**Detailed Project Report Structure for FPCs**

**GENERAL INFORMATION – BACKGROUND**

* Goals & Objectives
* General details about the FPC
* Bylaws, Board Members, Institutional Background
* Details of the supporting organisation
* Type of Support provided by the Promoting Institutions to the FPC

**PROFILE OF EXISTING BUSINESS OPERATIONS**

* Total years of experience producing the product, is it related to food processing industry? If yes, explain?
* Operational area of the FPO
* Background of Current Business, Business Model
* Process description including the list of activities performed for value addition
  + Background of Product/Item
  + Features of the Product/Item
  + Benefit of the Product/Item (Nutritional)
  + Process Of Production
* Products/By-Products being manufactured. Relation to ODOP chosen
* Source of Raw material, Product & Installation Capacity
* Details about the current target market and volumes
* Risk Analysis (Financial, Trade, Management, Production)
* Linkages for existing business: Agreements made with buyers (Input and output, subsidy schemes)
* Type of Support Promoting Institutions extending to the FPC (A brief para)

**FINANCIAL BACKGROUND**

* Financial Performance of the FPC
* Total Units Manufactured, Total Units Sold, Net Profit Generated
* Profitability Ratios, Working Capital Ratios, Leverage Ratios, Year-over-Year growth

**PROPOSED BUSINESS PLAN**

**Rationale**

* + Need for the proposed business project?
  + Products/By-Products to be manufactured. Relation to ODOP chosen
  + Demand & supply gap analysis of the output product

**Proposed Value Addition**

* + Sourcing of Raw Materials,
  + Brief description about technology, manpower estimation
  + Process flow diagram
  + Proposed production & installation capacity of business unit,
    - Tools/Machinery required
    - Fuel Type
    - Pollution Control
    - Production Capacity
    - Installation time

**Viability of the Business Plan**

* + Feasibility analysis of project based on technical, economic and financial aspects
  + Proposed Employment Generation prospects, availability of cheap labour, transport and other logistical facilities available in the local area.
  + Price trend of raw material and output from similar industries for last 3 years
  + Production Cost Per Unit
  + Per Unit Profit estimated
  + Minimum number of unit to reach break- even point
  + Linkages for proposed business: Agreements made with buyers (Input and output, subsidy schemes)
  + Technology support (sourcing, efficacy)
  + Implementation Schedule of the Project
  + Critical issues for success of the project

**Marketing plan** for the output products

* Product - Essential details of the Product including the Product Strategy,

1. Product Designing
2. Packaging Designing
3. Quality control,
   * Price - Pricing strategy, Target Customer
   * Place - Target Market (Geography), Marketing channel, Place Strategy, Distribution Channel Planning, Plans for increase in sales,

* Promotion - Common packaging and branding,
* Promotional details including Promotional Strategy, Distribution Literature, Multimedia Promotional Activities, Social Media Promotional Activities, Digital Marketing, Print Media, Hoarding and Banners (for the Floating Population) etc.

**PROPOSED FINANCIAL**

* Cash Flows, P & L, Working Capital Estimation, Balance Sheet & Cash Flow Statement
* **Profitability Ratios, Working Capital Ratios, Leverage Ratios,** Year-over-Year growth
* **Financials Return Ratios –** Break-even point, Internal Rate of Return, Payback Period, Sensitivity Analysis: