

Breakfast Cereal Corn Flakes Production.

Corn Flakes Manufacturing Business.

Breakfast Cereal Food Production Plant.

Corn Flakes from Maize.



Introduction

Corn flakes are healthy and nutritious food. The food is popular in the both developed and developing countries. Apart from popcorns, this is one of the most popular commercial items you can produce from maize. Additionally, it is a very popular food for breakfast. Generally, people take this food with warm milk. It is a very quick meal and acts as the appetiser also.

Maize provides invaluable nutrients substances. Additionally, these nutrients are very necessary for the balance of human diet. The various substances are proteins, carbohydrates, starch, fat and water.

Apart from the normal corn flakes, there some other varieties are also available in the market. And these items offer different tastes and flavours. Such as corn flakes with honey or almonds or nuts etc.

The demand for ready to eat food is increasing very fast. Additionally, people are looking for the healthy diet. Therefore, a change is taking place at the breakfast table of an average urban Indian household. The hustle and bustle around the first meal of the day keep the packaged breakfast foods mart on the edge.

Though several other breakfast cereals are also available in the market but they are still to gain popularity. Besides the good taste, crispy nature, corn flakes are also popular because of their friable texture and blend flavour. And most important, the food is just ready for consumption with no cooking requirements. This is the major reason the demand for the corn flakes is increasing rapidly.

Corn flakes being one of most nutritious foods and is consumed as breakfast food not only in India but-elsewhere in the world.



Basically, it is prepared from maize; this is the main raw material. Flavours, like sugar or salt are also added. Maize, the main raw material, is itself a corn grain. Corn flakes have very good taste. Though several other breakfast cereals are also available in the market but they are still to gain popularity. Besides the good taste, crispy nature, corn flakes are also popular because of their friable texture, blend flavour and above all the ease with which it can be prepared for consumption. Corn Flakes can be manufactured either of the two white or yellow corns. The only difference is that flake formed using yellow corn is more dark in colour.

From raw corn flakes (before roasting) corn syrup can be prepared. It is prepared by removing starch from maize by soaking and treating with chemicals. It is also being used by liquor industry for manufacture of beer etc.

It all began with Kellogg's entry in India with its cornflakes. It was marketed by the establishment of a 100% subsidiary as Kellogg's India, being the parent company's 30th manufacturing facility, at a total investment of USD 30 mn at Taloja, near Mumbai (Maharashtra). India is considered as one of the largest market for breakfast cereals worldwide. The company was aiming at a business volume of Rs 2 bn in three years' time.

When Kellogg's entered India, the per capita consumption of breakfast cereals was a low 2 gm per family per annum which increased to 4.5 gm against 5 kg per annum globally.



Few Indian Major Players are as under

Bagrrys India Ltd.

KCL Ltd.

Kellogg India Pvt. Ltd.

Riddhi Siddhi GlucoBiols Ltd.



PROJECT AT A GLANCE

COST OF PROJECT				MEANS OF FINANCE			
Particulars	Existing	Proposed	Total	Particulars	Existing	Proposed	Total
Land & Site Development Exp.	0.00	85.00	85.00	Capital	0.00	70.61	70.61
Buildings	0.00	41.60	41.60	Share Premium	0.00	0.00	0.00
Plant & Machineries	0.00	84.90	84.90	Other Type Share Capital	0.00	0.00	0.00
Motor Vehicles	0.00	6.00	6.00	Reserves & Surplus	0.00	0.00	0.00
Office Automation Equipments	0.00	31.25	31.25	Cash Subsidy	0.00	0.00	0.00
Technical Knowhow Fees & Exp.	0.00	12.00	12.00	Internal Cash Accruals	0.00	0.00	0.00
Franchise & Other Deposits	0.00	0.00	0.00	Long/Medium Term Borrowings	0.00	211.83	211.83
Preliminary & Pre-operative Exp	0.00	2.00	2.00	Debentures / Bonds	0.00	0.00	0.00
Provision for Contingencies	0.00	8.00	8.00	Unsecured Loans/Deposits	0.00	0.00	0.00
Margin Money - Working Capital	0.00	11.70	11.70				
TOTAL	0.00	282.45	282.45	TOTAL	0.00	282.45	282.45



PROJECT AT A GLANCE

Year	Annualised		Book Value	Debt	Dividend	Retained Earnings		Payout	Probable Market Price	P/E Ratio	Yield Price/ Book Value
	EPS	CEPS	Per Share		Per Share	Per Share				No.of Times	
	Rs	Rs	Rs	Rs	Rs	%	Rs	%	Rs		%
1-2	5.26	8.55	15.26	24.00	0.00	100.00	5.26	0.00	5.26	1.00	0.00
2-3	8.12	10.98	23.39	18.00	0.00	100.00	8.12	0.00	8.12	1.00	0.00
3-4	10.92	13.42	34.31	12.00	0.00	100.00	10.92	0.00	10.92	1.00	0.00
4-5	13.61	15.80	47.92	6.00	0.00	100.00	13.61	0.00	13.61	1.00	0.00
5-6	16.18	18.10	64.10	0.00	0.00	100.00	16.18	0.00	16.18	1.00	0.00



PROJECT AT A GLANCE

Year	D. S. C. R.			Debt / - Deposits Debt	Equity as- Equity	Total Net Worth	Return on Net Worth	Profitability Ratio					Assets Turnover Ratio	Current Ratio
	Individual	Cumulative	Overall					GPM	PBT	PAT	Net Contrib ution	P/V Ratio		
	(Number of times)			(Number of times)		%	%	%	%	%	%			
Initial				3.00	3.00									
1-2	1.27	1.27		1.57	1.57	1.93		25.37%	12.78%	8.90%	248.55	59.52%	1.37	0.84
2-3	1.58	1.42		0.77	0.77	1.04		28.34%	17.96%	11.78%	289.97	59.52%	1.49	1.26
3-4	1.94	1.58	1.93	0.35	0.35	0.56		30.32%	21.58%	13.85%	331.39	59.52%	1.51	1.81
4-5	2.37	1.75		0.13	0.13	0.29		31.64%	24.14%	15.34%	372.82	59.52%	1.46	2.46
5-6	2.88	1.93		0.00	0.00	0.14		32.50%	25.95%	16.41%	414.24	59.52%	1.37	5.38



PROJECT AT A GLANCE

BEP	
BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	53.14%
Total BEP (% of Installed Capacity)	56.41%
IRR, PAYBACK and FACR	
Internal Rate of Return .. (In %age)	24.56%
Payback Period of the Project is (In Years)	2 Years 4 Months
Fixed Assets Coverage Ratio (No. of times)	3.847



Major Queries/Questions Answered in the Report?

1. What is Corn Flakes industry?
2. How has the Corn Flakes industry performed so far and how will it perform in the coming years?
3. What is the Project Feasibility of a Corn Flakes Plant?
4. What are the requirements of Working Capital for setting up a Corn Flakes plant?
5. What is the structure of the Corn Flakes Business and who are the key/major players?

6. What is the total project cost for setting up a Corn Flakes plant?
7. What are the operating costs for setting up a Corn Flakes plant?
8. What are the machinery and equipment requirements for setting up a Corn Flakes plant?
9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up a Corn Flakes plant?
10. What are the requirements of raw material for setting up a Corn Flakes plant?

11. Who are the Suppliers and Manufacturers of Raw materials for setting up a Corn Flakes plant?
12. What is the Manufacturing Process and Formulations of a Corn Flakes plant?
13. What is the total size of land required for setting up a Corn Flakes plant?
14. What will be the income and expenditures for a Corn Flakes plant?
15. What are the Projected Balance Sheets of a Corn Flakes plant?

16. What are the requirement of utilities and overheads for setting up a Corn Flakes plant?
17. What is the Built up Area Requirement and cost for setting up a Corn Flakes Business?
18. What are the Personnel (Manpower) Requirements for setting up a Corn Flakes Business?
19. What are Statistics of Import & Export for Corn Flakes?
20. What is the time required to break-even?

21. What is the Break–Even Analysis of a Corn Flakes plant?
22. What are the Project financials of a Corn Flakes plant?
23. What are the Profitability Ratios of a Corn Flakes plant?
24. What is the Sensitivity Analysis–Price/Volume of a Corn Flakes plant?
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Detailed Project Report on
Breakfast Cereal Corn Flakes Production.
Corn Flakes Manufacturing Business.
Breakfast Cereal Food Production Plant.
Corn Flakes from Maize.**

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Our Approach

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation

Contact us

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