

# Business plan for a water bottling plant



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BUSTER**

“ Guha Water Bottling Plant” is the name by which our water bottling plant will be known in India. Mineral bottled water in India under the name “ Paath Neer” will be first introduced by Guha Water Bottling Plant Pvt. Ltd. Mineral bottled water was in glass bottles in two varieties in the beginning. But later on it is available in 8 pack sizes: 250ml cups, 250ml bottles, 500ml, 1 liter, 1. 5 liters, 2 liters, 5 liters, and 20 liters. Its operations will run throughout the subcontinent of India and will be one of the leading bottled water supplying companies of India. As of 2014, Paath Neer will have 8 plants & 11 franchisees all over India.

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The first plant under Guha Water Bottling Plant will be established at Industrial Estate in Gurgaon, Haryana in mid-of 2011. This organization will grow with a rapid speed and able to built 7 more plants in a very short span of time. The other plants will be located in Jharkhand, Mumbai, Bangalore, Chandigarh, West Bengal, Chennai and Gujarat respectively.

Later on, the company will plan to expand itself all over the World. As the company’s chiefs have decided to build few plants in UAE and few Countries of Africa.

## **EXECUTIVE SUMMARY**

The name of our product itself says that we have the organization which is the manufacturer of the Mineral Water Bottles. “ The fountain of all life”. Water can also be the cause of much misery. Especially in India, where

contaminated water continues to bring down millions with diseases such as diarrhea, dysentery, typhoid, jaundice and gastro-enteritis.

At home, most people are either forced to boil water or to install scrubbers. While traveling or eating in restaurants, buying bottled water has become necessary. This need has seen an explosion of companies on the market safe bottled water from all over the country.

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The tradition of bottled water and mineral water is not very old. Even in western countries the practice of bottled drinking water started in 1950s. The trend of having mineral water gained grounds in the market.

In India, exposure to media and exposure to international lifestyles deteriorating levels of drinking water, increased number of cases of waterborne awareness about health and hygiene and other related factors cause acceptability of the concept of mineral water. The market has not looked back ever and since then has grown leaps and bounds to such an extent that some of real and superficial, the operators introduced him milk.

## **CURRENT SITUATION**

Paath Neer will value its customers and will therefore develop unique packaging to meet the needs of each individual. Our products will be in 250 ml beakers, bottles of 250 ml 500ml, 1L, 1. 5L, 2L, non-refundable containers and 5L, 20L, which return packages. Until the date on which the Indian consumer will consume Paath Neer water, very soon in our effort to go for

something refreshingly new, we will introduce Paath Neer pure mountain water – water will be brought to you from foot of the mountains in Himachal Pradesh. Therefore after new months of opening the plant our products range will includes two options: Paath Neer with added minerals and Paath Neer Mountain water.

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This is capturing the market in India and overseas. PAATH NEER will be a leader and will capture the Indian market by providing the best quality for a period of long time. Now around 100 companies sell an estimated 424 million liters of bottled water valued at around Rs. 200 crore in the country annually.

Paath Neer commits to offer every Consumer pure and clean drinking water. Paath Neer water has passed through many stages of purification, and finally ozonised packaged for consumption. R & D Unit and a strict quality control will make PAATH NEER leader in bottled water segment.

PAATH NEER seeks to maintain strict quality control each unit purchases implement and hat only from approved suppliers.

## **INDUSTRY ANALYSIS**

Industry Analysis can be defined as a market assessment tool designed to provide a business with an idea of the complexity of a particular industry.

Industry analysis involves reviewing the economic, political and market factors that influence the way the industry develops. Major factors can include the power wielded by suppliers and buyers, the condition of competitors, and the likelihood of new market entrants.

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The market for bottled drinking water is rapidly evolving since 1980, increasing nearly 400% over the last ten years according to the Council of bottled water producers because of the loss of consumer confidence in food protection and excellence of urban stream supply.

In response to citizens and businesses to buy bottled water for use in their homes and offices. Free of contaminants and government care, and bottled water from protected springs or wells or produced by the refining and processing of water from public water supplies. Consumer demand for bottled water is expected to continue growing as water supplies worldwide are considered undrinkable and unhealthy.

According to survey performed by E-Works in 1988, more than 60% of consumers go to the purchase of bottled water says 'taste', is the main reason for purchasing bottled water. Other reasons were cited for safety and "too many chemicals in tap water."

## **DESCRIPTION OF THE PROJECT**

Guha Water Bottling Plant will be set in around 8 cities in India and its headquarter will be in Gurgaon. Our products will be in 250 ml beakers, bottles of 250 ml 500ml, 1L, 1.5L, 2L, non-refundable containers and 5L, 20L, which return packages. PAATH NEER will produce their own bottles in the house, and will soon purchase the most modern world-class art machines, making them on equivalence with international standards. This is not only that we will improve quality of packaging, but also reduces the material wastage and double production capacity.

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By the opening of our plant, many people got employments such as: –

The main employees or you can say that the backbone of the industry will be our workers. We will have nearly 500 of workers working in the industry.

Managers who manages the work of the company.

Account Manager who manages the account office such as monetary works.

At last our Indian government is also get benefited as we pay huge amount of tax.

## **OPERATIONAL PLANS**

Guha Water Bottling Plant will be established at Industrial Estate in Gurgaon, Haryana in 2011. And, Paath Neer is the name of our product i. e. mineral water. It will be available in 8 pack sizes: 250ml cups, 250ml bottles, 500ml, 1 liter, 1. 5 liters, 2 liters, 5 liters, and 20 liters. Its operations will run throughout the subcontinent of India and will be one of the leading bottled water supplying companies in India.

The following are the Operational Plans of our organization: –

### **Location**

The company will control from around 45000 sq. ft. Of depot legroom in at Industrial Estate in Gurgaon, portion of that room being set away for office room. Guha Water Bottling Plant is currently working with county officials to identify and negotiate the lease on an appropriate site.

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## **Deliveries**

It has been predicted that road delivery person will deliver around 7000 bottles every day or 210000 bottles every month. If monthly delivery increases then extra person will be required for the process. This is predicted at the end of five months of Business.

## **Insurance**

Guha Water Bottling Plant's agreement with Rue Bottling, Rue's product liability insurance will cover any such claims against Guha Water Bottling Plant. Company itself will also carry its own insurance, including 2.5 crores of umbrella liability policy.

## **Future Plans for Bottling**

Once Guha Water Bottling Plant accomplishes a customer support of 4,000 or deliveries of 2,10,000 bottles per month, the company will begin to invest in equipment to bottle water in-house. An investment of approximately Rs. 55,00,000 would be required in order to procure the bottling machine.

## **PRODUCTION PLANS**

PATH NEER manufactures its own products and has its own manufacturing unit which includes various machines; the whole manufacturing process is carried on by PAATH NEER at its plant. The whole manufacturing process is divided into different parts and it consists of different activities like water purification treatment, blowing of the bottles, filling of the bottles, packing of the bottles etc.

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The following are the Production plans of our industry:-

As per regarding the production it's very important to satisfy our customers by providing them healthy and hygienic water.

Employees trained for not only particular task, but especially use the entire concept.

A big emphasis on comprehensive survey on the quality and integrity of our products. We must be constantly monitored for our own high standards for freshness and purity.

We will producing 250 ml beakers, bottles of 250 ml 500ml, 1L, 1. 5L, 2L, 5L, 20L, which return packages but later on planning to produce 50L bucket.

We are also planning to reduce the cost of our product by reducing the profit of dealers. This will neither affect our industry but in return increase our business.

## **MARKETING PLANS**

Our marketing plan is to establish a well-regarded brand name linked to a meaningful positioning. We will have to invest heavily in market to create a distinctive brand image projecting innovation, quality and value.

The followings are the Marketing Strategies of the Guha Water Bottling Plant.

They are: -

### **Free Trials**

To acquire more and fast customer support, Guha Water Bottling Plant planed to promote its free trial program, offering new customers the use of a <https://assignbuster.com/business-plan-for-a-water-bottling-plant/>



company cooler for an interval of 25 days free of cost which contain two free bottles of water.

## **Advertising**

E: ASSIGNMENTS MY PROJECTS VISHAL GUHA images2. jpg Guha Water Bottling Plant intends to advertise its free trial offers by way of radio ads (secured through cross-promotion deals or barter arrangements), door hangers, posters in metros , busses , parking places and ads in coupon packages.

## **Trade and Consumer Shows**

Attendance and exhibits at local home and mall shows is also planned, to keep the Guha Water Bottling Plant name constantly in front of consumers.

## **Placements**

The company will also place coolers in public places frequented by health conscious consumers, such as pharmacies and hospitals.

## **HUMAN RESOURCE PLANS**

Guha Water Bottling Plant is a unique Human Resources Management restaurant that enables the process of acquiring talent, aligning them with organization's goals and leading the transformation, to help your organization take that leap in performance. From automating routine tasks, to generating strategic reports, to giving access to employee related information through self-service, Guha Water Bottling Plant does it all. Our key Modules include Performance Management, Training & Development, and recruitment, HR Workgroup and Report/Analytics, Payroll, Self-Service. As far human resources plan concerns it is just about how you manages your

employees, thus, the management of employees in our business is as follows: –

In our industry, there are nearly 2000 employees, including lower to higher level.

As we have one Head Manager who manages all the employees in the plant so his salary is a bit higher than the any other employee.

We have head in each of the branch of the restaurant such as in Ozonation, Filtration, Carbon Filtration, Reverse Osmosis System, Micro Filtration and Ozone Treatment.

We select employees such as Manager, Tester, etc. who are passed out from good institution and have at least 2 to 3 years of work experience.

The main point to be noted about our company is that we first train the employee then they are allowed to work.

We also install suggestion box, and organize monthly meetings to follow up tasks.

## **ASSESSMENT OF RISK**

The purpose of risk assessment is to identify hazards that could cause harm, assess the risks that may result from these hazards and adopt appropriate measures to eliminate or control risks. Significant findings of the risk assessment should be recorded as five or more persons. It will also be necessary to visit the site or sites to specific hazards identified.

The followings are some risks for this industry: –

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Bisleri, Aquafina and other companies are serving packed drinking water in all over India. Competition from brands operating and well-established brands operating in the market.

Consumers are becoming more brand loyal rather than quality conscious.

Attractive schemes are provided by the competitors for their brand promotion.

Eureka Forbes and Aqua guard are trying to capture the market.

## **FINANCIAL PLANS**

Financial planning is a process of formulating objectives, evaluation of assets and resources, assessment of future financial needs and plan to revise the economic targets. Many elements may be involved in financial planning including investments, asset allocation and risk supervision. Taxes, insurance and real estate are usually included.

The Capital required to start a Water Bottling Plant is around 1 Crores.

Source of Money:-

I will get Rs. 10 Lakhs from my Parents.

Around Rs. 50 Lakhs I will get from Two of my Friends who were working in United States and New Zealand.

Rs. 10 Lakhs I will take from Venture Capitals.

Rs. 20 Lakhs will be given by my Brother who is staying in UAE (Dubai).

Rs. 10 Lakhs I will take Loan from any Indian Bank.

There is some important point which I kept in mind while making a financial plan. They are as follows: –

Growth rate will be reasonable, and in smooth running.

Sale would like to increase at a flow of 10% per year.

3. 2% – 3% per year the cost will increase.

### **Marketing Fees**

Marketing fees is generally for purchasing the material for production and convert them into finished product. This is also important one we should reserve some amount of fund for purchasing of raw material.

### **Fixed and Variable Expense**

This fixed and variable expense is also required in our financial plan. As this expense is only determine by when we survey many plants after that we taking actual number from this plant which we survey. As by this we can know our fixed and variable expense.