

**A STUDY ON
“MARKETING
of
PAPER DISPOSABLE”**

**SUBMITTED FOR THE
BACHELOR OF BUSINESS ADMINISTRATION
BBA 2018-19**

**PREPARED BY
SHUBHAM SINGH
UNDER THE GUIDENCE OF
Dr. SHEETAL MUNDRA**



**JK LAKSMIPAT UNIVERSITY
JAIPUR-302026 (RAJASTHAN)**

DECLARATION

I hereby declare that the project work entitled "MARKETING AND MANAGEMENT" submitted to JK Lakshmipat University, Jaipur is recorded of an original work done by me. This project work is submitted in partial fulfillment of the requirements for award of the degree of The Bachelor of Business Administration. It is not produced or published anywhere else for award or any degree.


Shubham Singh

BBA

NILKANTH PAPER DISPOSABLE

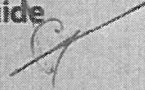
GSTIN
24CILPP2981H1

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. SHUBHAM SINGH student of BBA -JK LAKSHMIPAT UNIVERSITY, JAIPUR has under taken training in our organization from 11.05.2018 to 20.06.18 on the Project Titled "Marketing and Management" under my guidance. the study undertaken by him is original and is not replicated in any report or literature

I wish him all success in life.

Signature of Project Guide



Name of Project Guide

Chirag . Patel

Address of the company

200, mahalaxmi industrial society Near Rajka circle
Udhna bamroli surat

Date: -

For Nilkanth Paper Disposable


Proprietor

CERTIFIED

This is to certify that this is a bona fide project report submitted in partial fulfilment of the requirements of BBA program of J.K Lakshmipat University.

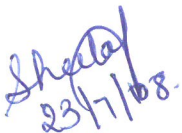
The "Study on Marketing of Paper Disposal " is a submission of the work done by Shubham Singh with roll number – 2015BBA024

The internship project report has been formally submitted to

Dr. Sheetal Mundra

It has been verified and authenticated by:

(signature)



Dr. Sheetal Mundra

J.K LAKSHMIPAT UNIVERSITY

ACKNOWLEDGEMENT

I sincerely thanks to prof -for encouraging and guiding me to complete my summer internship report.

I am heartly grateful to Mr Chirag Patel for accepting my request to do my Summer Internship and completing my project report on "MAREKETING AND MANAGEMENT" of paper disposable under his guidance .

INDEX

<u>Serial no.</u>	<u>Contents</u>
1.	Executive Summary
2.	Company Overview 2.1. Introduction 2.2. Company Structure 2.3 Product 2.4 Market Potential
3.	Objectives
4.	Research Methodology
5.	Analysis
6.	Observations
7.	Learnings
8.	Bibliography

EXECUTIVE SUMMARY

Paper disposable cups are made of PE coated paper sheet or easily bio degradable paper. there is a quantum jump in the consumption and growing demand pattern for paper cups. This leap makes the future of the paper cup industry look promising. Paper cups or disposable paper cups are extensively used all over the world to serve beverages such as tea coffee, soft drinks or drinking water. Paper cups are also replacing plastic variants mainly because they are easily decomposable. There are generally two types of paper cups: hot and cold. Cold cups have a waxy coating on both the sides to prevent the paper from becoming wet due to absorption of liquid.

The growing demand in the urban and semi-urban market, opening of international food chains, and the acceptability of quality and eco-friendly products has made the production and distribution of paper cups viable like never before in a country like India. The demand for paper cups in India to rise 8% annually through 2019.. A total of 150 million cups is consumed by the Indian Railways every year. 80% of the paper cups manufactured in India are used by the service restaurant segment. The growing foodservice industry is a major factor that is thrusting the growth of this market not only in India, but also globally. Emerging fast-casual

restaurants and coffee/snack shops will boost the demand for paper cups in the future.

In the past, paper cups were looked at as a commercial commodity. Today, they are looked at as a marketing medium. Since they do not have any drawbacks, they are expected to be used in increasing quantities. Increased consumption and regular demand makes the future of the paper cup industry look optimistic.

Some paper cup manufacturers have even gone to the extent of saying that the demand for paper cups will be 100% in the near future due to the awareness being created and steps being initiated by the government to promote the use of paper cups. By this initiative, **paper cup marketing companies** that wish to use the medium for advertising are at a winning edge since they benefit from a wider reach.

The growth in the paper cup industry has been accelerated by the fast-food culture and the demand for hot/cold beverages. The increasing popularity and cost-effectiveness of paper cups as an advertising medium has also been catalyst in the growth of the paper cup industry.

COMPANY OVERVIEW

2.1 Introduction

Nilkanth Paper Disposable fall under small scale industry .Company founded in the year 2016 are a renowned firm that engaged in manufacturing and trading a wide assortment of Paper Cup, Paper Glass, Disposable Glass, Disposable Cup and Paper Plate. Company have a wide and well functional infrastructural unit that is situated at Surat (Gujarat, India) and is making a remarkable collection of disposable products as per the global set standards. It is a Sole Proprietorship company that is managed under the headship of "Mr. Chirag Patel" (Proprietor) and have achieved a significant position in this sector. Company promote the "Swatch Bharat Abhiyan"

2.2 Organizational Structure -

Nilkanth paper disposable company is functioning from Udhna, surat GUJARAT.

NAME OF THE COMPANY	NILKANTH PAPER DISPOSABLE
NAME OF BUSINESS	MANUFACTURER AND HOLESSELLER
COMPANY CEO	Mr CHIRAG MATEL B TECH MECH
NUMBER OF EMPLOYEE	11 TO 25
YEAR OF ESTABLISHMENT	2016
LEGAL STATUS OF COMPANY	SOLE PROPRITORSHIP(INDIVIDUAL)
ANNUAL TURNOVER	UPTO RS 50 LAKH
BANKER	SURAT CO-OPERATIVE BANK
MODE OF PAYMENT	CASH,CREDIT CARD ,CHEQUE DD
SHIPMENT	BY ROAD
COMPANY ADDRESS	No. 25, Mahalaxmi Industrial 2, Near Rayka Circle, Udhana Magdalla Road, Udhna, Near Navjivan Circle,, Surat, Gujarat, 395009, India

2.3 INTRODUCTION OF PRODUCT

A paper cup is a disposable made out of paper and after lined with plastic or wax prevent liquid from leakage out or soaking by paper. Paper cups are made from renewable resources. The cups should be made from food grade paper which is hygienic in nature. It is capable for holding both hot & cold liquid for longer time. The uses of paper cups have wide range. Give the rapid changes in life style; it is the right time to enter the consumer segment to popularize the home consumption of paper cups.

There are several inherent advantages in using Paper Cups as compared to cups of other materials. These Paper Cups are gaining popularity all across the globe as a beautiful and stylish way of minimizing exposure to food borne infections.

Paper Cups have numerous advantages like; they are manufactured in a very simple process using Food Grade Raw Materials with least waste and are easiest to recycle. They are ideal for individual servings at all kinds of parties, functions, picnic occasions, marriages, chat & food joints, etc. Non-toxic in nature, the shapes and surface designs on these paper cups are attractive and present an inviting look. These paper cups can also be custom printed with an outlet's logo, brand punch line or advertising message.

RAW MATERIAL

Raw material is paper sheet which is folded and converted to paper disposable as per size and demand paper used is having different GSM'

177GSM (165GSM12MICRON PE COATED)

182GSM (170GSM12MICRON PE COATED)

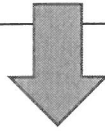
177GSM (185GSM12MICRON PE COATED)

PROCESS

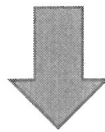
Machine used is fully Automatic Paper Cup Forming Machine for manufacturing Paper Cups. The machine convert the paper sheet to paper cup in three stages paper cup forming machine is composed of three steps.

- The first step mainly finishes transmission of the paper cup's sidewall paper, shaping side-wall and transferring them to the second stage after shaped.
- The second step is transmission of the cup-bottom paper, shaping cup bottom, joining the shaped side-wall and cup bottom, automatic transmission and discharging of the shaped cup, and curling the shaped cup's edge.
- The third step mainly includes 45 degree angle separating, preheating, curling bottom, curling rim and so on mechanisms, which are the important parts in finishing paper cup

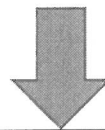
PAPER SHEET



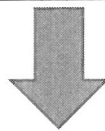
Cutting the cup wall and bottom



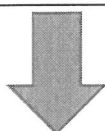
CUP WALL SEALING



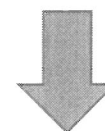
BOTTOM INLAYING



BOTTOM SEALING



FINISHING and Quality
monitoring



Packing and Dispatch

2.4 MARKET POTENTIAL

A Wide range of paper cups are now produced and marketed in India. The paper cups are reckoned to be a high potential business for India. Manufacturing Paper Cups is the purpose of satisfying needs and wants of Consumers is the market place. Developing a strategy for delivering an effective combination of food grade quality and cost effective features for consumers within the target market is done.

The prospects of paper cups depend on the value of customers who utilize it. But in our country paper cups are used by all the people as it is easy to use, hygienic and eco-friendly. Hence, per capital consumption has increased and the demand for it is recognized. While the demand for paper cups has shown a good growth, the company will be successful in strategizing its market operations.

As paper cups are a product of daily consumption and necessity, their marketing will not be a problem as the consumers are aware of the advantages of using paper cups. The raw materials are indigenously available and the manufacturing process is also simple.

Paper Cup find potential market in Educational Institutions Canteens, Industrial Canteens, Restaurants, Fast Foods, Catering People and Super Markets.

3. OBJECTIVE:

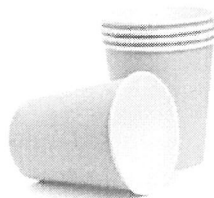
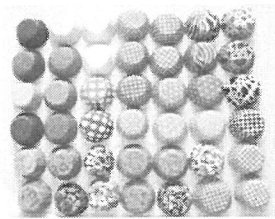
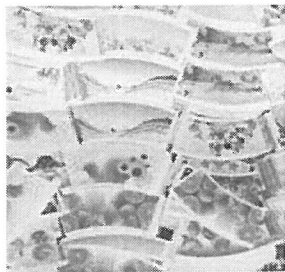
- To understand the functioning of Paper Disposal Company.
- To find out the different ^{types of} requirements of the customers.

4. RESEARCH METHODOLOGY

- Type of study - Descriptive
- Area of work - Marketing
- Place of company - Surat
- Tools used for Analysis - Tables, Flowchart
- Sources of data – Secondary data
 - Sales report

5. ANALYSIS

- List of Products



Project's Location

Location is the prime factor which has to be considering for starting a new business. The location should be decided by considering all factors and making independent analysis of each variable separately through cost benefit analysis and the location should either be near to the market (i.e. customers) or where the raw material is easily available in adequate quantity.

Availability of raw material: The raw material is an important and initial part of Production process. It should be easily available at reasonable price and time because it is first step of production process for any industry.

Labour resources: Labour resources are the second important thing for any industry for effectively running and achieve maximum production. Labour should be available at least cost.

Electricity supply: The continuous electricity supply is very important for manufacturing process of th1S unit to run the machines. And due to residential area the electricity company provides electricity continuous and at a current rate.

Market facilities: The demand of paper cup is increasing at a very high rate because it is easy to use, hygienic and eco-friendly. As paper cups are a product of daily consumption and necessity, their marketing will not be a problem as the consumers are aware of the advantages of using paper cups. The raw materials are indigenously available and the manufacturing process is also simple. Paper Cup find potential market in IT companies, Educational Institutions Canteens, Industrial Canteens, Restaurants, Fast Foods, Catering People, Tea Shops, Paper Product Dealers and Super Markets.

Sales of different types of cups

PROJECTION = HR - 112 AI = PAPER CUP MACHINE JBZ A12 = 50ML 35MM				
GSM	175	RM COST(RS PER KG) INCLUDING GST		85
		PACKING		50
		BOTTOM ROLL INCLUDING GST		75
NO OF CUPS PER KG				
NO OF PKTS PER KG	17		WEIGHT(KG)	COST(RS)
		BLANKS REQUIRED PER DAY	55.814	4744
PRODUCTION(HR)	20	BOTTOM ROLL REQUIRED PER DAY	16.744	1256
PER MIN	40	TOTAL RM REQUIRED PER DAY	72.558	
PER HR	2400			
PER DAY	48000	TOTAL COST OF RM PER DAY		
PKT PER DAY				
PKTs PER BOX	100	RM COST PER CUP		0.13
BOX PER DAY	10	RM COST PER PKT		6.25
SALARY(PER DAY)	1000	FINAL CALCULATION		
PER PKT	1.04	RM COST OF PER PKT		6.25
		SALARY PER PKT		1.04
ELECRICITY(UNIT/HR)	4	RENT PER PKT		0.21
RATE(RS)	7	ELECTRITY PER PKT		0.58
BILL PER DAY	560	PACKING CHARGE PER PKT		0.5
BILL PER PKT	0.58	TOTAL PRODUCTION COST PER PKT(50 pcs)		8.58
		TOTAL PRODUCTION COST OF 100 PCS		17.17
RENT PER MONTH	6000	SALE RATE OF 100 pcs		23
RENT PER DAY	200	NET PROFIT PER 100 PCS		5.83
RENT PER PKT	0.21	NET PROFIT PER DAY		2800
		NET PROFIT PER MONTH (RS)		84000
PP PACKING CHARGE RS. PER PKT	0.2			
BOX PACKING CHARGE PER PKT	0.3			
TOTAL	0.5			

PROJECTION = HR - 112 AI = PAPER CUP MACHINE JBZ A12 = 65ML 39MM				
GSM	175	RM COST(RS PER KG)		85
		PACKING		50
		BOTTOM ROLL		75
NO OF CUPS PER KG				
NO OF PKTS PER KG	14			
		BLANKS REQUIRED PER DAY	70.588	
PRODUCTION(HR)	20	BOTTOM ROLL REQUIRED PER DAY	21.176	1588
PER MIN	40	TOTAL RM REQUIRED PER DAY	91.765	7588
PER HR	2400			
PER DAY	48000	TOTAL COST OF RM PER DAY		7588
PKT PER DAY	960			
PKTs PER BOX	100	RM COST PER CUP		0.16
BOX PER DAY	10	RM COST PER PKT		7.9
SALARY(PER DAY)	1000	FINAL CALCULATION		
PER PKT	1.04	RM COST OF PER PKT		7.9
		SALARY PER PKT		1.04
ELECRICITY(UNIT/HR)	4	RENT PER PKT		0.21
RATE(RS)	7	ELECTRITY PER PKT		0.58
BILL PER DAY	560	PACKING CHARGE PER PKT		0.5
BILL PER PKT	0.58	TOTAL PRODUCTION COST PER PKT(50 pcs)		10.24
		TOTAL PRODUCTION COST OF 100 PCS		20.48
RENT PER MONTH	6000	SALE RATE OF 100 pcs		26
RENT PER DAY	200	NET PROFIT PER 100 PCS		5.52
RENT PER PKT	0.21	NET PROFIT PER DAY		2652
		NET PROFIT PER MONTH(RS)		79553
PP PACKING CHARGE (RS. PER PKT)	0.2			
BOX PACKING CHARGE (RS PER PKT)	0.3			
TOTAL	0.5			

Profit for 4 machine/month (rs) =327106

Bank EMI &inventory control/month (rs) = 200000

Net Profit /month (rs) =127106

OBSERVATIONS

Customer Requirements:

All the customers use paper cups for different purposes like for selling tea, cold drinks, soda, cold coffee, hot coffee etc. Customers give specifications for size, design and other dimensions which they need for cups. Company manufactures the products based on the customer needs.

Quality Control:

Paper sheet received from supplier is having lot number with the date production .Document is maintained for every lot number before loading on machine .and five paper cup sample insured for leak proof by filling of water to avoid any customer complaint

Safety and Environment:

Nilkanth paper disposable company is responsible to care of his employee and strictly follow the safety rules and precautions. Machine come under rotating paper

parts thus machine to be stopped and unplugged before doing any maintenance job.

Company has CCTV monitoring round the clock to avoid any short cut.

Waste generated is recyclable and handed over to vendor for recycling.

LEARNINGS

Customers have different needs and fulfilling their helps to increase their trust in the product and the company producing the product. When a customer has trust they will automatically purchase the products. The demand of paper products is increasing day by day because people getting conscious of problems created by plastic products.

Owing to the demand and sales of this product it seems that this product has a good demand in future because the paper products are Eco-friendly and as today customers are aware about the importance or benefits of Paper cups in compare to other material.

Today in our society 90% of people are using paper cups or other material's cups and that's why we have open market for our product. In future people will take turn towards our product after knowing benefits of Paper Cups.

Now a day's Paper cups are using in every field like Coffee Shops, Tea shops, Educational institutions

canteens, Industrial canteens and IT companies canteens etc. So we can expand our production and types of Paper Cups in the sense of different types of pictures on cups.

BIBLIOGRAPHY

Books:

Production Management

- By: Himalaya Publishing House

Website:

www.google.com Wikipedia, m.indiamart.com