

Two Days Extensive Training cum Workshop at Pune



Idea to Actualization of a Packaged Drinking Water Plant

Content of the Training

Session 1:-

Opportunities in Water Business

- Opportunities in Overall Water Field
- Different Business Models Explored
- Types of Packaged Drinking Water Plants
- Medium Investment Plan
- Start Up Low Investment Plan
- Only Jar, Pouch Plant
- Chilled Jars Plant – Recommended or Not?

Session 2:-

Water Treatment & Bottling

- Water Treatment Basics
- Water Treatment Scheme for Packaged Drinking Water
- Water Availability & Quality Testing
- Plant Capacity Design
- Factory Layout

==LUNCH BREAK==

Session 3:-

For More Details

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Market Survey & ISI

- How to conduct Local market Survey
- How to study Competitors
- Study of B.I.S. Website in Details
- List of Documents Required for Plant

Session 4:-

Cost Comparison of 3 Major Types of Plants

- Small, Large & Jars Plant Compare
- Investment, Costing, ROI Discussed
- Working Capital Annual Profit, Cost of Production

Session 5:-

Smart Marketing Techniques

- Traditional Marketing
- Networking & Importance
- Components of Branding
- Conversion Focused DIGITAL Marketing
- Other Ideas

—End of Day 1—

Day – II

1-2-1 counseling sessions

Certificate Distribution

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