is prepared before feasibility report in the initial stage of project formulation .*

### 4. BASE :

*It is prepared on the basis of project planning .*

## FEASIBILITY REPORT

*It is prepared after the project report is ready.*

*project report is the basis for preparing feasibility report .*

## PROJECT REPORT V/S FEASIBILITY REPORT:

### 5. USEFULNESS:

*It is like a reference guide during the execution of project . It is a basis for obtaining loans from banks.*

*It is useful to find out commercial viability of the project i .e rate of success or failure of a project .*

How to make a company's project report.

*INTRODUCTION:- : A project report is a descriptive statement which provides the required detail information about the idea generated for the investment .*

*A preliminary project report is a statement of information related to - - - -*

- a) Investment , labour , and raw material requirement*
- b) Plant and machinery requirement .*
- c) Technological requirement .*

d) Profitability of the project .

e) Therefore , project report is a frame work of business requirement .

- It gives information about MANAGERIAL , FINANCIAL , ECONOMIC TECHNOLOGICAL , PROFITABLE aspect of the project .

### **MEANING :-**

Project report is one of the modern concept in the field of business today , before selecting or investing in any business , the entrepreneur like to know the requirement and the profit of the business . He wants to know in advance what the government policy is , etc answer to all this question are present in a report called as project report .

## *ADVANTAGE OF PROJECT REPORT: :*

- ✓ *Detailed information about the project is collected by an entrepreneur .  
The entrepreneur gets clear knowledge of all the formalities to be completed before the unit is set-up .*
- ✓ *Preparation about obtaining the land and shed , machinery , etc . Can be started well in advance as the project report aptly points out these requirements .*
- ✓ *The project report instills confidence in the entrepreneur .*

*Even though , project report prepares the foundation of the project , it is flexible and can be changed as per the requirement*

*Following are the broad heads under which the complete information on relevant aspects is included in the project report .*

- 1. General information*
- 2. Project description*
- 3. Market potential*
- 4. Capital costs*
- 5. Assessment of working capital*
- 6. Other financial aspects*
- 7. Economic and social variables*



## *PREPARATION OF PROJECT REPORT*

### *PRELIMINARY INFORMATION:-*

- ✓ *NAME OF THE ENTERPRISE* - *P.C SHETTY*
- ✓ *BIRTH DATE* - *09/04/1947*
- ✓ *PROJECT* *PAPER BOARD CARTOONS*
- ✓ *LOCATION* *URBAN AREA*
- ✓ *TYPE OF ORGANISATION* *SMALL SCALE INDUSTRY*
- ✓ *NAME OF THE FIRM* *PRINT CRAFT.*



✓ ADDRESS

A-49, GROUND FLOOR, PANALAL COMPOUND, L.B.S.

MARG, BHANDUP (W). MUMBAI - 400 078.

**PROJECT**

- EDUCATIONAL QUALIFICATION*
- SPECIAL TRAINING*
- WORK EXPERIENCE PAST*
- DETAILS OF PROPOSED PROJECTS*
- MACHINERIES /EQUIPMENTS*
- RAW MATERIALS*
- MAN POWER*

- TOTAL COST OF PROJECT*
- MEAN'S OF FINANCE*
- PROJECT PROFITABILITY ANALYSIS*
- SUPPLEMENTARY DETAILS : Do you own a house / Property etc*

*Own insurance Policy ,Any interest in other firm ,Do you belong to*

*S.C/S.T/O.B.C/ General General Present Monthly Income ₹ 50,000*

*(Approx)*

☐ *MARKET STUDY*

☐ *COST OF PROJECT.*

*A – FIXED CAPITAL .*

- 1. Land and Building*
- 2. Machinery and Equipment*
- 3. Furniture and Fixtures*

## *CONCLUSION:-*

- ✓ *Project report is a blueprint of the project .*
- ✓ *It gives complete information about the technical , economic , financial and managerial aspects of the project .*
- *The important elements of a preliminary project report are as follows : General information about the entrepreneur Project*
- *It is done in the case of new project or expansion or modernization of existing operation .*
- *It helps to execute the project in a systematic manner.*

## *References:-*

- 1. Panda, S. C. Entrepreneurship Development, New Delhi, Anmol Publications.*
- 2. Philip Kotler, Philip (2006). Marketing Management, 12th ed., Pearson Prentice Hall. ISBN 0-13-145757-8.*



*THANK YOU*