

Mr. Vivek Drolia, 35 is basically from Delhi. He is an MBA and has worked for almost a decade in Retail Industry. Now he wanted to start a business of his own. All he had was the money to invest, a great network with industry people. He was confused as to which industry to choose and reached NPCS for the project identification.

Client's challenge:

Area	Specification
Budget	Rs 4 Crores - Rs 5 Crores
Location	Ghaziabad (UP)
Industry Criteria	Good Future Scope
	Minimum Risk
	Low Competition
	Little Marketing Requirements

Solutions provided by NPCS:

- ✚ **Primary research:** The primary research is done on the basis of resources available in the state such as land, water, raw material, energy, manpower, etc.
- ✚ **Secondary research:** The secondary research is done by analyzing and interpreting the primary data on the basis of SWOT Analysis.
SWOT analysis (alternately SLOT analysis) is a strategic planning method used to evaluate the Strengths, Weaknesses/Limitations, Opportunities, and Threats involved in a project or in a business venture
- ✚ **Infrastructure and Utilities:** Requirement of land area, rates of the land, built up area, construction schedule, plant layout and requirement of utilities.
- ✚ **Market Study and Assessment:** Current Indian market scenario, present market demand and supply, estimated future market demand and forecast, statistics of import & export, names & addresses of existing units (present players), market opportunity.
- ✚ **Project Cost and Financial Aspects/Estimates**

We identified some of the lucrative projects which can be ventured and suggested the projects keeping in mind the clients requirement.

The list of projects suggested to Mr. Vivek Drolia by NPCS based on described location and investment:

1. **Onion Powder:** Due to industrialization in the India and specially NCR region, the demand for dehydrated products is increasing in food processing industries. Easy availability of onions in the NCR region make onion powder project well suited for the area. Moreover, onion powder is also exported to other parts of world due to its high demand and serves as Export Oriented Unit.

2. **Bread Plant:** Increasing modernization in Ghaziabad region leads people to use readymade food products due to less availability of time. The project suits the region due to easy availability of raw material and market.
3. **PVC Flex Banner (Frontlit, Backlit & Vinyl):** Flex Banner in today's modern times is the most demandable entity in the field of media & advertisement. NCR region due to high urbanization is the place where media & advertisement plays a very important role. Thus, the PVC Flex Banner project goes well in Ghaziabad or NCR region.
4. **Wood Plastic Composite:** Due to increasing urbanization in NCR Ghaziabad region, the market for Wood Plastic Composites can be anticipated at large.
5. **Pharmaceutical Unit (Tablets & capsules):** With the increasing urbanization, pharmaceutical unit proves to be a good project to set up. The demand of pharmaceutical products is increasing very fast.
6. **Roller Flour Mill (Atta, Maida & Suji):** Due to increasing urbanization in NCR Ghaziabad region, the market for roller flour mill can be anticipated at large. Atta is one of the staple and basic foods not for only Indians but for all lives in the world. Thus, roller flour mill project proves the best suited.
7. **Corn Flakes:** Estimated at a modest Rs 2.5 bn, the market includes cornflakes, muesli, pancakes, oatmeal and porridge. It is growing fast not only because of macro factors, such as acceptance of packaged food and rising household incomes but also because companies have become innovative.
8. **HDPE/PP Woven Sacks:** The current demand of woven sacks in North Eastern Region is estimated to be in the range of 600 - 650 MTPM of which only 60 - 70% of the requirement is fulfilled by local industries, cement, fertilizer and flour mills are major woven sacks consuming sectors in Ghaziabad.