

ABC LIMITED

Company Profile



A view of ABC's Manufacturing Facility at _____,

ABC Limited (ABC) was promoted in 1993 by

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ABC has established world class facility in _____ for _____. The Company during 1994-96 worked on a pilot plant wherein the product was extracted for various trials. The cost of the project

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ABC has a full fledged Research and Development (R&D) center. ABC's Research efforts are directed in two directions. To produce cost effective technically superior product and improved concentrates. To identify and introduce botanicals as herbal remedies a highly qualified and dedicated team is working to achieve these objectives. ABC research center has received recognition from _____.

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ABC's product approval to market in the **USA**. The product has been registered in **Italy**,

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Summary of Past Working Results & Financial Position

The audited balance sheets of ABC for the year last three years ended 31.03.2009 are enclosed as **Annexure I**. A summary of the same is given below:-

Working Results

(Rs in lakhs)

Particulars	31.3.2007	31.03.20078	31.03.20089
Total sales (Rs. In lakhs)			
Total Operating Expenses			
EBIDTA			
Interest			
Total Interest Expenses			
PBDT			
Priliminary exp. w/off			
Depreciation			
PBT/Operating Profit			
Tax			
PAT			
cash accruals			

Summary of Past Financial Position

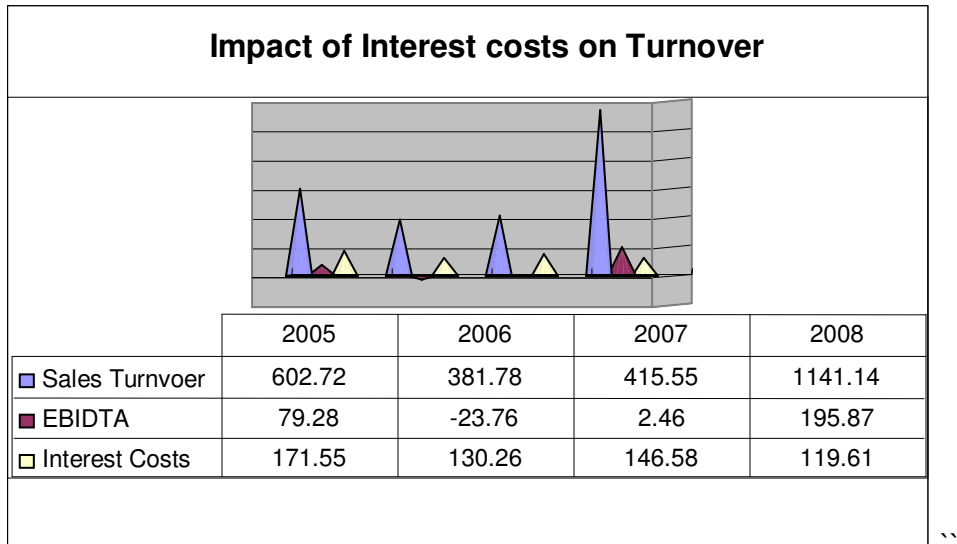
(Rs in lakhs)

As on March 31 st March	2007	2008	2009
Liabilities			
Equity Share Capital			
Reserves & Surplus			
Term Loan			
Working capital loan			
Current Liabilities			
Unsecured loans			
Total			
Assets			
Gross Block (Incl. C.W.I.P)/Cap. Exp.			
Less: Depreciation			
Net Block			
Current assets			
Cash and bank balance			
Prelim. Exps. Not w/off			

Accumulated losses			
Total			

Comments on Past Performance

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The present stake of lenders in ABC

(Rs in lakhs)

Bank I				
Facility	Limit	Disbursed	Outstanding	Interest
Cash Credit				
Term Loans				
Funded Interest				
Total				
Bank II				
Facility	Sanctioned	Disbursed	Outstanding	Interest
Term Loan I				
Term Loan II				
Total				

Management, Organizational Set up, & Share holding Pattern

The day to day operations of ABC are looked after by _____, Managing Director. While he is assisted by executives in the second and third line on the financial and operational side. ABC proposes to recruit required personnel at various levels for achieving the targeted level of operations.

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Shareholding patterns

The issued capital of ABC is Rs. _____ lakhs comprising _____ equity shares of the face value of Rs. 10/- .each. The subscribed and paid up capital stands at Rs. _____ lakhs consisting of _____ equity shares of the face value of Rs. 10/- . each.

The present share holding pattern of ABC is given under:-

Particulars	No of shares held	% of total paid up capital
Promoters, directors and relatives		
Bodies Corporate		
Banks/ VCF		
NRIs		
Public		
Total		

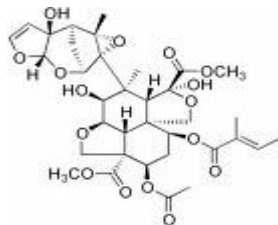
ABC is a closely held company and its shares are not listed on any stock exchange.

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TECHNICAL ASSESSMENT

PRODUCT BACKGROUND

The wonder _____ has several products and bi products. And all the products and bi products have their own value and end uses. ABC's main product is _____, besides which it also produces and sells _____ and _____ as bi products.



Product A is a chemical compound

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Technological Processes

Process

The production process for the manufacture of A and the bi products viz involve the following stages:-

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The above can be diagrammatically illustrated as under:-

.... flow chart pic

The actual process involved in the production of A and the other bi products, indicating the input/ output specifications, is also illustrated below:-

... process pic

Production Facilities at the plant

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Quality Control Measures

ABC has established a stringent method of quality control and quality of the product is maintained through continuous monitoring and control of the production process. The samples drawn from different batches of materials are thoroughly checked at the laboratory before packing and dispatch.

ABC has registered its products at different countries and has been complying with the specific requirements and regulations pertaining to the respective countries. ABC has obtained patent for its product in US (**Patent No:** _____).

ABC's products enjoy certain definite advantages as stated below:-

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Down the years ABC has carried out **Efficacy Tests** across the globe for determining the quality rating and acceptance of its products to the end user. The results were as follows:-

USA	
Field Crops:	
Green Houses:	
Nursery and Forest Pines:	
Tobacco:	
Tea:	
Cotton:	
Fruits and Vegetables	

In all trials A has proved to be equal or superior to comparative products...

[.... more](#)

Land and location

[.... more](#)

Plant and Machinery

[.... more](#)

Inputs of Production

Procurement of raw materials

[.... more](#)

Power and Fuel

[.... more](#)

Water

[.... more](#)

Manpower

[.... more](#)

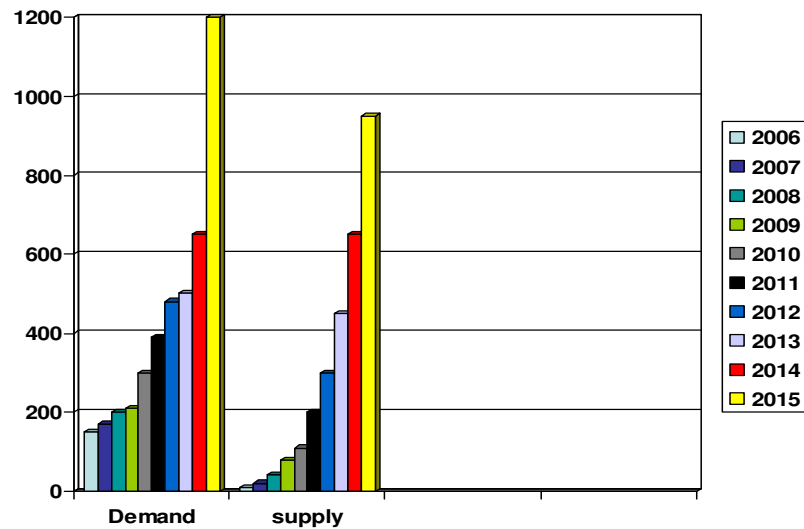
Marketing Assessment

Global Market Scenario

Globally the _____ market is worth \$268m. The European market has doubled in size in recent years, but the EU can only meet 45 percent of the demand for bio pesticides.

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The global demand and supply position is illustrated below:-



(Secondary Sources)

While USA is expected to account for the maximum demand (around 13%) by 2010, European countries viz., France, Spain, Germany, Italy, Romania would account for 5.2%, China for 6.9% Australia for 3.5%, Russian Federation for 9.8%.

Domestic Scenario

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Marketing strategies

These products have good potential. But efforts are needed to realize the potential.

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The consumption of the product A vis a vis B and C in India for the last ten years is illustrated below: - (in MT)

YEAR	A	B	C
1994-95	61,357	83	40
1995-96	61,260	128	47
1996-97	56,114	186	33
1997-98	52,239	354	41
1998-99	49,157	411	71
1999-00	46,195	739	135
2000-01	43,584	551	132
2001-02	47,020	736	166
2002-03	48,350	632	143
2003-04	41,020	824	157
2004-05	40,672	965	139
2005-06	39773	1717	203

(Secondary source)

Marketing strategies adopted/ to be adopted by ABC

ABC has already established itself as a major producer of A and its clientele abroad includes

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ABC has been expanding its base in the overseas market and in the 9 months period during the current year, its export sales were of the order of 60% of its total sales. ABC has obtained registration in various countries:-

**USA
ITALY
SINGAPORE
THAILAND
MEXICO**

The potential for A in India is seen large as it is used mainly for

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The major competitors in the field are

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- ✓ At present, ABC is operating its marketing functions under three major segments viz., Government supplies, Institutional sales and direct marketing. The modus operandi is as under:-

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SWOT Analysis

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RISK and Mitigation

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