

Mentha farm business plan

Business



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BUSTER**

Executive Summary

Mentha Garden is a 10 acre farm dedicated to the production of Menthol oil (Pipermint oil). Mentha Garden is located at Fatehpur in Barabanki , Uttar pradesh. Mentha Garden is working hard to become a leading producer of Menthol oil in Barabanki for the Stage 2 level industry. Barabanki ranks number one in menthol oil production, which constitute 65-70% of Indian production. Menthol oil is used in Pharmaceuticals, Chewing Tobacco, Pan Masala, Perfumery Compounds, Toothpaste, Mouth Washes, Oral Preparations, Confectionery, Cigarettes .

Keys to Success

Mentha Garden has identified two keys that will be instrumental in their success. The first is the implementation of strict financial controls. By having the proper controls, production efficiency will be maximized. The second key is the recognition and implementation of the philosophy that 100% customer satisfaction is required to ensure a profitable business. Profits are a by product of satisfying customers, not the other way around. Products Mentha Garden is a 20 acre farm that concentrates on the growing of different variety of Mentha.

Mentha Garden will feature

Mentha Arvensis-Initially the crop grown was called Japani mint/ Mentha Arvensis but subsequently the problems of rains & dryness, this crop was developed and known as Mentha Shivalik.

Mentha Piperita-

The USA being the main producer of Mentha Piperita similarly it is also called

American piperita.

Though India is developing the

quality of Mentha Piperita

Comparing to US crop but we have not yet been able to grow successfully till now.

Process of Deriving Menthol Crystals – Stage 1: Farmers level
Mentha arvensis leaves are boiled and oil is extracted.

Iron vessel is used for the same. Stage 2: Industry level

Mentha oil extracted in stage 1 is frozen to minus 60 degrees Celsius. This takes about 6 to 7 days. Aluminium vessel is used here. The output consists of 30% De? Mentholised Oil (DMO) and 70% Flakes.

Stage 3: Industry Level These flakes are heated at 40 degrees Celsius. The liquid obtained is filtered by cloth and loaded into a machine. Crystals are sown in this liquid and kept for 15 to 20 days.

The output is 70% crystal and 30% residual mentha flakes.

Iron vessel is used in in this process.

Market Menthol Garden sells Raw Menthol oil to the Industry level -2 on market price. Management Team Menthol Garden will be lead by the Sujeet patel and D. K Patel(father). Father brings a wealth of business and management skills to the Garden. Sujeet patel will be responsible for the business operations of the farm and marketing of oil. Financial Plan- Mr. D. K Patel is doing menthol oil farming traditionally but I wanted to apply my Botanical knowledge as well as management skills, what I have learnt in my 12+3+2 level of education.