# Profitable

Opportunities





E-Commerce



#### Introduction

E-commerce -- electronic commerce or EC -- is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business.





Electronic commerce or ecommerce is a term for any type of business, or commercial transaction that involves the transfer of information across the Internet. It covers a range of different types of businesses, from consumer based retail sites, through auction or music sites, to business exchanges trading goods and services between corporations. It is currently one of the most important aspects of the Internet to emerge.

Ecommerce allows consumers to electronically exchange goods and services with no barriers of time or distance. Electronic commerce has expanded rapidly over the past five years and is predicted to continue at this rate, or even accelerate. In the near future the boundaries between "conventional" and "electronic" commerce will become increasingly blurred as more and more businesses move sections of their operations onto the Internet.



Business to Business or B2B refers to electronic commerce between businesses rather than between a business and a consumer. B2B businesses often deal with hundreds or even thousands of other businesses, either as customers or suppliers. Carrying out these transactions electronically provides vast competitive advantages over traditional methods. When implemented properly, ecommerce is often faster, cheaper and more convenient than the traditional methods of bartering goods and services.





#### Different Types of E-commerce Websites

Different e-commerce websites are labeled or referred to differently, based on the function they fulfill.

- Business-to-Business (B2B): Electronic transactions of goods and services between companies.
- Business-to-Consumer (B2C): Electronic transactions of goods and services between companies and consumers.
- Consumer-to-Consumer (C2C): Electronic transactions of goods and services between consumers, mostly through a third party.

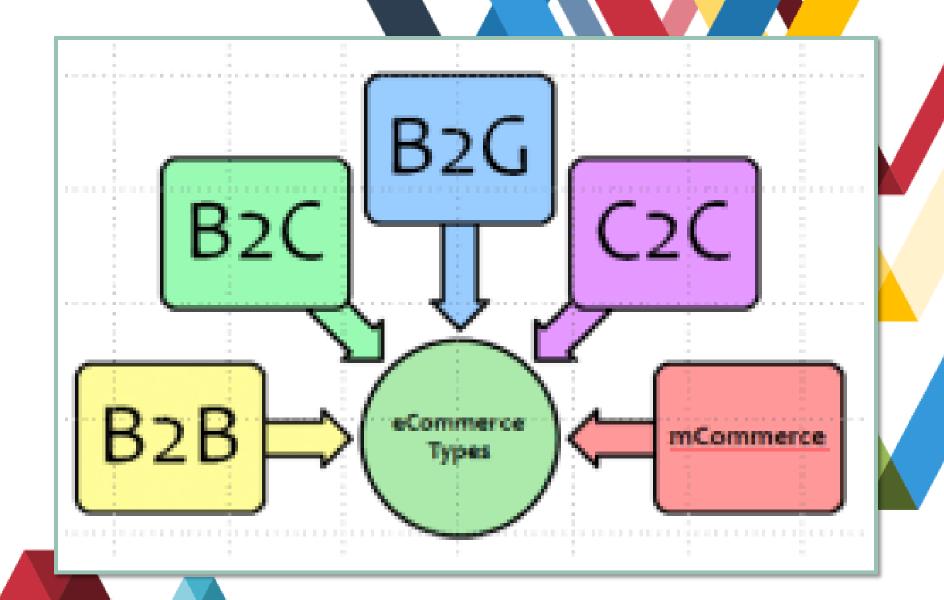




- Consumer-to-Business (C2B): Electronic transactions of goods and services where individuals offer products or services to companies.
- Business-to-Administration (B2A): Electronic transactions of goods and services between companies and public administrations.
- Consumer-to-Administration (C2A): Electronic transactions of goods and services between individuals and public administrations.









#### The Benefits of e-commerce

There is a reason why e-commerce has demonstrated such explosive growth in the past couple of years. Indeed, with the internet becoming an essential requirement of everyday life, businesses are learning to take advantage of the numerous benefits of e-commerce, the most notable of which include:

Global market. A physical store will always be limited by a geographical area it can serve. An online store, or any other type of e-commerce business for that matter, has the whole world as its market. Going from a local customer base to a global market at no additional cost is really one of the greatest advantages of trading online.





Around-the-clock availability. Another great benefit of running an online business is that it is always open. For a merchant, it's a dramatic increase in sales opportunities; for a customer, it's a convenient and immediately available option.

Reduced costs. E-commerce businesses benefit from significantly lower running costs. As there's no need to hire sales staff or maintain a physical storefront, the major e-commerce costs go to warehousing and product storage. And those running a drop shipping business enjoy even lower upfront investment requirements. As merchants are able to save on operational costs, they can offer better deals and discounts to their customers.





Inventory management. E-commerce businesses can automate their inventory management by using electronic tools to accelerate ordering, delivery and payment procedures. It's saving businesses billions in operational and inventory costs.

Serving niche markets. Running a niche brick-and-mortar business is extremely difficult. There's almost no chance of scaling it unless a niche product becomes mainstream. By tapping into a global market, on the other hand, e-commerce retailers can build a highly profitable niche business without any further investment. Using online search capabilities, customers from any corner of the world can find and purchase your products.





Working from anywhere. Often, running an e-commerce business means that you don't need to sit in an office from 9 to 5 or suffer through a commute day-in and day-out. A laptop and a good internet connection is all it takes to manage your business from anywhere in the world.

The e-commerce has transformed the way business is done in India. The Indian e-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2017Much growth of the industry has been triggered by increasing internet and smartphone penetration. The ongoing digital transformation in the country is expected to increase India's total internet user base to 829 million by 2021 from 445.96 million in 2017. India's internet economy is expected to double from US\$125 billion as of April 2017 to US\$ 250 billion by 2020, majorly backed by ecommerce.





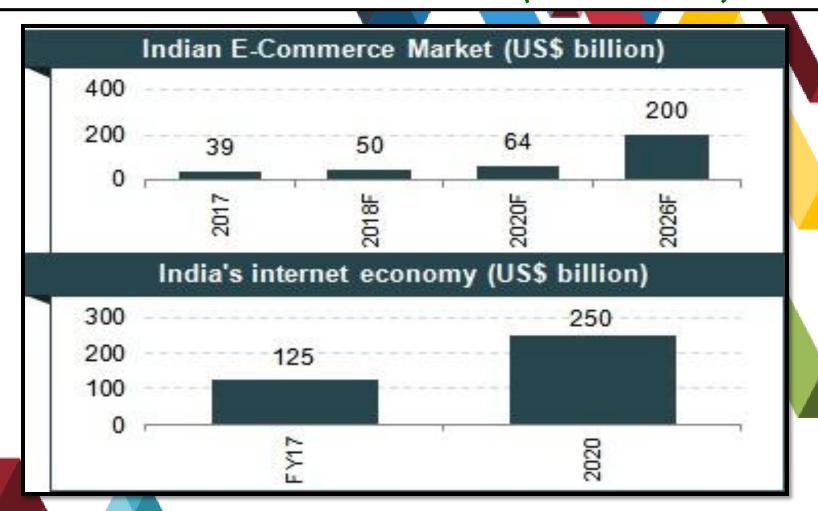
India's E-commerce revenue is expected to jump from US\$ 39 billion in 2017 to US\$ 120 billion in 2020, growing at an annual rate of 51 per cent, the highest in the world.







#### India E-commerce Market (US\$ Billion)





Indian e-commerce industry is all set to record the third highest growth rate in Asia-Pacific this year, as more and more young people in the country switch to using smartphones and make online purchases.

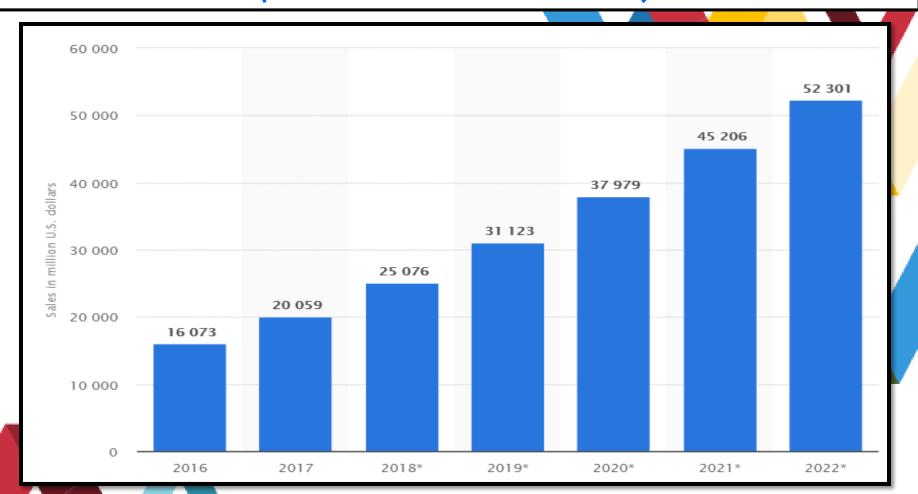








# Retail E-commerce Sales in India from 2016 to 2022 (in Million U.S. Dollars)





Global retail e-commerce market is expected to witness a high growth on account of favorable attitude towards new shopping channels. The overall market is projected to grow at an approximate CAGR of 10% from 2016 to 2024.

Retail e-commerce allows consumers to buy goods from the seller over the internet. Customers can find their interested products by visiting the website. Most online retailers use shopping cart software.









Payment and delivery information are collected using a check out process. Convenience is the major factor driving the overall online shopping market growth. It is easier to navigate through various product categories with the help of search system.

Consumers are finding it difficult to visit retail stores during their hectic schedule. E-commerce shopping allows consumers to shop sitting in an office or at home and operate for 24 hours. Also, product delivery is made door-step which eradicates the transportation trouble.





### Few major players are as under:

- Alcove E-Commerce Pvt. Ltd.
- Amazon Seller Services Pvt. Ltd.
- Bookmywish E-Commerce Pvt. Ltd.
- Clues Network Pvt. Ltd.
- eBay India Pvt. Ltd.
- JD.com
- Alibaba





- Uber
- Rakuten
- Meituan-Dianping
- B2W
- Zalando
- Groupon
- Flipkart
- ASOS.com





PROJECT AT A GLANCE							(`in lacs)			
0007.0	SE BBO IE	<b>OT</b>		BAT A N.C.	S OF FINIAN					
COSTO	OF PROJEC	<u>ان</u>	MEANS	MEANS OF FINANCE						
Particulars	Existing	Proposed	Total	Particulars	Existing	Propose d	Total			
Land & Site Development		_								
Exp.	0.00	0.00	0.00	Capital	0.00	258.91	258.91			
Buildings	0.00	0.00	0.00	Share Premium	0.00	0.00	0.00			
				Other Type Share			/			
Plant & Machineries	0.00	70.00	70.00	Capital	0.00	0.00	0.00			
Motor Vehicles	0.00	10.00	10.00	Reserves & Surplus	0.00	0.00	0.00			
Office Automation	0.00	224.00	224.06		0.06	0.04	2.06			
Equipments	0.00	264.00	264.00	Cash Subsidy	0.00	0.00	0.00			
Technical Knowhow Fees	0.00	5 00	<b>5</b> 00	Note that the second of the se	0.06	0.00	0.00			
& Exp.	0.00	5.00		Internal Cash Accruals	0.00	0.00	0.00			
Franchise & Other Deposits	0.00	0.00		Long/Medium Term )Borrowings	0.00	776.72	2 776.72			
Preliminary& Pre-operative				<b>5</b> 0						
Ехр	0.00	20.00	20.00	Debentures / Bonds	0.00	0.00	0.00			
Provision for				Unsecured						
Contingencies	0.00	2.00	2.00	Loans/Deposits	0.00	0.00	0.00			
Margin Money - Working Capital	0.00	664.63	664.63	3						
TOTAL	0.00				0.00	1035.63	1035.63			
	A									



5-6 29.43 30.42 76.61 0.00

Year	Annu	alised	Book Value	Debt	Divide nd		ined ings	Payou t	Probab le Market Price		Yield Price/ Book Value
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	`	`	`	`	`	%	`	%	`		%
1-						100.0					
2	10.26	11.91	20.26	24.00	0.00	0	10.26	0.00	10.26	1.00	0.00
						100.0					
2-3	15.06	16.51	35.31	18.00	0.00	0	15.06	0.00	15.06	1.00	0.00
						100.0					
3-4	19.74	21.02	55.05	12.00	0.00	0	19.74	0.00	19.74	1.00	0.00
						100.0					
4-5	-7.87	-6.74	47.18	6.00	0.00	0	-7.87	0.00	-7.87	1.00	0.00
						100.0					

0

0.00



29.43 0.00 29.43

0.00

1.00

1.63

2-3 2.22

3-4 2.90

4-5 -0.78

4.79

5-6

1.63

1.92

2.22

1.57

2.09

2.09

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Yea	D.	. S. C. R	2.	Debt /	<b>Equity</b>	Total	Retur		Profita	bility	Ratio		<b>Asset</b>	Curre
r				Depo sits Debt	as- Equity	Net Wort h	n on Net Wort h					s Turno ver Ratio	nt Ratio	
		Cumula tive	Over all					GPM	PBT	PAT	Net Contri bution			
	(Num	ber of ti	mes)	`	ber of es)	%	%	%	%	%		%		
Initi al				3.00	3.00									
1-											2903.	16.46		

2130. 8.05 0.13 0.13 35 % 1.22 3.77 4.55 1.85% -1.22% 0.77% 3854. 13.08 0.00 0.00 2.39 15 % 7.02% 4.09% 2.59% 4.38 1.38

5.90% 2.35% 1.51%

6.32% 2.98% 1.89%

6.59% 3.43% 2.17%

%

%

%

2690. 13.07

3058. 13.00

71

75

55

4.39

4.38

4.26

1.22

1.27

1.34

1.18

0.51

0.22

1.18

0.51

0.22

6.67

4.14

2.88

#### BEP

BEP - Maximum Utilisation Year
--------------------------------

Cash BEP (% of Installed Capacity)

Total BEP (% of Installed Capacity)

IRR, PAYBACK and FACR

Internal Rate of Return .. (In %age)

Payback Period of the Project is (In Years)

Fixed Assets Coverage Ratio (No. of times)







65.07%

65.74%

37.45%





#### Major Queries/Questions Answered in the Report?

- 1. What is E-commerce industry?
- 2. How has the E-commerce industry performed so far and how will it perform in the coming years?
- 3. What is the Project Feasibility of E-commerce Industry?
- 4. What are the requirements of Working Capital for setting up E-commerce Business?



- 5. What is the structure of the E-commerce Business and who are the key/major players?
- 6. What is the total project cost for setting up E-commerce Business?
- 7. What are the operating costs for setting up E-commerce Business?

- 8. What is the Market Study and Assessment for setting up E-commerce Business?
- 9. What will be the income and expenditures for E-commerce Business?



- 10. What are the Projected Balance Sheets of E-commerce Industry?
- 11. What are the requirement of utilities and overheads for setting up E-commerce Business?
- 12. What is the Built up Area Requirement and cost for setting up E-commerce Business?
- 13. What are the Personnel (Manpower) Requirements for setting up E-commerce Business?
- 14. What are the Market Opportunities for setting up E-commerce Business?



- 15. What is the time required to break-even of E-commerce Business?
- 16. What is the Break-Even Analysis of E-commerce Industry?
- 17. What are the Project financials of E-commerce Business?
- 18. What are the Profitability Ratios of E-commerce Business?



- 19. What is the Sensitivity Analysis-Price/Volume of E-commerce Industry?
- 20. What are the Projected Pay-Back Period and IRR of E-commerce Industry?
- 21. What is the Process Flow Sheet Diagram of E-commerce Business?



# Table of Contents of the Project Report



#### 1. INTRODUCTION

- 2. ADVANTAGES OF E-COMMERCE
- 2.1. ONLINE SHOPPING
- 2.2. ONLINE CUSTOMERS
- 2.3. ONLINE PAYMENT

#### 3. ADVANTAGES/DISADVANTAGES AND CHALLENGES OF E-COMMERCE

#### **CUSTOMERS & BUSINESSES**

- 3.1. E-COMMERCE ADVANTAGES FOR CUSTOMERS
- 3.2. E-COMMERCE ADVANTAGES FOR BUSINESSES
- 3.3. E-COMMERCE DISADVANTAGES FOR CUSTOMERS
- 3.4. E-COMMERCE DISADVANTAGES FOR BUSINESSES
- 3.5. CHALLENGES OF E-COMMERCE IN INDIAN BANKS

#### 4. SIMPLE STRATEGIES FOR ENHANCING E-COMMERCE PROFITABILITY

- 4.1. EXPAND INTO INTERNATIONAL MARKETS
- 4.2. KEYS TO SUCCESSFUL INTERNATIONAL E-COMMERCE
- 4.3. OFFER MORE CONSUMERS MORE WAYS TO PAY
- 4.4. PROTECT YOUR E-COMMERCE BOTTOM LINE
- 4.5. FRAUD DETECTION AT CHECKOUT
- 4.6. LOWERING THE COST OF SECURITY COMPLIANCE
- 4.7. LEVERAGE YOUR BUSINESS INTELLIGENCE
- 4.8. CONCLUSION

#### 5. E-COMMERCE WEBSITE AND TECHNOLOGY DESIGN

5.1. EASY CHECK-OUT/BUYING PROCESS



#### 6. TOP 10 E-COMMERCE WEBSITES IN INDIA

#### 7. TRUE PAYMENT GATEWAY

8.	MARKET SURVEY
8.1.	PERFORMANCE MARKETING TO BOOM
8.2.	NEW CATEGORIES WILL CLAIM STAKES
8.3.	VIRTUAL SHOPPING EXPERIENCES WILL BLOOM

- 8.4. E-COMMERCE
- 8.5. INDIA'S GROWING E-COMMERCE SPACE

#### 9. E-COMMERCE AND ONLINE SHOPPING IN INDIA

- 9.1. STATISTICS & FACTS
- 9.2. IMPLEMENTATION OF GST
- 9.3. INVESTMENTS/DEVELOPMENTS
- 9.4. GOVERNMENT INITIATIVES
- 9.5. ROAD AHEAD

#### 10. MARKETING AND ADVERTISING

- 10.1. PRODUCT DESCRIPTION
- 10.2. SOFTWARE THAT ARE IN PRACTICE
- 10.2.1. Shopping Cart
- 10.2.2. Fast-Moving Consumer Goods and E-commerce

#### 11. FINANCIALS & COMPARISON OF MAJOR INDIAN PLAYERS/COMPANIES

- 11.1. ABOUT FINANCIAL STATEMENTS OF CMIE DATABASE
- 11.2. PROFITS & APPROPRIATIONS
- 11.3. TOTAL LIABILITIES



- 11.4. TOTAL ASSETS
  11.5. NET CASH FLOW FROM OPERATING ACTIVITIES
  11.6. SECTION I
- 11.6.1. Name of Company with Contact Details
- 11.6.2. Name of Director(S)
- 11.6.3. Plant Capacity
- 11.7. SECTION II
- 11.7.1. Assets
- 11.7.2. Cash Flow
- 11.7.3. Cost as % Ge of Sales
- 11.7.4. Growth in Assets & Liabilities
- 11.7.5. Growth in Income & Expenditure
- 11.7.6. Income & Expenditure
- 11.7.7. Liabilities
- 11.7.8. Liquidity Ratios
- 11.7.9. Profitability Ratio
- 11.7.10. Profits
- 11.7.11. Return Ratios
- 11.7.12. Working Capital & Turnover Ratios
- 12. COMPANY PROFILE OF MAJOR PLAYERS
- 13. PRESENT MANUFACTURERS
- 14. STORES DETAILS
- 14.1. DELIVERY OF ITEMS
- 15. WEBSITE DEVELOPMENT DIAGRAM



# 16. LEGAL FORMALITIES FOR STARTING AN E-COMMERCE BUSINESS 16.1. COMPANY OR LLP REGISTRATION 16.2. VAT REGISTRATION 16.3. BANK ACCOUNT

- 16.4. PAYMENT GATEWAY
- 16.5. LEGAL DOCUMENTS
- 16.6. ADHERENCE TO CYBER LAW CRIMES 16.7. COMPLIANCE WITH OTHER LAWS
- 16.8. TAXES
- 16.9. INTELLECTUAL PROPERTY PROTECTION
- 16.10. PEOPLE AND AGREEMENTS

#### 17. FMCG PRODUCTS WITH TOP FMCG COMPANIES

- 17.1. FMCG COMPANIES OF INDIA
- 17.2. FMCG PRODUCTS
- 18. TOP 10 MOBILE PHONE BRANDS IN INDIA
- 19. TOP 10 ELECTRICAL HOME APPLIANCE COMPANIES IN INDIA
- 20. SUPPLIERS OF PRODUCT
- 21. PHOTOGRAPHS/IMAGES FOR REFERENCE



# Project Financials

•	Project at a Glance	Annexure
•	Assumptions for Profitability workings	1
•	Plant Economics	2
•	Production Schedule	3
•	Land & Building	4
	Factory Land & Building	
	Site Development Expenses	





•	Plant & Machinery5 Indigenous Machineries Other Machineries (Miscellaneous, Laboratory etc.)
•	Other Fixed Assets6
	Furniture & Fixtures
	Pre-operative and Preliminary Expenses
	Technical Knowhow
	Provision of Contingencies
•	Working Capital Requirement Per Month7
	Raw Material
	Packing Material
	Lab & ETP Chemical Cost
	Consumable Store





	Utilities & Overheads (Power, Water and Fuel Expenses etc.) Royalty and Other Charges Selling and Distribution Expenses
•	Salary and Wages9
•	Turnover Per Annum10
•	Share Capital11
	Equity Capital  Preference Share Capital





- Annexure 1:: Cost of Project and Means of Finance
- Annexure 2 :: Profitability and Net Cash Accruals
- Revenue/Income/Realisation
- Expenses/Cost of Products/Services/Items
- Gross Profit
- Financial Charges
- Total Cost of Sales
- Net Profit After Taxes
- Net Cash Accruals





- Annexure 3 :: Assessment of Working Capital requirements
- Current Assets
- Gross Working Capital
- Current Liabilities
- Net Working Capital
- Working Note for Calculation of Work-in-process
- Annexure 4 :: Sources and Disposition of Funds





- Annexure 5 :: Projected Balance Sheets
- ROI (Average of Fixed Assets)
- RONW (Average of Share Capital)
- ROI (Average of Total Assets)
- Annexure 6 :: Profitability Ratios
- D.S.C.R
- Earnings Per Share (EPS)
- Debt Equity Ratio





• Annexure 7 :: Break-Even Analysis

- Variable Cost & Expenses
- Semi-Variable/Semi-Fixed Expenses
- Profit Volume Ratio (PVR)
- Fixed Expenses / Cost
- B.E.P





• Annexure 8 to 11 :: Sensitivity Analysis-Price/Volume

- Resultant N.P.B.T
- Resultant D.S.C.R
- Resultant PV Ratio
- Resultant DER
- Resultant ROI
- Resultant BEP





- Annexure 12 :: Shareholding Pattern and Stake Status
- Equity Capital
- Preference Share Capital
- Annexure 13 :: Quantitative Details-Output/Sales/Stocks
- Determined Capacity P.A of Products/Services
- Achievable Efficiency/Yield % of Products/Services/Items
- Net Usable Load/Capacity of Products/Services/Items
- Expected Sales/ Revenue/ Income of Products/ Services/
   Items





Annexure 14 :: Product wise Domestic Sales

Realisation

• Annexure 15 :: Total Raw Material Cost

• Annexure 16 :: Raw Material Cost per unit

• Annexure 17 :: Total Lab & ETP Chemical Cost

• Annexure 18 :: Consumables, Store etc.

• Annexure 19 :: Packing Material Cost

• Annexure 20 :: Packing Material Cost Per Unit





•	Annexure 21	••	<b>Employees Expenses</b>
---	-------------	----	---------------------------

- Annexure 22 :: Fuel Expenses
- Annexure 23 :: Power/Electricity Expenses
- Annexure 24 :: Royalty & Other Charges
- Annexure 25 :: Repairs & Maintenance Expenses
- Annexure 26 :: Other Manufacturing Expenses
- Annexure 27 :: Administration Expenses
- Annexure 28 :: Selling Expenses





- Annexure 29 :: Depreciation Charges as per Books (Total)
- Annexure 30 :: Depreciation Charges as per Books (P & M)
- Annexure 31 :: Depreciation Charges as per IT Act WDV (Total)
- Annexure 32 :: Depreciation Charges as per IT Act WDV (P & M)
- Annexure 33 :: Interest and Repayment Term Loans
- Annexure 34 :: Tax on Profits
- Annexure 35 :: Projected Pay-Back Period and IRR





#### Reasons for Buying our Report:

- This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product
- This report provides vital information on the product like it's characteristics and segmentation
- This report helps you market and place the product correctly by identifying the target customer group of the product





- This report helps you understand the viability of the project by disclosing details like machinery required, project costs and snapshot of other project financials
- The report provides a glimpse of government regulations applicable on the industry
- The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions





### Our Approach:

- Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.
- The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players
- We use reliable sources of information and databases. And information from such sources is processed by us and included in the report





#### Scope of the Report

The report titled "Market Survey cum Detailed Techno Economic Feasibility Report on E-commerce." provides an insight into Ecommerce market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of E-commerce project. The report assesses the market sizing and growth of the Indian E-commerce Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:



- Good Present/Future Demand
- Export-Import Market Potential
- Raw Material & Manpower Availability
- Project Costs and Payback Period

We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in the E-commerce sector in India along with its business prospects. Through this report we have identified E-commerce project as a lucrative investment avenue.





## **Tags**

Electronic Commerce (ecommerce), E-commerce, what is e-Commerce? - How to Start an e-Commerce Business? Start E-commerce Business in 2018, Starting an E-commerce Business, How to Start Ecommerce Business in India, E Commerce Business Ideas, e commerce Business Plan, How to Start Ecommerce Business Pdf, e Commerce Business Opportunities, Ecommerce Business Ideas in 2018, E-commerce Business Ideas with High Profit, Amazing Startup Business Ideas that'll make you Money, Profitable Innovative Ecommerce Business Ideas, ecommerce Ideas to Make Money, E-Commerce Startup Ideas, E-Commerce Business Ideas You Can Start Up Today, E-Commerce Business & Franchise Opportunities, Business Opportunities in E-Commerce, E-Commerce Business Opportunities, E-Commerce Business Ideas & Opportunities, Cost of Setting Up an Ecommerce Business in India, How to Start Your Own Ecommerce Business, Indian Ecommerce Industry, E-Commerce in India, Detailed Project Report on E-commerce, Project Report on E-commerce, Pre-Investment Feasibility Study on E-commerce, Techno-Economic feasibility study on E-commerce, Feasibility report on E-commerce, Free Project Profile on Ecommerce, Project profile on E-commerce, Download free project profile on E-commerce



Niir Project Consultancy Services (NPCS) can provide Detailed Project Report on

# Profitable Opportunities in

**E-commerce Business** 

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# Free Instant Online Project Identification and Selection Service

Our Team has simplified the process for you by providing a "Free Instant Online Project Identification & Selection" search facility to identify projects based on multiple search parameters related to project costs namely: Plant & Machinery Cost, Total Capital Investment, Cost of the project, Rate of Return% (ROR) and Break Even Point % (BEP). You can sort the projects on the basis of mentioned pointers and identify a suitable project matching your investment requisites......Read more



### **Download Complete List of Project**

#### Reports:

#### Detailed Project Reports

NPCS is manned by engineers, planners, specialists, financial experts, economic analysts and design specialists with extensive experience in the related industries.

Our Market Survey cum Detailed Techno Economic Feasibility Report provides an insight of market in India. The report assesses the market sizing and growth of the Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line.



And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:

- Good Present/Future Demand
- Export-Import Market Potential
- Raw Material & Manpower Availability
- Project Costs and Payback Period

The detailed project report covers all aspect of business, from analyzing the market, confirming availability of various necessities such as Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, Feasibility Study, Investment Opportunities, Cost and Revenue, Plant Economics, Production Schedule,



Working Capital Requirement, uses and applications, Plant Layout, Project Financials, Process Flow Sheet, Cost of Project, Projected Balance Sheets, Profitability Ratios, Break Even Analysis. The DPR (Detailed Project Report) is formulated by highly accomplished and experienced consultants and the market research and analysis are supported by a panel of experts and digitalized data bank.

We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in India along with its business prospects.....Read more



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Take a look at NIIR PROJECT CONSULTANCY SERVICES on #StreetView

https://goo.gl/VstWkd



# NIIR PROJECT CONSULTANCY SERVICES

**An ISO 9001:2015 Company** 



#### Who are we?

- One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services
- We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad



We at NPCS want to grow with you by providing solutions scale to suit your new operations and help you reduce risk and give a high return on application investments. We have successfully achieved top-notch quality standards with a high level of customer appreciation resulting in long lasting relation and large amount of referral work through technological breakthrough and innovative concepts. A large number of our Indian, Overseas and NRI Clients have appreciated our expertise for excellence which speaks volumes about our commitment and dedication to every client's success.



We bring deep, functional expertise, but are known for our holistic perspective: we capture value across boundaries and between the silos of any organization. We have proven a multiplier effect from optimizing the sum of the parts, not just the individual pieces. We actively encourage a culture of innovation, which facilitates the development of new technologies and ensures a high quality product.



#### What do we offer?

- Project Identification
- Detailed Project Reports/Pre-feasibility Reports
- Market Research Reports
- Business Plan
- Technology Books and Directory
- Industry Trend
- Databases on CD-ROM
- Laboratory Testing Services
- Turnkey Project Consultancy/Solutions
- Entrepreneur India (An Industrial Monthly Journal)



#### How are we different?

- We have two decades long experience in project consultancy and market research field
- O We empower our customers with the prerequisite know-how to take sound business decisions
- We help catalyze business growth by providing distinctive and profound market analysis
- We serve a wide array of customers, from individual entrepreneurs to Corporations and Foreign Investors
- We use authentic & reliable sources to ensure business precision



### Our Approach

Requirement collection

Thorough analysis of the project

**Economic feasibility study of the Project** 

Market potential survey/research

**Report Compilation** 



#### Contact us

#### NIIR PROJECT CONSULTANCY SERVICES

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