

PROJECT REPORT FOR
FLEX PRINTING



PROMOTER:

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

PROJECT LOCATION:

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

PREPARED BY:

DOWNLOAD PROJECT REPORT.COM
1 187/67, GROUND FLOOR, GRUHALAXMI,
J.M. ROAD, NEAR BALGANDHARVA CHOWK,
PUNE, MAHARASHTRA 411005.

CONTENT

CHAPTER NO.	PARTICULAR
I.	PROJECT AT A GLANCE
II.	ABOUT THE PROJECT
III.	ECONOMICS OF THE PROJECT
A.	TOTAL COST OF THE PROJECT & MEANS OF FINANCE
B.	PROFITABILITY STATEMENT
C.	CASH FLOW STATEMENT
D.	BALANCE SHEET
E.	CAPITAL ACCOUNT
F.	INCOME
G.	EXPENSES
H.	FIXED ASSETS AND DEPRECIATION
I.	TERM LOAN REPAYMENT AND INTEREST THEREON
J.	WORKING CAPITAL

Project For:
Flex Printing

I. PROJECT AT A GLANCE

1. About the Promoter : xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
Project Location: xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
2. Project Cost : Rs. 5.50 Lakhs
3. Mean of Finance
- A) T. L. facility from Bank : Rs. 4.09 Lakhs
 - B) Beneficiary contribution : Rs. 0.28 Lakhs
 - C) C.C. facility from Bank : Rs. 1.14 Lakhs
 - D) Subsidy under PMEGP Scheme : Rs. 1.93 Lakhs
5. Rate of Interest : 11.00% Per Annum
6. Repayment : 60 monthly instalments, EMI @ 0.09 Lakhs
7. Nature of Project : Flex Printing
8. Employment Potential : 1 Nos
9. Nature of the Firm : Proprietary Firm
10. Average Debt Coverage ratios : **1.97**

II. ABOUT THE PROJECT

Introduction

The project report for flex printing / digital press is as follows. Flex Printing are a form of outdoor advertising. Most banners are now digitally printed on large format inkjet printers which are capable of printing a full color outdoor billboard on a single piece of material. Flex and banner market in India is growing rapidly nowadays. Additionally, the item is the most popular tool for any type of outdoor and as well indoor advertising. We can see a growing demand in almost every city including Delhi, Mumbai, Bangalore, Hyderabad, Chennai, and Kolkata. Some of the most potential consumers are regional and national political parties. They use banners in almost every programs and rally. Additionally, companies operating in the several industries use banners for various purposes. Apart from the digital signage, flex is the only instrument for outdoor media advertising. Furthermore, every school, educational institutions, and sports organizations use flex banners in almost every event. Additionally, there is good domestic market also. Nowadays, people use flex banners in the events including birthday parties or social gatherings. Therefore, the flex printing business has the potential market for the new entrepreneurs.

Applications

Vinyl banners have many uses and applications. They are most often used to promote a company's logo, a special promotion, event, team or school. Since vinyl is a very flexible as well as portable material you can see vinyl banners just about anywhere. Vinyl banners are commonly seen as billboards, table banners, trade show banners, building banners, street banners, festival banners, as well as stadium flags.

A quality vinyl banner will also use an outside hem to ensure that Grommets are secured properly. Grommets are the nickel holes that enable the banner to be hung on fence posts, walls, or on the side of buildings. In windy conditions, if Grommets are not fastened into the hem of a vinyl banner, these grommet holes will easily tear out of the banner. Banner hem tapes are also used as decorative trim and to prevent delamination and lifting of vinyl hems.

Raw materials / Consumables

The most commonly used material is a heavy weight vinyl technically known as PVC. The weights of the different banner substrates range from as light as 9 ounces to as heavy as 22 ounces per square yard (900gsm), and may be double- or single-sided. Grommets (eyelets) can also be added in order to facilitate hanging of the banner. A high frequency weld, stitching or banner hem tape are also used to fasten the hems neatly, and provide the insertion of grommets / eyelets. Large banners (which can be so large that they cover the side of a building) are usually printed on a special mesh pvc material so that some wind can pass through them.

Project For:

Flex Printing

Market potential & Strategy

Market potential is mainly determined by evaluating certain elements and one of the most important one is the market size- as the proposed venture is a Printing Industry the main target business will be Shops, so segmentation based on the demography which include age ,socio economic class and lifestyle is relevant, its clear that there is a huge population of youngsters which can turn to be potential customers for the business, along with that increasing number of industries and business hubs are very promising, so the size of the market seems promising for Flex Printing and Vinyl Printing.

As far as market growth is concerned the market growth is visible, per capita spending of people is more especially due to increasing income of vast middle class , business generating revenue and NRI money, so the spending pattern and style of people are important for a business like Print Industry, so due to lifestyle changes and increase in income, people are spending more on Advertisement, which make the market a growing one along with the positive changes happening in film industry in the form of increase in the number of Business. Analysing the competition is another element , as the proposed entrepreneur is already an experienced Printer, the image and goodwill he created throughout these years through his good works will sure help to compact with the existing competition, a good name in the Print industry as an established designer will not only help in developing new clients in the Print industry but also will give a USP.

As far as Service offered is concerned - quality with novelty will be monitored thoroughly, the satisfied customers will be the main brand ambassador for the business like Print Industry, the word of mouth publicity plays a very important role in the success of a business like this, so each and every customer will be given important, and giving service and product as per their demand and delivering the service on time at right quality in novelty will be the strategy to follow, along with that as far as movie poster designing is concerned new innovative and new way of thinking of designing posters will be implemented as per demand of the clients, along with that planning to position this Press as a professional for advertising work hub also is on the plan. so when evaluating all these aspects its very visible that a huge market potential exists and by giving quality and innovative works will help to withstand competition and for new customer acquisition.

Projections for:

Flex Printing

III. ECONOMICS OF THE PROJECT

A. TOTAL COST OF THE PROJECT

(Rs. Lacs)

S.No.	Particulars	Total	Spent	Bal. To be spent
A.	Fixed Cost			
1	Plant & Machinery Printer machine (Konica 512 42PL)	4.13	-	4.13
2	Misc. Fixed Assets (Furniture & Electrical)	0.17	-	0.17
		<u>4.30</u>		<u>4.30</u>
B	Working Capital	1.20	-	1.20
	TOTAL COST OF THE PROJECT	5.50		5.50

MEANS OF FINANCE

a) Own Contribution (5%)	0.28
b) T L facility from Bank (95%)	4.09
c) CC facility from Bank (95%)	1.14
	<u>5.50</u>
C) Subsidy Entitlement Under PMEGP scheme @ 35%	1.93

Projections for:
Flex Printing

B. PROFITABILITY STATEMENT

S.No.	Particulars	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
1	Income	6.00	6.60	7.26	7.99	8.78
2	Expenses	4.36	4.77	5.21	5.65	6.14
3	Int. on TL	0.42	0.34	0.26	0.17	0.06
4	Depreciation	0.44	0.39	0.35	0.32	0.28
5	Profit after int. & dep.	0.78	1.10	1.44	1.85	2.30
6	Income Tax	-	-	-	-	-
7	Profit after Tax	0.78	1.10	1.44	1.85	2.30
8	Add : Depreciation	0.44	0.39	0.35	0.32	0.28
9	Add : Interest on TL	0.42	0.34	0.26	0.17	0.06
10	Cash Accruals	1.64	1.83	2.05	2.33	2.65
11	Repayment of TL with Interest	1.07	1.07	1.07	1.07	1.07
12	DSCR	1.54	1.72	1.92	2.19	2.49
13	Average DSCR	1.97				
14	Net Profit to total receipts	13.07	16.64	19.80	23.18	26.23

Projections for:
Flex Printing

C. CASH FLOW STATEMENT

(Rs. Lacs)

S.No.	Particulars	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
A	Inflow :					
1	Cash flow from Opration	1.64	1.83	2.05	2.33	2.65
2	T.L. from Bank	4.09				
3	CC from bank	1.14				
4	Own contribution	0.28				
5	Subsidy	1.93				
	Total (A)	9.07	1.83	2.05	2.33	2.65
B	Outflow:					
1	Fixed Assets	4.30	-	-	-	-
2	Repay of TL	1.07	1.07	1.07	1.07	1.07
3	Drawings	0.25	0.28	0.30	0.33	0.37
	Total (B)	5.62	1.34	1.37	1.40	1.43
	Summery:					
	Op. Cash & Bank Bal.	-	3.45	3.94	4.62	5.56
	Surplus / (Deficit)	3.45	0.49	0.68	0.93	1.22
	Cl. Cash & Bank Bal.	3.45	3.94	4.62	5.56	6.77

Projections for:
Flex Printing

D. BALANCE SHEET

(Rs. Lacs)

S.No.	Particulars	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
A ASSETS :						
1	Fixed Assets :	3.86	3.47	3.12	2.80	2.51
2	Investments	-	-	-	-	-
3	Current Assets	3.45	3.94	4.62	5.56	6.77
4	Loans & Advances	-	-	-	-	-
	Total (A)	<u>7.31</u>	<u>7.41</u>	<u>7.74</u>	<u>8.36</u>	<u>9.29</u>
B LIABILITIES:						
1	Capital	2.73	3.56	4.69	6.21	8.15
2	Secured loans	3.44	2.71	1.91	1.00	-
3	Current Liabilities					
	Cash Credit	1.14	1.14	1.14	1.14	1.14
	Total (B)	<u>7.31</u>	<u>7.41</u>	<u>7.74</u>	<u>8.36</u>	<u>9.29</u>

Projections for:
Flex Printing

E. CAPITAL ACCOUNT

(Rs. Lacs)

S.No.	Particulars	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
1	Op. Balance	-	2.73	3.56	4.69	6.21
2	Additions	2.20	-	-	-	-
3	Net Profit	0.78	1.10	1.44	1.85	2.30
	Sub Total	2.98	3.83	4.99	6.54	8.51
4	Drawings	0.25	0.28	0.30	0.33	0.37
5	Closing Balance	2.73	3.56	4.69	6.21	8.15

Projections for:
Flex Printing

F. INCOME

(Rs. Lacs)

S. No.	Particulars	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
1	Gross Receipts					
a	Income from Flex Printing services per month	0.50	0.55	0.61	0.67	0.73
b	Total Receipts per annum	6.00	6.60	7.26	7.99	8.78
Total		6.00	6.60	7.26	7.99	8.78

Projections for:
Flex Printing

G. EXPENSES

(Rs. Lacs)

S.No.	Particulars	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
1	Salary					
i.	Manager (Self)	-	-	-	-	-
ii.	Assistant (1 no.* Rs. 5000 per month)	0.60	0.63	0.66	0.69	0.73
2	Raw Material (@ 25000 per month)	3.00	3.30	3.63	3.99	4.39
3	Telephone & Electricity Expenses	0.25	0.28	0.30	0.32	0.33
4	Advertising/Marketing/Social Media (@ 1000 per month)	0.12	0.13	0.15	0.15	0.16
5	Repairs & Maintance	0.15	0.17	0.18	0.19	0.20
6	Miscellaneous Expenses (@ 2000 per month)	0.24	0.26	0.29	0.30	0.32
	Total	4.36	4.77	5.21	5.65	6.14

Projections for:
Flex Printing

H. FIXED ASSETS AND DEPRECIATION

(Rs. Lacs)

S. No.	Particulars	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
1	Plant & Machinery					
	Op. Balance		3.72	3.35	3.01	2.71
	Additions	4.13	-	-	-	-
	Sub Total	4.13	3.72	3.35	3.01	2.71
	Less : Depreciation	0.41	0.37	0.33	0.30	0.27
	Cl. WDV	3.72	3.35	3.01	2.71	2.44
2	Misc. Fixed Assets					
	Op. Balance		0.14	0.12	0.10	0.09
	Additions	0.17	-	-	-	-
	Sub Total	0.17	0.14	0.12	0.10	0.09
	Less : Depreciation	0.03	0.02	0.02	0.02	0.01
	Cl. WDV	0.14	0.12	0.10	0.09	0.08
	Total Depreciation	0.44	0.39	0.35	0.32	0.28
	Total WDV	3.86	3.47	3.12	2.80	2.51

Projections for:
Flex Printing

I. TERM LOAN REPAYMENT AND INTEREST THEREON

(Rs. Lacs)

S.No.	Particulars	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
1	TL / Op. Bal.	4.09	3.44	2.71	1.91	1.00
2	Repayment during the year	0.65	0.72	0.81	0.90	1.00
3	Cl. Balance	3.44	2.71	1.91	1.00	-
4	Interest at 11.00 per cent p.a.	0.42	0.34	0.26	0.17	0.06
5	Total repayment with Interest	1.07	1.07	1.07	1.07	1.07
6	Interest on CC (at 12 per cent p.a.)	0.14	0.14	0.14	0.14	0.14
7	Total Interest	0.55	0.48	0.40	0.30	0.20

Term Loan Repayment Schedule

MONTHS	EMI	INTEREST	PRINCIPAL REPAYMENT	OST PRINCIPAL
0				4.09
1	0.09	0.04	0.05	4.03
2	0.09	0.04	0.05	3.98
3	0.09	0.04	0.05	3.93
4	0.09	0.04	0.05	3.88
5	0.09	0.04	0.05	3.82
6	0.09	0.04	0.05	3.77
7	0.09	0.03	0.05	3.72
8	0.09	0.03	0.05	3.66
9	0.09	0.03	0.06	3.61
10	0.09	0.03	0.06	3.55
11	0.09	0.03	0.06	3.49
12	0.09	0.03	0.06	3.44
First Year	1.07	0.42	0.65	
13	0.09	0.03	0.06	3.38
14	0.09	0.03	0.06	3.32
15	0.09	0.03	0.06	3.26
16	0.09	0.03	0.06	3.20
17	0.09	0.03	0.06	3.14

18	0.09	0.03	0.06	3.08
19	0.09	0.03	0.06	3.02
20	0.09	0.03	0.06	2.96
21	0.09	0.03	0.06	2.90
22	0.09	0.03	0.06	2.84
23	0.09	0.03	0.06	2.78
24	0.09	0.03	0.06	2.71
Second Year	1.07	0.34	0.72	
25	0.09	0.02	0.06	2.65
26	0.09	0.02	0.06	2.58
27	0.09	0.02	0.07	2.52
28	0.09	0.02	0.07	2.45
29	0.09	0.02	0.07	2.39
30	0.09	0.02	0.07	2.32
31	0.09	0.02	0.07	2.25
32	0.09	0.02	0.07	2.18
33	0.09	0.02	0.07	2.12
34	0.09	0.02	0.07	2.05
35	0.09	0.02	0.07	1.98
36	0.09	0.02	0.07	1.91
Third Year	1.07	0.26	0.81	
37	0.09	0.02	0.07	1.83
38	0.09	0.02	0.07	1.76
39	0.09	0.02	0.07	1.69
40	0.09	0.02	0.07	1.62
41	0.09	0.01	0.07	1.54
42	0.09	0.01	0.07	1.47
43	0.09	0.01	0.08	1.39
44	0.09	0.01	0.08	1.32
45	0.09	0.01	0.08	1.24
46	0.09	0.01	0.08	1.16
47	0.09	0.01	0.08	1.08
48	0.09	0.01	0.08	1.00
Fourth Year	1.07	0.17	0.90	
49	0.09	0.01	0.08	0.93
50	0.09	0.01	0.08	0.84
51	0.09	0.01	0.08	0.76
52	0.09	0.01	0.08	0.68
53	0.09	0.01	0.08	0.60
54	0.09	0.01	0.08	0.52
55	0.09	0.00	0.08	0.43
56	0.09	0.00	0.08	0.35
57	0.09	0.00	0.09	0.26
58	0.09	0.00	0.09	0.18
59	0.09	0.00	0.09	0.09
60	0.09	0.00	0.09	0.00
Fifth Year	1.07	0.06	1.00	

Projections for:
Flex Printing

(Rs. Lacs)

J. WORKING CAPITAL

S.No.	Particulars	Year 1	Year 2	Year 3	Year 4	Year 5
1	Gross receipts	6.00	6.60	7.26	7.99	8.78
2	Working Capital ('@ 20%)	1.20	1.32	1.45	1.60	1.76
3	Bank CC (95%)	1.14	1.25	1.38	1.52	1.67
4	Own Contribution(5%)	0.06	0.06	0.06	0.06	0.06