

# **Wooden Pencil Manufacturing Business.**

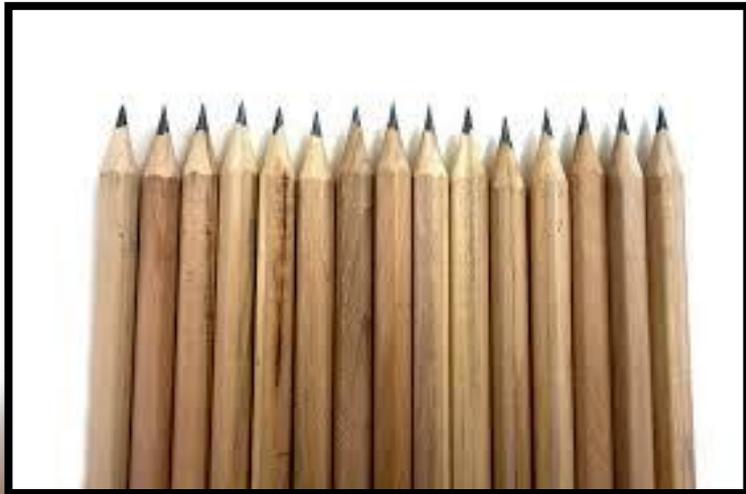
## **Production of Writing Instruments.**

### **Start a Profit Making Stationery Business**



# Introduction

**Pencils that are sold mainly in market are made of wood. Wooden pencil or lead pencil is an essential item for students and artists. Generally, HB and 2B pencils have popularity in the Indian market. Even in the recent era of computers, printers, tablets, cell phones and a whole host of other writing and drawing instruments, pencil industry is growing.**



**There is a growing demand for a wooden pencil in the market. The products find application in schools, colleges, government offices, commercial establishments, NGOs and miscellaneous activities.**

**There is a variety of HB, B, 2B, 3B, 4B, 5B, 6B, 7B, 8B, 9B, and 10B. Writing, drawing, sketching, coloring, and shading are the basic applications of the wooden pencil.**

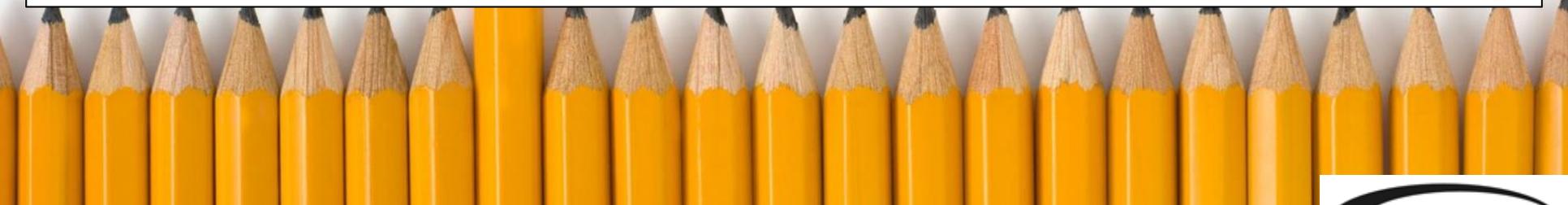


# Projected Demand for Pencil

<b>Year</b>	<b>Quantity (KG)</b>	<b>Quantity (Gross)</b>
2013	82,950	96,199
2014	87,098	101,009
2015	91,452	106,059
2016	96,025	111,362
2017	100,826	116,930
2018	105,867	122,729
2019	111,161	128,916
2020	116,719	135,361
2021	122,555	142,130
2022	128,683	149,236

**Even in this digital age, pencils are the loyal companions of many schoolchildren, writers, and artists alike. It is estimated that about 15 to 20 billion pencils are used annually. Most pencils have a graphite or charcoal core encased in wood.**

**The demand for pencils is mainly associated with student population of the country. Education sector is given high priority by the government and a number of schools are opened in various parts of the country, including in the remote rural areas. Enhancement of quality and access at all levels of the education system is the major objective during the GTP period. With the expansion of education facilities and increase in the enrollment rate of the population the demand for pencils will grow substantially.**



## Global Writing Instruments Market

The global writing instruments market is envisioned to reach USD 22.0 Billion by 2019, exhibiting a compound annual growth rate (CAGR) of 5.3%. Geographically, the global writing instruments market is segmented into North America, Latin America, Western and Eastern Europe, Asia-Pacific and Rest of World.



**In terms of distribution channel, the global writing and marking instruments market can be classified into the following divisions: departmental stores, stationers & office supplies, supermarkets/hypermarkets, and online retailing. A host of companies tie up with local schools, colleges, and offices to supply writing instruments, which leads to the dominance of the stationers & office supplies segment. It is projected to develop at a considerable pace during the forecast period due to the mounting literacy rates around the world and increasing number of companies.**



# Global Writing Instruments Market Value Share (%), By Product Type (2017)

77.8%

Pen



XX.X%  
Pencil



XX.X%  
Coloring  
Instruments



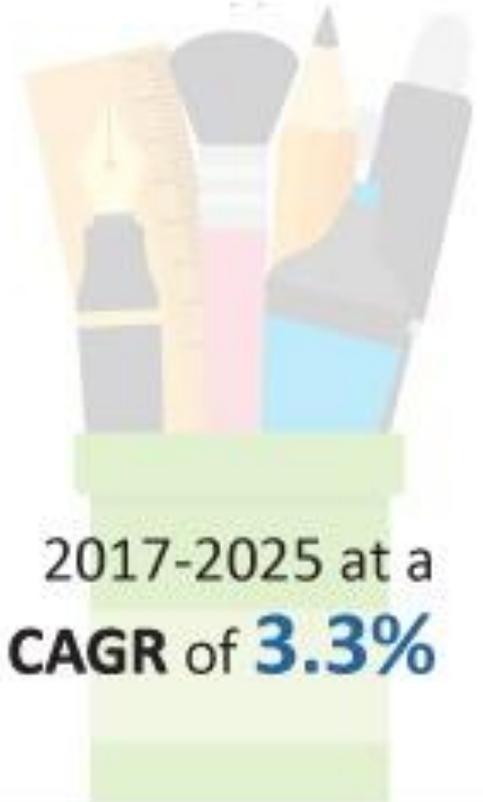
XX.X%  
Highlighter  
& Marker



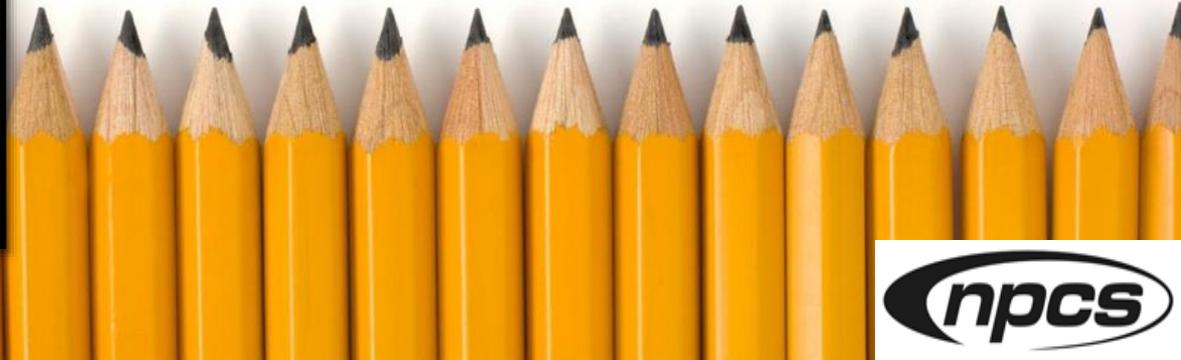
XX.X%  
Others



2017-2025 at a  
CAGR of **3.3%**

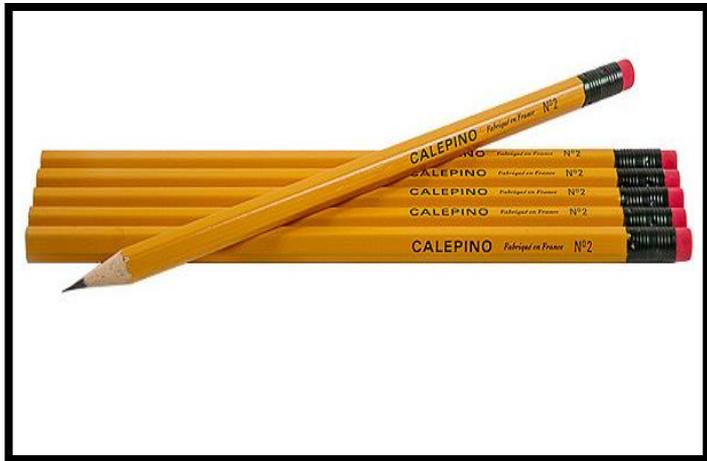


**Key players operating in the global writing and marking instruments market include Faber-Castell in Germany, Crayola and Pilot Corporation in the U.S., Uni-ball in Japan, Kokuyo Camlin and Hindustan Pencils Pvt. Ltd. in India. Some of the other noticeable vendors in the market include Shanghai M&G Stationary in China, Societe BIC in France, Koh-i-noor HARDTMUTH A.S. in the Czech Republic, Hoshan Pan Gulf in Dubai, Pelikan and Caran d'Ache in Switzerland, A.T. Cross and Newell Rubbermaid in the U.S., and STABILO International, Staedtler Mars GmbH & Co. KG, and MontBlanc International GmbH in Germany.**



# Writing Instruments Market in India

**The demand for writing instruments will continue to grow in India because India's working population is expected to grow by 20% by 2020, leading to a higher per capita income, which in turn leads to greater literacy and a growing demand for stationery.**

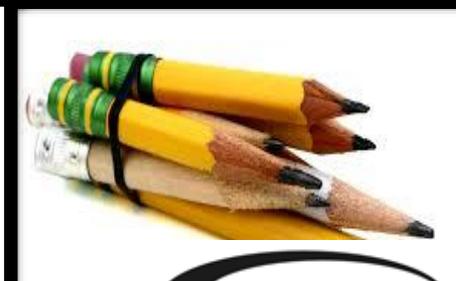
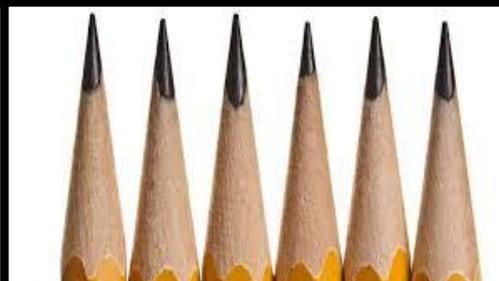
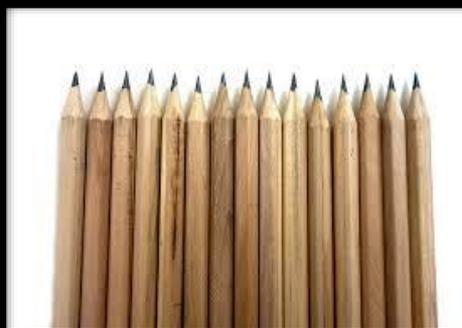
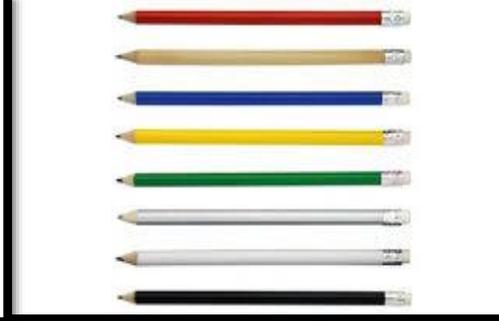
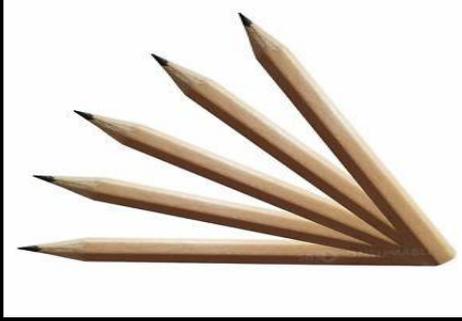


**The Writing Instruments sector today has become more of thinking process of new fads and development as this is considered to be the only key to its progress. A sector which was once a prerogative of a few has today become a highly cluttered market. Even though in today's advanced age where internet and cell phones dominate the market still there is no substitute for writing instruments. Where every other industry has grown this industry has also not restricted to growth. This industry is growing at 8% to 10% p.a.**



**Major Indian players in the ballpoint pen market are Cello, Lexi, Reynolds, Luxor, Flair, Montex, Today's, Linc and so on. Out of these, Cello, Lexi and Reynolds have a major share of the market. Cello has a wide range of pens that cater to the needs of all types of consumers. Within Cello, Cello Gripper is the one that sells the most. Other ones are Maxwriter, Technotip, Pinpoint, Finegrip, Trica, etc. Lexi 5 is the bestselling brand from Lexi. Its Rs 5/- MRP makes it one of the most desired brands among the consumers. Reynolds, too, has a substantial share of the market. Reynolds 045, 040, Jetter are the ones that are doing well for Reynolds, with 045 selling the most.**





# Machinery Photographs

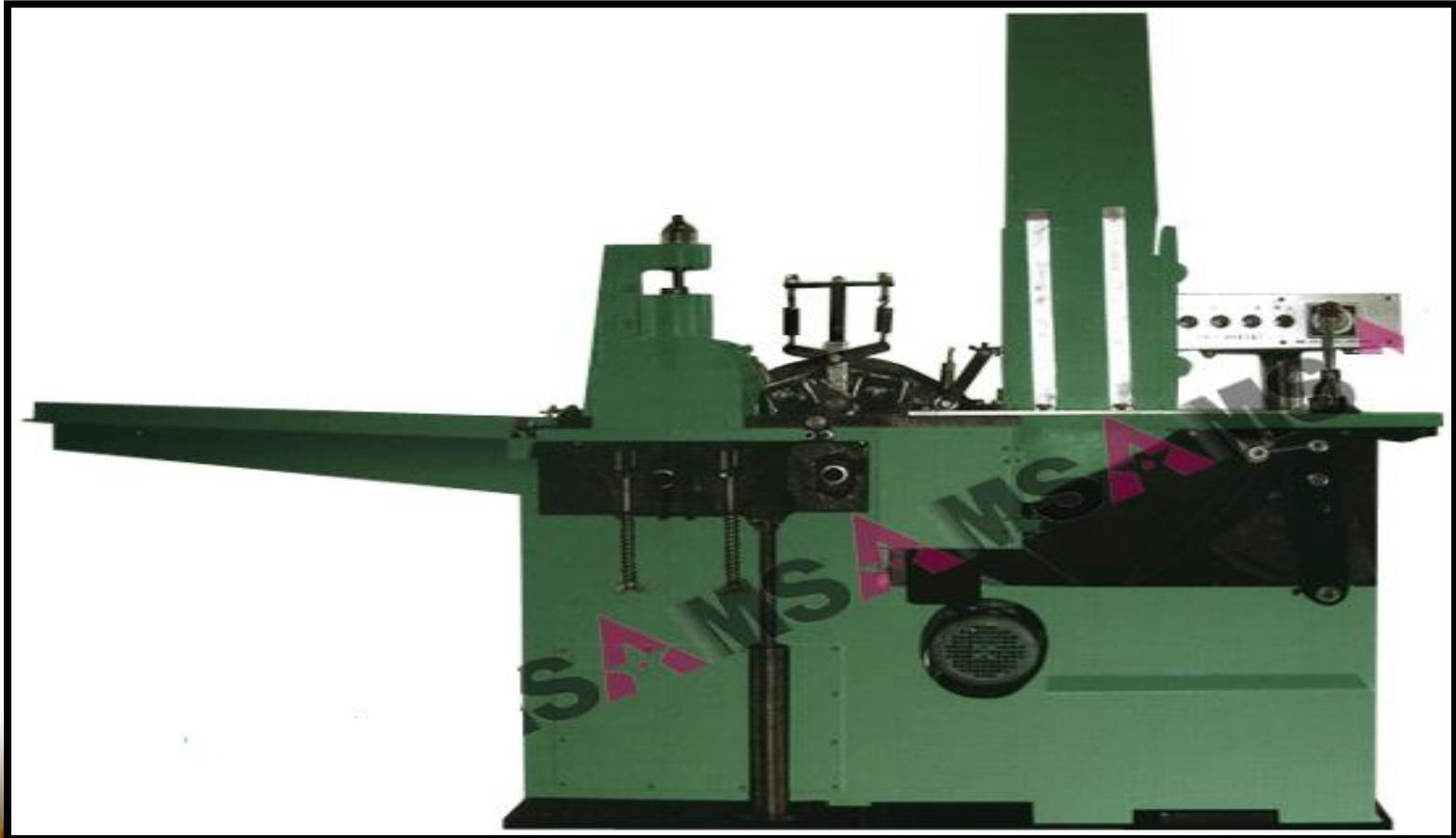


**Sharpening and Chamfering  
Machine**



**Lead Pressing Machine**

## Automatic Grooving Machine



# Project at a Glance

COST OF PROJECT				MEANS OF FINANCE			
Particulars	Existin g	Propose d	Total	Particulars	Existin g	Propose d	Total
Land & Site							
Development Exp.	0.00	0.00	0.00	Capital	0.00	13.83	13.83
Buildings	0.00	0.00	0.00	Share Premium	0.00	0.00	0.00
				Other Type Share			
Plant & Machineries	0.00	31.30	31.30	Capital	0.00	0.00	0.00
Motor Vehicles	0.00	2.00	2.00	Reserves & Surplus	0.00	0.00	0.00
Office Automation							
Equipments	0.00	12.25	12.25	Cash Subsidy	0.00	0.00	0.00
Technical Knowhow				Internal Cash			
Fees & Exp.	0.00	2.50	2.50	Accruals	0.00	0.00	0.00
Franchise & Other				Long/Medium Term			
Deposits	0.00	0.00	0.00	Borrowings	0.00	41.49	41.49
Preliminary& Pre-							
operative Exp	0.00	0.50	0.50	Debentures / Bonds	0.00	0.00	0.00
Provision for				Unsecured			
Contingencies	0.00	3.00	3.00	Loans/Deposits	0.00	0.00	0.00
Margin Money -							
Working Capital	0.00	3.77	3.77				
TOTAL	0.00	55.32	55.32	TOTAL	0.00	55.32	55.32

# 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	%
1-2	3.04	8.12	13.04	24.00	0.00	100.00	3.04	0.00	3.04	1.00	0.00
2-3	6.41	10.79	19.45	18.00	0.00	100.00	6.41	0.00	6.41	1.00	0.00
3-4	9.64	13.43	29.09	12.00	0.00	100.00	9.64	0.00	9.64	1.00	0.00
4-5	12.68	15.96	41.76	6.00	0.00	100.00	12.68	0.00	12.68	1.00	0.00
5-6	15.48	18.33	57.25	0.00	0.00	100.00	15.48	0.00	15.48	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 Contribution	P/V Ratio		
Initial	(Number of times)			(Number of times)		%	%	%	%	%		%		
1-2	1.23	1.23		3.00	3.00			24.06%	4.76%	4.43%	72.56	76.35%	1.65	0.90
2-3	1.56	1.39		0.93	0.93	1.29		28.40%	11.48%	7.99%	84.34	76.06%	1.86	1.28
3-4	1.94	1.55	1.93	0.41	0.41	0.69		31.28%	16.09%	10.52%	96.38	76.06%	1.92	1.79
4-5	2.39	1.74		0.14	0.14	0.35		33.19%	19.24%	12.30%	108.42	76.05%	1.86	2.42
5-6	2.91	1.93		0.00	0.00	0.17		34.41%	21.36%	13.52%	120.46	76.05%	1.73	5.05

# Project at a Glance

## BEP

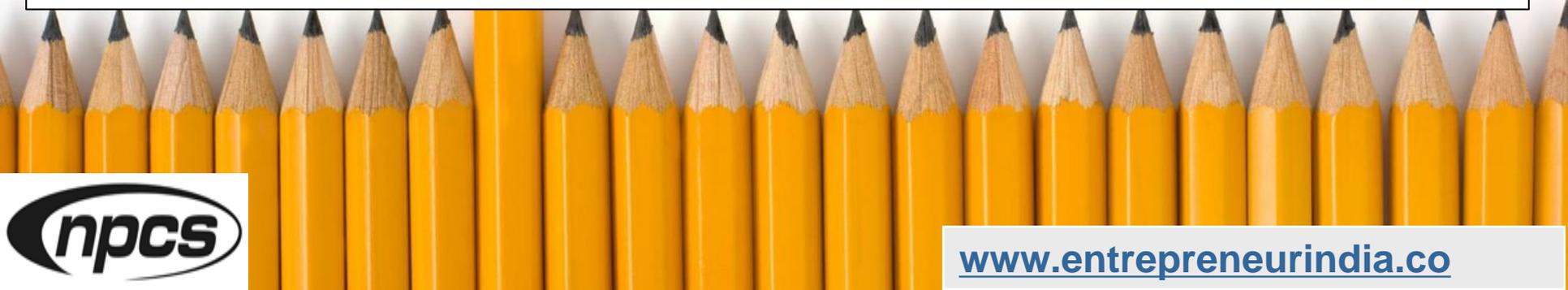
BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	68.60%
Total BEP (% of Installed Capacity)	71.87%
IRR, PAYBACK and FACR	
Internal Rate of Return .. ( In %age )	24.60%
Payback Period of the Project is ( In Years )	2 Years 4 Months
Fixed Assets Coverage Ratio ( No. of times )	6.249



# Major Queries/Questions Answered in the Report?

- 1. What is Wooden Pencil Manufacturing industry ?**
- 2. How has the Wooden Pencil Manufacturing industry performed so far and how will it perform in the coming years ?**
- 3. What is the Project Feasibility of Wooden Pencil Manufacturing Plant ?**
- 4. What are the requirements of Working Capital for setting up Wooden Pencil Manufacturing plant ?**

- 5. What is the structure of the Wooden Pencil Manufacturing Business and who are the key/major players ?**
- 6. What is the total project cost for setting up Wooden Pencil Manufacturing Business?**
- 7. What are the operating costs for setting up Wooden Pencil Manufacturing plant ?**
- 8. What are the machinery and equipment requirements for setting up Wooden Pencil Manufacturing plant ?**



**9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up Wooden Pencil Manufacturing plant ?**

**10. What are the requirements of raw material for setting up Wooden Pencil Manufacturing plant ?**

**11. Who are the Suppliers and Manufacturers of Raw materials for setting up Wooden Pencil Manufacturing Business?**

**12. What is the Manufacturing Process of Wooden Pencil?**



- 13. What is the total size of land required for setting up Wooden Pencil Manufacturing plant ?**
- 14. What will be the income and expenditures for Wooden Pencil Manufacturing Business?**
- 15. What are the Projected Balance Sheets of Wooden Pencil Manufacturing plant ?**
- 16. What are the requirement of utilities and overheads for setting up Wooden Pencil Manufacturing plant?**
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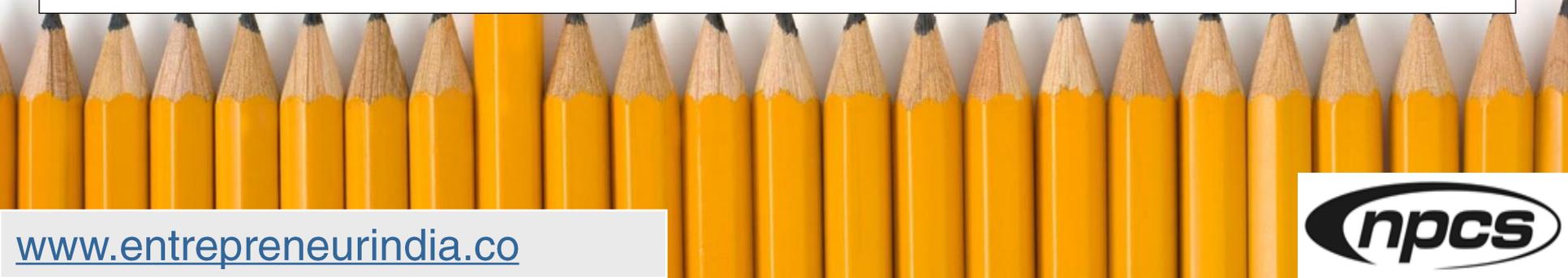


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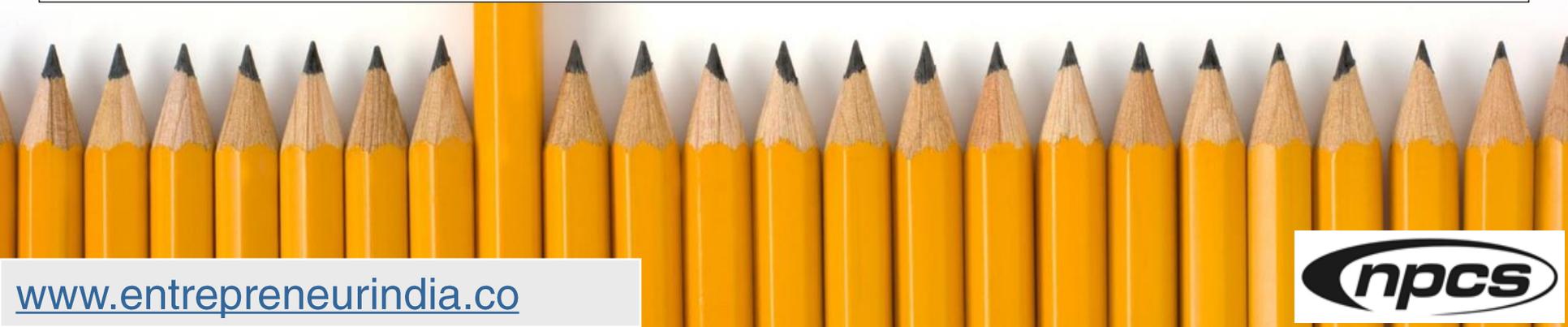
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# Reasons for Buying our Report:

- **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 Wooden Pencil.” provides an insight into Wooden Pencil market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Wooden Pencil project. The report assesses the market sizing and growth of the Indian Wooden Pencil 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 Wooden Pencil sector in India along with its business prospects. Through this report we have identified Wooden Pencil project as a lucrative investment avenue.**

# Tags

#Wooden\_Pencil\_Manufacturing, #Wooden\_Pencils, #Pencil\_Manufacturing, #Production\_of\_Pencil, Pencil Manufacturing Cost, How to Make Pencil, How to Make a Wooden Pencil, Pencil Manufacturing Process PPT, Pencil Manufacturing Process, How Pencil is made? #Wooden\_Pencil\_Manufacturing\_Business, Wood Pencil Production, Manufacture of Pencils in India, Wooden Pencil Making Plant, Wooden Pencils Manufacture, Production and Manufacture of Wooden Pencil, Wooden Pencils Manufacturing Plant, Profile on Production of Pencil, Wooden Pencil Production Business, #Feasibility\_Study\_for\_Production\_of\_Wooden\_Pencil, Project Report on Wooden Pencil manufacturing Industry, #Detailed\_Project\_Report\_on\_Wooden\_Pencil\_Production, Project Report on Wooden Pencil Production, Pre-Investment Feasibility Study on Wooden Pencil Production, Techno-Economic feasibility study on Wooden Pencil Production, Feasibility report on Wooden Pencil Production, Free Project Profile on Wooden Pencil Production, Project profile on Wooden Pencil Production, Download free project profile on Wooden Pencil Production, #How\_to\_Start\_Wooden\_Pencil\_Manufacturing\_Business, #Wooden\_Pencil\_Manufacturing\_Industry, Pencil Factory, Pencil Manufacturing Unit, #How\_to\_start\_Pencil\_Making\_Business, Pencils Manufacturing Business, Pencil Industry, Writing Instruments Making Process, Writing Instrument Industry, Stationery Manufacturing, Writing Instruments Manufacturing, Production of Writing Instruments, Writing Instruments Production, How to Start a Pencil Making Factory, How to Start a Stationery Business, Starting a Stationery Business, Stationery Business Ideas, Stationery Products Making Business

**Niir Project Consultancy Services (NPCS)  
can provide Detailed Project Report on  
Wooden Pencil Manufacturing  
Business.**

**Production of Writing Instruments.  
Start a Profit Making Stationery  
Business**

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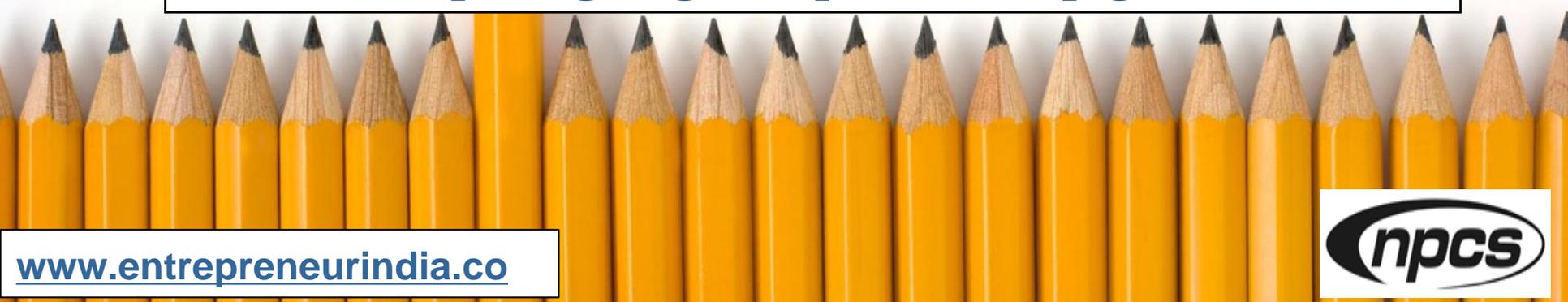
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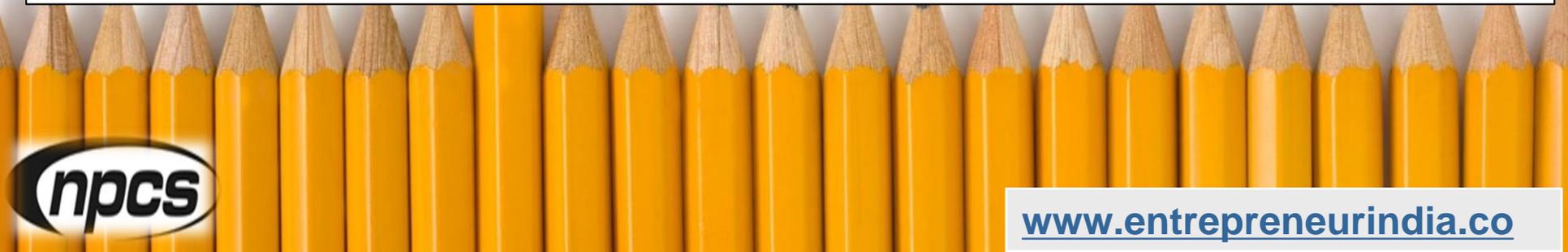
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# **Free Instant Online Project**

## **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](#)**



# Contact us

## **NIIR PROJECT CONSULTANCY SERVICES**

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# Niir Project Consultancy Services

An ISO 9001:2015 Company



[www.entrepreneurindia.co](http://www.entrepreneurindia.co)

# 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.*

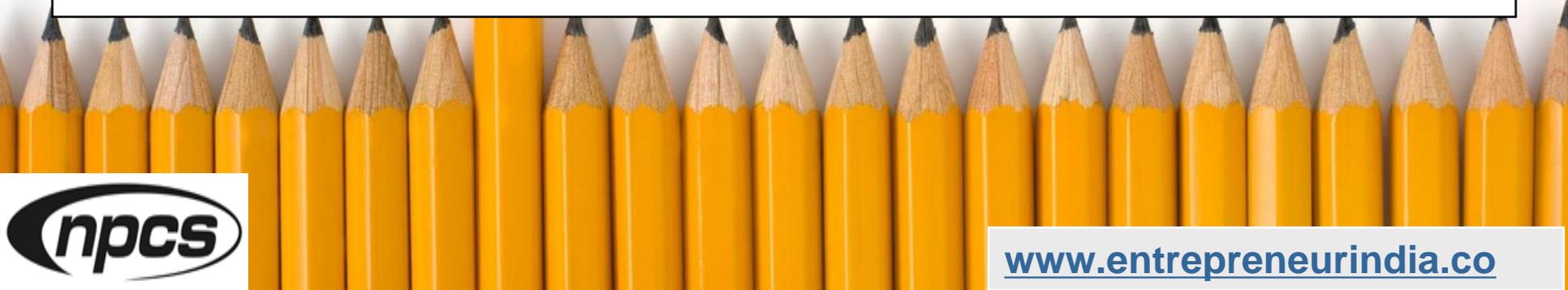


# What do we offer?

- *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*
- *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

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