
Pre-Feasibility Study

MOTORBIKE SHOWROOM



SME Business Facilitation Center (SMEBFC), Multan

&

**Small and Medium Enterprises Development Authority
(SMEDA)**

**Ministry of Industries & Production
Government of Pakistan**

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1. DISCLAIMER

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2. Executive Summary

The automotive industry is one of the oldest and most lucrative industries in Pakistan. The industry has shown tremendous growth in recent years. The motorbike is the most commonly used economical mode of commuting in urban and rural areas, particularly by middle and low-income groups of society. The rapidly growing middle class, a huge gap between demand and supply, and a well-established auto-leasing sector reflect the prosperous and flourishing future of the industry and its sales and services in Pakistan. Presently five major players dominate the market, i.e., Atlas Honda, United Motorcycle, Road Prince, Suzuki Motorcycles, and Yamaha Motor Pakistan.¹ Atlas Honda almost has a monopoly in the bike segment with approximately 70% market share.²

This particular pre-feasibility study is about setting up a 'Bike Showroom' located in any densely populated city to sell local bikes of various cubic capacities. The proposed Bike Showroom is assumed to sell 3,275 Bikes, ranging from 70 CC to 150 CC of Atlas Honda brand in year one, and will gradually achieve a sales volume of around 4,218 bikes in the 10th year of operation. The showroom will provide employment opportunities to around 25 individuals including the owner-manager. The location of the showroom, availability of the latest variety of automobiles, entrepreneur's knowledge, and experience in automobile sales and marketing are the key success factors for the proposed business venture.

The total cost estimate of the proposed Bike showroom is Rs. 71 million out of which Rs. 51 million is capital cost and Rs. 20 million is the working capital. The project is based on a 100% equity basis. The project NPV is around Rs.35 million, with an IRR of 25% and a payback period of 5 years. The legal status of this project is proposed as 'Sole Proprietorship'.

¹ Pakistan Automotive Manufacturers Association 2020-2021.

² <https://www.pama.org.pk/annual-sales-production/>

3. Introduction to SMEDA And SMEBFC, Multan

The Small and Medium Enterprises Development Authority (SMEDA) was established in October 1998 to provide impetus to the economy through the development of Small and Medium Enterprises (SMEs). With a mission 'to assist in employment generation and value addition to the national income, through the development of the SME sector, by helping increase the number, scale, and competitiveness of SMEs'. Business Development Services are offered to the SMEs by SMEDA including need-based training programs, guidance for business development, and Pre-Feasibility studies for investment opportunities.

SME Business Facilitation Center (SMEBFC) Multan is a PSDP Project of SMEDA, MoI&P, Government of Pakistan. The Facilitation Center, managed by SMEDA, is a one-stop facility for the development requirements of SMEs of the South Punjab region. The Center provides information, products, and services related to marketing, technology, support in access to finance, regulatory compliance, business registration, corporatization, taxation, and capacity-building support and services to SMEs and potential entrepreneurs.

Identification of region-specific investment opportunities and Over the Counter (OTC) document development is one of the important components of service delivery of SMEBFC Multan to SMEs to provide essential information for investment decisions to prospective investors.

Concurrent with the pre-feasibility studies, a broad spectrum of business development services is also offered to SMEs. These services include the identification of experts and consultants and delivery of need-based capacity-building programs of different types in addition to guidance on various important aspects of the business.

4. Purpose of the Document

The objective of the pre-feasibility study is primarily to facilitate potential entrepreneurs in project identification for investment. The project pre-feasibility may form the basis of an important investment decision and to serve this objective, the document/study covers various aspects of project concept development, start-up, production/procurement, marketing, finance, and business management.

The purpose of this document is to facilitate potential investors in **Bike Showroom** by providing them with a general understanding of the business to support potential investors in crucial investment decisions.

The need to come up with pre-feasibility reports for undocumented or minimally documented sectors attains greater imminence as the research that precedes such reports reveal certain thumb rules; best practices developed by existing enterprises by trial and error, and certain industrial norms that become a guiding source regarding various aspects of business set-up and its successful management.

5. Brief Description of the Project & Product

With a country population of more than 240 million, as per international ratings, Pakistan is the fifth most populous country in the world³. The trend of having one's Bike has recently become a necessity in Pakistan. The gap between demand and supply is reasonably high. Besides that, other brands like Yamaha Motor Pakistan are catering high-end market segment.

³ <https://www.cia.gov/the-world-factbook/field/population/country-comparison/>

According to Pakistan Automotive Manufacturers Association (PAMA), the market of Bike in Pakistan is dominated by 70 CC Bikes with an overall share of 50%, followed by 125 CC at 35%, 100 CC at 10%, and the sale of 150 CC Bikes and above is 5%. It shows that the local market has huge potential for Bikes of 125 CC and below in the lower-income groups and middle-income groups and 150 CC and above in the high-end income group.

Atlas Honda almost has almost a monopoly in the 70 CC and 125 CC Bike segments. It faces almost no competition other than United 125CC Motorcycle. Considering this widening gap between demand and supply along with the growing need for Bikes, especially in 70 CC to 125 CC provides a worthwhile investment opportunity for the proposed Bike Showroom.

5.1 Proposed Product Mix

Keeping in view the market demands and potential of automobiles, the product mix of the proposed Bike Showroom mainly comprises the following combinations:

Table 1: Product Mix

Bike Models	Percentage Sale	Unit Price
CD 70	50%	116,500
CD 70 Dream	2%	124,500
Pridor	10%	133,900
CG 125	35%	179,900
CG 125s	2%	210,900
CG 125F	1%	273,900
CB 150F	1%	342,900

5.2 Installed and Operational Capacities

The proposed Bike Showroom is assumed to sell 3,275 Bikes, ranging from 70 CC to 150 CC in year one, and will gradually achieve a sales volume of around 4,218 bikes in the 10th year of operation.

The details of Bikes sales in year 1 in terms of various respective models are given below:

Table 2: Sale of No. of Bikes – Year 1

Bike Models	Percentage Sale	No. of Bikes Sold
CD 70	50%	1,637
CD 70 Dream	2%	65
Pridor	10%	327
CG 125	35%	1,146
CG 125s	2%	65
CG 125F	1%	16
CB 150F	1%	16
Total	100	3,275

Weighted average selling price is calculated to estimate total sales revenue from the sale of bikes.

6. Critical Factors

The following are the factors critical for the success of this venture;

- Sufficient entrepreneur knowledge and experience in the automobile market and sales.
- The investor must have effective PR & marketing skills to target potential customers and maintain an existing client base.
- Selection of appropriate location of the showroom with easy accessibility of customers.
- Availability of the latest models/variety of local bikes.
- Induction of trained human resources for the handling of business operations especially in sales and services.
- Effective pricing strategy while understanding the demand of customers.
- Excellent customer care and service is the key to repeat Sales.

7. Geographical Potential for Investment

The Bike Showroom is proposed to be set up in any of the big cities of Punjab Province, such as Multan, Bahawalpur, DG Khan, Lahore, Vehari, Gujranwala, Sialkot, etc., particularly nearby designated agricultural areas.

8. Potential Target Customers / Markets

The potential target customers of this project are Upper and Upper Middle-Class income groups of society that generally prefer to have their Bikes for commuting. According to APMA most of the motorcycle buyer's segment consists of farmers who opt for Honda motorcycles because according to their perception, Atlas Honda uses high-quality materials⁴. The target market for 70 CC Bikes has the highest potential with around 50% market shares.

Therefore, the local market has a huge potential for 125 CC and below Bikes in the middle-income group and 150 CC and above in the high-end income group. The proposed Bike Showroom will accordingly cater to these trends of the customers.

9. Project Cost Summary

A detailed financial model has been developed to analyze the commercial viability of the Bike Showroom. Various costs and revenue-related assumptions along with the results of the analysis are outlined in this section.

The projected Income Statement, Cash Flow Statement, and Balance Sheet are also attached as Annexures.

⁴ <https://propakistani.pk/2022/01/20/suzuki-and-atlas-honda-record-low-motorcycle-sales-in-december/>

9.1 Project Economics

All the figures in this financial model have been calculated for estimated sales revenue of Rs.498,041,627 in year one. The capacity utilization during year one is worked out at 75% with an increase of 5% in subsequent years up to maximum capacity utilization of 95%. The following table shows the Internal Rate of Return, Payback Period, and Net Present Value of the project:

Table 3: Project Economics

Description	Details
Internal Rate of Return (IRR)	25%
Payback Period (Yrs.)	5
Net Present Value (Rs.)	35,587,711

9.2 Project Financing

The following table provides details of the equity required and variables related to bank loans:

Table 4: Project Financing

Description	Details
Total Equity (100%)	Rs. 71,388,772
Bank Loan (0%)	-
Markup to the Borrower (% age/annum)	-
Tenure of the Loan (Years)	-

9.3 Project Cost

Following fixed and working capital requirements have been identified for the operations of the proposed business.

Table 5: Project Cost

Description	Amount Rs.
Capital Cost	
Land	15,551,110
Building/Infrastructure	26,184,000
Machinery & equipment	942,000
Furniture & fixtures	7,381,500
Office equipment	48,000
Computer equipment	290,000
Pre-operating costs	785,000
Total Capital Cost	51,181,610
Working Capital	
Equipment spare part inventory	5,888
Raw material inventory	19,201,275
Cash	1,000,000
Total Working Capital	20,207,163
Total Project Cost	71,388,772

9.4 Space Requirement

The space requirement for the proposed Bike Showroom is estimated considering various facilities including the showroom office, Spare parts shop, and open area. Details of space requirements and costs related to land and building are given below:

Table 6: Space Requirement

Description	Estimated Area (Sq. Ft.)	Cost / Sq. Ft (Rs.)	Total Cost (Rs.)
Showroom Office	168	2,000	336,000
Show Room Area	5,000	4,500	22,500,000

Open Area	1,250	2,000	2,500,000
Pavement / DriveWay	240	1,200	288,000
Waiting Area	240	1,500	360,000
Spare Parts/Inventory Store	100	2,000	200,000
Total	6,998		26,184,000

It is assumed that land for Bike Showroom will be purchased. Land cost is estimated to be Rs. 15.6 million. However, the space requirements may vary depending on the locations.

9.5 Furniture & Fixture Requirement

The details of furniture and fixtures required for this project are given in the following table:

Table 7: Furniture & Fixture Requirement

Description	Quantity	Unit Cost (Rs.)	Total Cost (Rs.)
Executive Tables	2	20,000	50,000
Executive Chairs	2	12,000	24,000
Executive Visitors Chairs	5	7,500	37,500
Staff Tables	5	15,000	75,000
Staff Chairs	5	10,000	50,000
Visitor Chairs	10	5,000	50,000
Sofa Sets	2	40,000	80,000
Show Room Renovation	1	3,000,000	3,000,000
Electric wiring, lighting, and Connection	1	1,500,000	1,500,000
Air conditioners (1.5-ton Split)	5	125,000	625,000
CI Signs / Show Room Items	1	1,500,000	1,500,000
Fans Etc.	12	7,500	90,000
Generator (8 KW)	1	300,000	300,000
Total			7,381,500

9.6 Office Equipment Requirement

The details of office equipment required for this project are given in the following table:

Table 8: Office Equipment Requirement

Description	Quantity	Unit Cost Rs.	Total Cost Rs.
Telephone Exchange	1	40,000	40,000
Telephones	4	2,000	8,000
Total			48,000

9.7 Human Resource Requirement

To run operations of the Bike Showroom smoothly, details of human resources required along with monthly salary are recommended as under:

Table 9: Human Resource Requirement

Description	No. of Employees	Monthly Salary Rs.
CEO	1	70,000
Showroom Manager	1	50,000
Accounts Officer	1	40,000
Workshop Supervisor	1	40,000
Senior Mechanic	4	35,000
Junior Mechanic	3	30,000
Operator/ Receptionist	1	30,000
Sweepers	1	25,000
Security Guards	1	25,000
Office Boys	1	25,000
Spare Parts Store Incharge	1	30,000
Sales Executive	5	30,000
Helper	4	25,000
Total Staff	25	455,000

Salaries of all employees are estimated to increase by 10% annually.

9.8 Utilities and Other Costs

An essential cost to be borne by the project is the cost of electricity. The direct electricity expenses are estimated to be around Rs. 100,000 per month. Furthermore, promotional expenses being essential for marketing of Bike Showroom is estimated as 0.02% of revenue.

9.9 Revenue Generation

Based on the 75% capacity utilization, sales revenue during the first year of operations is estimated as under:

Table 10: Revenue Generation – Year 1

Services Offered	Quantity.	Unit Sale Price (Rs.)	Total Sales (Rs.)
Revenue from the Sale of Bikes	3,275	146,597	480,031,877
Revenue from Spare Parts	16,373	500	8,186,250
Revenue of Workshop Services	16,373	600	9,823,500
Total Revenue			498,041,627

10. Useful Web Links

Small & Medium Enterprises Development Authority (SMEDA)	www.smeda.org.pk
Government of Pakistan	www.pakistan.gov.pk
Ministry of Industries & Production	www.moip.gov.pk
Ministry of Education, Training & Standards in Higher Education	http://moptt.gov.pk
Government of Punjab	www.punjab.gov.pk
Government of Sindh	www.sindh.gov.pk
Government of Khyber Pakhtunkhwa	www.khyberpakhtunkhwa.gov.pk
Government of Balochistan	www.balochistan.gov.pk
Government of Gilgit Baltistan	www.gilgitbaltistan.gov.pk

Government of Azad Jammu Kashmir	www.ajk.gov.pk
Security Commission of Pakistan (SECP)	www.secp.gov.pk
Trade Development Authority of Pakistan	www.tdap.gov.pk
Federation of Pakistan Chambers of Commerce and Industry (FPCCI)	www.fpcci.com.pk
State Bank of Pakistan (SBP)	www.sbp.org.pk
Punjab Small Industries Corporation	www.psic.gop.pk
Technical Education and Vocational Training Authority (TEVTA)	www.tevta.org
Livestock & Dairy Development Department, Government of Punjab.	www.livestockpunjab.gov.pk
Punjab Industrial Estates (PIE)	www.pie.com.pk
Atlas Honda	https://www.atlashonda.com.pk/
United	https://www.unitedmotorcycle.com.pk/
Suzuki Pakistan	https://www.suzukipakistan.com/
Yamaha	https://www.yamaha-motor.com.pk/

11. Annexures

11.1 Income Statement

Statement Summaries										SMEDA
Income Statement										
	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
	Rs. in actuals									
Revenue	498,041,627	591,702,799	689,521,400	800,937,649	927,705,101	1,019,051,652	1,118,636,917	1,228,180,708	1,348,678,879	1,481,226,867
Cost of goods sold	469,547,191	558,828,314	652,420,169	759,140,313	880,679,514	969,365,579	1,066,077,676	1,172,458,616	1,289,475,168	1,418,190,767
Gross Profit	28,494,435	32,874,485	37,101,231	41,797,337	47,025,587	49,686,073	52,559,241	55,722,092	59,203,711	63,036,100
<i>General administration & selling expenses</i>										
Administration expense	4,818,000	5,299,800	5,829,780	6,412,758	7,054,034	7,759,437	8,535,381	9,388,919	10,327,811	11,360,592
Travelling & Comm. expense (phone, fax, etc.)	219,000	240,900	264,990	291,489	320,638	352,702	387,972	426,769	469,446	516,391
Office expenses (stationary, etc.)	131,400	144,540	158,994	174,893	192,383	211,621	232,783	256,061	281,668	309,834
Promotional expense	99,608	89,647	80,683	72,614	65,353	58,818	52,936	47,642	42,878	38,590
Professional fees (legal, audit, etc.)	49,804	44,824	40,341	36,307	32,677	29,409	26,468	23,821	21,439	19,295
Depreciation expense	2,246,850	2,246,850	2,246,850	2,264,835	2,261,935	2,264,587	2,285,407	2,282,049	2,282,049	2,306,151
Amortization expense	157,000	157,000	157,000	157,000	157,000	-	-	-	-	-
Miscellaneous expense	181,204	203,710	227,946	254,987	285,153	313,526	344,647	378,879	416,535	457,957
Subtotal	7,902,867	8,427,272	9,006,584	9,664,884	10,369,172	10,990,100	11,865,593	12,804,142	13,841,826	15,008,810
Operating Income	20,591,568	24,447,213	28,094,646	32,132,453	36,656,415	38,695,973	40,693,648	42,917,950	45,361,885	48,027,290
Other income	91,745	389,469	839,900	1,298,849	1,847,946	2,451,469	3,078,750	3,741,743	4,411,598	6,584,032
Gain / (loss) on sale of assets	-	-	72,500	-	19,200	156,428	-	-	253,585	202,448
Earnings Before Interest & Taxes	20,683,313	24,836,683	29,007,046	33,431,301	38,523,562	41,303,869	43,772,398	46,659,693	50,027,067	54,813,770
Earnings Before Tax	20,683,313	24,836,683	29,007,046	33,431,301	38,523,562	41,303,869	43,772,398	46,659,693	50,027,067	54,813,770
Tax	5,994,159	7,447,839	8,907,466	10,455,955	12,238,246	13,211,354	14,075,339	15,085,892	16,264,473	17,939,819
NET PROFIT/(LOSS) AFTER TAX	14,689,154	17,388,844	20,099,580	22,975,346	26,285,315	28,092,515	29,697,059	31,573,801	33,762,594	36,873,951
Balance brought forward		14,689,154	32,077,998	52,177,578	75,152,924	101,438,240	129,530,755	159,227,815	190,801,615	224,564,209
Total profit available for appropriation	14,689,154	32,077,998	52,177,578	75,152,924	101,438,240	129,530,755	159,227,815	190,801,615	224,564,209	261,438,160
Dividend	-	-	-	-	-	-	-	-	-	-
Balance carried forward	14,689,154	32,077,998	52,177,578	75,152,924	101,438,240	129,530,755	159,227,815	190,801,615	224,564,209	261,438,160

11.2 Balance Sheet

Statement Summaries											SMEDA
Balance Sheet											Rs. in actuals
	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Assets											
<i>Current assets</i>											
Cash & Bank	1,000,000	5,116,323	20,848,292	35,145,016	51,444,886	71,751,539	91,679,695	113,570,336	135,879,178	158,227,328	280,708,106
Accounts receivable	-	28,654,450	31,348,812	36,857,134	42,876,219	49,728,079	56,002,592	61,495,151	67,511,192	74,128,837	81,408,248
Finished goods inventory	-	7,958,427	9,323,517	10,884,340	12,664,065	14,690,879	16,156,093	17,767,961	19,540,977	21,491,253	23,636,513
Equipment spare part inventory	5,888	6,491	7,156	7,890	8,699	9,590	10,573	11,657	12,852	14,169	-
Raw material inventory	19,201,275	24,031,860	29,493,407	36,070,669	43,978,302	50,839,535	58,719,663	67,821,211	78,333,499	90,475,191	-
Total Current Assets	20,207,163	65,767,551	91,021,185	118,965,050	150,972,170	187,019,622	222,568,616	260,666,315	301,277,697	344,336,778	385,752,866
<i>Fixed assets</i>											
Land	15,551,110	15,551,110	15,551,110	15,551,110	15,551,110	15,551,110	15,551,110	15,551,110	15,551,110	15,551,110	15,551,110
Building/Infrastructure	26,184,000	24,874,800	23,565,600	22,256,400	20,947,200	19,638,000	18,328,800	17,019,600	15,710,400	14,401,200	13,092,000
Wapda Security	26,184,000	24,874,800	23,565,600	22,256,400	20,947,200	19,638,000	18,328,800	17,019,600	15,710,400	14,401,200	13,092,000
Machinery & equipment	942,000	847,800	753,600	659,400	565,200	471,000	376,800	282,600	188,400	94,200	-
Furniture & fixtures	7,381,500	6,643,350	5,905,200	5,167,050	4,428,900	3,690,750	2,952,600	2,214,450	1,476,300	738,150	-
Computer equipment	290,000	194,300	98,600	338,611	224,927	114,142	391,985	260,381	132,133	453,771	301,423
Office equipment	48,000	38,400	28,800	19,200	9,600	61,262	49,009	36,757	24,505	12,252	-
Total Fixed Assets	76,580,610	73,024,560	69,468,510	66,248,171	62,674,136	59,164,263	55,979,104	52,384,497	48,793,248	45,651,883	42,036,533
<i>Intangible assets</i>											
Pre-operation costs	785,000	628,000	471,000	314,000	157,000	-	-	-	-	-	-
Total Intangible Assets	785,000	628,000	471,000	314,000	157,000	-	-	-	-	-	-
TOTAL ASSETS	97,572,772	139,420,110	160,960,695	185,527,220	213,803,306	246,183,885	278,547,719	313,050,812	350,070,945	389,988,661	427,789,399
Liabilities & Shareholders' Equity											
<i>Current liabilities</i>											
Accounts payable	-	28,467,384	33,928,324	39,704,470	46,314,410	53,718,873	59,299,392	65,414,625	72,170,157	79,634,480	81,870,467
Total Current Liabilities	-	28,467,384	33,928,324	39,704,470	46,314,410	53,718,873	59,299,392	65,414,625	72,170,157	79,634,480	81,870,467
<i>Shareholders' equity</i>											
Paid-up capital	71,388,772	71,388,772	71,388,772	71,388,772	71,388,772	71,388,772	71,388,772	71,388,772	71,388,772	71,388,772	71,388,772
Retained earnings	-	14,689,154	32,077,998	52,177,578	75,152,924	101,438,240	129,530,755	159,227,815	190,801,615	224,564,209	261,438,160
Total Equity	71,388,772	86,077,926	103,466,770	123,566,350	146,541,697	172,827,012	200,919,527	230,616,587	262,190,387	295,952,981	332,826,932
TOTAL CAPITAL AND LIABILITY	71,388,772	114,545,310	137,395,095	163,270,820	192,856,106	226,545,885	260,218,919	296,031,212	334,360,545	375,587,461	414,697,399

Note: Total assets value will differ from project cost due to first installment of leases paid at the start of year 0

11.3 Cash Flow Statement

Statement Summaries											SMEDA
Cash Flow Statement											Rs. in actuals
	Year 0	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
<i>Operating activities</i>											
Net profit	-	14,689,154	17,388,844	20,099,580	22,975,346	26,285,315	28,092,515	29,697,059	31,573,801	33,762,594	36,873,951
Add: depreciation expense	-	2,246,850	2,246,850	2,246,850	2,264,835	2,261,935	2,264,587	2,285,407	2,282,049	2,282,049	2,306,151
amortization expense	-	157,000	157,000	157,000	157,000	157,000	-	-	-	-	-
Accounts receivable	-	(28,654,450)	(2,694,362)	(5,508,322)	(6,019,085)	(6,851,860)	(6,274,512)	(5,492,559)	(6,016,041)	(6,617,645)	(7,279,410)
Finished good inventory	-	(7,958,427)	(1,365,090)	(1,560,823)	(1,779,724)	(2,026,814)	(1,465,214)	(1,611,868)	(1,773,016)	(1,950,276)	(2,145,260)
Equipment inventory	(5,888)	(603)	(665)	(734)	(809)	(892)	(983)	(1,084)	(1,195)	(1,317)	14,169
Raw material inventory	(19,201,275)	(4,830,585)	(5,461,547)	(6,577,261)	(7,907,633)	(6,861,233)	(7,880,128)	(9,101,548)	(10,512,288)	(12,141,692)	90,475,191
Accounts payable	-	28,467,384	5,460,940	5,776,146	6,609,940	7,404,463	5,580,519	6,115,233	6,755,532	7,464,323	2,235,987
Cash provided by operations	(19,207,163)	4,116,323	15,731,969	14,632,435	16,299,870	20,367,914	20,316,784	21,890,641	22,308,842	22,798,035	122,480,778
<i>Financing activities</i>											
Issuance of shares	71,388,772	-	-	-	-	-	-	-	-	-	-
Cash provided by / (used for) financ	71,388,772	-	-	-	-	-	-	-	-	-	-
<i>Investing activities</i>											
Capital expenditure	(51,181,610)	-	-	(335,711)	-	(61,262)	(388,628)	-	-	(449,885)	-
Acquisitions	-	-	-	-	-	-	-	-	-	-	-
Cash (used for) / provided by invest	(51,181,610)	-	-	(335,711)	-	(61,262)	(388,628)	-	-	(449,885)	-
NET CASH	1,000,000	4,116,323	15,731,969	14,296,724	16,299,870	20,306,653	19,928,156	21,890,641	22,308,842	22,348,150	122,480,778
Cash balance brought forward		1,000,000	5,116,323	20,848,292	35,145,016	51,444,886	71,751,539	91,679,695	113,570,336	135,879,178	158,227,328
Cash available for appropriation	1,000,000	5,116,323	20,848,292	35,145,016	51,444,886	71,751,539	91,679,695	113,570,336	135,879,178	158,227,328	280,708,106
Dividend	-	-	-	-	-	-	-	-	-	-	-
Cash carried forward	1,000,000	5,116,323	20,848,292	35,145,016	51,444,886	71,751,539	91,679,695	113,570,336	135,879,178	158,227,328	280,708,106

12. Key assumptions

12.1 Operating Cost Assumptions

Description	Details
Shift Length	08 Hours
Number of Shifts	01 per day
Operation Days per Year	300 days

12.2 Cost Assumptions

Description	Details
Weighted Avg. Cost per Unit	Rs 140,733/-
Increase in Cost Price	10%
Sale in Year 1	3,275 Units
Production Capacity Utilization in Year 1	75%

12.3 Revenue Assumptions

Description	Details
Sale Price Per Kg (Weighted Avg.)	Rs. 146,597/-
Increase in Sale Price per Box Each Year	10%

12.4 Financial Assumptions

Description	Details
Project Life	10 Year
Debt to Equity Ratio	0:100