

DRY FRUITS SHOP

1. INTRODUCTION

Uttarakhand's distinct geographical features, such as its steep terrain and numerous microclimates, have made it an ideal location for the production of a variety of dry fruits such as walnuts, almonds, apricots, and chestnuts. Notably, the Kumaon region is known for its walnut production, while the Garhwal region is known for its almond and walnut farming. Apricots are grown in various regions of Uttarakhand, and chestnuts thrive in the state's steep terrain. The state's dedication to horticulture has resulted in a huge growth in dry fruit production. The increase in quality and quantity has not only addressed demand inside Uttarakhand but also opened prospects for exporting these high-grade dried fruits to national and international markets. As entrepreneurs recognize the potential of this thriving industry, this has stimulated entrepreneurship and investment in the sector.

2. PRODUCT & ITS APPLICATION

Dry fruits, seeds, nuts, spices, saffron, and dry fruit powder have numerous culinary, health, and gifting applications. Dry fruits are popular as nutritious snacks, baking components, and ingredients in traditional sweets. Dry fruit powders add flavor and nutrition to a variety of recipes. Chia, flax, and pumpkin seeds are popular in smoothies, salads, and baking. Saffron is well-known for its flavor and color, and it may be found in a variety of foods and beverages. Spices like cinnamon and cardamom provide flavor to a variety of dishes and beverages. Nuts, such as hazelnuts, are useful as a snacking component. Hampers, which include these things, are popular gift options for a range of occasions because they include a selection of delicious foods.

3. DESIRED QUALIFICATION FOR PROMOTER

Anyone with knowledge of dry fruits and experience of product presentation and retail sales along with an understanding of nutritional values can start the retail business of dry fruits and allied products.

4. BUSINESS OUTLOOK AND TRENDS

In response to changing consumer tastes and health-conscious habits, the retail sector of dried fruits and related items in India is undergoing significant changes. Dry fruits and nuts have become increasingly popular options for nutritious nibbling and as ingredients in regular diets as the importance of health and wellness has grown. Retailers are expanding their product offerings to include a wide variety of dried fruits, nuts, seeds, and flavored versions to appeal to a wide range of tastes. The development of e-commerce has fostered the industry's expansion by providing easy access and doorstep delivery. Emerging trends include creative and informative packaging, regional specialties, private label brands, and the premium and luxury segments. The Indian market is developing, both domestically and internationally, bringing opportunities as well as increased competition for retailers.

5. KEY BUSINESS ELEMENTS

- Product Quality and selection: It includes sourcing high-quality products and offering a diverse range of products for selection
- Marketing and Branding: This includes building a very strong brand identity and forming a loyal customer base.
- Pricing and value: This includes offering strong value proposition at competitive prices.
- Innovation: This includes continuous innovation and eye-catching packaging of the products.

6. MARKET POTENTIAL AND MARKETING ISSUES; IF ANY

The market potential for the business of dry fruits is multifaceted. One of the key motivators is the growing emphasis on health and wellbeing, which has raised demand for these items. This has become a popular trend among health-conscious people, fitness enthusiasts, and those looking for healthier snacking options. Furthermore, the custom of gifting dry fruits at festivals, weddings, and other special events keeps the market healthy, resulting in seasonal peaks in demand. As the Indian dry fruit sector expands, so does export potential, particularly in areas with a substantial Indian diaspora.

However, in this competitive context, different marketing issues emerge. Consumers are very particular about high-quality and authentic products in the dry fruit segment owing to the easy duplication and chemical processing of the products. The promoter must ensure these concerns are taken care of. Product innovation in response to changing consumer trends may be challenging to achieve. To capitalize on the market's immense potential while simultaneously creating and maintaining consumer trust, businesses must face these marketing challenges and apply effective approaches.

7. SUPPLY OF RAW MATERIAL

There are various sources of obtaining dry fruits in bulk and at wholesale prices from the distributors or dealers in Uttarakhand. There are plenty of wholesale dry fruit suppliers in Dehradun like K.R. Trading Corporation, Giva Agro, and H & D Enterprises. A few suppliers from other regions include Parmar Agro Food from Haridwar, Kandari Dry Fruits from Haldwani, etc.

8. BUSINESS MODEL

An effective shop layout for a retail store specializing in dry fruits and related products should be developed to maximize consumer interaction, convenience, and product visibility. The promoter must consider making a pleasant entrance with an eye-catching display of discounted or seasonal products. Products must be arranged in a grid plan, with distinct aisles and sections for various sorts of dried fruits, nuts, seeds, and associated products. High-demand or impulse-buy items should be placed at eye level and within easy reach. The promoter must assign clear signage and product information. Tasting stations must be included where customers can try products and purchase accordingly. Highest-margin items like luxury gift packs and accessories should be placed at the checkout counter.

9. BUSINESS PROCESS

- Sourcing and Procurement: It entails locating suppliers, negotiating terms, and placing orders for bulk purchases.
- Inventory management: It includes managing the inventory efficiently entailing receiving, inspecting, and maintaining stock levels.
- Storage and Handling: It involves keeping items in proper storage conditions.
- Store Display and Merchandising: It involves setting up eye-catching displays with well-organized merchandise.
- Customer service and sales: It entails assisting consumers, handling transactions, and providing all the information.
- Marketing and Promotions: It is to create marketing plans and implementing them through both online and offline channels.

10. MANPOWER REQUIREMENT

Sr. No.	Particulars	No.	No of month in year	Wages/Salaries per month (Rs. In Lakhs)	Annual Expense (Rs. In Lakhs)
1	Self-employed	1	-	-	-
2	Skilled	1	12	0.15	1.80
3	Unskilled	2	12	0.10	2.40
4	Accountancy Services	1	12	0.05	0.60
	Total				4.80

11. IMPLEMENTATION SCHEDULE

Sr. No.	Activity	Time Required (in months)
1	Acquisition of premises	1
2	Construction (if applicable)	1.5
3	Procurement & installation of Plant & Machinery	2.5
4	Arrangement of Finance	1
5	Recruitment of required manpower	1
6	Total time required (some activities shall run concurrently)	3

12. COST OF PROJECT

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
1	Pre-operative and preliminary Exp.	0.13
2	Equipment and Furniture Exp.	2.84
3	Working Capital	10.70
	Total Project Cost	13.67

13. MEANS OF FINANCE

Bank-term loans are assumed @ 60%

Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	5.47
2	Bank Finance	8.20
	Total	13.67

14. EQUIPMENT AND FURNITURE

Sr. No.	Particulars	Unit	Price per Unit (Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Display Shelves and Wall Units	5	0.01	0.05
2	Tables/Display carts	8	0.10	0.80
3	Storage Cabinets	8	0.05	0.40
4	Weighing Scales	2	0.07	0.14
5	Retail Racks	4	0.10	0.40
6	Mirror	5	0.15	0.75
7	Containers	15	0.02	0.30
	Total			2.84

Local suppliers in India offer a wide range of furniture and fixtures. The entrepreneur can avail office furniture after thorough research and analysis. Below are the tentative suppliers in India. Besides these, online platforms such as India Mart, Trade Mart, etc. can also be explored for ordering online.

1. New Arya Mirror Trading Co.
3540, Gali Haqim Baqa,
Chandni Chowk-110006,
New Delhi, India
2. Shree Indrraj Furniture
Near Maharshi School, Dewalchour Kham,
Haldwani, Haldwani-263139,
Uttarakhand, India
3. Shree Balaji Traders
73-74, Shree Plaza, Begum Bridge Road,
Near Boundary Road, Lalkurti,
Jawahar Nagar, Meerut-250001,
Uttar Pradesh, India

15. SALES REALISATION

Sr. No.	Products	Sales in Percentage
1	Dry Fruits (Cashew Nuts, Almonds, Pistachio, Raisins, Apricot, Figs, Walnuts)	73.0%
2	Saffron, Spices and Herbs (Jakhya mixed spices, black cumin, gandranyi, lai, jamboo, and other spices)	13.0%
3	Seeds (Soybean, Flax, Sunflower)	6.0%
4	Nuts (Hazelnuts, Pinenuts, Chestnuts)	4.0%
5	Gift Hampers	4.0%
	Total	100.00%

16. PROFITABILITY CALCULATIONS

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realization	32.11
B.	Cost of production	
i)	Raw materials	20.87
ii)	Utilities	0.69
iii)	Manpower Cost (Salaries/wages)	4.80
iv)	Administrative expenses	0.14
v)	Packaging Cost	0.10
vi)	Material Lost Cost	0.10
vii)	Selling & distribution expenses	1.80
viii)	Repairs & maintenance	0.00
ix)	Rent	0.30

x)	Interest	0.48
xi)	Misc. expenses	0.00
	Total (B)	29.29
	No. of Unit production	4320
	Cost of Goods Sold <i>per unit</i>	Rs. 678 (Rupees Six Hundred Seventy Eight)
	Gross profit/loss (A – B)	2.82
	Less: Depreciation	0.26
C.	PBIT	2.56
D.	Income-tax	0.51
E.	Net profit/loss	2.05
F.	Repayment (Annual)	0.27
G.	Retained surplus (E-F)	1.78

17. BREAKEVEN ANALYSIS

Fixed cost	
Land & Building Rent	0.30
Depreciation	0.26
Interest	0.48
Manpower	1.44
Total Fixed cost	2.48
Variable cost	
Raw materials	20.87
Utilities	0.69
Manpower	3.36
Administrative expenses	0.14
Selling & distribution expenses	1.80
Total Variable cost	26.86
Variable cost per Unit	0.01
Revenue per unit	0.01
Margin per Unit	0.00
Number of Unit for Break Even Point	2041
Actual Capacity	4320

18. STATUTORY/GOVERNMENT APPROVALS

It is important to comply with food safety and business regulations before starting a Dry Fruits Store business.

1. Shop and establishment license is necessary for operating a provision store wherein working hours, employment conditions, and other regulatory requirements are stipulated.
2. Trade License: The business has to obtain a trade license from the local municipal corporation. This license permits to carry out commercial activities within a specific jurisdiction.
3. FSSAI-Food safety license registration is a must-have document for food-related sales to meet legal requirements. The Food Standards and Safety Authority of India (FSSAI) is the primary authority in charge of food safety regulation and oversight. As a result, according to the law, FSSAI Basic Registration is required.
4. Registration of business for Goods and Service Tax (GST) with the Goods and Service Tax Network (GSTIN) as it applies to all the products.

19. TRAINING CENTERS AND COURSES

Training centers that offer professional training and certification in entrepreneurship and business management are as follows:

1. National Institute for Entrepreneurship and Small Business Development (NIESBUD)
Regional Centre, Dehradun
NSTI Campus, Green Park, Dehradun- 248001,
Uttarakhand, India
2. Indian Institute of Entrepreneurship(IIE)
NH-37 Bypass, Near Game Village,
Lalmati Guwahati- 781029,
Assam, India

Disclaimer

Only few furniture & fixtures are mentioned in the profile, although many are available in the market. The addresses given for furniture have been taken from reliable sources, to the best of knowledge and contacts. However, no responsibility is admitted, in case any inadvertent error or incorrectness is noticed therein. Further the same have been given by way of information only and do not carry any recommendation.