

JUTE PRODUCTS MANUFACTURING AND MARKETING

What is Jute?

Jute is a plant based fiber which can be spun in coarse, strong threads. Golden color is the main, and special, feature of this fiber. This fiber is used to make Hessian, or Burlap and Gunny Cloth. This fiber is collected from the skin of the Jute Plant, and is the most affordable 100 % natural fiber second to cotton. Since this is a valuable natural fiber, and gold in color, it is called "The Golden Fiber". India and Bangladesh are the main producers of this fiber.

Why Jute Bags?

- Jute Bags are 100 % Biodegradable & Eco friendly
- Durable and inexpensive
- Reusable which saves both money and the environment
- Jute Bags look stylish and elegant, as well as being available in different colors.

Lunch Bag -----



Tote Bag -----



Shopping Bags -----



Designer Bags -----



Since Jute is eco friendly, inexpensive, reusable, and commonly used on a daily basis in every house, we see a great demand for Jute Bags in the Indian, and International Markets. We do have plans to manufacture and market Jute products in order to make the Children Homes (orphanages) self sufficient.

This business can be divided into 3 parts:

1. Training
2. Manufacturing
3. Marketing

We would train 25 poverty stricken women for a period of two months; selecting these women from the community and empowering them to provide for their families. We will offer 2 months of training with a stipend of Rs1000.00 (\$17) per month with the help of 2 trainers who have rich experience in this field, and able to sew according to the worldwide market standards and needs of this product.

1. Training Budget (first 2 months) :

2 trainers	-	60,000.00
Stipend: 25 women	-	50,000.00
5 Sewing Machines	-	1,50,000.00
Electricity	-	25,000.00
Raw material	-	3,00,000.00
Rent for Building	-	10,000.00

Total - Rs 5,95,000.00 = \$9,900

2. Manufacturing (from 3rd month) :

Required Raw material - Jute rolls, zippers, handles, Bamboo sticks, Runners, non-woven cloth, hole clipper

Raw material cost - Rs 4,00,000.00 = \$6700

3. Marketing Company Registration and promotion

Marketing cost - Rs 1,00,000.00 = \$1700

Total Investment needed

Start up Investment needed - Rs 5,95,000.00 = \$9900

Investment needed for Manufacturing and Marketing - Rs 5,00,000.00 = \$8400

Total Investment = Rs 10,95,000.00 = \$18,300.00

Profit: For every six months we make a profit of Rs 1,80,000 (**\$3000.00**) which could support 25 children.