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1. INTRODUCTION

As the demand for ready-to-eat food products continues to soar, the Ready-to-Eat Noodles business aims to capture the essence of contemporary living, where time is a valuable commodity. Noodles, being a universal favorite, represent an ideal candidate for a product that aligns with the need for both speed and satisfaction in a meal. In response to this societal transformation, the Ready-to-Eat Noodles venture emerges as a timely and promising business endeavor. The business seeks to cater to the evolving culinary needs of the state's diverse population offering a quick, flavorful, and convenient meal solution.

2. PRODUCT & ITS APPLICATION

The product will consist of a range of ready-to-eat noodles, available in various flavors and packaging sizes. These noodles are designed to cater to the fast-paced lifestyle of consumers who seek quick and tasty meal solutions. The product's applications include a convenient snack or a time-saving meal option for individuals and families.

3. DESIRED QUALIFICATION FOR PROMOTER

The promoter should possess a strong understanding of the food industry, including knowledge of food safety regulations and quality control. Business acumen, marketing skills, and a passion for meeting consumer demands are essential qualities. Experience in the food manufacturing sector or a related field would be advantageous.

4. BUSINESS OUTLOOK AND TRENDS

Uttarakhand's climate, characterized by chilly winters, presents a unique advantage for the Ready-to-Eat Noodles business. Noodles are often considered a comfort food, and during colder seasons, there is an increased inclination towards warm and satisfying meals. The business can strategically market its products as an ideal comfort food option during winter, potentially experiencing a surge in demand and greater turnover during these seasons. The Ready-to-Eat Noodles can tap into the tourism market by offering convenient, portable noodle packs as on-the-go snacks, catering to the needs of travelers exploring the picturesque landscapes of the state.

5. MARKET POTENTIAL AND MARKETING ISSUES; IF ANY

The demographic shift towards convenient and quick meal solutions creates a significant market for making ready-to-eat noodles an attractive choice for individuals and families. While the market potential is promising, there are some marketing issues that the Ready-to-Eat Noodles business should be mindful of. The ready-to-eat food market can be competitive, with established brands already holding a significant share. The business needs a robust marketing strategy to differentiate itself and capture consumer attention, possibly through unique flavors, packaging, or promotional activities. While the market potential is promising, the presence of established brands, particularly Maggi (Nestle), as the market leader, poses a significant challenge. To effectively position itself, the ready-to-eat noodles business must explore various strategies, such as introducing unique flavors, innovative packaging, and engaging promotional activities. Ensuring efficient distribution channels, especially in remote or less accessible areas of Uttarakhand, may also pose a challenge. Overcoming distribution hurdles will be crucial to reaching a wider consumer base and maximizing market penetration.

6. RAW MATERIAL REQUIREMENTS

Key raw materials for ready-to-eat noodles include wheat flour, water, vegetable oil, salt, and various seasonings. Ensuring a stable and high-quality supply chain for these raw materials is essential to maintain the product's consistency and meet consumer expectations.

7. MANUFACTURING PROCESS

The manufacturing process involves the following key steps:

- Mixing and kneading of ingredients to form the noodle dough.
- Sheet rolling and slitting of the dough to create noodle strands.
- Pre-cooking the noodles for a short period.
- Cooling, drying, and packaging of the noodles.
- Addition of flavorings and seasonings during the packaging process.

Strict adherence to quality control measures, hygiene standards, and compliance with food safety regulations are crucial throughout the manufacturing process.

8. 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 Person	2	12	0.20	4.8
3	Semi-skilled Person	3	12	0.15	5.4
4	Unskilled	3	12	0.12	4.32
	Total				14.52

9. 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

10. COST OF PROJECT

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
1	Land	-
2	Building (Rented)	-
3	Plant & Machinery	6.55
4	Equipment and Furniture Exp.	1.50
5	Misc. Fixed Asset	0.02
6	Preoperative & Preliminary Exp.	0.20
7	Working Capital	2.10
	Total Project Cost	10.37

11. MEANS OF FINANCE

Bank-term loans are assumed @ 60 %

Sr. No.	Particulars	Annual Expenses (Rs. in lakhs)
1	Promoter's contribution	4.15
2	Bank Finance	6.22
	Total	10.37

12. LIST OF MACHINERY REQUIRED

A. Machinery

Sr. No	Particulars	Unit	Price per Unit (Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Semi-Automatic Noodle Extruder Machine	1	2.00	2.00
2	Pre-conditioner	1	1.50	1.50
3	Mixer	1	0.80	0.80
4	Pouch Packing and Sealing Machine	1	0.55	0.55
5	Weighing Scale	2	0.10	0.20
Total Amount				5.05
Tax, Transportation, Insurance etc.				1.00
Electrification Exp.				0.50
Grand Total Amount				6.55

B. Furniture & Equipment

Sr. No	Particulars	Unit	Price per Unit (Rs. in lakhs)	Total Amount (Rs. in lakhs)
1	Tools & Equipment (Storage Tanks, Handling Equipment, etc.)	-	0.50	0.50
2	Furniture & Set-up (work area, cleaning tools and equipment, storage area, chairs, shelves and racks etc.)	-	1.00	1.00
	Total			1.50

The availability of machines and equipment from local manufacturers is a promising advantage for the entrepreneur. It is essential to carefully choose the right mix of products and suitable machinery and tooling to facilitate modern and flexible production. Here are some of the suppliers of machinery an entrepreneur can consider:

1. Vishwakarma Machinery

Rz-84, Plot No. 122, Ground Floor,

Gali No 1, Khasra No. 38

Village Dabri Morh,

Industrial Area New Delhi-110046,

Delhi, India

2. S. L. Machinery
 Khasra No. 38/19, Plot No. 930,
 Tailas Wali Gali, Near Mundka Industrial Area Metro,
 Mundka, New Delhi-110041,
 Delhi,, India

3. Shri Balaji Machinery and Tools
 Plot No. 14 15, Gupta Enclave,
 Vikas Nagar, Uttam Nagar,
 Nr. Bharat Ghar New Delhi- 110059,
 Delhi, India

13. SALES REALISATION

Sr. No	Product	Sales Realisation Value in Lakhs
1	Ready to Eat Noodles	72.00

**Annual Total Production of Ready to Eat Noodles is 80,000 kgs i.e. per day production is 220 kgs*

14. PROFITABILITY CALCULATIONS

The basis of profitability calculation:

Sr. No	Particulars	Annual Expenses (Rs. in lakhs)
A.	Sales realisation	72.00
B.	Cost of production	
i)	Raw materials	43.20
ii)	Utilities	1.50
iii)	Manpower Cost (Salaries/wages)	14.52
iv)	Administrative expenses	0.70
v)	Packaging Cost	0.22
vi)	Material Lost Cost	0.22
vii)	Selling & distribution expenses	0.90
ix)	Rent	0.40
x)	Interest	0.69
	Total (B)	62.34
	Gross profit/loss (A – B)	9.66
	Less: Depreciation	0.73
C.	PBIT	8.93
D.	Income-tax	-
E.	Net profit/loss	8.93
F.	Repayment (Annual)	0.87
G.	Retained surplus (E-F)	8.06

The production capacity of the unit is estimated at 90%.

15. BREAKEVEN ANALYSIS

(Rs. in lakhs)

Fixed cost	
Land & Building Rent	0.40
Depriciation	0.73
Interest	0.69
Manpower	4.36
Total Fixed cost	6.17
Variable cost	
Raw materials	43.20
Utilities	1.50
ManPower	10.16
Administrative expenses	0.70
Selling & distribution expenses	0.90
Total Variable cost	56.46
Contribution margin	20%
Break-Even Point in Value	30.86

16. STATUTORY/GOVERNMENT APPROVALS

The Food Safety and Standards Authority of India (FSSAI) is the regulatory body responsible for ensuring food safety and standards in India. It is established under the Food Safety and Standards Act, of 2006, and governs all matters related to food, storage, distribution, sales, and import. Any entity operating a food business has to abide by the food safety rules and regulations and fulfill the legal requirements. Non-compliance with FSSAI regulations can lead to penalties, fines, and even closure of the business.

Besides an FBO license, a food processing unit has to secure and register a business under MSME. It also has to secure various types of licenses such as:

1. Trade License: This license is important for any food-related business. The local municipal authority gives it.
2. GST Registration: Registration under the GST is mandatory for any business with a certain turnover and is involved in the sales of goods including food products.
3. Other legal approvals include meeting with labeling compliance, local permits, and state-specific licenses if any.

2. TRAINING CENTERS AND COURSES

There are few specialized Institutes that provide degree certification in Food Technology, The most famous and authenticate Institutions are as follows:

1. FCI Institute of Management
11, Subash Road, Opposite Police HQ,
Dehradun, Uttarakhand, India
2. Food Industry Capacity & Skill Initiative (FICSI)
1, 3rd floor, Shriram Bharatiya Kala Kendra,
Copernicus Marg, Mandi House-110001,
Delhi, India

3. National Institute of Food Technology Entrepreneurship and Management
97, Niftem Rd, HSIIDC, Industrial Estate,
Kundli, Sonapat- 131028,
Haryana, India

Swayam portal (link: <https://swayam.gov.in/>) can also be accessed for enhanced learning on business commerce, accounting, production, marketing, and areas of entrepreneurship.

Disclaimer

Only few machine manufacturers are mentioned in the profile, although many machine manufacturers are available in the market. The addresses given for machinery manufacturers 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.