



(43)
PROJECT PROFILE ON
COUNTRY BRICKS

Category: Construction

Cost of project: Rs. 1,61,000
 BEP: 44 %

I. INTRODUCTION OF BUSINESS IDEA:

Country Bricks are rectangular in size made out of red burning clay and sand. In rural areas, these kinds of bricks are found most suitable for marketing; they are cheap compared to all other construction materials. They are used for construction of single storied buildings with tiles or AC sheets for roofing.

II. PRODUCT AND ITS APPLICATIONS:

The bricks are used for construction of single storied buildings with tiles or AC sheets for roofing. These bricks are also used for construction of compound walls and water tanks.

III. MARKET POTENTIAL:

Since this item is mostly sold in semi-urban or rural area there is no difficulty in marketing. Moreover the price is comparatively cheaper than table molded and wire cut brick. As long as building activities are on the increasing side there is always demand for this country bricks. The bricks cannot be brought from far off places due to the increased transportation costs. Hence, the bricks units near the taluka places are feasible.

IV. CAPACITY-REVENUE (1st YEAR):

| Sl. No. | Product | Qty | Rate Per /1000 | Sales Amount |
|---------|---------|--------|----------------|--------------|
| 01 | Bricks | 9 lakh | 800 | 7,20,000 |

V. LOCATION PREFERABLE:

Khanapur, Athani, Raibag are suitable places.

VI. MANUFACTURING PROCESS AND QUALITY:

The required quantity of clay, sand clay are mixed with water thoroughly and mixed manually using pressure from foot. The mass is kept for aging. After two days the clay mass is molded with the help of moulds using water, water as a lubricant on a leveled surface is already sprinkled with fine sand. These bricks



are allowed to dry for a next day they are turned and stacked, loosely for drying by air. In 3 to 4 days, they are dried. They are stacked in between the two walls of furnace. Each time 12,500 are stacked and fired with wood. The fired wood after adequate firing and subsequent cooling, are sent for the market as per the demand.

VII. COST OF PROJECT AND MEANS OF FINANCE, INCLUDING WORKING CAPITAL REQUIREMENTS:

A. COST OF PROJECT:

| | |
|---------------------------------------|-----------------|
| Equipments | 50,000 |
| Other fixed assets | 20,000 |
| Preliminary and preoperative expenses | 5,000 |
| Deposits | 20,000 |
| Working Capital Requirements | 66,000 |
| Total | 1,61,000 |

B. MEANS OF FINANCE:

| | |
|---------------------------------|-----------------|
| Loan @ 75% (excluding deposits) | 1,06,000 |
| Equity | 55,000 |
| Total | 1,61,000 |

C. WORKING CAPITAL REQUIREMENT:

| Sl. No. | Particulars | Basis | Period | Amount |
|---------|------------------|---------------|--------|---------------|
| 1 | Raw-materials | 370000/12 x 1 | 1 m | 31000 |
| 2 | Bills Receivable | 720000/12 x ½ | ½ m | 30,000 |
| 3 | Working exp | | 1 m | 5,000 |
| | Total | | | 66,000 |

VIII. Main Inputs Requirements

A. Machinery:

| Sl. No. | Particulars | Qty | Amount |
|---------|---------------|-----|--------|
| 1 | Tables | 5 | 2500 |
| 2 | Stools | 6 | 1200 |
| 3 | Ladder | 3 | 1000 |
| 4 | Iron tongs | 10 | 1000 |
| 5 | Wooden trays | 10 | 1500 |
| 6 | Iron rods | 10 | 1500 |
| 7 | Plough rods | 10 | 600 |
| 8 | Plough plates | 10 | 700 |



| | | | |
|----|------------------|----|---------------|
| 9 | Tarpaulin | 4 | 20,000 |
| 10 | Drums | 6 | 3000 |
| 11 | Iron | 10 | 1500 |
| 12 | Wooden blocks | 20 | 2000 |
| 13 | Wooden blocks 1" | 10 | 1500 |
| 13 | Other equipments | - | 12,000 |
| | Total | | 50,000 |

B. Raw-materials (p.a.):

| Sl.No. | Particulars | Qty | Rate per Ton | Total cost(Rs) |
|--------|--------------|-------|--------------|-----------------|
| 1 | Clay | 800 T | 250/- | 2,00,000 |
| 2 | Sand | 100T | 200 | 20,000 |
| 3 | Fire wood | 100 T | 1500 | 1,50,000 |
| | Total | | | 3,70,000 |

C. Utilities:

| Sl. No. | Particulars | Monthly Charges (Rs) | Total Annual Charges (Rs) |
|---------|-----------------------|----------------------|---------------------------|
| 1 | Electricity and water | 1500 | 18,000 |

D. Man-power requirement:

| Sl. No. | Workers | No. | Monthly Salary (Rs) | Annual Salary (Rs) |
|---------|----------------|----------|---------------------|--------------------|
| 01 | Skilled worker | 2 | 3000 | 72,000 |
| 02 | Helpers | 3 | 2000 | 72,000 |
| | Total | 5 | 8000 | 144,000 |

E. Infrastructure Requirement:

| | |
|----------|--|
| Building | Built up space of 1000 sq.ft is required |
| Power | Commercial power connection is required |
| Water | Water is required. |



IX. Profitability Projection (Annual):

| | Basis | |
|---------------------------|-----------------------|----------|
| Sales Revenue (Projected) | Ref: IV | 7,20,000 |
| Raw Materials | Ref: VIII B | 3,70,000 |
| Man Power Expenses | Ref: VIII D | 1,44,000 |
| Utilities | Ref: VIIC | 18,000 |
| Interest | @14% | 15,000 |
| Depreciation | @ 15% | 8000 |
| Overheads | Rent, maintenance etc | 60,000 |
| Total Expenses | | 6,25,000 |
| Profit | | 1,05,000 |

X. FINANCIAL INDICATOR:

| | | |
|---|--------------------------------|-----------------|
| Break Even Point | | |
| $\frac{FC}{SR-VC} * 100$ | $\frac{83,000}{188,000} * 100$ | 44.15% |
| Payback period | | |
| $\frac{\text{Cost of project}}{\text{Profit+ Dep}}$ | $\frac{161,000}{103,000}$ | 1 year 7 months |

ADDRESS:

XI. SUPPLIERS OF EQUIPMENTS:

Hardware merchants in Kirloskar Road,
Belgaum

Suppliers of raw material:

Construction material dealers
In Goaves, Belgaum.

XII SPECIAL NOTE:

Entrepreneur should acquire experience in similar product-line before starting unit.