HERBAL HARMONY

Entrepreneurship Development Project - Business Plan Summary

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Concept: a natural, customizable room-freshener and mosquito-repellent product family built around plant extracts and essential oils.

1. Venture Idea & Problem

Herbal Harmony was developed as an end-to-end entrepreneurship plan for a natural room-freshener concept. The product idea uses powdered leaves, plant extracts and essential oils as an alternative to synthetic air-freshening products, with a modular liquid base and multiple scent / use-case options.

Customer problem

- Consumers may prefer natural alternatives to synthetic fragrances and harsh chemical formulations.
- The concept targets convenience, customization and environmental positioning alongside fragrance.
- The project also explores mosquito-repellent positioning across sprays, lotions, travel formats, plug-ins, incense and smart/wearable concepts.

Value proposition

A natural and customizable product family positioned around eco-friendly ingredients, ease of use, distinct plant-based scents and differentiated formats for home, travel and outdoor use.

2. Feasibility, SWOT & Competitive Context

Project feasibility was evaluated across manufacturing cost, raw-material accessibility, market demand, e-commerce reach, technology and monetary requirements.

SWOT snapshot

Strengths	Weaknesses
Natural-ingredient differentiation; premium organic positioning; rising awareness of chemical-free products.	Limited raw-material availability; higher manufacturing cost; strong incumbent brands; R&D; intensity.
Opportunities	Threats
Health/wellness partnerships; multiple product lines; growing demand for safer alternatives.	Counterfeits; established competitors; raw-material price volatility; supplier and supply-chain disruption.

Competitor and market analysis also considered natural-product players, chemical substitutes, regulation, manufacturing complexity, and the challenge of building distribution in a crowded FMCG category.

3. Target Market, 4Ps & Porter's Five Forces

Target segments

- Travelers exposed to mosquito-heavy environments.
- Parents seeking non-toxic or natural products for families.
- Outdoor users such as hikers, campers and gardeners.
- Health- and environment-conscious consumers willing to pay a premium for safer, eco-friendly products.

Marketing mix (4Ps)

- Product: natural/organic room-freshener and mosquito-repellent formats with multiple product lines.
- Price: project pricing spans roughly INR 85-560 by format, with premium tolerance for eco-friendly products.
- Promotion: social media, influencer marketing, advertising, education and sampling.
- Place: online marketplaces, supermarkets, malls, health stores, camping/outdoor stores and specialized retailers.

Porter's Five Forces

The report reviews barriers to entry, supplier power, buyer power, substitutes and competitive rivalry. Regulatory clearance and R&D; raise entry barriers; natural-input sourcing affects supplier dynamics; chemical repellents and nets are key substitutes; and established brands create competitive pressure.

4. Product Line, USP & Positioning

The project proposes a portfolio rather than a single SKU, including plug-in fresheners, travel-sized fresheners, lotion formats, sprays, incense sticks and a smart freshener concept.

USP

Herbal Harmony is positioned as a natural, eco-friendly alternative to chemical-based fresheners, using essential oils such as citronella, lemongrass and peppermint. The business plan emphasizes differentiated use cases and product formats to serve different target segments.

Positioning logic

- Natural / environmentally aware positioning.
- Family and outdoor-use messaging.
- Portable and format-specific products for different contexts.
- Multi-channel distribution designed to improve accessibility.

5. Organization & Human Resources

The HR plan outlines a functional structure across R&D;, finance/accounts, manufacturing, HR, marketing and sales. The initial staffing plan allocates headcount across these functions and proposes ongoing training as products and processes evolve.

Training framework

- Assess employee training needs through surveys, reviews and job analysis.
- Create role-specific programs spanning product knowledge, production, safety and customer service.
- Deliver training with qualified trainers, assess outcomes and refresh training continuously.

The project also documents job qualifications, compensation concepts, incentives, allowances, fringe benefits, performance reviews, working conditions, leave policies and recruitment channels.

6. Production, Operations & Supply Chain

The proposed operating design includes dedicated zones for raw-material storage, mixing/blending, filling/packaging, quality control, storage/shipping and office operations. Safety, ventilation, lighting and workflow efficiency are explicit design considerations.

Equipment and process

- Mixing and blending machinery for formulation.
- Semi-automatic filling machines.
- Packaging, labelling and capping equipment.
- Quality-control tools for viscosity, density and pH testing.
- Cleaning, sanitizing, weighing and measurement equipment.

Location strategy

Kumbalgodu Industrial Area, Bengaluru was proposed based on proximity to raw materials, labor availability, distribution access, utilities, transportation links and regulatory suitability.

7. Financial Plan

The venture model estimates approximately **INR 80,00,000** of startup funding. Major planned uses include R&D;, raw materials, long-term assets/equipment, legal and registration costs, salaries, rent, insurance, utilities, marketing and miscellaneous startup expenses.

Selected assumptions

Item	Indicative amount / note
Research & Development	INR 8,00,000
Business registration & legal fees	Approx. INR 1,10,000
Manufacturing / facility rent	Approx. INR 1,65,000 per month
Marketing & promotion	Approx. INR 7,00,000
Total startup funding required	INR 80,00,000

The full academic report also includes a three-year P&L; model, cash-flow statement and balance-sheet projections to test the business case across profitability, financing and asset requirements.

8. What the Project Demonstrates

- Business analysis: market framing, competitive analysis, structured assumptions and risk identification.
- Strategy: segmentation, positioning, 4Ps, Porter's Five Forces and product-line design.
- Operations: facility planning, sourcing, workflow, quality and distribution considerations.
- Founder-style execution: connecting a product concept to organization design, GTM, operations and finance.
- Financial thinking: startup funding, cost structure and multi-year financial statements.

This PDF is a concise summary prepared from the original 67-page Entrepreneurship Development Project submitted at CHRIST University. The original project remains the primary academic source document.

Portfolio adaptation by Samarth Joshi.