

# UP MSME 1-Connect

## PROJECT REPORT

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PROJECT:

**TOILET CLEANER**

**PROJECT REPORT**

**Of**

**TOILET CLEANER**

**PURPOSE OF THE DOCUMENT**

This particular pre-feasibility is regarding Toilet Cleaner

The objective of the pre-feasibility report is primarily to facilitate potential entrepreneurs in project identification for investment and in order to serve his objective; the document covers various aspects of the project concept development, start-up, marketing, finance and management.

[We can modify the project capacity and project cost as per your requirement. We can also prepare project report on any subject as per your requirement.]

## TOILET CLEANER



### Introduction

**Toilet Cleaner** is generally a cleaning chemical that comes in the form of liquid. It is Easy and convenient to use, Toilet cleaner are generally meant for cleaning of toilets. They are one of the most popular and widely used cleaning liquid for toilet purpose.

Toilet cleaners are chemical solutions used for cleaning the toilet, usually in conjunction with a toilet brush. Toilet Cleaners are generally formulated using one or more surfactants to improve their cleaning performance.

Toilet cleaner have become an essential commodity in our daily lives. Cleaning products play an essential role in our daily lives. By safely and effectively removing soils, germs and other contaminants, they help us to stay healthy, care for our homes and possessions, and make our surroundings more lively and pleasant.

## **Toilet Cleaner Current Market Analysis**

According to "India Toilet Cleaner Market Overview", the overall market for toilet cleaners is growing with more than 18% CAGR from last five years. The market is further expected to grow with double digits in the next five years. Toilet cleaners are broadly divided into three product types' namely liquid toilet cleaners, in-cistern & rim block and others. Other products include toilet cleaning tablets, powder, spray etc. These are mostly imported in India and have negligible presence in the market. In-cisterns and rim blocks are growing very fast due to their enhanced cleaning methods and easy to use advantages. Liquid toilet cleaners dominate the market because of low unit prices and age old preference of consumers.

As a result, India has a very low penetration of toilet cleaners which provides an attractive opportunity for global and domestic brands. Indian consumers still use proxy products for cleaning toilets such as phenyl, detergents, acids and bleaching powders but with the rising urbanisation These local cleaners, such as phenyl, have a much bigger market than branded toilet cleaners.

**PROJECTED PROFITABILITY STATEMENT**

<b>PARTICULARS</b>	<b>1st year</b>	<b>2nd year</b>	<b>3rd year</b>	<b>4th year</b>	<b>5th year</b>
Capacity Utilization %	50%	55%	60%	65%	70%
<b>SALES</b>					
<b>Gross Sale</b>					
Toilet Cleaner	41.25	51.58	59.12	67.29	76.12
<b>Total</b>	<b>41.25</b>	<b>51.58</b>	<b>59.12</b>	<b>67.29</b>	<b>76.12</b>
<b>COST OF SALES</b>					
Raw Material Consumed	8.10	9.36	10.72	12.19	13.78
Electricity Expenses	0.96	1.10	1.27	1.46	1.68
Repair & Maintenance	2.06	2.84	3.55	4.37	5.10
Labour & Wages	6.72	7.39	8.13	8.94	9.84
Packaging	9.00	11.39	14.28	17.02	20.16
Water	0.60	0.66	0.73	0.80	0.88
Consumables	4.13	5.16	5.91	6.73	7.61
Other Direct expenses	2.06	2.58	2.36	2.69	2.28
Depreciation	0.42	0.36	0.30	0.26	0.22
<b>Cost of Production</b>	<b>34.05</b>	<b>40.83</b>	<b>47.25</b>	<b>54.47</b>	<b>61.56</b>
<b>Add: Opening Stock /WIP</b>	<b>-</b>	<b>2.84</b>	<b>3.40</b>	<b>3.94</b>	<b>4.54</b>
<b>Less: Closing Stock /WIP</b>	<b>2.84</b>	<b>3.40</b>	<b>3.94</b>	<b>4.54</b>	<b>5.13</b>
Cost of Sales	31.21	40.26	46.72	53.87	60.97
<b>GROSS PROFIT</b>	<b>10.04</b>	<b>11.32</b>	<b>12.40</b>	<b>13.42</b>	<b>15.15</b>
Salary to Staff	0.96	1.10	1.21	1.34	1.47
Interest on Term Loan	0.23	0.19	0.12	0.04	0.00
Interest on working Capital	0.44	0.44	0.44	0.44	0.44
rent	2.40	2.76	3.04	3.34	3.67
Selling & Adm Expenses	3.71	4.13	4.73	5.05	6.09
<b>TOTAL</b>	<b>7.74</b>	<b>8.62</b>	<b>9.54</b>	<b>10.21</b>	<b>11.67</b>
NET PROFIT	2.30	2.70	2.87	3.22	3.48
Taxation	-	-	-	-	-
PROFIT (After Tax)	2.30	2.70	2.87	3.22	3.48

**PROJECTED BALANCE SHEET**

<b>PARTICULARS</b>	<b>1st year</b>	<b>2nd year</b>	<b>3rd year</b>	<b>4th year</b>	<b>5th year</b>
<b><u>Liabilities</u></b>					
Capital					
opening balance		3.85	5.55	6.91	8.33
Add:- Own Capital	2.05				
Add:- Retained Profit	2.30	2.70	2.87	3.22	3.48
Less:- Drawings	0.50	1.00	1.50	1.80	2.40
Closing Balance	3.85	5.55	6.91	8.33	9.41
Term Loan	1.84	1.24	0.64	0.04	-
Working Capital Limit	4.00	4.00	4.00	4.00	4.00
Sundry Creditors	0.68	0.78	0.89	1.02	1.15
Provisions & Other Liab	0.30	0.40	0.55	0.66	0.83
<b>TOTAL :</b>	<b>10.66</b>	<b>11.97</b>	<b>13.00</b>	<b>14.05</b>	<b>15.38</b>
<b><u>Assets</u></b>					
<b>Fixed Assets ( Gross)</b>	2.86	2.86	2.86	2.86	2.86
Gross Dep.	0.42	0.77	1.08	1.34	1.56
<b>Net Fixed Assets</b>	<b>2.44</b>	<b>2.08</b>	<b>1.78</b>	<b>1.52</b>	<b>1.30</b>
<b>Current Assets</b>					
Sundry Debtors	3.44	4.30	4.93	5.61	6.34
Stock in Hand	3.51	4.18	4.83	5.55	6.28
Cash and Bank	1.28	1.41	1.46	1.37	1.46
<b>TOTAL :</b>	<b>10.66</b>	<b>11.97</b>	<b>13.00</b>	<b>14.05</b>	<b>15.38</b>

<b>PROJECTED CASH FLOW STATEMENT</b>					
<b>PARTICULARS</b>	<b>1st year</b>	<b>2nd year</b>	<b>3rd year</b>	<b>4th year</b>	<b>5th year</b>
<b><u>SOURCES OF FUND</u></b>					
Own Margin	2.05				
Net Profit	2.30	2.70	2.87	3.22	3.48
Depriciation & Exp. W/off	0.42	0.36	0.30	0.26	0.22
Increase in Cash Credit	4.00	-	-	-	-
Increase In Term Loan	2.14	-	-	-	-
Increase in Creditors	0.68	0.10	0.11	0.12	0.13
Increase in Provisions & Oth lib	0.30	0.10	0.15	0.11	0.17
<b>TOTAL :</b>	<b>11.88</b>	<b>3.26</b>	<b>3.43</b>	<b>3.71</b>	<b>4.00</b>
<b><u>APPLICATION OF FUND</u></b>					
Increase in Fixed Assets	2.86	-	-	-	-
Increase in Stock	3.51	0.67	0.65	0.72	0.72
Increase in Debtors	3.44	0.86	0.63	0.68	0.74
Repayment of Term Loan	0.30	0.60	0.60	0.60	0.04
Drawings	0.50	1.00	1.50	1.80	2.40
Taxation	-	-	-	-	-
<b>TOTAL :</b>	<b>10.60</b>	<b>3.13</b>	<b>3.38</b>	<b>3.80</b>	<b>3.90</b>
Opening Cash & Bank Balance	-	1.28	1.41	1.46	1.37
Add : Surplus	1.28	0.13	0.05	(0.09)	0.09
Closing Cash & Bank Balance	<b>1.28</b>	<b>1.41</b>	<b>1.46</b>	<b>1.37</b>	<b>1.46</b>

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