

# PROJECT REPORT

Of

# SHAVING GEL

## PURPOSE OF THE DOCUMENT

This particular pre-feasibility is regarding **Shaving Gel**.

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.]



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**PROJECT AT A GLANCE**

- 1 Name of the Entrepreneur : xxxxxxxxxx
- 2 Constitution (legal Status) : xxxxxxxxxx
- 3 Father / Spouse Name : xxxxxxxxxxxxxx
- 4 Unit Address : xxxxxxxxxxxxxxxxxxxxxxxxxxxx
- District : xxxxxxxx  
Pin: xxxxxxxx State: xxxxxxxxxx  
Mobile xxxxxxxx
- 5 Product and By Product : **SHAVING GEL**
- 6 Name of the project / business activity proposed : **SHAVING GEL MANUFACTURING UNIT**
- 7 Cost of Project : Rs.22.55 Lakhs
- 8 Means of Finance  
Term Loan Rs.15.3 Lakhs  
Own Capital Rs.2.26 Lakhs  
Working Capital Rs.5 Lakhs
- 9 Debt Service Coverage Ratio : 2.92
- 10 Pay Back Period : 5 Years
- 11 Project Implementation Period : 5-6 Months
- 12 Break Even Point : 41%
- 13 Employment : 14 Persons
- 14 Power Requirement : 30 KW
- 15 Major Raw materials : Deionized water, Aloe vera Gel, Glycerin, Propylene Glycol, Sodium PCA, Carbomer 940, Sodium Laureth sulphate, Packing material, Flavor & other consumables
- Estimated Annual Sales Turnover (Max Utilized Capacity) : 182.88 Lakhs
- 17 Detailed Cost of Project & Means of Finance

**COST OF PROJECT**

(Rs. In Lakhs)

Particulars	Amount
Land	Own/Rented
Building /Shed 2000 Sq ft	Own/Rented
Plant & Machinery	15.50
Furniture & Fixtures	1.50
Working Capital	5.55
<b>Total</b>	<b>22.55</b>

**MEANS OF FINANCE**

Particulars	Amount
Own Contribution	2.26
Term Loan	15.30
Working Capital	5.00
<b>Total</b>	<b>22.55</b>

## **SHAVING GEL**

**Introduction:** Shaving Gel or shave gel is a category of cosmetics used for shaving preparation. The purpose of shaving cream is to soften the hair by providing lubrication, comes out clear but works into a rich, creamy lather that comforts and protects your skin while you shave. Shaving gels tend to be a little heavier in weight and are more lubricating, forming a closer bond with the hairs on your face. They form rich lather and best shaving gels will be more conditioning and nourishing than foam. These personal care products is a broad term used to refer to supporting with personal hygiene, along with dressing and maintaining your personal appearance. Shaving gels also provides conditioning and smoothing of skin causes irritation reduction. Using shave gel properly will help prevent moisture loss and add an additional layer of protection to avoid any nicks, cuts and hair pulls while you shave, and thus cut down on itchy razor bumps and skin irritation post-shave; especially if you have more sensitive skin.



**USES & MARKET POTENTIAL:** An increasing number of luxury salons and small size barbershops is driving the sales of grooming products. This factor is projected to positively influence market growth. The foam creates a thin layer of protection between razor and skin minimizing friction, the risk of redness, razor burn, dryness, and irritation. The product nourishes the skin and prevents rashes thereby driving the product demand. The Global Shaving Foam Market size is expected to reach \$569.3 Million by 2025, rising at a market growth of 4.6% CAGR during the forecast period. Customers from developing economies of China and India are witnessing an increase in their spending power, which is another prominent factor that can dramatically influence the demand and purchase of personal care products like shaving foam. Brands like Nivea and Gillette have actively penetrated the Asia Pacific market and are expected to drive the shaving foam market. Furthermore, the demand for organic shaving products is on the rise majorly due to the low and rare side effects. Manufacturers focus on developing and innovating to manufacture skin and environment-friendly shaving foam products.

**Product:**

Shaving Gel

**Raw Material:**

1. Deionized Water
2. Aloe Vera Gel
3. Glycerin
4. Propylene Glycol
5. Sodium PCA
6. Carbomer
7. Sodium Laureth Sulfate
8. Fragrance & other consumables

## **Manufacturing Process:**

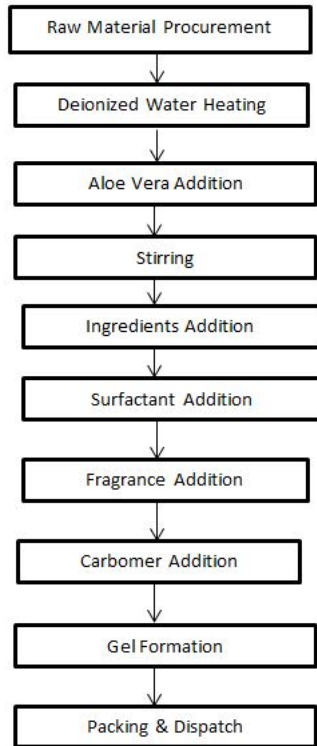


Fig.1 – Flow Chart

In personal care products manufacturing, formulation of raw material with fragrance plays an important role. The raw material for shaving gel is procured from the local authorized vendor and stored in the inventory. In the first step, the deionized water and aloe vera gel are mixed in required proportion in a tank. The tank is heated to a temperature of 80-85 °C by using steam jacketed kettle. The jacketed kettle, resembles a double boiler with one container placed inside another, is heated when steam is circulated through the outer container. Inside the interior kettle are blades that revolve to mix the oils as they are heated. After heating for 40-50 minutes the first group of ingredients has turned smooth. The steam is released from the outer container of the kettle, and the mixture is allowed to cool.

In the next step, the mixture is allowed to cool down to a temperature of 60°C. At this temperature glycerin, propylene glycol and sodium PCA is added. The mixture is stirred continuously for uniform composition. Agitators are used for stirring. Heating is used to maintain the temperature. The stirring is done for 30 minutes.

After this, sodium laureth sulphate is added into the mixture in desired proportion and mixture is allowed to cool down.. SLS are the surface active agents lower the surface tension, penetrate and loosen surface deposits and emulsify or suspend the debris.

In the next step, when the mixture temperature reaches to 45°C panthenol, lanolin and comfrey extract are added in desired proportion. Comfrey extract are used in wound healing, reduces itching. Fragrance is added in desired composition as per requirement. The mixture is allowed to cool down with continuously stirring. The mixture is allowed to settle down and to reach the room temperature conditions.

In the next step, the mixture is transferred into homogenizer and carbomer is added in desired proportion. Continuous stirring is done to avoid any bubble formation into the solution. After 15-20 minutes of continuous stirring gel formation begins. The mixture is allowed to settle down into freezers for gel formation.

The gel prepared in the previous step is check for desired specifications. After this, they are filled in the bottles using filling machine. After this, they are packed and dispatched as per the required quantity.

### **Area:**

The industrial setup requires space for Inventory, workshop or manufacturing area, space for power supply utilities and auxiliary like Generator setup. Also some of the area of building is required for office staff facilities, documentation, office furniture, etc. Thus, the approximate total area required for complete industrial setup is 1800 - 2000Sqft.

## **Machines:**

1. **Steam Jacketed Kettle**- A steam jacketed kettle has double boiler container with steam heating and stirring capability. Easy in filling and emptying the vessel for handling.



2. **Agitator** - The purpose of Agitator is to rotate the water at desired rpm so that calcium hypochlorite is thoroughly mixed in the water.



3. **Homogenizer** -This machine is used to make the uniform concentration of gel by reducing its viscosity.



4. **Paste Filling and Sealing Machine**- This machine is used to fill the paste and seal the tube as per required quantity.





**Equipments:**

**Storage Tank** –The tanks are used to store the paste during processing phase.



**Pump**–Pumps are used to transfer the oil from crude oil tank to filter cloth.

**PROJECTED BALANCE SHEET**

<b>PARTICULARS</b>	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>V</b>
<b><u>SOURCES OF FUND</u></b>					
<b>Capital Account</b>					
Opening Balance	-	3.38	5.19	10.22	15.30
Add: Additions	2.26	-	-	-	-
Add: Net Profit	2.12	3.81	9.03	13.08	16.65
Less: Drawings	1.00	2.00	4.00	8.00	12.00
<b>Closing Balance</b>	<b>3.38</b>	<b>5.19</b>	<b>10.22</b>	<b>15.30</b>	<b>19.95</b>
CC Limit	5.00	5.00	5.00	5.00	5.00
Term Loan	13.60	10.20	6.80	3.40	-
Sundry Creditors	1.07	1.37	1.71	2.07	2.46
<b>TOTAL :</b>	<b>23.04</b>	<b>21.76</b>	<b>23.72</b>	<b>25.77</b>	<b>27.41</b>
<b><u>APPLICATION OF FUND</u></b>					
<b>Fixed Assets ( Gross)</b>	17.00	17.00	17.00	17.00	17.00
Gross Dep.	2.48	4.59	6.39	7.92	9.24
Net Fixed Assets	14.53	12.41	10.61	9.08	7.76
<b>Current Assets</b>					
Sundry Debtors	2.61	3.44	4.27	5.15	6.10
Stock in Hand	4.47	5.54	6.77	8.12	9.59
Cash and Bank	1.44	0.36	2.07	3.42	3.96
<b>TOTAL :</b>	<b>23.04</b>	<b>21.76</b>	<b>23.72</b>	<b>25.77</b>	<b>27.41</b>
	-	-	-	-	-

**PROJECTED PROFITABILITY STATEMENT**

<b>PARTICULARS</b>	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>V</b>
<b><u>A) SALES</u></b>					
Gross Sale	78.30	103.32	128.04	154.56	182.88
<b>Total (A)</b>	<b>78.30</b>	<b>103.32</b>	<b>128.04</b>	<b>154.56</b>	<b>182.88</b>
<b><u>B) COST OF SALES</u></b>					
Raw Mateiral Consumed	45.90	58.91	73.13	88.65	105.57
Electricity Expenses	2.83	3.46	4.09	4.72	5.35
Repair & Maintenance	0.39	0.52	0.64	0.77	0.91
Labour & Wages	13.66	15.03	16.53	18.18	20.00
Depreciation	2.48	2.11	1.80	1.54	1.31
<b>Cost of Production</b>	<b>65.26</b>	<b>80.02</b>	<b>96.19</b>	<b>113.87</b>	<b>133.15</b>
<b>Add: Opening Stock /WIP</b>	-	2.18	2.60	3.12	3.69
<b>Less: Closing Stock /WIP</b>	2.18	2.60	3.12	3.69	4.31
Cost of Sales (B)	63.09	79.60	95.67	113.30	132.53
<b>C) GROSS PROFIT (A-B)</b>	<b>15.21</b>	<b>23.72</b>	<b>32.37</b>	<b>41.26</b>	<b>50.35</b>
	<b>19.43%</b>	<b>22.95%</b>	<b>25.28%</b>	<b>26.70%</b>	<b>27.53%</b>
D) Bank Interest (Term Loan )	1.66	1.36	0.98	0.61	0.23
ii) Interest On Working Capital	0.55	0.55	0.55	0.55	0.55
E) Salary to Staff	4.62	5.08	5.59	6.15	6.76
F) Selling & Adm Expenses Exp.	6.26	12.92	16.01	19.32	22.86
<b>TOTAL (D+E)</b>	<b>13.09</b>	<b>19.90</b>	<b>23.13</b>	<b>26.63</b>	<b>30.41</b>
H) NET PROFIT	2.12	3.81	9.24	14.64	19.94
	<b>2.7%</b>	<b>3.7%</b>	<b>7.2%</b>	<b>9.5%</b>	<b>10.9%</b>
I) Taxation	-	-	0.21	1.56	3.29
J) PROFIT (After Tax)	2.12	3.81	9.03	13.08	16.65

**PROJECTED CASH FLOW STATEMENT**

<b>PARTICULARS</b>	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>V</b>
<b><u>SOURCES OF FUND</u></b>					
Own Contribution	2.26	-			
Net Profit	2.12	3.81	9.24	14.64	19.94
Depreciation & Exp. W/off	2.48	2.11	1.80	1.54	1.31
Increase In Cash Credit	5.00				
Increase In Term Loan	15.30	-	-	-	-
Increase in Creditors	1.07	0.30	0.33	0.36	0.39
<b>TOTAL :</b>	<b>28.22</b>	<b>6.23</b>	<b>11.38</b>	<b>16.54</b>	<b>21.65</b>
<b><u>APPLICATION OF FUND</u></b>					
Increase in Fixed Assets	17.00	-	-	-	-
Increase in Stock	4.47	1.07	1.23	1.35	1.47
Increase in Debtors	2.61	0.83	0.82	0.88	0.94
Repayment of Term Loan	1.70	3.40	3.40	3.40	3.40
Taxation	-	-	0.21	1.56	3.29
Drawings	1.00	2.00	4.00	8.00	12.00
<b>TOTAL :</b>	<b>26.78</b>	<b>7.31</b>	<b>9.67</b>	<b>15.19</b>	<b>21.11</b>
Opening Cash & Bank Balance	-	1.44	0.36	2.07	3.42
Add : Surplus	1.44	- 1.08	1.71	1.35	0.55
Closing Cash & Bank Balance	<b>1.44</b>	<b>0.36</b>	<b>2.07</b>	<b>3.42</b>	<b>3.96</b>

**COMPUTATION OF SHAVING GEL MANUFACTURING UNIT****Items to be Manufactured SHAVING GEL**

Manufacturing Capacity per Day		1,000.00	pcs of 150 ML tubes
No. of Working Hour		8	
No of Working Days per month		25	
No. of Working Day per annum		300	
Total Production per Annum		300,000	pcs of 150 ML tubes
Year		Capacity	SHAVING GEL MANUFACTURING UNIT
		Utilisation	
I		45%	135,000
II		55%	165,000
III		65%	195,000
IV		75%	225,000
V		85%	255,000

**COMPUTATION OF RAW MATERIAL**

Item Name	Quantity of Raw Material	Unit	Unit Rate of	Total Cost Per Annum (100%)
Deionized Water	16,000.00	LTR	14.00	224,000.00
Aloe vera Gel	14,000.00	LTR	400.00	5,600,000.00
Glycerin	2,400.00	LTR	150.00	360,000.00
Carbomer 940	1,500.00	kg	450.00	675,000.00
Propylene Glycol	2,400.00	kg	115.00	276,000.00
Sodium PCA	5,000.00	kg	550.00	2,750,000.00
Flavor & other consumable	I.s			250,000.00
Total				<b>10,135,000.00</b>

Total Raw material in Rs lacs at 100% Capacity 101.35  
Average Cost per PCS (In Rs) **34.00**

Raw Material Consumed	Capacity Utilisation	Rate	Amount (Rs.)
I	45%	34.00	45.90
II	55%	35.70	58.91
III	65%	37.50	73.13
IV	75%	39.40	88.65
V	85%	41.40	105.57

**COMPUTATION OF CLOSING STOCK & WORKING CAPITAL**

<b>PARTICULARS</b>	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>V</b>
<b>Finished Goods</b>					
(10 Days requirement)	2.18	2.60	3.12	3.69	4.31
<b>Raw Material</b>					
(15 Days requirement)	2.30	2.95	3.66	4.43	5.28
<b>Closing Stock</b>	<b>4.47</b>	<b>5.54</b>	<b>6.77</b>	<b>8.12</b>	<b>9.59</b>

**COMPUTATION OF WORKING CAPITAL REQUIREMENT**

<b>Particulars</b>	<b>Amount</b>	<b>Margin(10%)</b>	<b>Net Amount</b>
Stock in Hand	4.47		
Less:			
Sundry Creditors	1.07		
<b>Paid Stock</b>	<b>3.40</b>	<b>0.34</b>	<b>3.06</b>
Sundry Debtors	2.61	0.26	2.35
<b>Working Capital Requirement</b>			<b>5.41</b>
<b>Margin</b>			0.60
<b>MPBF</b>			<b>5.41</b>
<b>Working Capital Demand</b>			<b>5.00</b>

**BREAK UP OF LABOUR**

Particulars		Wages	No of	Total
		Per Month	Employees	Salary
Supervisor		20,000.00	1	20,000.00
Plant Operator		15,000.00	1	15,000.00
Unskilled Worker		8,500.00	6	51,000.00
Helper		5,000.00	2	10,000.00
Security Guard		7,500.00	1	7,500.00
				103,500.00
Add: 10% Fringe Benefit				10,350.00
Total Labour Cost Per Month				113,850.00
Total Labour Cost for the year ( In Rs. Lakhs)			11	13.66

**BREAK UP OF SALARY**

Particulars		Salary	No of	Total
		Per Month	Employees	Salary
Accountant cum store keeper		10,000.00	1	10,000.00
Administrative Staffs		12,500.00	2	25,000.00
Total Salary Per Month				35,000.00
Add: 10% Fringe Benefit				3,500.00
Total Salary for the month				38,500.00
Total Salary for the year ( In Rs. Lakhs)			3	4.62

**COMPUTATION OF DEPRECIATION**

Description	Land	Building/shed	Plant & Machinery	Furniture	TOTAL
Rate of Depreciation			<b>15.00%</b>	<b>10.00%</b>	
<b>Opening Balance</b>	Own/Rented		-	-	-
Addition	-		15.50	1.50	17.00
	-		15.50	1.50	17.00
TOTAL		-	15.50	1.50	17.00
Less : Depreciation	-	-	2.33	0.15	2.48
WDV at end of Ist year	-	-	13.18	1.35	14.53
Additions During The Year	-	-	-	-	-
	-	-	13.18	1.35	14.53
Less : Depreciation	-	-	1.98	0.14	2.11
WDV at end of IIInd Year	-	-	11.20	1.22	12.41
Additions During The Year	-	-	-	-	-
	-	-	11.20	1.22	12.41
Less : Depreciation	-	-	1.68	0.12	1.80
WDV at end of IIIrd year	-	-	9.52	1.09	10.61
Additions During The Year	-	-	-	-	-
	-	-	9.52	1.09	10.61
Less : Depreciation	-	-	1.43	0.11	1.54
WDV at end of IV year	-	-	8.09	0.98	9.08
Additions During The Year	-	-	-	-	-
	-	-	8.09	0.98	9.08
Less : Depreciation	-	-	1.21	0.10	1.31
WDV at end of Vth year	-	-	6.88	0.89	7.76



**REPAYMENT SCHEDULE OF TERM LOAN**

11.0%

Year	Particulars	Amount	Addition	Total	Interest	Repayment	CI Balance
I	Opening Balance						
	Ist Quarter	-	15.30	15.30	0.42	-	15.30
	IInd Quarter	15.30	-	15.30	0.42	-	15.30
	IIIrd Quarter	15.30	-	15.30	0.42	0.85	14.45
	Ivth Quarter	14.45	-	14.45	0.40	0.85	13.60
					1.66	1.70	
II	Opening Balance						
	Ist Quarter	13.60	-	13.60	0.37	0.85	12.75
	IInd Quarter	12.75	-	12.75	0.35	0.85	11.90
	IIIrd Quarter	11.90	-	11.90	0.33	0.85	11.05
	Ivth Quarter	11.05		11.05	0.30	0.85	10.20
					1.36	3.40	
III	Opening Balance						
	Ist Quarter	10.20	-	10.20	0.28	0.85	9.35
	IInd Quarter	9.35	-	9.35	0.26	0.85	8.50
	IIIrd Quarter	8.50	-	8.50	0.23	0.85	7.65
	Ivth Quarter	7.65		7.65	0.21	0.85	6.80
					0.98	3.40	
IV	Opening Balance						
	Ist Quarter	6.80	-	6.80	0.19	0.85	5.95
	IInd Quarter	5.95	-	5.95	0.16	0.85	5.10
	IIIrd Quarter	5.10	-	5.10	0.14	0.85	4.25
	Ivth Quarter	4.25		4.25	0.12	0.85	3.40
					0.61	3.40	
V	Opening Balance						
	Ist Quarter	3.40	-	3.40	0.09	0.85	2.55
	IInd Quarter	2.55	-	2.55	0.07	0.85	1.70
	IIIrd Quarter	1.70	-	1.70	0.05	0.85	0.85
	Ivth Quarter	0.85		0.85	0.02	0.85	0.00
					0.23	3.40	

Door to Door Period      60 Months  
Moratorium Period        6 Months  
Repayment Period         54 Months

**CALCULATION OF D.S.C.R**

<b>PARTICULARS</b>	<b>I</b>	<b>II</b>	<b>III</b>	<b>IV</b>	<b>V</b>
<b><u>CASH ACCRUALS</u></b>	4.60	5.93	10.83	14.62	17.96
Interest on Term Loan	1.66	1.36	0.98	0.61	0.23
Total	6.25	7.28	11.82	15.22	18.20
<b><u>REPAYMENT</u></b>					
Repayment of Term Loan	1.70	3.40	3.40	3.40	3.40
Interest on Term Loan	1.66	1.36	0.98	0.61	0.23
Total	3.36	4.76	4.38	4.01	3.63
<b>DEBT SERVICE COVERAGE RATIO</b>	<b>1.86</b>	<b>1.53</b>	<b>2.70</b>	<b>3.80</b>	<b>5.01</b>
<b>AVERAGE D.S.C.R.</b>			<b>2.92</b>		

**COMPUTATION OF SALE**

Particulars	I	II	III	IV	V
Op Stock	-	4,500.00	5,500.00	6,500.00	7,500.00
Production	135,000.00	165,000.00	195,000.00	225,000.00	255,000.00
Less : Closing Stock(10 Days)	4,500.00	5,500.00	6,500.00	7,500.00	8,500.00
Net Sale	130,500.00	164,000.00	194,000.00	224,000.00	254,000.00
Avg Sale Price per pcs	60.00	63.00	66.00	69.00	72.00
<b>Sale (in Lacs)</b>	<b>78.30</b>	<b>103.32</b>	<b>128.04</b>	<b>154.56</b>	<b>182.88</b>

**COMPUTATION OF ELECTRICITY****(A) POWER CONNECTION**

Total Working Hour per day	Hours	8	
Electric Load Required	KW	30	
Load Factor			
Electricity Charges	per unit	7.50	
Total Working Days		300	
<b>Electricity Charges</b>			5.40
Add : Minimim Charges (@ 10%)			

**(B) DG set**

No. of Working Days		300	days
No of Working Hours		0.5	Hour per day
Total no. of Hour		150	
Diesel Consumption per Hour		8	
Total Consumption of Diesel		1,200	
Cost of Diesel		65.00	Rs. /Ltr
Total cost of Diesel		0.78	
Add : Lube Cost @15%		0.12	
Total		<b>0.90</b>	
Total cost of Power & Fuel at 100%			6.30

Year	Capacity	Amount (in Lacs)
I	45%	2.83
II	55%	3.46
III	65%	4.09
IV	75%	4.72
V	85%	5.35

## **DISCLAIMER**

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