



Potato Products.

Potato Balls, Nuggets and French Fries
Manufacturing Business.

Profitable Business Ideas in Potato
Processing Industry

Introduction

Potato balls are a trendy dish liked by most of the kids. This classic dish is prepared by boiling the potatoes, mashed and mixed with chopped green onions, grated carrot, spiced with fresh ground black pepper, mayonnaise and yoghurt; made into small balls and deep fried until crispy and crunchy. Taste best with any sauce or chutney.



Potatoes are considered as comfort food which is liked by most of the people either it is boiled, baked or fried. It is an important food staple and number one vegetable crop in the world. Potatoes are available year-round as they are harvested somewhere every month of the year.

Potato balls are easy to prepare and is a great addition for breakfast, brunch or tea time and can also be easily carried in lunch packs or served for small parties. Potato balls are yummy deep fried mashed potato balls which can also have a stuffing of mozzarella cheese in the center. This of course would not be a regular item and is good for an occasional treat or a party appetizer as potato is a rich carbohydrate source. Potatoes provide the body with an essential source of fuel and energy.

Most of the appetizers and snacks from the Indian cuisine are made with a very modern addition to the Indian meal to suit the taste of the people. The essence of Indian cuisine mainly lies in the aroma of spices that are blended together and added to enhance the flavor and nutrition of each dish. There are a variety of Indian snacks that are popularly made with potatoes and are favorite to many which includes the aloo tikki, Alu Vadi, Potato Cutlets, Aloo Bhonda, Aloo Noodle Cutlet etc.



Potato nuggets is very tasty dish that can be prepared quickly and is very much liked by kids. It is the mixture of potato and bread crumb. It can be given in lunchbox for kids. It is very crispy potato nuggets recipe. Potato nuggets is very easy to make at home in few minutes. Potato nuggets is a tasty breakfast of morning and mostly loved by kids.



French fries are among the highest saleable potato products. This is the most abundant processed potato and can be found in many varieties such as lattice cut, wedges, curly, batter dipped, seasoned, or straight -cut including French Fries on menu is one of the easiest ways to increase sales and profits for the companies.



Potato Processing Market

Global Potato Processing market is expected to grow from \$19.74 billion in 2016 to reach \$32.45 billion by 2023 with a CAGR of 7.3%.

Rapid urbanization, progress in the standard of living, easy availability, consumer preferences for convenience foods and favorable packaging are the major factors propelling the market growth. In addition factors such as soaring demand for applications such as snack foods and prepared ready meals, increase in the number of retail channels such as hypermarkets and supermarkets and rapid growth of the fast food industry are driving the market growth.



However, high costs incurred for storage and transportation and health issues associated with the consumption of processed potatoes such as obesity and diabetes are the factors hindering the market growth.

The potato processing industry is a booming which is undergoing a progression period due to the growing global demands for vegetarian food products, a growth of processed food industry, and consumer demand for higher quality and sustainability. The processed food industries market is valued at more than the US \$2.2 trillion dollars globally and consist of more 420,000 businesses.



Potato processing market by type is segmented into Frozen, dehydrated, chips and snack pellets, and others which include flour, canned potato, potato granules and starch. Consumption of frozen potato products like French fries is increasing due to the increasing number of fast food chains and restaurants. Most important advantage of frozen potatoes is its prolonged shelf life and comparatively less time required for cooking. Rapidly increasing number of Quick Service Restaurants in the developing countries is expected to increase the demand for frozen products in the forecast period. Chips and snack pellets are the second largest segment due to increasing popularity of chips and ease of access.



Increasing number of consumers aligning towards ready to cook and ready to eat food products such as French fries and other potato based snacks items in all classes of people is boosting the market for potato flakes and powder. Rapidly changing trends, increasing millennial population and people looking for more suitable snacking and choice of food with less indulgence are expected to drive the potato processing market growth.

The global market for potato processing is anticipated to vary due to its high dependency on a steady supply of potato varieties at a reasonable value for continuous processes.



Concerns related to health associated with the consumption of processed potatoes such as diabetes and obesity, along with high costs incurred for storage and transportation can pose as a restraint for the market growth.

Based on application, the market is segmented into snacks, ready-to-cook & prepared meals, and others (food additives in soups, gravies, bakery, and desserts). The consumption of processed potato products in ready-to-cook & prepared meals application is estimated to account for the largest market share in 2017. Processed potato products used in ready-to-cook & prepared meals is a booming market due to the increase in consumer preference for convenience food products, busy work schedules, and on-the-go consumption habits.

Apart from ready-to-cook & prepared meals, processed potato products also find applications in the snacks segment, such as potato-based snacks with low carbs, low salt, air-dried, baked products with a number of flavors, which also drives the demand for potato processing market.

Some of the key players in the Potato Processing market are Intersnack Group GmbH & Co. Kg, The Kraft Heinz Company, Idahoan Foods LLC, Aviko B.V., Leng-D'or, The Little Potato Company Ltd, Limagrain Céréales Ingrédients, Agrana Beteiligungs-AG, Farm Frites International B.V., Mccain Foods Limited, Agristo NV, J.R. Short Milling Company, Lamb Weston Holdings, Inc and J.R. Simplot Company.



Processed Potatoes Market

The global processed potatoes market to grow at a CAGR of 4.88% during the period 2017-2021. The latest trend gaining momentum in the market is growing focus on expanding production capabilities for potato processing. To cater to the growing global demand for processed potato products, manufacturers are focusing on expanding their production capabilities. They are finding tremendous growth opportunity in all global markets owing to the rising consumer preference for on-the-go snack products. The increase in production capacity ensures that they are well-positioned to cater to customers' growing needs across markets.

Changes in consumer lifestyle, increase in disposable income, and growth in demand for convenient and easy-to-prepare food have led to higher consumption of packaged processed potato products. To cater to this higher demand, manufacturers are expanding their production facilities, which will lead to an increase in the overall growth and revenue of the global packaged processed potato products market.



The sector has witnessed steady growth globally in recent years with the mushrooming of convenient stores, specialty stores, hypermarkets, and supermarkets. Supermarkets and hypermarkets form one of the most popular distribution channels of packaged products, including packaged processed potato products. Discounted prices, attractive shelf displays, and pleasant shopping experiences are some of the factors that attract consumers to supermarkets and hypermarkets. Growing internet use globally has also given a boost to online retailing, which is boosting the growth of the global packaged processed potato products market.



Indian Frozen Potato Products Market

Potato is one of the most produced and consumed crops in India and forms an important part of the regular diet. It is consumed in the form of different snack foods as well as elaborate dishes. Some of the most popular potato snacks include wedges, fries, patties, etc. In recent years, the demand for frozen potato products in India has increased on account of their introduction by various national and multinational companies.

Additionally, frozen potato products have rapidly gained prominence in the country as they are convenient to cook and come in a large variety of flavours and shapes.

The biggest factor catalysing the growth of the frozen potato products market is the expansion of fast food service restaurants, such as Subway, McDonald's, Burger King, KFC, etc., in the country. Moreover, introduction of new product variants with different flavours have attracted a larger consumer-base for frozen potato products, in turn, boosting the growth of the market. Busy lifestyles, inflating income levels and high purchasing power of the consumers in the region have further created a shift towards easy-to-cook food products, thereby maintaining the growth prospects of the market. Looking forward, the market value is projected to reach US\$ around 1,631 Million by 2024, expanding at a CAGR of 12.5% during 2019-2024.



In recent years, the demand for frozen potato products in India has increased on account of their introduction by various national and multinational companies. Additionally, frozen potato products have rapidly gained prominence in the country as they are convenient to cook and come in a large variety of flavours and shapes.

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Potato Nuggets

Machinery Photographs



DE-STONER



SPIRAL PEELER



PICK AND CHOOSE CONVEYOR



ELEVATOR

Project at a Glance

PROJECT AT A GLANCE

(` in lacs)

COST OF PROJECT				MEANS OF FINANCE			
Particulars	Existing	Proposed	Total	Particulars	Existing	Proposed	Total
Land & Site Development Exp.	0.00	95.00	95.00	Capital	0.00	274.63	274.63
Buildings	0.00	619.20	619.20	Share Premium	0.00	0.00	0.00
Plant & Machineries	0.00	197.18	197.18	Other Type Share Capital	0.00	0.00	0.00
Motor Vehicles	0.00	8.00	8.00	Reserves & Surplus	0.00	0.00	0.00
Office Automation Equipments	0.00	57.00	57.00	Cash Subsidy	0.00	0.00	0.00
Technical Knowhow Fees & Exp.	0.00	30.00	30.00	Internal Cash	0.00	0.00	0.00
Franchise & Other Deposits	0.00	0.00	0.00	Accruals	0.00	0.00	0.00
Preliminary & Pre-operative Exp	0.00	5.00	5.00	Long/Medium Term Borrowings	0.00	823.89	823.89
Provision for Contingencies	0.00	18.00	18.00	Debentures / Bonds	0.00	0.00	0.00
Margin Money - Working Capital	0.00	69.14	69.14	Unsecured Loans/Deposits	0.00	0.00	0.00
TOTAL	0.00	1098.52	1098.52	TOTAL	0.00	1098.52	1098.52

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	5.18	8.97	15.18	24.00	0.00	100.00	5.18	0.00	5.18	1.00	0.00
2-3	8.49	11.85	23.67	18.00	0.00	100.00	8.49	0.00	8.49	1.00	0.00
3-4	11.66	14.64	35.33	12.00	0.00	100.00	11.66	0.00	11.66	1.00	0.00
4-5	14.67	17.32	50.00	6.00	0.00	100.00	14.67	0.00	14.67	1.00	0.00
5-6	17.48	19.84	67.48	0.00	0.00	100.00	17.48	0.00	17.48	1.00	0.00

Project at a Glance

Year	D. S. C. R.			Debt / - Deposits Debt	Equity as-Equity	Total Return Net Worth	Profitability Ratio					Assets Turnover Ratio	Current Ratio
	Individual	Cumulative	Overall				GPM	PBT	PAT	Net Contribution	P/V Ratio		
Initial	(Number of times)			(Number of times)	%	%	%	%	%	%			
1-2	1.32	1.32		3.00	3.00		24.49%	9.72%	6.50%	1197.85	54.70%	1.71	0.96
2-3	1.68	1.49		0.76	0.76	1.17	26.99%	14.14%	9.12%	1375.01	53.82%	1.84	1.34
3-4	2.10	1.68	2.08	0.34	0.34	0.65	28.67%	17.21%	10.97%	1570.91	53.80%	1.85	1.83
4-5	2.58	1.87		0.12	0.12	0.36	29.78%	19.34%	12.26%	1766.80	53.78%	1.77	2.39
5-6	3.15	2.08		0.00	0.00	0.20	30.49%	20.79%	13.15%	1962.70	53.77%	1.65	4.34

Project at a Glance

BEP

BEP - Maximum Utilisation Year	5
Cash BEP (% of Installed Capacity)	57.84%
Total BEP (% of Installed Capacity)	61.14%
IRR, PAYBACK and FACR	
Internal Rate of Return .. (In %age)	27.82%
Payback Period of the Project is (In Years)	2 Years 3 Months
Fixed Assets Coverage Ratio (No. of times)	5.798

Major Queries/Questions Answered in the Report?

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

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

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10. What are the requirements of raw material for setting up Potato Products Manufacturing plant ?

11. Who are the Suppliers and Manufacturers of Raw materials for setting up Potato Products Manufacturing Business?

12. What is the Manufacturing Process of Potato Products?

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Tags

#Potato_Products, Potato Ball Manufacture, #Potato_Ball_Production, Potato Ball Making Business, Potato Balls Manufacturing Business, Potato Business Plan, How to Make Potato Balls, Commercial Potato Ball Making Business, Projects on Potato Processing, #Potato_Based_Products, #Manufacture_of_Potato_Nuggets, Nuggets Manufacture, How to Make Potato Nuggets, Frozen Potato French Fries, #Potato_French_Fries_Manufacturing_Plant, #French_Fry_Making_Business, French Fries Production, French Fries Business, French Fries Processing, Small Scale French Fries Production, #Potato_Processing, Potato Products Manufacture, Potato Processing Industry, Processed Potato Products, Processed Potato Products and Processing, #Processed_Potatoes, Fresh and Processed Potatoes, Potatoes and Potato Products, Potato and Potato Products, Potato Processing Industry in India, Potato Production in India, Potato Processing Sector, Potato Processing Plant, #Potato_Processing_Plant_Cost, Potato Processing Profitable Potato Processing Business Ideas, Most Profitable Food Processing Business Ideas, Food Processing Industry, Potato Products (Potato Balls, Nuggets and French Fries), #Profitable_Food_Processing_Business_in_India, Starting a Food Processing Business, Small Scale Food Processing Industry,

Food Processing Project Report, Agro Based Food Processing Industry, Projects for Small Scale Food Processing Industry, Agro and Food Processing, Food Processing Business, Food Manufacturing Industry, Project Report on Food Processing & Agro Based, Projects on Food Processing, Agricultural Business Plan, Most Profitable Agriculture Business Ideas, Setting up of Food Processing Units, How to Start a Food Production Business, Food Processing Projects, Food Processing & Agro Based Profitable Projects, Most Profitable Food Processing Business Ideas, Food Processing Industry in India, How to Start Food Processing Industry in India, Detailed Project Report on Potato Products (Potato Balls, Nuggets and French Fries), Project Report on Potato Products (Potato Balls, Nuggets and French Fries), Pre-Investment Feasibility Study on Potato Products (Potato Balls, Nuggets and French Fries), Techno-Economic feasibility study on Potato Products (Potato Balls, Nuggets and French Fries), Feasibility report on Potato Products (Potato Balls, Nuggets and French Fries), Free Project Profile on Potato Products (Potato Balls, Nuggets and French Fries), Project profile on Potato Products (Potato Balls, Nuggets and French Fries), Download free project profile on Potato Products (Potato Balls, Nuggets and French Fries)

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