



DAVANAGERE UNIVERSITY

S.J.M Vidyapeetha ®, Chitradurga

**S.J.M College of Arts, Science and Commerce,
Chandravalli, Chitradurga. 577501**

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PROJECT REPORT OF NEW BUSINESS PLAN

MY SKIN CARE

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-: 2020-21 :-

Business plan

MY SKIN CARE

SKIN MAKE HAPPY AND FLAWLESS

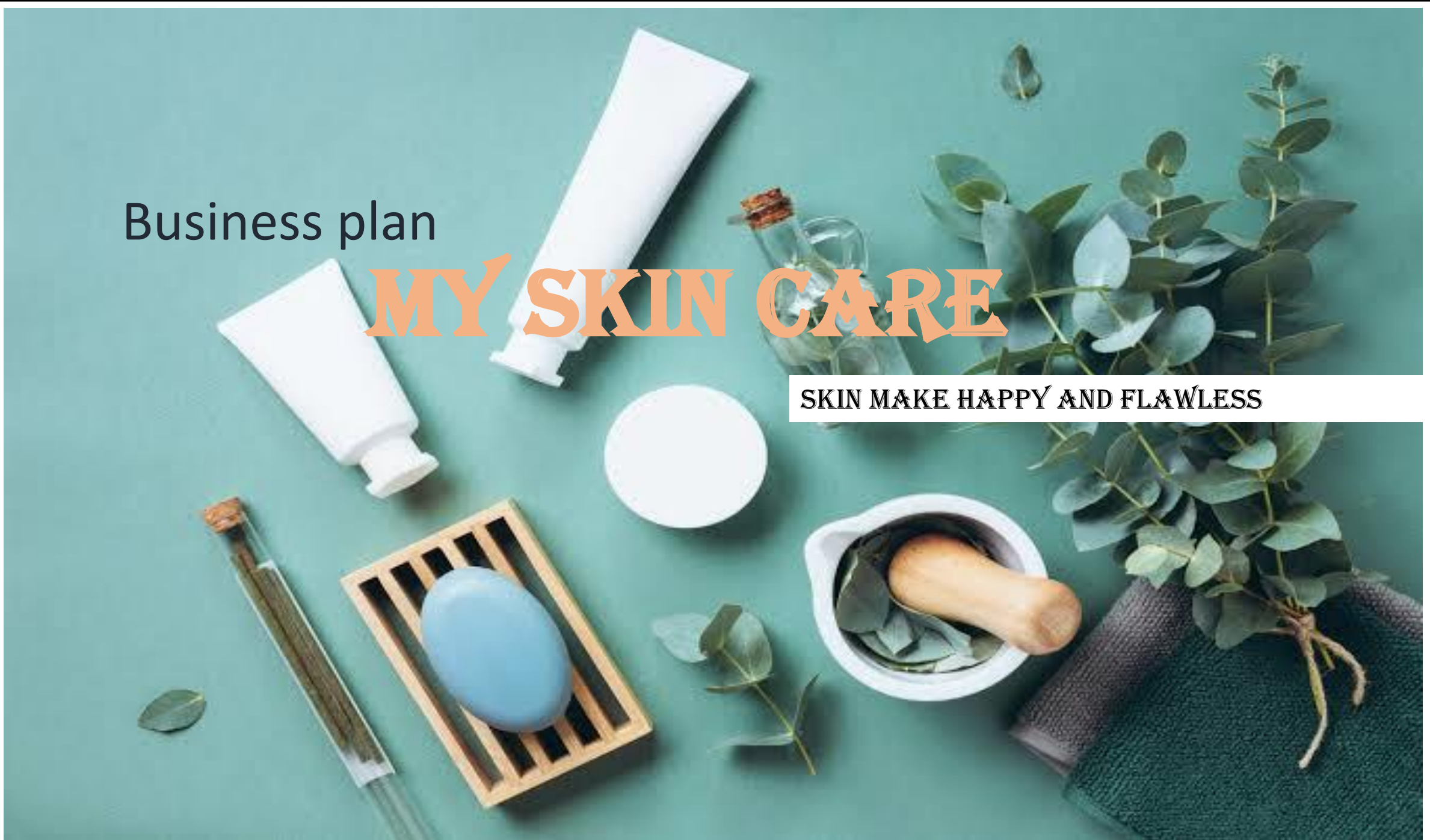


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Executive summary :

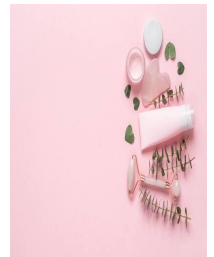
- The company mission is will provide a friendly, comfortable atmosphere where the customers can receives good quality of cosmetics beauty products and natural skin care services at a reasonable price .
- To encourage customers health and happiness through our cosmetics while maintaining ethical moral and staying beneficial to the environment and the local community.
- Our products range from all variety of beauty product available in India relating to mainly skin ,body , nails ext.
- Our company would like to show people that even with a small amount of cosmetics involved in their daily routine that they can feel more beautiful and they can enhance their future.
- Our shop believed that this will benefit for customers because they provide best quality products at a reasonable prices which actually benefits there health and happiness in their faces.
- The products we provide will meet our customers needs because they want value of money and the aspire to find quality products for an inviting prices.
- Our products will increase health and happiness therefore we are meeting customers needs because they want products which are beneficial to them but are still enjoyable to use .



• *Company summary:*

Objectives:

- to produce honest and ethically made our products and existing products.
- Develop close relationship and strong supply chains with local supplies and customers .
- Provide learning opportunities to all customers about products and how important our work is developing future.
- Run some inline websites .
- The marketing objective- is to provide people with ethically made health and beauty products that are value of money.
- Beauty is a booming industry globally in fact ,the arguments could be made that the demand for quality skincare and top-line cosmetics products is more relevant here with meckup and flawless appearance ingrained culture of our Indian women's.



• *Marketing analysis:*

Strengths:

- Location
- The founder
- Servicing of a need

Opportunities :

- Limited competition
- Business growth

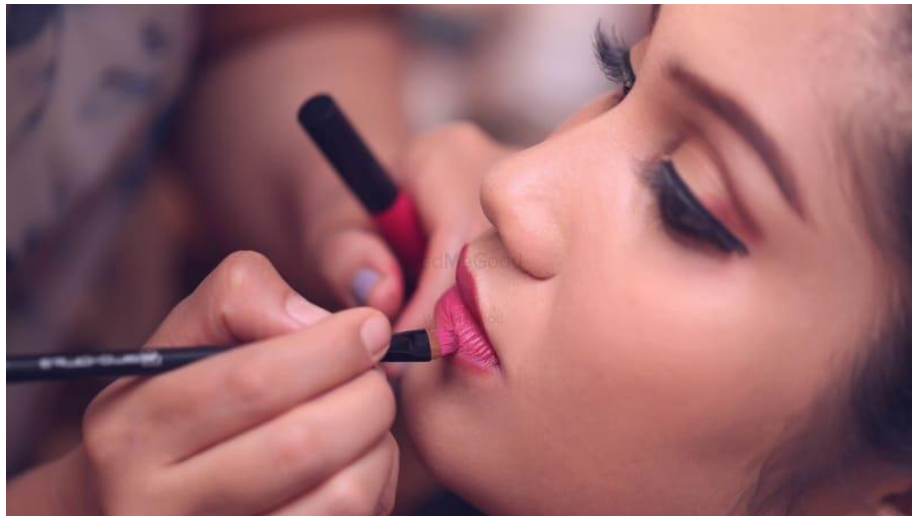


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Threats :

- Lack of funding
- Larger organisations
- Already existing business

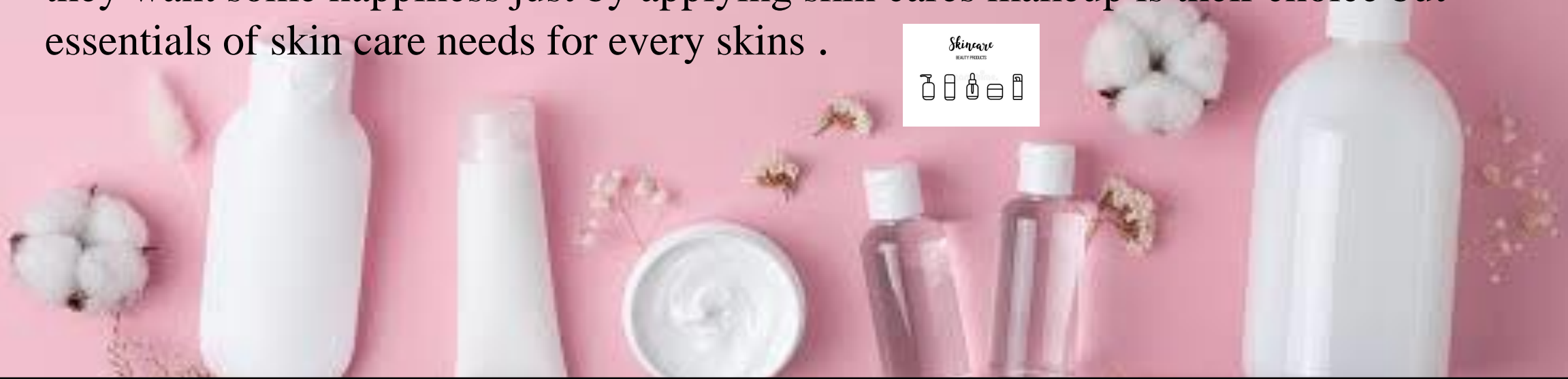


Weakness

- Marketing

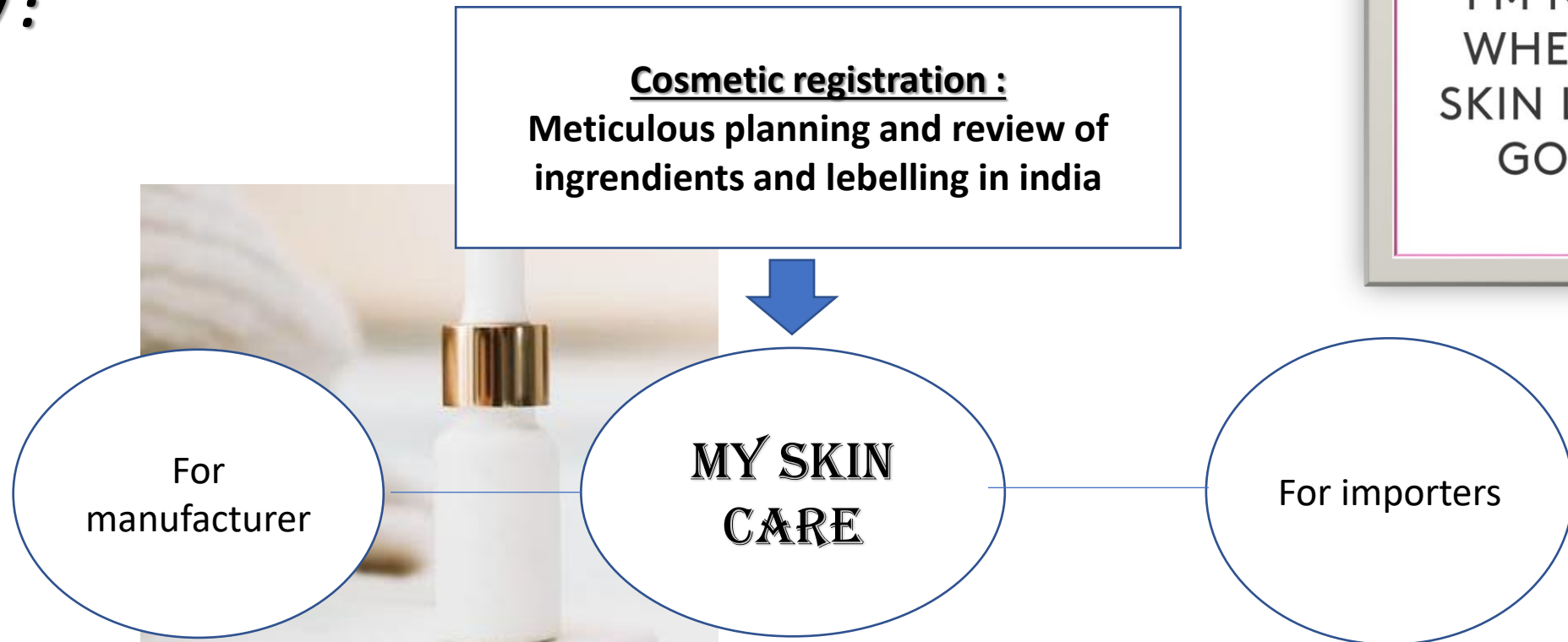
• *Market analysis:*

- Target market : our shop target will be to anyone who experience of our skincare and anyone who enjoy the makeup and our main target people is 18- 55 age group both female and male and working peoples the total population in India 138 crores and 40% of age groups
- Competition : my major competitors would be existing skin cares one of the strength of existing skin cares are they are well known in market and some of them become popular
- Market trends : Makeup is the choice of people but skin care makes them happy ever. Every morning millions of peoples wants to maintain their skin as a fresh and glow
- Survey: in a simple survey tell us that people are trending according their choice and they want some happiness just by applying skin cares makeup is their choice but essentials of skin care needs for every skins .



• *Company and management :*

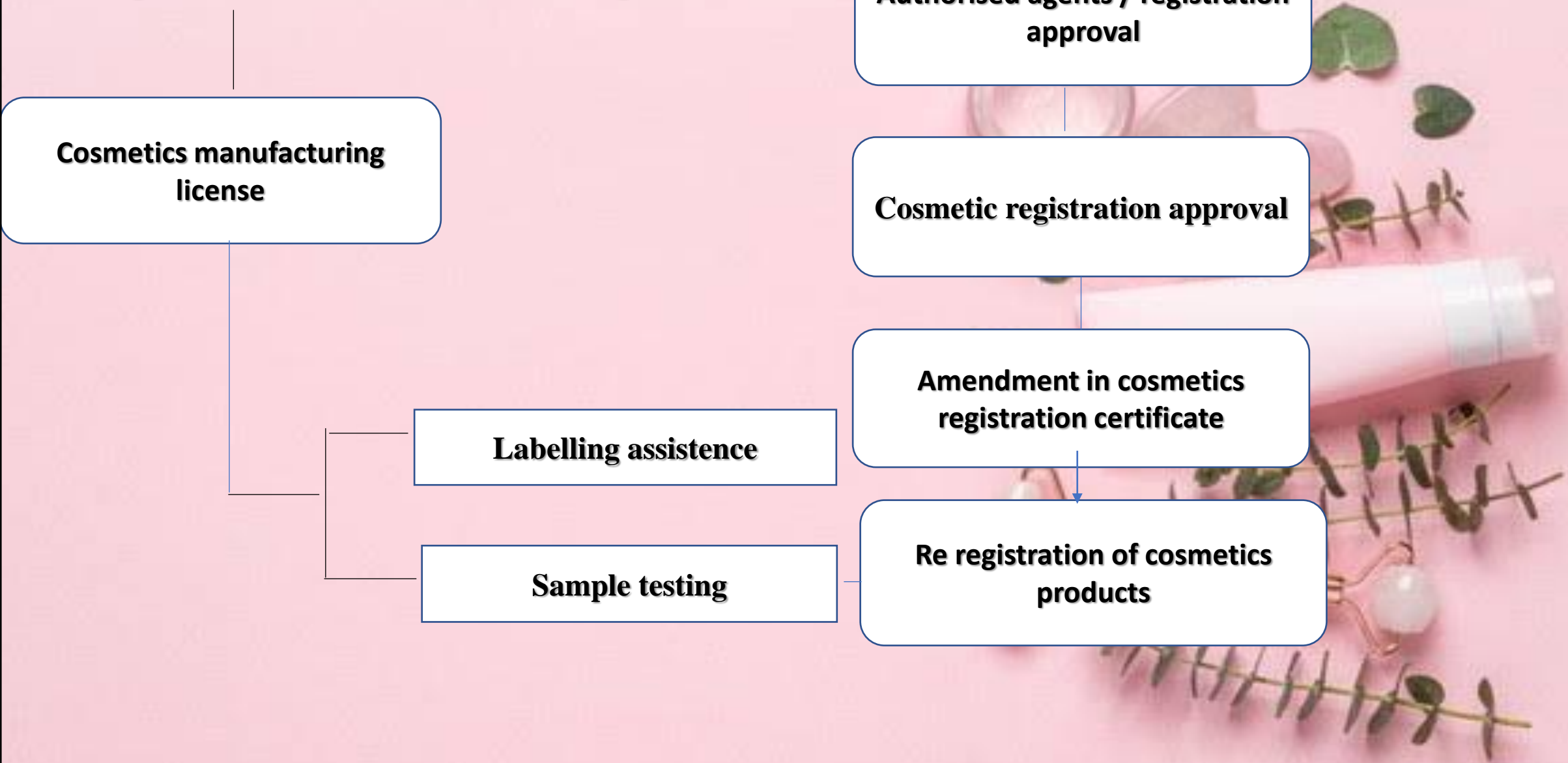
company :



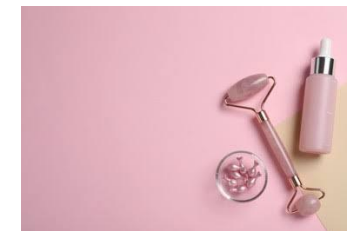
Skincare
BEAUTY PRODUCTS



• ***Organisation and management :***



managements:



Skin care

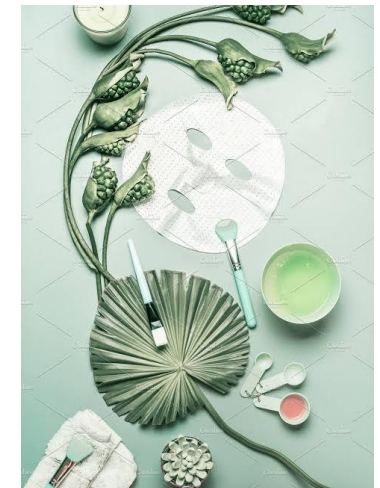
- *Head*
- *10 workers*

Purchasing

- *Head*
- *5 workers*

Billing

- *Head*
- *3 workers*



Products and services line:

- My skin care products- moisturizers cleansers toner lotions lipbombs face creams facepacks powders perfume.
- Hairs care-hair oil serum conditioners shampoos keratin hair oil hair gels hair wax hair mousse pomade hair spray hair creams .

Top brands:

Mac

Lakme

Revolution

Biotique

Maybelline

Mamaearth

Avon

Colorbred

Loreal paris

Lancome

Olay etc



- ***Marketing and sales :***

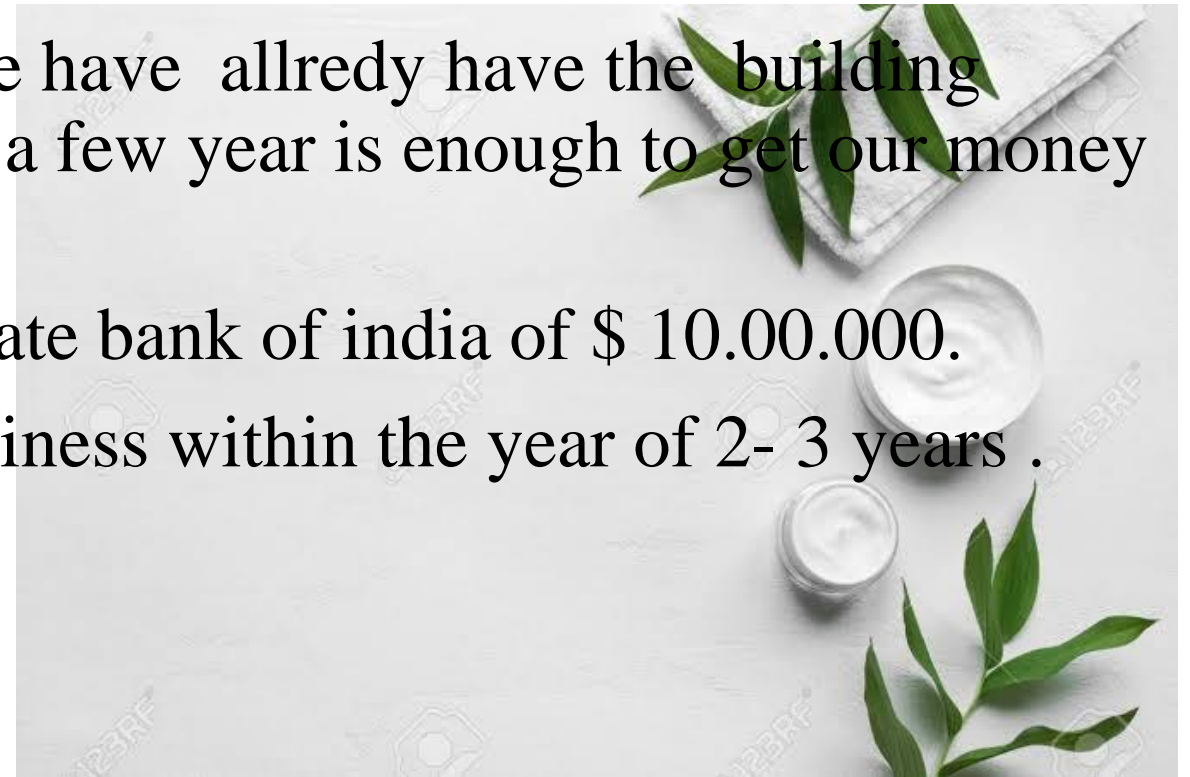
- ***Market strategy:***

- For promotion: direct mail and email activities to target audience, print advertising, radio ads, yellow page, television pamphlets, web search, trade shows .
- Work hard to have best makeup products and skin care and services to in town and surrounding areas .
- We will plan to make flyers to put on cars that have our business logo and address them .
- it will also list the day of opening and make 20% offers on our products and 25% on existing products available in india .
- Make them special offer on their birthday gift worth 1000 and purchasing of more than 20000 they get 7000 gift coupons .
- Sales : we are hoping that we are providing the best quality of goods our customer which make them happy and feel flawless makeup on their appearance and sales are going through with the estimation of our financial projects .





- We are opening the company under partnership three equal contribution of 10.00.000 total capital of the company is 30.00.000 and additional capital of 500000.
- we are not paying any rent because we have already have the building register under three of us we hope that a few year is enough to get our money back .
- we are applying loan in the bank of state bank of india of \$ 10.00.000.
- With that help we will increase our business within the year of 2- 3 years .



Financial projection:



Break – even analysis	Amount
Monthly revenue break even	70.000
Average monthly revenue	90.000 <input type="text"/>
Average monthly variable cost	10.000
Estimated monthly costs	1,00,000



Profit and loss account:

Pro forma of profit and loss account:

particulars	1 year	2year	3year	4year	5year
revenue	300,000	400,000	500,000	600,000	10,00,000
Total cost revenue	200,000	250,000	300,000	500,000	700,000
Gross margin	250,000	350,000	400,000	500,000	550,000
Gross margin/rvenue	60%	63%	70%	78%	86%
expenses					
supplies	10,00,000	15,00,000	20,00,000	20,00,000	25,00,000
marketing	500,000	600,000	700,000	800,000	900,000
insurance	14870	22765	25968	29563	32706
miscelleneous	50000	45000	50000	45000	30000
depreciation	10000	10000	10000	8000	9000
Taxes incurred	65000	87000	67000	89000	90000
Net profit	8,00,000	7,00,000	9,00,000	12,00,000	15,00,000
Netprofit/Revenue	67%	78%	78%	81%	85%

• ***Projected cash flow:***

particulars	1 year	2year	3year	4year	5year
Cash received					
revenue	3,00,000	4,00,000	5,00,000	6,00,000	10,00,000
New current borrowing	0	0	0	0	0
New long term liabilities	10,00,000	10,00,000	0	0	0
Sales of other current assets	0	0	0	0	0
New investments received	0	0	0	0	0
Total cash received	15,00,000	12,00,000	13,00,000	15,00,000	20,00,000
expenditure					
Operating expenses& direct costs	59,000	75,000	89,000	95000	100,000
Current borrowing repay	500000	0	0	0	0
L- T liabilities principal repay	500000	50000	60000	55000	60000
Purchase inventory		0	0	0	0
Purchase long –term assets		0	0	0	0
dividends		0	0	0	0

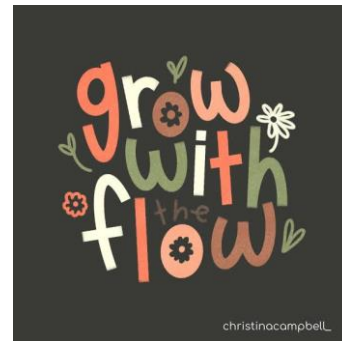
Projected balance sheet:

particulars	1 year	2 year	3year	4year	5year
Assets					
Current Assets					
Cash	560,000	650,000	720,000	790,000	10,00,000
Other cash assets	300,000	380,000	435,000	597,000	876,000
Total current assets	860,000	10,30,000	11,55,000	13,87,000	18,76,000
Long term assets					
Long term assets	9,00,000	10,00,000	11,50,000	12,54,000	13,98,000
Accumulated Depreciation	56,980	67,896	72,564	87,765	98,723
Total long term assets	8,43,020	9,32,104	10,77,436	11,66,235	12,99,277
Total assets	17,03,020	19,66,104	22,27,436	25,53,235	31,75,277

particulars	1 year	2 year	3year	4year	5year
Liabilities and capital					
Current borrowing	10,00,000	100,0000	10,00,000	10,00,000	10,00,000
Other current liabilities	0	0	0	0	0
Subtotal current liabilities	10,00,000	10,00,000	10,00,000	0	0
Long term liabilities	56,987	68,987	789,908	585,568	56,900
Total liabilities	10,56,987	168,9870	17,89,908	5,85,568	56,900
Paid up capital	2,50,000	6,86,890	7,99,900	898,000	970,846
Retained capital	96,000	98,000	90,000	10,5000	130,000
earnings	7,98,000	9,00,000	9,00,000	98,9000	900000
Total capital	11,35,000	16,84,000	17,89,900	19,92,000	20,00,846



Total liabilities and capital	21,91,987	3373870	35,79,808	25,77,568	20,57,746
Net worth	25,00,000	26,56,000	30,87,000	25,90,000	20,67,000



• *Appendix: one year financials:*

Particulars	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Total												
Beauty products	150,000	155,000	157,000	167,000	169,000	173,000	176,000	179,000	181,000	192,000	195,000	199,000
cosmetics	210,000	234,000	245,000	2,56,000	267,000	2,71,000	273,000	278,000	285,000	287,000	290,000	2,93,000
Merchandise	250,000	256,000	267,000	278,000	289,000	298,000	310,000	315,000	289,000	250,000	320,000	4,00,000
Gift cards	34,000	32,000	43,000	45,000	41,000	40,000	45,000	48,000	495,00	50000	60,000	65,000
Price												
Beauty products	110,000	132,000	143,000	156,000	156,000	165,000	167,000	178,000	187,000	186,000	167,000	178,000
cosmetics	130,000	14,0000	132,000	157,000	267,000	456,000	234,000	675,000	786,000	768,000	786,000	675,000
Marchandise	230,000	245,000	256,000	320,000	346,000	450,000	540,000	568,000	589,000	598,000	657,000	768,000

Particulars	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Revenue												
Beauty products	345,000	456,000	324,00	876,987	987,956	786,854	678,000	678,098	578,799	587,000	657,000	546,908
Marchandise	210,000	345,987	346,434	276,453	786,876	548,000	778,899	65,780	76,987	90,876	98,987	78,987
Gift cards	45000	13,000	34,000	34,000	56,000	54,000	87,000	76,000	89,000	98,000	98,000	98,000
Total revenue	6,00,000	814987	70,44434	11,87,440	18,29,876	13,88,854	15,43,899	8,19,878	7,43,987	7,75,876	8,53,987	7,23,887
Direct cost												
Beauty products	120,000	123,000	125,000	126,000	128,000	129,000	132,000	135,000	138,000	143,000	134,000	139,00
Cosmetics	56,000	67,000	87,000	98,000	87,000	68,000	48,000	79,000	89,000	89,000	98,000	96,000
Marchandise	1,00,000	1,00,000	120,000	124,000	165,000	176,000	165,000	156,000	187,000	189,000	174,000	198,000
Gift cards	45,000	786,000	65,000	66,000	45,000	56,000	78,000	67,000	87,000	78,000	87,000	98,000

Particulars	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Directy cost of Revenue												
Beauty products	56,000	87,000	98,000	98,000	87,000	87,000	56,000	87,000	67,000	46,000	78,000	67,000
Cosmetics	98,000	98000	99,000	85,000	98,000	89,000	76,000	56,000	98,000	87,000	57,000	85,000
Merchandise	140,000	150,000	165,000	176,000	178,000	178,000	179,000	178,000	156,000	134,000	123,000	109,000
Gift cards	14,000	13,000	17,000	19,000	25,000	23,000	27,000	30,000	30,000	30,000	30,000	30,000
Sumtotal cost of Revenue	3,08,000	348,000	379,000	378,000	3,88,000	3,77,000	3,38,000	3,49,000	3,51,000	2,97,000	2,88,000	2,91,000

- ***Summary of the business:***

- The proforma projection indicate that the business will have sufficient excess cash to cover the operations should sales not materialized as quickly as planned.
- We are hoping that ***“My skin care shop”*** makes the customers happy and with some flawless makeup which are are by applying some skin care routine.
- We are thinking that we could make our customers look good and feel greater happiness on their face.

