



**Anekant Education Society's
Anekant Institute of Management
Studies (AIMS), Baramati**



Under
NAAC Sponsored Seminar Scheme

Proceeding

11th National Conference 2022

On

**"Innovative Practices for Quality Enhancement
in Higher Education Institutions"
(Online)**

7th (Friday) & 8th (Saturday) October, 2022

ISBN : 978-81-947958-1-0

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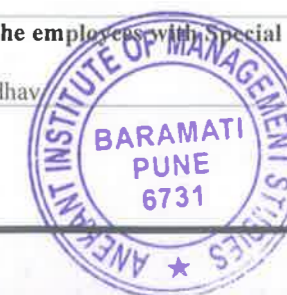
AES Campus, Near T.C.College, Baramati, Dist. Pune (MH.) - 413 102
Phone: 02112-227299 | director@aimsaramati.org | www.aimsaramati.org

Proceeding
“Innovative Practices for Quality Enhancement in Higher Education Institutions”

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Feasibility Analysis of Patanjali Retail Outlet in Rural Area

Ms. Harshada S. Khairnar

MBA Student

Anekant Institute of Management Studies, Baramati

Abstract: The Patanjali has gained remarkable market share in a very short span in Indian FMCG Market. Targeting the segment with unique positioning of herbal and swadeshi products, Patanjali has become the impulse choice for customers. The net worth of company has crossed 30,000 crores during last financial year. The enormous growth history and favorable positioning in the minds of Customer, Company is expanding its distribution and product availability PAN India. Researcher has taken up this area and studied the feasibility analysis of PATANJALI outlet at semirural and rural areas. The financial feasibility and growth prospects is studies with the help of financial data from collected from existing outlets and primary data regarding future growth prospectus and preferences of customers for Patanjali Products is collected through the survey. Study reveals that starting new Patanjali outlet in rural area is financially feasible and profitable also in long term customers are willing to purchase these products.

Keywords: Feasibility, growth prospects, investment

INTRODUCTION:

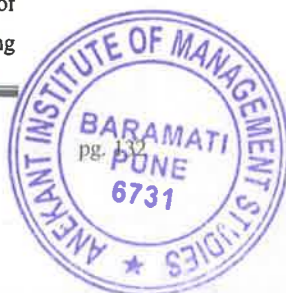
On January 13, 2006, Baba Ramdev and Acharya Balakrishna founded the Patanjali Ayurveda Ltd. with the goal of advancing the science of ayurveda in agreement and harmony with cutting-edge research and conventional understanding. firm's 92% On January 13, 2006; Baba Ramdev and Acharya Balakrishna founded the Patanjali Ayurveda Ltd. with the goal of advancing the science of ayurveda in agreement and harmony with cutting-edge research and conventional understanding. Acharya Balakrishna owns 92% of the company's shares, and a non-resident Indian couple living in Scotland, Sarwan and Sunita Podder, own the other 8%. A vast variety of ayurvedic products are available from Patanjali, including medications, cosmetics, dental care, bakery goods, and dairy products.

The historical context of the company or project, a description of the good or service, accounting statements, information on the management and operations, marketing research and policies, financial data, legal requirements, and tax obligations should all be included in a well-designed feasibility study. In general, feasibility

assessments come before project implementation and technological development. Because a feasibility study assesses the project's likelihood of success, perceived objectivity is a crucial component of the research's credibility with potential backers and lenders. Therefore, it must be carried out with an impartial, objective attitude to produce information on which decisions can be made. The present study focuses on the preference of customer towards the Patanjali products in Baramati municipality. This study helps in identifying the Break -Even point of Patanjali retail outlet, various franchise scheme of Patanjali, also identifying setting up cost for Patanjali retail outlet.

RESEARCH PROBLEM

The aspiring entrepreneurs always seek to know the probability and viability of their business set up. It is often noted that the businesses start and take a good grip in initial phase but off late they struggle to sustain in long run. The feasibility study is a tool for budding and existing entrepreneurship to minimize the risk and to know the profitability and customer acceptance in long rung. This study will be useful to budding entrepreneurs to start outlet of Patanjali and to know the profitability of running



Patanjali outlet & BEP in rupees. Also the research would facilitate the owner of outlet to know the awareness and acceptance level, sales trend of Patanjali products.

OBJECTIVES

1. To study various costs incurred on setting up a Patanjali outlet.
2. To find out Breakeven Point (BEP) for Patanjali outlet.
3. To study the product wise acceptance level of Patanjali Products and future trend for preferences of Patanjali Products.
4. To find out average monthly sales, profitability and return on investment.

SCOPE OF RESEARCH:

Present research is confined to know the financial feasibility and future growth prospects of Patanjali retail outlet in rural area. The financial feasibility is conducted using BEP analysis. The geographical scope is confined to rural area of Baramati tehsil. The required primary and secondary data is collected during financial year 2021-2022.

RESEARCH DESIGN:

The objectives are studies with descriptive research design. The required secondary data related to set up cost is collected from Patanjali website the data pertaining to costs & overheads incurred, monthly sales, profit is collected from books of account of selected Patanjali outlet. The primary data regarding awareness, acceptance and preferences towards Patanjali products is collected from customers using Structured questionnaire. The secondary source has been used to collect information about Patanjali brands, journals, articles and also websites of natural products manufacturing company and online document were investigated to conduct this research. Secondary data related to be collected from shop owner of retail outlet. The customers of Patanjali products are sample unit in present study. Researcher has set sample size of 150 (75 current

customers and 75 prospective customers) respondents to collect the required primary data. The samples are selected using simple random sampling method.

FINDINGS:

- 1) From the data analysis it is observed that, the setting up cost for Patanjali outlet is 1 Cr approx. including cost of interior and design. There are various schemes to start new Patanjali franchisee offered Patanjali.
- 2) BEP of Patanjali retail outlet is 30,39,940/- it means outlet sales should be is above 30,39,940/- so that outlet can earn profit.
- 3) Return on Investment of Patanjali outlet is 10.26% this is better return on investment.
- 4) 36% respondents are between the age group of 25-34. From this, we can say that Patanjali products is more preferred by the youth
- 5) 72 percent respondents are agreeing for Patanjali product have good quality. From this, we can say that Patanjali products is good quality products.
- 6) 65 percent customers prefer to buy personal care product. From this, we can say that Patanjali products is more preferred personal care products regularly
- 7) 68% respondents acquired information about Patanjali products from advertisement. Which reveal that Patanjali products having good marketing strategies.
- 8) Prospective customer prefers personal care product of Patanjali other than the other products. prospective customer age group between 45-54 .so we can say that prospective is between this group who purchase Patanjali. most of customers strongly agree about Patanjali product are easily available in market .and most of respondents purchase Patanjali product in future.



- 9) 93 % existing customers are willing to continue buying Patanjali Products in future and 79 % of its prospective customers shown interest to buy Patanjali products

CONCLUSION:

The research has provided a Feasibility analysis of the Patanjali retail outlet. This research provides more accurate and convenient information about setting up costs for a retail outlet, Break- Even point for Patanjali retail outlet. It can be concluded from the analysis of Primary and secondary data that setting up a new Patanjali outlet is profitable and viable. To reach the BEP outlet should Sale for 6 months. This information is helpful to retail outlet owner and also useful for the new business person who wants to start a new Patanjali outlet .and also

provide the information about Profitability and Return On Investment of Patanjali Retail outlet.

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