**Detailed Project Report Structure for Self Help Group**

**GENERAL INFORMATION – BACKGROUND**

* Goals & Objectives
* General details about the SHG
* Bylaws, Board Members, Institutional Background, Domain of Operation and its details (Line of Business, Industry)

**PROFILE OF EXISTING BUSINESS OPERATIONS**

* Operational Area of the Proposed Project
* Total years of experience producing the product, is it related to food processing industry? If yes, explain?
* Background of Current Business, Business Model
* Process description including the list of activities performed for value addition
	+ Background of the Product
	+ Features of the Product
	+ Benefit of the Product
	+ 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
* Market Scope of existing business – where do you sell your product, details about past figures
* SWOT Analysis (Strength, Weakness, Opportunities & Threats),
* Risk Analysis (Financial Risk, Trade Risk, Management Risk & Production Risk) of current business operation
* Linkages for existing and proposed business

**FINANCIAL BACKGROUND**

* Financial Performance of the SHG
* 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, process description including the proposed list of activities to be performed
	+ Proposed production process, production & installation capacity of business unit
		- Tools/Machinery Required
		- Pollution Control
		- Production Capacity
		- Installation

**Viability of the Business Plan**

* + Feasibility analysis of project based on technical, economic and financial aspects
	+ Proposed Employment Generation prospects, availability of cheap labor, 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 Estimate
	+ Minimum number of units to be sold to reach break-even point
	+ Proposed Technology support (sourcing & efficacy),
	+ Implementation Schedule of the project
	+ Critical issues for the success of the project

**Marketing plan** for the output products

* + Product - Essential details of the Product including the Product Strategy,
		- Product Designing
		- Packaging Designing
		- 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, Debt Service Coverage Ratio, Sensitivity Analysis