Investment Opportunities for SMEs in Indian Detergent Industry (Why to Invest, Core Project Financials, Potential Buyers, Market Size & Analysis)

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The research report titled Investment Opportunities for SME's in Indian Detergent Industry (Why to Invest, Core Project Financials, Potential Buyers, Market Size & Analysis) released by Niir Project Consultancy Services aims at providing all the critical data required by any entrepreneur vying to venture into detergent segment in India.
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 NPCS, through our reliable expertise in the project consultancy and market research field, have identified detergent project, in the laundry care segment, which satisfies all the above mentioned requirements and has high growth potential in the Indian markets. And through this report we aim to help you make sound and informed business decision.
The report contains all the data which will help an entrepreneur find answers to questions like:
• Why I should invest in detergent project?
• Who are the customers of the product?
• What will drive the growth of the product?
• What are the costs involved?
• What will be the market potential?
The report first focuses on enhancing the basic knowledge of the entrepreneur about the main product detergent, by elucidating details like product definition, its uses and applications, detergent segmentation as well as an overall overview of the detergent sector in India. The report then helps an entrepreneur identify the target customer group of its product. It includes customer group information together with forecasts of key customer data. It further helps in making sound investment decision by listing and then elaborating on factors that will contribute to the growth of detergent consumption in India and also talks about the foreign trade of detergent along with the list of top importing and top exporting countries. Report includes graphical representation and forecasts of key data discussed in the above mentioned segment. It further explicates the growth potential of the product by analyzing the past market size of the detergent sector as well as forecasting it till 2017.

The report includes other market data like key players in the detergent segment along with their contact information and recent developments & announcements in the Indian fabric wash segment. It also includes key information on excise and custom duty norms prevalent in the detergent segment together with BIS standards for the product. In the next segment, the report provides glimpse of key project details for both detergent powder plant and liquid detergent plant. It includes crucial information like raw material requirements, list of machinery and manufacturing process for both the above mentioned plants. Core project financials like plant capacity, costs involved in setting up of project, working capital requirements, projected revenue and profit are further listed in the report. Players like HUL, Nirma Ltd and RSPL dominate the household detergent category.

Reasons for buying the report:
• This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, demand of the product and reasons for investing in the product
• This report provides vital information on the product like its definition, 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 raw materials required, manufacturing process, project costs and snapshot of other project financials
• The report provides a glimpse of important government policies, legislation and taxes applicable on the product
• The report provides forecasts of key parameters which helps to anticipate the industry performance and make sound business decisions

Our Approach:
• 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

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About NIIR

NIIR PROJECT CONSULTANCY SERVICES (NPCS) is a reliable name in the industrial world for offering integrated technical consultancy services. NPCS is manned by engineers, planners,

specialists, financial experts, economic analysts and design specialists with extensive experience in the related industries.

Our various services are: Detailed Project Report, Business Plan for Manufacturing Plant, Start-up Ideas, Business Ideas for Entrepreneurs, Start up Business Opportunities, entrepreneurship projects, Successful Business Plan, Industry Trends, Market Research, Manufacturing Process, Machinery, Raw Materials, project report, Cost and Revenue, Pre-feasibility study for Profitable Manufacturing Business, Project Identification, Project Feasibility and Market Study, Identification of Profitable Industrial Project Opportunities, Business Opportunities, Investment Opportunities for Most Profitable Business in India, Manufacturing Business Ideas, Preparation of Project Profile, Pre-Investment and Pre-Feasibility Study, Market Research Study, Preparation of Techno-Economic Feasibility Report, Identification and Section of Plant, Process, Equipment, General Guidance, Startup Help, Technical and Commercial Counseling for setting up new industrial project and Most Profitable Small Scale Business.

NPCS also publishes varies process technology, technical, reference, self employment and startup books, directory, business and industry database, bankable detailed project report, market research report on various industries, small scale industry and profit making business. Besides being used by manufacturers, industrialists and entrepreneurs, our publications are also used by professionals including project engineers, information services bureau, consultants and project consultancy firms as one of the input in their research.

Our Detailed Project report aims at providing all the critical data required by any entrepreneur vying to venture into Project. 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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