

Start a Premium Handcrafted

English Willow Cricket Bat

Manufacturing Business.

“Emerging Opportunities in Sports Goods Industry”

INTRODUCTION

A cricket bat is a modified piece of equipment that batsmen use to strike the ball in the sport of cricket. It usually consists of a cane handle connected to a flat-fronted willow-wood blade. A batter who is making their ground will do it to prevent being run out if they keep the bat and hit the ground with it. The bat must be no longer than 38 inches (965 mm) in length and no wider than 4.25 inches in width (108 mm). The first time it was seen was in 1624. Since 1979, a law has required bats to be made entirely of wood.

Willow wood and cane are used to make the cricket bat. The handle of the bat is made of cane, and the blade of the bat is made of willow. Willow wood has properties that allow it to absorb shock. When the ball is struck hard and quick, it is difficult to bat. The shock is absorbed by the willow tree. The production of cricket bats goes through many stages in order to produce the highest quality bats. Various steps in the production process are included, from planting willow trees to playing cricket on the field. Kashmir willow and English willow are the two major bat-making woods in India.

Step 1:- Plating willow trees and cane:

Wood is the most popular raw material used in the production of cricket bats. Willow wood is the most common wood used in cricket bat manufacturing due to its shock-absorbing properties. Wetland areas are where willow trees are grown. For the manufacture of the bat, mature trees are used. The average maturity age of a tree is 15 to 35 years. When trees are cut down for bat manufacturing.

On the site where the old tree was cut down, two new trees were planted. The bat is made in an environmentally friendly manner. Planting cane is the next step. Cane is a perennial grass that belongs to the grass family. Cane is used in the production of cricket bats. The bat's handle is made of cane.

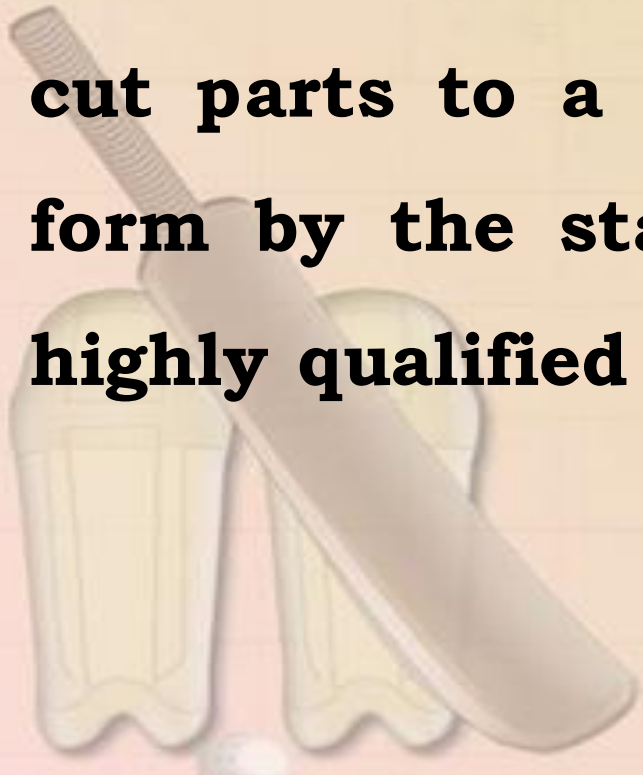


Step 2:- cutting trees:

When willow trees are mature enough for processing, they are cut in the correct manner according to the guidelines and measurements of ice. After cutting down trees, the cut parts are given a shape. After that, the blades are stored in drying rooms to dry. This procedure takes six months to complete. The handle is made of cane and is held together with rubber and wood glue.

Step 3:- assembling blades and handle:

After cutting the trees and extracting the moisture from the cricket bat blades, the next step is to join the handle and blade. The handle is included in the blades, which are used to cut parts to a particular length. The blades are then given form by the staff who use the machines. This necessitates highly qualified personnel.



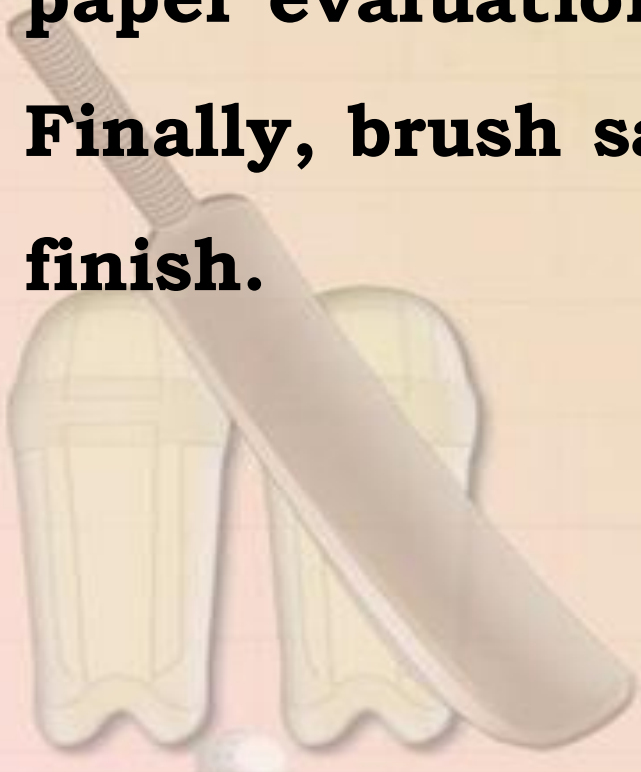
Step 4:- shaping to shoulders and handle:

Following the assembly of the cricket bat's handle and blades, the shoulders and handle of the bat must be formed. Fine pressing is used to form the shoulders and handles, and then the bat's handle is given a round shape.



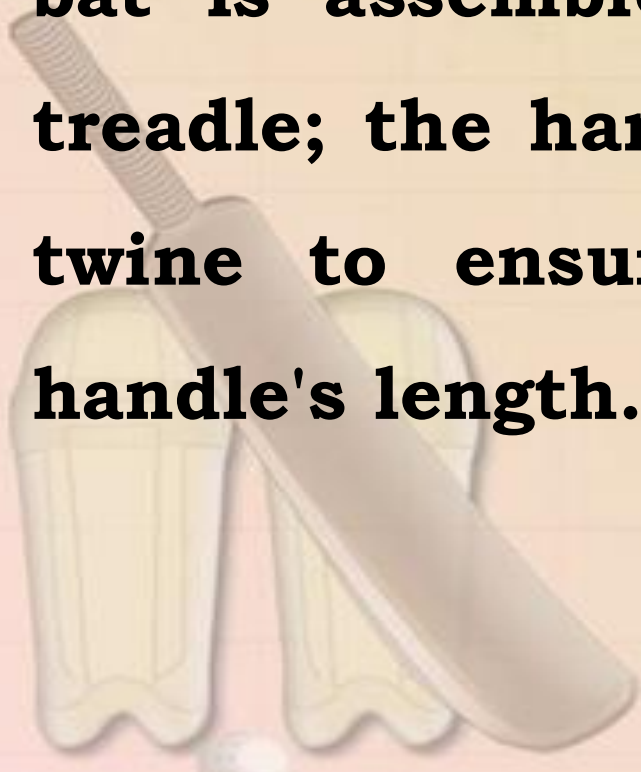
Step 5:- sanding:

The sanding process begins after the bat has been shaped and mixed. This is a time-consuming process that involves a few paper evaluations in order to reach a satisfactory conclusion. Finally, brush sanders are used to achieve a beautiful smooth finish.



Step 6:-Binding:

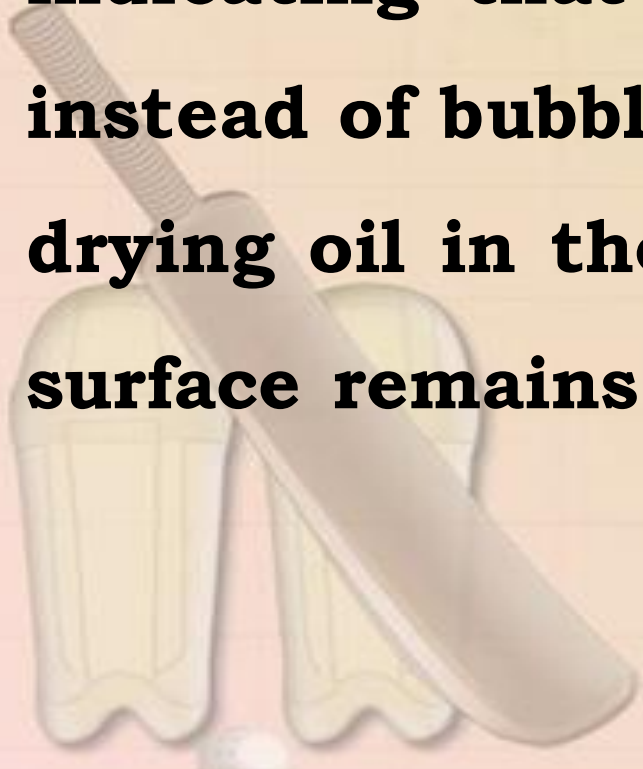
Binding entails wrapping the bat's handle in the finest quality twine. The handle is made of the highest quality twine. The bat is assembled in a system that is operated by a foot treadle; the handle is rubbed with a stick and whipped with twine to ensure consistency at the join and along the handle's length.



Step 7:- polishing:

After that, the cutting edge is finely polished with a compound wax that finishes and straightens the wood, leaving a glossy silk finish. A traditional wooden bat's surface is oiled with crude linseed oil before each game and during the season. This protects the wood and makes it less susceptible to moisture changes in the atmosphere, which could cause twisting or warping.

Another important aspect is that it improves the surface rubbing of the ball against the bat surface, allowing for better chance management. The player can see a worn-out surface, indicating that re-oiling is needed. Raw linseed oil is used instead of bubbled linseed oil since the crude structure isn't a drying oil in the same way that bubbled linseed oil is, so the surface remains shabby.



Step 8:- labeling, Gripping and knocking-in:

The next step after such a procedure is branding. The sticker is stacked to the blade on the upper side of the bat, where the handle is positioned in the blade, for branding purposes. The different company stickers were stacked on the blade according to the matches. After marking, the rubber is wrapped around the bat's handle for a stronger grip. Knocking-in is a vital step in the bat manufacturing process that must be completed before the bat can be used. This strengthens the bat's blade.

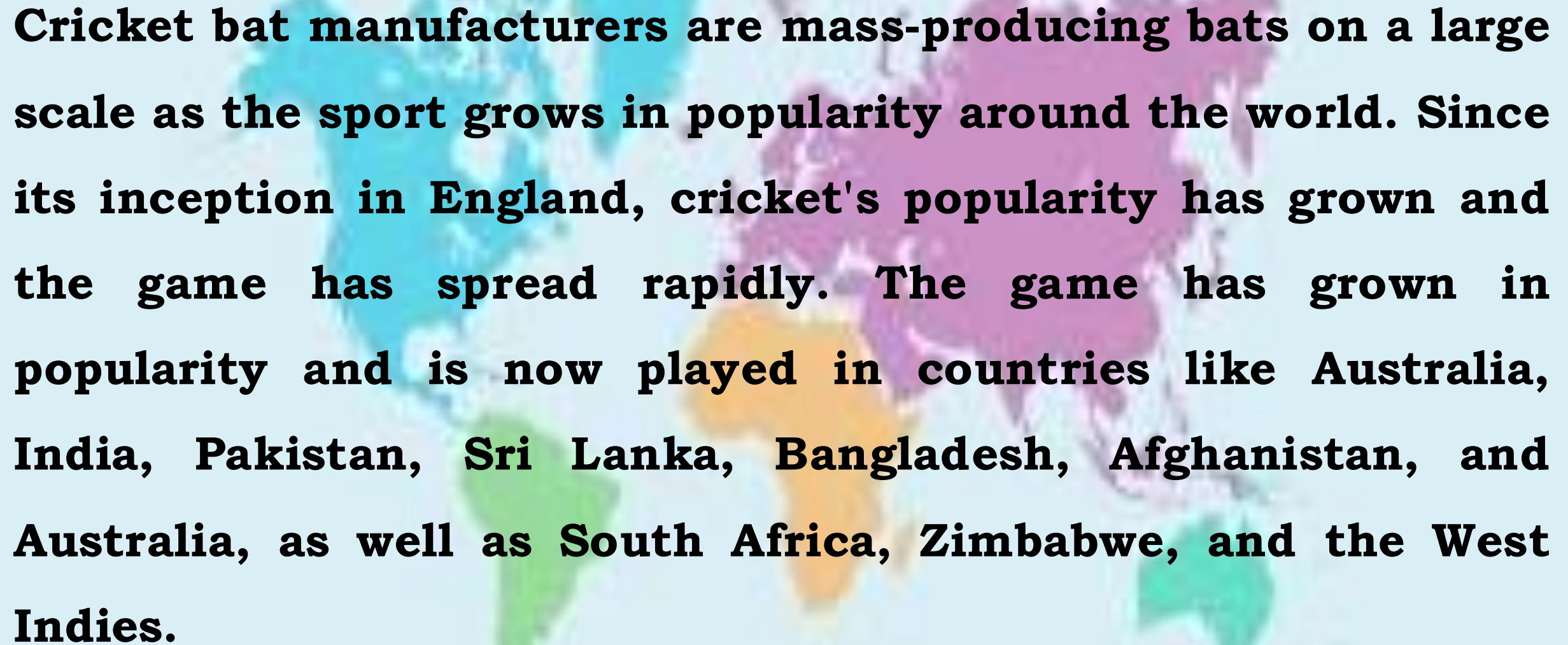
EXPORT SCENARIO

In 2008-2009, industry exports were valued at approximately Rupees 585 crores, up from 320 crores in 2003-2004 at a rate of 14.7%, and it has risen to 2000 crores in 2016. With the country establishing the reputation of its products in the global market, India's share of the global sports goods exports market is expected to increase significantly. Inflatable balls and other sporting products have become a top foreign sourcing destination for international brands like Mitre, Lotto, Umbro, and Wilson in recent years.

In addition to being original equipment manufacturers (OEM) suppliers for foreign sports brands, Indian sports goods manufacturers now export products under their own brand names. General exercise equipment became the category leader in the domestic export goods segment from 2007 to 2008, with a growth rate of more than 70%. Hammocks have become one of the most common export products, with a growth rate of 24.1%, and India being home to Asia's leading hammock manufacturers. Exports of inflatable balls increased at a rate of 10.6%.

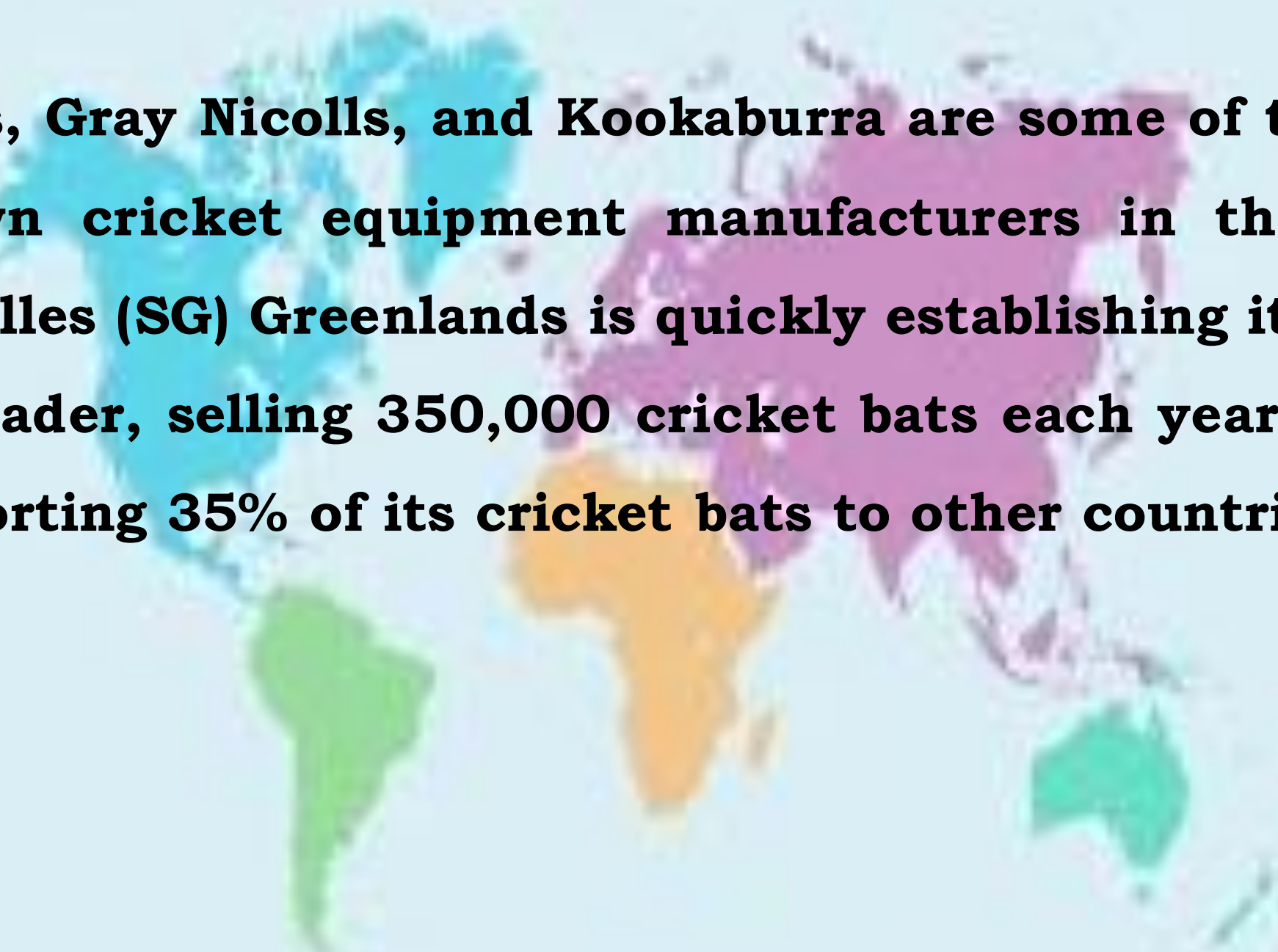
For Indian sporting products, the EU, America, and Australia are some of the most significant global export markets. India's largest export market is the United Kingdom; between 2006 and 2008, India exported US\$ 38.4 million worth of sports and toy goods to the UK, an increase of 15.3%. In recent years, Indian goods have been exported for international sporting events such as the 2002 FIFA World Cup, where bladders made in India were used. Indian-made athletic boxing equipment was also used at the 1996 Atlanta Olympics and the 2008 Beijing Olympics (2008).

The Cricket Bat Market has seen substantial growth in recent years and is expected to continue to do so over the projected period. EVA is a copolymer of ethylene and vinyl acetate that is used to make a wide variety of products. Cricket bats are usually made of white willow, which is widely used for cricket bat production due to its high shock-resistance and overall durability. The two most popular willow woods used to make cricket bats are English willow and Kashmir willow.

A faint, stylized world map is visible in the background, with continents colored in various shades of blue, purple, orange, and green. The map is centered behind the main text.

Cricket bat manufacturers are mass-producing bats on a large scale as the sport grows in popularity around the world. Since its inception in England, cricket's popularity has grown and the game has spread rapidly. The game has grown in popularity and is now played in countries like Australia, India, Pakistan, Sri Lanka, Bangladesh, Afghanistan, and Australia, as well as South Africa, Zimbabwe, and the West Indies.

Currently, the game has received significant sponsorship from other countries, including North America, with the United States and Canada, as well as the Netherlands, Ireland, Germany, Nigeria, Oman, Nepal, Hong Kong, and others, being recognised as Associates by the International Cricket Council (ICC). This is one of the major factors that is expected to lead to an increase in demand for cricket bats, which will boost global market growth.

A stylized world map is visible in the background, with continents colored in various shades: North America is light blue, South America is green, Africa is orange, Europe and Asia are purple, and Australia is teal. The map is centered behind the main text.

Sunridges, Gray Nicolls, and Kookaburra are some of the most well-known cricket equipment manufacturers in the world. Sanspareilles (SG) Greenlands is quickly establishing itself as a market leader, selling 350,000 cricket bats each year. SG has been exporting 35% of its cricket bats to other countries.

- **Adidas India Pvt. Ltd.**
- **Hike Pvt. Ltd.**
- **Nike India Pvt. Ltd.**
- **Puma Sports India Pvt. Ltd.**
- **Sanspareils Greenlands Pvt. Ltd.**
- **Sporting & Outdoor Ad-Agency Pvt. Ltd.**



MACHINERY PHOTOGRAPHS

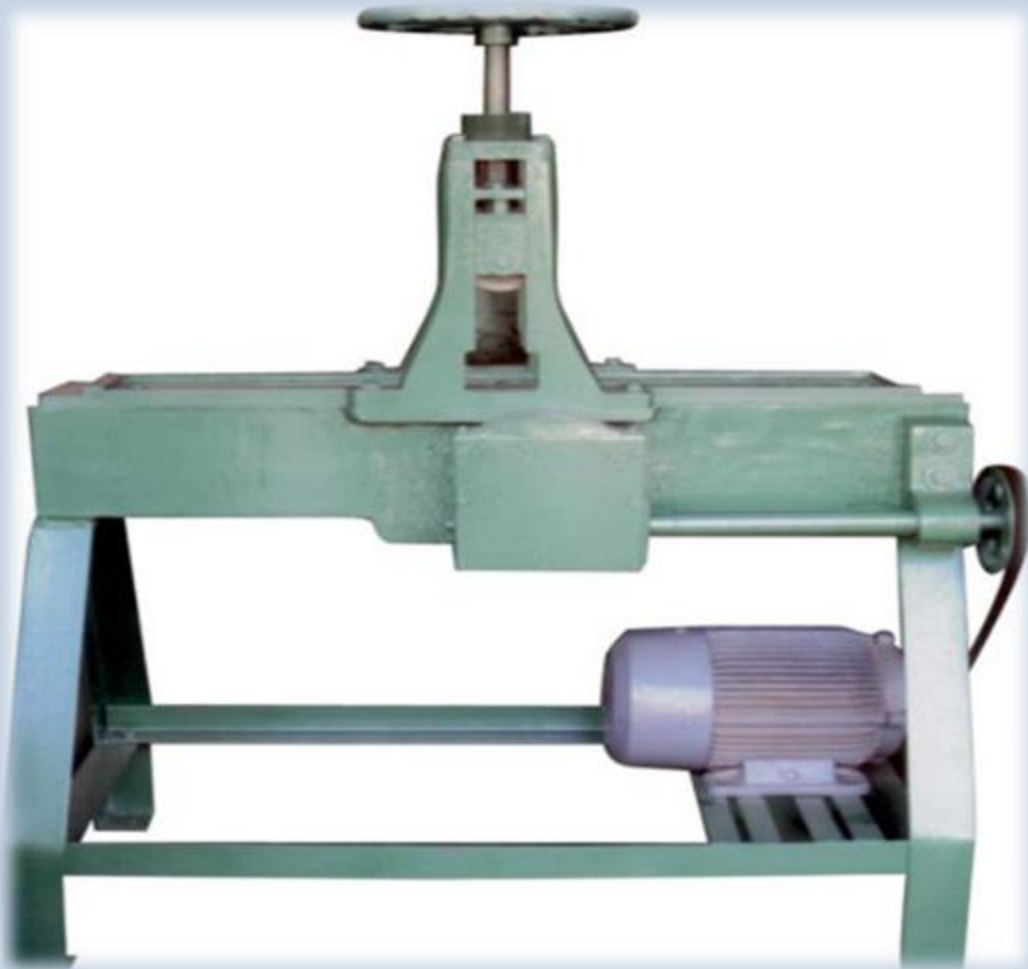
CRICKET BAT SANDING/BUFFING MACHINE



CRICKET BAT SPLICING MACHINE



CRICKET BAT PRESSING MACHINE



PROJECT AT A GLANCE

**COST OF PROJECT****MEANS OF FINANCE**

| Particulars | Existing | Proposed | Total | Particulars | Existing | Proposed | Total |
|---|-----------------|-----------------|--------------|------------------------------------|-----------------|-----------------|--------------|
| Land & Site Development Exp. | 0.00 | 0.00 | 0.00 | Capital | 0.00 | 5.42 | 5.42 |
| Buildings | 0.00 | 0.00 | 0.00 | Share Premium | 0.00 | 0.00 | 0.00 |
| Plant & Machineries | 0.00 | 7.21 | 7.21 | Other Type Share Capital | 0.00 | 0.00 | 0.00 |
| Motor Vehicles | 0.00 | 0.00 | 0.00 | Reserves & Surplus | 0.00 | 0.00 | 0.00 |
| Office Automation Equipments | 0.00 | 6.50 | 6.50 | Cash Subsidy | 0.00 | 0.00 | 0.00 |
| Technical Knowhow Fees & Exp. | 0.00 | 2.00 | 2.00 | Internal Cash Accruals | 0.00 | 0.00 | 0.00 |
| Franchise & Other Deposits | 0.00 | 0.00 | 0.00 | Long/Medium Term Borrowings | 0.00 | 16.27 | 16.27 |
| Preliminary& Pre-operative Exp | 0.00 | 1.00 | 1.00 | Debentures / Bonds | 0.00 | 0.00 | 0.00 |
| Provision for Contingencies | 0.00 | 0.62 | 0.62 | Unsecured Loans/Deposits | 0.00 | 0.00 | 0.00 |
| Margin Money - Working Capital | 0.00 | 4.36 | 4.36 | | | | |
| TOTAL | 0.00 | 21.69 | 21.69 | TOTAL | 0.00 | 21.69 | 21.69 |

| Year | Annualised | | Book Value | Debt | Dividend | Retained Earnings | | Payout | Probable Market Price | P/E Ratio | Yield Price/Book Value |
|------|------------|-------|------------|-------|----------|-------------------|-------|--------|-----------------------|-------------|------------------------|
| | EPS | CEPS | | | | Per Share | | | | | |
| | 、 | 、 | 、 | 、 | 、 | % | 、 | % | 、 | No.of Times | % |
| 1-2 | 2.79 | 6.84 | 12.79 | 24.00 | 0.00 | 100.00 | 2.79 | 0.00 | 2.79 | 1.00 | 0.00 |
| 2-3 | 7.89 | 11.44 | 20.68 | 18.00 | 0.00 | 100.00 | 7.89 | 0.00 | 7.89 | 1.00 | 0.00 |
| 3-4 | 12.58 | 15.69 | 33.26 | 12.00 | 0.00 | 100.00 | 12.58 | 0.00 | 12.58 | 1.00 | 0.00 |
| 4-5 | 16.72 | 19.47 | 49.97 | 6.00 | 0.00 | 100.00 | 16.72 | 0.00 | 16.72 | 1.00 | 0.00 |
| 5-6 | 20.24 | 22.67 | 70.21 | 0.00 | 0.00 | 100.00 | 20.24 | 0.00 | 20.24 | 1.00 | 0.00 |

| Year | D. S. C. R. | | | Debt / - Deposits Debt | Equity as- Equity | Total Net Worth | Return on Net Worth | Profitability Ratio | | | | | Assets Turnover Ratio | Current Ratio |
|----------------|-------------------|-------------|-------------|------------------------------|-------------------------|-----------------------|---------------------------|---------------------|--------------|--------------|-------------------------|---------------|-----------------------------|------------------|
| | Individual | Cumulative | Overall | | | | | GPM | PBT | PAT | Net Contrib ution | P/V Ratio | | |
| | (Number of times) | | | (Number of times) | % | % | % | % | % | % | | | | |
| Initial | | | | 3.00 | 3.00 | | | | | | | | | |
| 1-2 | 1.10 | 1.10 | | 1.88 | 1.88 | 4.19 | | 10.64% | 1.43% | 1.14% | 54.18 | 40.89% | 3.87 | 1.08 |
| 2-3 | 1.67 | 1.37 | | 0.87 | 0.87 | 2.52 | | 12.64% | 4.18% | 2.77% | 62.95 | 40.73% | 4.08 | 1.21 |
| 3-4 | 2.28 | 1.65 | 2.22 | 0.36 | 0.36 | 1.52 | | 13.91% | 6.01% | 3.86% | 71.93 | 40.72% | 4.00 | 1.40 |
| 4-5 | 2.93 | 1.93 | | 0.12 | 0.12 | 0.99 | | 14.70% | 7.18% | 4.56% | 80.92 | 40.72% | 3.78 | 1.64 |
| 5-6 | 3.62 | 2.22 | | 0.00 | 0.00 | 0.68 | | 15.13% | 7.86% | 4.97% | 89.91 | 40.72% | 3.50 | 2.13 |

| | |
|--|-------------------------|
| BEP - Maximum Utilisation Year | 5 |
| Cash BEP (% of Installed Capacity) | 79.19% |
| Total BEP (% of Installed Capacity) | 80.65% |
| IRR, PAYBACK and FACR | |
| Internal Rate of Return .. (In %age) | 28.75% |
| Payback Period of the Project is (In Years) | 2 Years 4 Months |
| Fixed Assets Coverage Ratio (No. of times) | 26.716 |

- 1. What is English Willow Cricket Bat Manufacturing industry ?**
- 2. How has the English Willow Cricket Bat Manufacturing industry performed so far and how will it perform in the coming years ?**
- 3. What is the Project Feasibility of English Willow Cricket Bat Manufacturing Plant ?**
- 4. What are the requirements of Working Capital for setting up English Willow Cricket Bat Manufacturing plant ?**

- 5. What is the structure of the English Willow Cricket Bat Manufacturing Business and who are the key/major players ?**
- 6. What is the total project cost for setting up English Willow Cricket Bat Manufacturing Business?**
- 7. What are the operating costs for setting up English Willow Cricket Bat Manufacturing plant ?**
- 8. What are the machinery and equipment requirements for setting up English Willow Cricket Bat Manufacturing plant ?**

9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up English Willow Cricket Bat Manufacturing plant ?

10. What are the requirements of raw material for setting up English Willow Cricket Bat Manufacturing plant ?

11. Who are the Suppliers and Manufacturers of Raw materials for setting up English Willow Cricket Bat Manufacturing Business?

12. What is the Manufacturing Process of English Willow Cricket Bat?

13. What is the total size of land required for setting up English Willow Cricket Bat Manufacturing plant ?

14. What will be the income and expenditures for English Willow Cricket Bat Manufacturing Business?

15. What are the Projected Balance Sheets of English Willow Cricket Bat Manufacturing plant ?

16. What are the requirement of utilities and overheads for setting up English Willow Cricket Bat Manufacturing plant?

17. What is the Built up Area Requirement and cost for setting up English Willow Cricket Bat Manufacturing Business?

18. What are the Personnel (Manpower) Requirements for setting up English Willow Cricket Bat Manufacturing Business?

19. What are Statistics of Import & Export for English Willow Cricket Bat?

20. What is the time required to break-even of English Willow Cricket Bat Manufacturing Business?

21. What is the Break-Even Analysis of English Willow Cricket Bat Manufacturing plant?

22. What are the Project financials of English Willow Cricket Bat Manufacturing Business?

23. What are the Profitability Ratios of English Willow Cricket Bat Manufacturing Project?

24. What is the Sensitivity Analysis-Price/Volume of English Willow Cricket Bat Manufacturing plant?

25. What are the Projected Pay-Back Period and IRR of English Willow Cricket Bat Manufacturing plant?

26. What is the Process Flow Sheet Diagram of English Willow Cricket Bat Manufacturing project?

27. What are the Market Opportunities for setting up English Willow Cricket Bat Manufacturing plant?

28. What is the Market Study and Assessment for setting up English Willow Cricket Bat Manufacturing Business?

29. What is the Plant Layout for setting up English Willow Cricket Bat Manufacturing Business?

Table of Contents of the Project Report

1. PROJECT LOCATION

- **DISTRICT PROFILE & GEOTECHNICAL SITE CHARACTERIZATION**
 - *General*
 - *Location & Geographical Area*
 - *Physical Characteristics*
 - *Rainfall*
 - *Climate*
 - *Administration*
 - *Map*
 - *Demographics*
 - *Economy*
 - *Culture and Attitudes*
 - *Transport*

2. INTRODUCTION

3. CONSTRUCTION

4. EVOLUTION OF THE CRICKET BAT

- SIZES OF BATS
- VARIATIONS
- MODERN CRICKET BAT IN PLAY
- TWENTY 20 BATS

5. B.I.S. SPECIFICATION

- IS 828:1979 (REAFFIRMED YEAR: 2017) CRICKET BATS



6. MARKET SURVEY

- CRICKET BAT INDUSTRY OF INDIA
- KASHMIR WILLOW CRICKET BAT
- TOP CRICKET BAT MANUFACTURERS IN INDIA
 - *Sareen Sports Industries (SS)*
 - *Sanspareils Greenlands (SG)*
 - *BD Mahajan & Sons (BDM)*
 - *Beat All Sports (BAS)*
 - *MRF Sports*
- GLOBAL CRICKET BAT MARKET
 - *Dynamics*
 - *Major Players*

7. EXPORT & IMPORT ALL COUNTRIES

- EXPORT: ALL COUNTRIES
- EXPORT: ALL COUNTRIES

8. FINANCIALS & COMPARISON OF MAJOR INDIAN PLAYERS/COMPANIES

- ABOUT FINANCIAL STATEMENTS OF CMIE DATABASE
- PROFITS & APPROPRIATIONS
- TOTAL LIABILITIES
- TOTAL ASSETS
- NET CASH FLOW FROM OPERATING ACTIVITIES

- **SECTION –I**

- *Name of Company with Contact Details*
- *Name of Director(S)*
- *Credit Ratings*

- **SECTION-II**

- **Assets**
- **Cash Flow**
- **Cost as % Ge of Sales**
- **Growth in Assets & Liabilities**
- **Growth in Income & Expenditure**
- **Income & Expenditure**
- **Liabilities**
- **Liquidity Ratios**
- **Profitability Ratio**
- **Profits**
- **Return Ratios**
- **Structure of Assets & Liabilities (%)**
- **Working Capital & Turnover Ratios**

9. COMPANY PROFILE OF MAJOR PLAYERS

10. EXPORT & IMPORT STATISTICS OF INDIA

- **EXPORT STATISTICS FOR ENGLISH WILLOW CRICKET BAT**
- **IMPORT STATISTICS FOR ENGLISH WILLOW CRICKET BAT**

11. PRESENT MANUFACTURERS

12. RAW MATERIAL

13. MANUFACTURING PROCESS

14. PROCESS FLOW DIAGRAM

15. SUPPLIERS OF PLANT & MACHINERY

16. SUPPLIERS OF RAW MATERIAL

17. PHOTOGRAPHS/IMAGES FOR REFERENCE

- **MACHINERY PHOTOGRAPHS**
- **RAW MATERIAL PHOTOGRAPHS**
- **PRODUCT PHOTOGRAPHS**

18. QUOTATION OF PLANT, MACHINERY AND EQUIPMENTS FROM SUPPLIER

Project Financials

- **Project at a Glance** **Annexure**
- Assumptions for Profitability workings1
- Plant Economics.....2
- Production Schedule.....3
- Land & Building.....4
 - Factory Land & Building
 - Site Development Expenses

- **Plant & Machinery.....5**
 - Indigenous Machineries**
 - Other Machineries (Miscellaneous, Laboratory etc.)**

- **Other Fixed Assets.....6**
 - Furniture & Fixtures**
 - Pre-operative and Preliminary Expenses**
 - Technical Knowhow**
 - Provision of Contingencies**

- **Working Capital Requirement Per Month.....7**
 - Raw Material**
 - Packing Material**
 - Lab & ETP Chemical Cost**
 - Consumable Store**

- **Overheads Required Per Month and Per Annum.....8**
 - Utilities & Overheads (Power, Water and Fuel Expenses etc.)**
 - Royalty and Other Charges**
 - Selling and Distribution Expenses**
- **Salary and Wages9**
- **Turnover Per Annum10**
- **Share Capital.....11**
 - Equity Capital**
 - Preference Share Capital**

- **Annexure 1 :: Cost of Project and Means of Finance**

- **Annexure 2 :: Profitability and Net Cash Accruals**
 - **Revenue/Income/Realisation**
 - **Expenses/Cost of Products/Services/Items**
 - **Gross Profit**
 - **Financial Charges**
 - **Total Cost of Sales**
 - **Net Profit After Taxes**
 - **Net Cash Accruals**

- **Annexure 3 :: Assessment of Working Capital requirements**

- **Current Assets**
- **Gross Working Capital**
- **Current Liabilities**
- **Net Working Capital**
- **Working Note for Calculation of Work-in-process**

- **Annexure 4 :: Sources and Disposition of Funds**

- **Annexure 5 :: Projected Balance Sheets**

- ROI (Average of Fixed Assets)
- RONW (Average of Share Capital)
- ROI (Average of Total Assets)

- **Annexure 6 :: Profitability Ratios**

- D.S.C.R
- Earnings Per Share (EPS)
- Debt Equity Ratio

- **Annexure 7 :: Break-Even Analysis**

- **Variable Cost & Expenses**
- **Semi-Variable/Semi-Fixed Expenses**
- **Profit Volume Ratio (PVR)**
- **Fixed Expenses / Cost**
- **B.E.P**

- **Annexure 8 to 11 :: Sensitivity Analysis-Price/Volume**

- **Resultant N.P.B.T**
- **Resultant D.S.C.R**
- **Resultant PV Ratio**
- **Resultant DER**
- **Resultant ROI**
- **Resultant BEP**

- **Annexure 12 :: Shareholding Pattern and Stake Status**
 - **Equity Capital**
 - **Preference Share Capital**
- **Annexure 13 :: Quantitative Details-Output/Sales/Stocks**
 - **Determined Capacity P.A of Products/Services**
 - **Achievable Efficiency/Yield % of Products/Services/Items**
 - **Net Usable Load/Capacity of Products/Services/Items**
 - **Expected Sales/ Revenue/ Income of Products/ Services/ Items**

- **Annexure 14** :: **Product wise Domestic Sales Realisation**
- **Annexure 15** :: **Total Raw Material Cost**
- **Annexure 16** :: **Raw Material Cost per unit**
- **Annexure 17** :: **Total Lab & ETP Chemical Cost**
- **Annexure 18** :: **Consumables, Store etc.**
- **Annexure 19** :: **Packing Material Cost**
- **Annexure 20** :: **Packing Material Cost Per Unit**

- **Annexure 21** :: **Employees Expenses**
- **Annexure 22** :: **Fuel Expenses**
- **Annexure 23** :: **Power/Electricity Expenses**
- **Annexure 24** :: **Royalty & Other Charges**
- **Annexure 25** :: **Repairs & Maintenance Expenses**
- **Annexure 26** :: **Other Manufacturing Expenses**
- **Annexure 27** :: **Administration Expenses**
- **Annexure 28** :: **Selling Expenses**

- **Annexure 29 :: Depreciation Charges – as per Books (Total)**
- **Annexure 30 :: Depreciation Charges – as per Books (P & M)**
- **Annexure 31 :: Depreciation Charges - as per IT Act WDV (Total)**
- **Annexure 32 :: Depreciation Charges - as per IT Act WDV (P & M)**
- **Annexure 33 :: Interest and Repayment - Term Loans**
- **Annexure 34 :: Tax on Profits**
- **Annexure 35 :: Projected Pay-Back Period and IRR**



Reasons for Buying our Report:

- **This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product**
- **This report provides vital information on the product like it's characteristics and segmentation**
- **This report helps you market and place the product correctly by identifying the target customer group of the product**

- **This report helps you understand the viability of the project by disclosing details like machinery required, project costs and snapshot of other project financials**
- **The report provides a glimpse of government regulations applicable on the industry**
- **The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions**

- **Our research reports broadly cover Indian markets, present analysis, outlook and forecast for a period of five years.**
- **The market forecasts are developed on the basis of secondary research and are cross-validated through interactions with the industry players**
- **We use reliable sources of information and databases. And information from such sources is processed by us and included in the report**



The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on English Willow Cricket Bat.” provides an insight into English Willow Cricket Bat market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of English Willow Cricket Bat project. The report assesses the market sizing and growth of the Indian English Willow Cricket Bat Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line. And before diversifying/venturing into any product, they wish to study the following aspects of the identified product:

- **Good Present/Future Demand**
- **Export-Import Market Potential**
- **Raw Material & Manpower Availability**
- **Project Costs and Payback Period**

We at NPCCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in the English Willow Cricket Bat sector in India along with its business prospects. Through this report we have identified English Willow Cricket Bat project as a lucrative investment avenue.

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#feasibilityReport #NPCS #StartupBusinessPlan
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#Startupbusiness4you #StartupBusinessPlan
#startupinvestment #startup #InvestInStartups
#StartupIndiaConsultants #Plan4Business #StartupPlan
#InvestingCapitalForBusiness #EnglishWillowCricketBats
#englishwillow #originalssenglishwillowcricketbats
#SportsGood #SportsGoodMarket



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Our Market Survey cum Detailed Techno Economic Feasibility Report provides an insight of market in India. The report assesses the market sizing and growth of the Industry. While expanding a current business or while venturing into new business, entrepreneurs are often faced with the dilemma of zeroing in on a suitable product/line.

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- **Raw Material & Manpower Availability**
- **Project Costs and Payback Period**

The detailed project report covers all aspect of business, from analyzing the market, confirming availability of various necessities such as Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, Feasibility Study, Investment Opportunities, Cost and Revenue, Plant Economics, Production Schedule,

Working Capital Requirement, uses and applications, Plant Layout, Project Financials, Process Flow Sheet, Cost of Project, Projected Balance Sheets, Profitability Ratios, Break Even Analysis. The DPR (Detailed Project Report) is formulated by highly accomplished and experienced consultants and the market research and analysis are supported by a panel of experts and digitalized data bank.

We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in India along with its business prospects.....[Read more](#)

NIIR PROJECT CONSULTANCY SERVICES

AN ISO 9001: 2015 CERTIFIED COMPANY

ABOUT US



- *One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services*
- *We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients' in India & abroad*





We at NPCS want to grow with you by providing solutions scale to suit your new operations and help you reduce risk and give a high return on application investments. We have successfully achieved top-notch quality standards with a high level of customer appreciation resulting in long lasting relation and large amount of referral work through technological breakthrough and innovative concepts. A large number of our Indian, Overseas and NRI Clients have appreciated our expertise for excellence which speaks volumes about our commitment and dedication to every client's success.

What do we offer?

- *Project Identification*
- *Detailed Project Reports/Pre-feasibility Reports*
- *Market Research Reports*
- *Business Plan*
- *Technology Books and Directory*
- *Industry Trend*
- *Databases on CD-ROM*
- *Laboratory Testing Services*
- *Turnkey Project Consultancy/Solutions*
- *Entrepreneur India (An Industrial Monthly Journal)*

How are we different ?



- We have two decades long experience in project consultancy and market research field*
- We empower our customers with the prerequisite know-how to take sound business decisions*
- We help catalyze business growth by providing distinctive and profound market analysis*
- We serve a wide array of customers , from individual entrepreneurs to Corporations and Foreign Investors*
- We use authentic & reliable sources to ensure business precision*

Our Approach

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation



- **Public-sector Companies**
- **Corporates**
- **Government Undertakings**
- **Individual Entrepreneurs**
- **NRI's**
- **Foreign Investors**
- **Non-profit Organizations, NBFC's**
- **Educational Institutions**
- **Embassies & Consulates**
- **Consultancies**
- **Industry / trade associations**

- **Ayurvedic And Herbal Medicines, Herbal Cosmetics**
- **Alcoholic And Non Alcoholic Beverages, Drinks**
- **Adhesives, Industrial Adhesive, Sealants, Glues, Gum & Resin**
- **Activated Carbon & Activated Charcoal**
- **Aluminium And Aluminium Extrusion Profiles & Sections,**
- **Bio-fertilizers And Biotechnology**
- **Breakfast Snacks And Cereal Food**
- **Bicycle Tyres & Tubes, Bicycle Parts, Bicycle Assembling**
- **Bamboo And Cane Based Projects**
- **Building Materials And Construction Projects**
- **Biodegradable & Bioplastic Based Projects**
- **Chemicals (Organic And Inorganic)**
- **Confectionery, Bakery/Baking And Other Food**
- **Cereal Processing**
- **Coconut And Coconut Based Products**
- **Cold Storage For Fruits & Vegetables**
- **Coal & Coal Byproduct**

- **Copper & Copper Based Projects**
- **Dairy/Milk Processing**
- **Disinfectants, Pesticides, Insecticides, Mosquito Repellents,**
- **Electrical, Electronic And Computer based Projects**
- **Essential Oils, Oils & Fats And Allied**
- **Engineering Goods**
- **Fiber Glass & Float Glass**
- **Fast Moving Consumer Goods**
- **Food, Bakery, Agro Processing**
- **Fruits & Vegetables Processing**
- **Ferro Alloys Based Projects**
- **Fertilizers & Biofertilizers**
- **Ginger & Ginger Based Projects**
- **Herbs And Medicinal Cultivation And Jatropha (Biofuel)**
- **Hotel & Hospitality Projects**
- **Hospital Based Projects**
- **Herbal Based Projects**
- **Inks, Stationery And Export Industries**

- **Infrastructure Projects**
- **Jute & Jute Based Products**
- **Leather And Leather Based Projects**
- **Leisure & Entertainment Based Projects**
- **Livestock Farming Of Birds & Animals**
- **Minerals And Minerals**
- **Maize Processing(Wet Milling) & Maize Based Projects**
- **Medical Plastics, Disposables Plastic Syringe, Blood Bags**
- **Organic Farming, Neem Products Etc.**
- **Paints, Pigments, Varnish & Lacquer**
- **Paper And Paper Board, Paper Recycling Projects**
- **Printing Inks**
- **Packaging Based Projects**
- **Perfumes, Cosmetics And Flavours**
- **Power Generation Based Projects & Renewable Energy Based Projects**
- **Pharmaceuticals And Drugs**
- **Plantations, Farming And Cultivations**
- **Plastic Film, Plastic Waste And Plastic Compounds**
- **Plastic, PVC, PET, HDPE, LDPE Etc.**

- **Potato And Potato Based Projects**
- **Printing And Packaging**
- **Real Estate, Leisure And Hospitality**
- **Rubber And Rubber Products**
- **Soaps And Detergents**
- **Stationary Products**
- **Spices And Snacks Food**
- **Steel & Steel Products**
- **Textile Auxiliary And Chemicals**
- **Township & Residential Complex**
- **Textiles And Readymade Garments**
- **Waste Management & Recycling**
- **Wood & Wood Products**
- **Water Industry(Packaged Drinking Water & Mineral Water)**
- **Wire & Cable**

MARKET RESEARCH REPORT

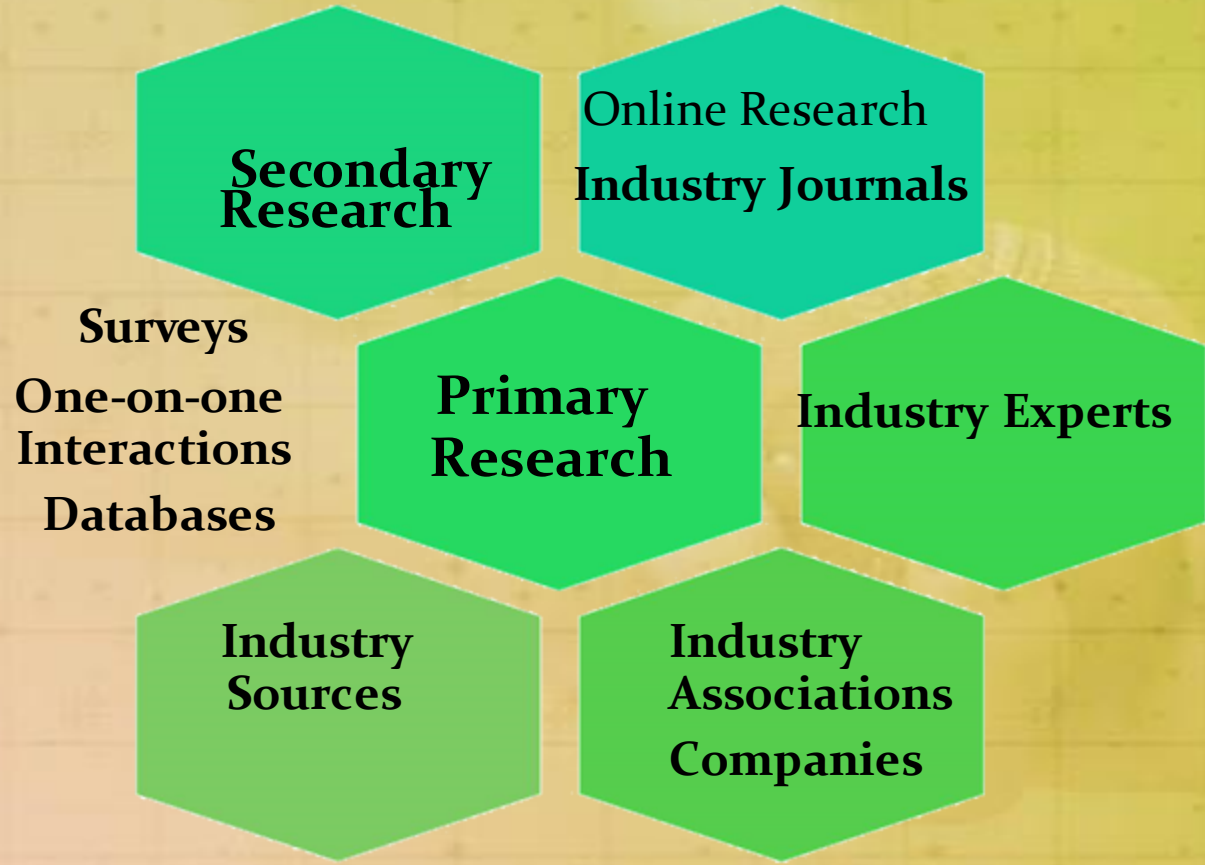
Objective

- **To get a detailed scenario of the industry along with its structure and classification**
- **To provide a comprehensive analysis of the industry by covering aspects like:**
 - **Growth drivers of the industry**
 - **Latest market trends**
 - **Insights on regulatory framework**
 - **SWOT Analysis**
 - **Demand-Supply Situation**
 - **Foreign Trade**
 - **Porters 5 Forces Analysis**

- **To provide forecasts of key parameters which helps to anticipate the industry performance**
- **To help chart growth trajectory of a business by detailing the factors that affect the industry growth**
- **To help an entrepreneur/manager in keeping abreast with the changes in the industry**
- **To evaluate the competitive landscape of the industry by detailing:**
 - **Key players with their market shares**
 - **Financial comparison of present players**

- **Venturist/Capitalists**
- **Entrepreneur/Companies**
- **Industry Researchers**
- **Investment Funds**
- **Foreign Investors, NRI's**
- **Project Consultants/Chartered Accountants**
- **Banks**
- **Corporates**
- [Click here for list](#)

Data Sources

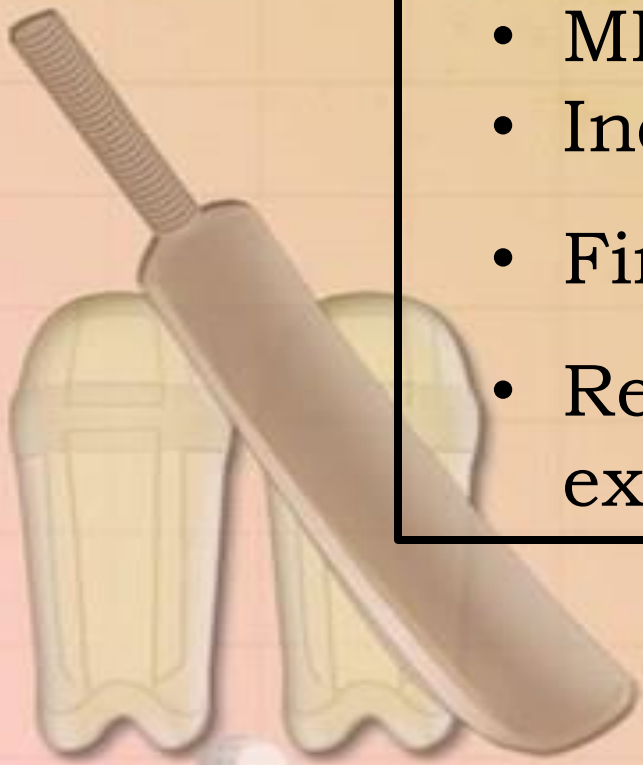


Scope & Coverage



Our Team

- Our research team comprises of experts from various financial fields:
- MBA's
- Industry Researchers
- Financial Planners
- Research veterans with decades of experience



Structure of the Report

- 1. Overview**
- 2. Market Analysis**
 - 2.1 Growth Drivers**
 - 2.2 Emerging Trends in the Industry**
 - 2.3 Regulatory Framework**
 - 2.4 SWOT Analysis**
 - 2.5 Herfindahl–Hirschman Index (HHI)**
- 3. Market Forecasts**
- 4. Key Players**
- 5. Key Financials and Analysis**
 - 5.1 Contact Information**
 - 5.2 Key Financials**
 - 5.3 Financial comparison**
 - 5.4 Industry Size & Outlook**

Take a look at on #Street View

<https://goo.gl/VstWkd>





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Take a look at on #StreetView

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