

Business Ideas to Start.

**Manufacturing of
Multiblade
Safety Razor**



Introduction

A safety razor is a shaving implement with a protective device positioned between the edge of the blade and the skin. The initial purpose of these protective devices was to reduce the level of skill needed for injury-free shaving, thereby reducing the reliance on professional barbers. The term was first used in a patent issued in 1880, for a razor in the basic contemporary configuration with a handle attached at right angles to a head in which a removable blade is placed (although this form predated the patent).

Plastic disposable razors and razors with replaceable blade attachments are in common use today. Razors commonly include one to five cutting edges, but sometimes up to seven edges.

The basic form of a razor, "the cutting blade of which is at right angles with the handle, and resembles somewhat the form of a common hoe", was first described in a patent application in 1847 by William S. Henson. This also covered a "comb tooth guard or protector" which could be attached both to the hoe form and to a conventional straight razor.

Gillette's newest shaving system has just one blade, a light plastic handle and a sharply lower price. The move by P&G is to aggressively push into emerging markets for new customers and growth. That focus is forcing P&G to be more modest on scale and more flexible on price. Gillette commands about 70% of the world's razor and blade sales, but it lags behind rivals in India and other developing markets, mainly because those consumers can't afford to buy its flagship products.

Indian men are becoming more conscious about their looks. They want to look better and more appealing physically to get more attention. The influence of the western culture, along with the rise of the Indian models, sportsmen and actors in promoting the wellness products are taking this industry to a new level as aspiring adults find their icons groomed and well-dressed. They want to look and perform like them. The grooming industry has opened all doors for aspirants like them where they can maneuver and improvise their looks with the aid of various trending products and grooming techniques.

Double Edged Razor Blades

The true genius of the double edged razor blade is how it is bent over and held in tension within the razor. This simple engineering technique allows the blade edge to be held very firmly in a precise position whilst using the minimum amount of steel in that blade. Hence double edged blades can be extremely thin and a thousand of them only weigh a few ounces. However this is still a massive amount of steel compared to multibladed system razors that only have an edge about 1mm deep made of steel which is then mounted in plastic.

Double edged blades have been in manufacture for over 100 years (though it was only in the 1930s that they became as thin as they are today) so their production is not rocket science.

However putting a superb edge (for that is what is needed) on such a thin piece of steel in a mass manufacturing process is not easy.

Most of the world's razors are made in a very small handful of factories around the world such as Gillette in Manuas, Brazil and St Petersburg, Russia, Vidyut in Bombay, India and Lord in Alexandria, Egypt. The manufacturing processes are proprietary and partly secret. The plants are capital intensive, contain a lot of technology and run at very high speed.

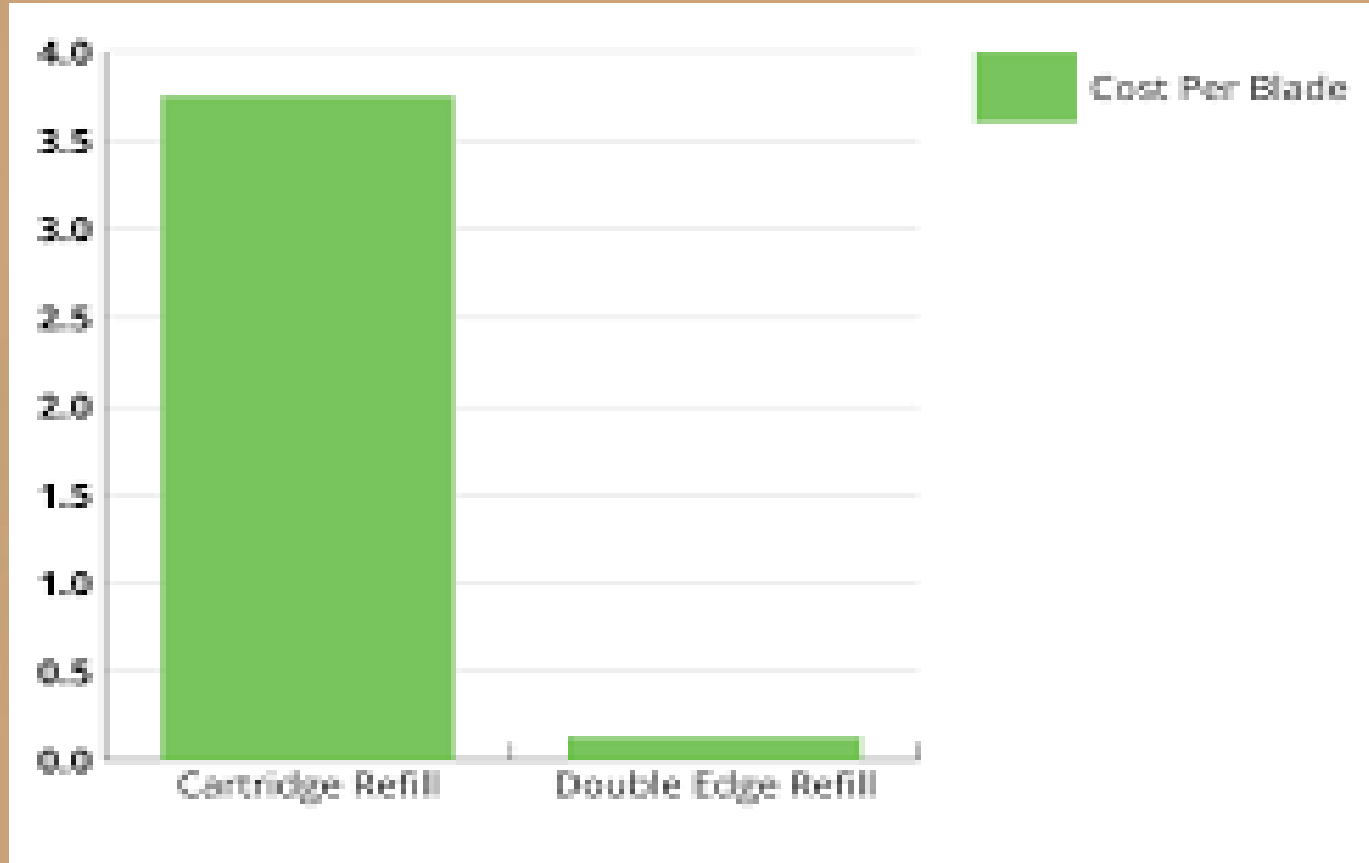
Market Outlook

The shaving market in India is estimated at around Rs 1,500 crore. The market is growing at around 7-8 per cent annually. Gillette is the market leader in razors and blades. Its market share has been growing consistently. A significant percentage of this market comprises consumers who get their shaves done at salons.

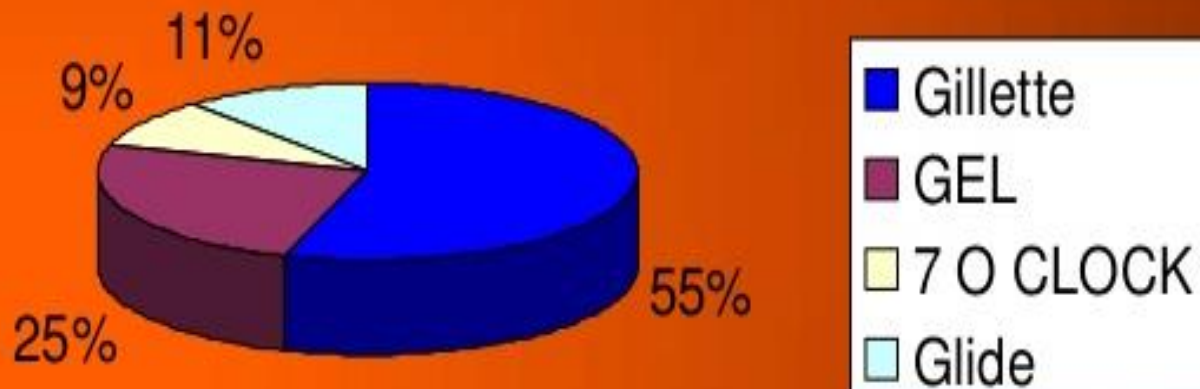
The market size of India's beauty, cosmetic and grooming market will reach \$ 20 billion by 2025 from the current \$ 6.5 billion on the back of rise in disposable income of middle class and growing aspirations of people to live good life and look good, according to Assocham. To suit consumption across difference levels of purchasing power, FMCG companies are coming out with variety of products in different price range. The rural population too is joining the mainstream with improvement in linkages with the cities by roads, telecommunication and the firms reaching out.

The compound annual growth rate (CAGR) of the men grooming industry will increase by 17% by the end of 2020. The adoption of western culture, increased disposable income, elevated standard of living, and urbanisation is contributing to the growth of the grooming industry for both the genders. Men are now spending a handsome part of their income as a disposable amount for their grooming sessions in spas and salons. The wellness and beauty grooming market in India will double its figure to INR 80,370 Crore in between 2017-18, as projected by a KPMG Wellness report.

Cost per Blade-Cartridge vs Double Edge Safety Razor



India Market Share for Blades & Razor



Project at a Glance

COST OF PROJECT				MEANS OF FINANCE			
Particulars	Existing	Proposed	Total	Particulars	Proposed		
					Existing		Total
Land & Site							
Development Exp.	0.00	80.00	80.00	Capital	0.00	206.50	206.50
Buildings	0.00	80.00	80.00	Share Premium	0.00	0.00	0.00
				Other Type Share			
Plant & Machineries	0.00	313.00	313.00	Capital	0.00	0.00	0.00
Motor Vehicles	0.00	10.00	10.00	Reserves & Surplus	0.00	0.00	0.00
Office Automation							
Equipments	0.00	114.00	114.00	Cash Subsidy	0.00	0.00	0.00
Technical Knowhow							
Fees & Exp.	0.00	30.00	30.00	Internal Cash Accruals	0.00	0.00	0.00
Franchise & Other				Long/Medium Term			
Deposits	0.00	0.00	0.00	Borrowings	0.00	619.49	619.49
Preliminary & Pre-							
operative Exp	0.00	5.00	5.00	Debentures / Bonds	0.00	0.00	0.00
Provision for				Unsecured			
Contingencies	0.00	30.00	30.00	Loans/Deposits	0.00	0.00	0.00
Margin Money -							
Working Capital	0.00	163.99	163.99				
TOTAL	0.00	825.99	825.99	TOTAL	0.00	825.99	825.99

Project at a Glance

Year	Annualised		Book Value	Debt	Dividend	Retained Earnings		Payout	Probable Market Price	P/E Ratio	Yield Price/Book Value	
	EPS	CEPS				Per Share	Per Share					%
1-2	5.69	9.34	15.69	24.00	0.00	100.00	0	5.69	0.00	5.69	1.00	0.00
2-3	8.83	12.00	24.52	18.00	0.00	100.00	0	8.83	0.00	8.83	1.00	0.00
3-4	11.90	14.65	36.42	12.00	0.00	100.00	0	11.90	0.00	11.90	1.00	0.00
4-5	14.83	17.22	51.25	6.00	0.00	100.00	0	14.83	0.00	14.83	1.00	0.00
5-6	17.58	19.67	68.83	0.00	0.00	100.00	0	17.58	0.00	17.58	1.00	0.00

Project at a Glance

Year	D. S. C. R.			Debt / - Deposits Equity Debt	Equity as- Equity	Total Return Net Worth	Return on Net Worth	Profitability Ratio					Assets Turnover Ratio	Curren t Ratio
	Individ ual	Cumulat ive	Overall					GPM	PBT	PAT	Net Contri bution	P/V Ratio		
	(Number of times)			(Number of times)		%	%	%	%	%	%			
Initial				3.00	3.00							1163.3	40.07	
1-2	1.36	1.36		1.53	1.53	3.15	12.29%	5.71%	4.05%	8	%	2.21	1.17	
2-3	1.70	1.52		0.73	0.73	1.93	13.85%	8.16%	5.38%	4	%	2.32	1.32	
3-4	2.10	1.70	2.09	0.33	0.33	1.25	14.88%	9.87%	6.35%	8	%	2.32	1.51	
4-5												1386.2	31.83	
5-6	2.57	1.89		0.12	0.12	0.85	15.55%	11.06%	7.03%	2	%	2.25	1.72	
												1535.2	31.73	
6	3.12	2.09		0.00	0.00	0.61	15.96%	11.86%	7.50%	6	%	2.13	2.22	

Project at a Glance

BEP

BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	56.89%
Total BEP (% of Installed Capacity)	59.70%
IRR, PAYBACK and FACR	
Internal Rate of Return .. (In %age)	29.91%
Payback Period of the Project is (In Years)	2 Years 3 Months
Fixed Assets Coverage Ratio (No. of times)	12.849

Major Queries/Questions Answered in the Report?

- 1. What is manufacturing Multiblade Safety Razor Manufacturing industry ?**
- 2. How has the manufacturing Multiblade Safety Razor industry performed so far and how will it perform in the coming years ?**
- 3. What is the Project Feasibility of manufacturing Multiblade Safety Razor Plant ?**
- 4. What are the requirements of Working Capital for setting up manufacturing Multiblade Safety Razor plant ?**

- 5. What is the structure of the manufacturing Multiblade Safety Razor Business and who are the key/major players ?**
- 6. What is the total project cost for setting up manufacturing Multiblade Safety Razor plant ?**
- 7. What are the operating costs for setting up manufacturing Multiblade Safety Razor plant ?**
- 8. What are the machinery and equipment requirements for setting up manufacturing Multiblade Safety Razor plant ?**

- 9. Who are the Suppliers and Manufacturers of Plant & Machinery for setting up manufacturing Multiblade Safety Razor plant ?**
- 10. What are the requirements of raw material for setting up manufacturing Multiblade Safety Razor plant ?**
- 11. Who are the Suppliers and Manufacturers of Raw materials for setting up manufacturing Multiblade Safety Razor plant ?**
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Reasons for Buying our Report:

- **This report helps you to identify a profitable project for investing or diversifying into by throwing light to crucial areas like industry size, market potential of the product and reasons for investing in the product**
- **This report provides vital information on the product like it's 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 machinery required, project costs and snapshot of other project financials**
- **The report provides a glimpse of government regulations applicable on the industry**
- **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**

Scope of the Report

The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on Business Ideas to Start. Manufacturing of Multiblade Safety Razor ” provides an insight into the Business Ideas to Start. Manufacturing of Multiblade Safety Razor market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Business Ideas to Start. Manufacturing of Multiblade Safety Razor project. The report assesses the market sizing and growth of the Indian Business Ideas to Start. Manufacturing of Multiblade Safety Razor Industry. 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 NPCCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in the Business Ideas to Start. Manufacturing of Multiblade Safety Razor sector in India along with its business prospects. Through this report we have identified Business Ideas to Start. Manufacturing of Multiblade Safety Razor project as a lucrative investment avenue.

Razor Blades Made In India, How its Made - Double Edge Razor Blades, Razor Blades Factory, Razor Cartridges and Blades, Manufacturing of Disposable Razor, Razor Blade, Shaving Razor, How It's Made Traditional Razor Blades, Razor Blade Project, , Production of Razor Blade, Double Edge Blade, Safety Blade in India, How a Shaver Is Made In India, Razor Factory, Safety Razor Manufacturing, Multi Blade Razor Manufacturing, Stainless Steel Double Edge Razor Blades, Shavers Manufacturing, How to Make: Razor Blade, Razor Manufacturing Process, Razor Blade of Razor Wire Making , Manufacturing of Razor Blade, How Safety Razor & Double Edge Blades are Made, Safety Razor Manufacturing, Razor Making, Razor Blade of Razor Wire Making, Small Business Manufacturing Ideas for Razor Blade Manufacturing Business, Razor Blade Production, How Razor Blade is Made, Razor Blade Producer, Razor Blade Manufacturer, Startup for Razor Blade, How to make Blade Razors, Manufacturing Process of Razor Blade, Shaving Razor Blade Manufacturing, Razor Blade Manufacturing Unit, Razor Blade Production, Blade Manufacturing Unit, Razor Manufacturing Process, How are Straight Razors Made,

How to Manufacture Razor Blade, How to Start a Razors & Razor Blades Business, Start a Razor Blade & Shaving, Blade Manufacturer Plant, Blade Manufacturing, Blade Manufacturing Processes, Manufacturing Process of Blade, How Blades are Made, Blade Production, Industrial Blades Production, Advanced Blade Manufacturing, Safety Razor Blades Industry, Design and Manufacturing of Blades, Blade Manufacturing Considerations, Razor Blade Manufacturing Plant, Production of Razor, How Blades are Made, Safety Razor Manufacturing Plant, Multi Blade Safety Razor Processing Project Ideas, Projects on Small Scale Industries, Small Scale Industries Projects Ideas, Multi Blade Safety Razor Based Small Scale Industries Projects, Project Profile on Small Scale Industries, How to Start Multi Blade Safety Razor Processing Industry In India, Multi Blade Safety Razor Processing Projects, New Project Profile on Multi Blade Safety Razor Processing Industries, Project Report on Multi Blade Safety Razor Manufacturing Industry, Detailed Project Report on Multi Blade Safety Razor Project Report on Multi Blade Safety Razor, Pre-Investment Feasibility Study on Multi Blade Safety Razor, Techno-Economic Feasibility Study on Multi Blade Safety Razor , Business Plan For a Startup Business, Great Opportunity For Startup, Small Start-Up Business Project, Project Report For Bank Loan, Project Report For Bank Finance, Project Report Format For Bank Loan in Excel, Excel Format of Project Report and Cma Data, Project Report Bank Loan Excel, Detailed Project Plan Report on Multi Blade Safety Razor

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- *We have two decades long experience in project consultancy and market research field*
- *We empower our customers with the prerequisite know-how to take sound business decisions*
- *We help catalyze business growth by providing distinctive and profound market analysis*
- *We serve a wide array of customers , from individual entrepreneurs to Corporations and Foreign Investors*
- *We use authentic & reliable sources to ensure business precision*

Our Approach

Requirement collection

Thorough analysis of the project

Economic feasibility study of the Project

Market potential survey/research

Report Compilation

Contact us

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