



BUSINESS PLAN · INDIA

Screen-Printing Business

Apparel, POSM and substrate printing

PRINTING

AISEVAK.IN · BY ABL DIGITAL TECHNOLOGIES

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This document is confidential and prepared for planning purposes. All financial figures are illustrative model assumptions for an Indian MSME context and must be validated against live quotes, local rates and professional advice before any investment or borrowing decision.

1. Executive Summary

This plan sets out a **Screen-Printing Business** in India — a labour-plus-equipment print business that screen-prints on **apparel (t-shirts/garments), POSM, signage & industrial substrates**. It prints designs/logos onto fabric, board, plastic & metal on a per-piece/job basis — a labour-, throughput-, job- & substrate-driven business with low-to-medium capex, tying into apparel/branding demand.

Screen printing remains a versatile, cost-effective process for India's apparel-branding, promotional, POSM (point-of-sale material), signage & industrial-marking needs — t-shirts, uniforms, bags, banners, boards, containers & industrial parts. A screen-printing business is a **labour-plus-equipment print business**: low-to-medium capex (screens, exposure units, dryers/conveyors, semi-auto/auto presses), driven by labour skill, throughput, job mix & substrate. It handles bulk apparel/POSM/industrial jobs on a per-piece/job basis. It is labour-, throughput-, job- & substrate-driven: skill/quality, throughput, job realisation & substrate/ink cost determine success. Revenue = **pieces/jobs × per-piece realisation**; economics rest on throughput, job mix, labour productivity & substrate cost — labour-plus-equipment.

This is a low-to-medium capex, labour-intensive print business — funded largely by promoter capital plus modest equipment finance. This plan models a screen-printing business requiring **₹60 lakh** (₹40 lakh promoter + ₹20 lakh equipment/WC), targeting **₹1.8 crore** revenue in Year 1 and **₹3.8 crore** by Year 3. (*Screen printing; pieces × realisation, labour/throughput/job-driven, labour-plus-equipment — figures illustrative.*)

2. Business Description, Vision & Legal Structure

Concept: A screen-printing business - printing designs/logos on apparel, POSM, signage & industrial substrates on a per-piece/job basis.

Vision: To be a reliable screen-print partner - quality prints, on time, at scale.

Mission: Deliver quality screen printing across substrates - strong throughput, finish & service.

Legal structure options

- **Proprietorship / Partnership** — common for a small unit; simple.
- **Private Limited / LLP** — for scale, B2B/brand contracts & finance.

Regulatory anchor: screen printing is lightly-regulated — shops-&-establishment/MSME/Udyam, GST, electricity, pollution (inks/solvents/effluent where applicable, especially with plastisol/discharge) & labour. Throughput, job mix, labour skill/productivity & substrate cost determine success; it is labour-, throughput-, job- & substrate-driven, labour-plus-equipment.

3. Promoter & Ownership

Led by a promoter with screen-printing, apparel or branding expertise. The team includes printers/operators, screen-makers, helpers, design/artwork, sales & accounts. Labour skill/quality, throughput, job mix & relationships are the differentiators. Ownership, equity & any partner are editable inputs.

4. Market Analysis — India

India's demand for screen printing is broad & steady — apparel branding (t-shirts/uniforms/promotional), POSM, banners/boards, bags & industrial marking — driven by branding, events, retail & industry. Demand is apparel-,

branding-, promotional- & industrial-driven. The market rewards throughput, quality/finish, turnaround, price & substrate range; it is job-, price- & competition-sensitive.

Demand drivers

- **Apparel branding** (t-shirts/uniforms/promotional).
- **POSM & promotional** material.
- **Signage/banners/bags.**
- **Industrial marking** & substrates.
- **Events/retail/corporate** branding.

Market sizing (illustrative framing)

Layer	Definition	Indicative scale
TAM	Screen printing in India	Large/dispersed
SAM	Regional apparel/POSM/industrial	Substantial
SOM (Yr 1-3)	Unit throughput & jobs	Scaling

Target segments

- Apparel/garment brands & exporters.
- Corporates/events (promotional).
- Retail/POSM & agencies.
- Industrial/marketing clients.

5. Competition & Competitive Advantage

Landscape: other screen printers, DTG/digital-apparel printers, large garment-decoration units & small job shops. The business competes on throughput/price, quality/finish, turnaround, substrate range & relationships.

The business's edge

- **Throughput & capacity.**
- **Quality/finish & consistency.**
- **Turnaround & reliability.**
- **Substrate range** (apparel/POSM/industrial).
- **Price & relationships.**

6. Products & Revenue Model

Stream	Model	Basis
Apparel printing (t-shirts/uniforms)	Per-piece	Core/volume
POSM / promotional	Per-piece/job	Volume
Signage/banners/bags	Per-unit/job	Volume
Industrial marking/substrate	Per-job	Value

Design/screen-making (setup)	One-time/amortised	Setup
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Revenue is **pieces/jobs × per-piece realisation** (apparel/POSM/signage/industrial). Economics = pieces × realisation – (substrate/ink + labour + screens) – overheads; throughput, job mix, labour productivity & substrate cost drive it — the decisive screen-print levers (labour-plus-equipment).

7. Go-to-Market — Jobs & B2B

- **Apparel/garment & export** tie-ups (bulk).
- **Corporate/event/agency** promotional jobs.
- **Throughput/turnaround** reputation.
- **Substrate range** & quality.
- **Repeat/bulk** contracts.

Sales approach

Set up unit → win apparel/POSM/industrial bulk jobs → maximise throughput & quality → build repeat/bulk B2B (garment/corporate/agency) → add substrate range/auto-press. Throughput, quality, job mix & relationships build a labour-plus-equipment print business; auto-press & substrate range lift capacity/margin.

8. Operations Plan (screen print, labour-plus-equipment)

- **Pre-print:** artwork/design, screen-making (exposure/coating), colour separation.
- **Printing:** manual/semi-auto/auto presses, multi-colour, registration, throughput.
- **Curing/finishing:** dryers/conveyors, curing, quality, folding/packing.
- **Materials & WC:** inks (plastisol/water-based), substrate (often client-supplied for apparel), screens; modest inventory.
- **Labour:** skilled printers/screen-makers, productivity, shifts.

Workflow

Stage	Activity	Metric
Setup	Artwork/screen-making	Setup/turnaround
Print	Manual/auto press	Throughput/pieces
Cure	Dryer/conveyor	Quality/finish
Finish	QC/fold/pack	Rejection/on-time
Deliver	Dispatch	Repeat/service

9. Regulatory, Licences & Compliance (India)

- **Business:** shops-&-establishment/MSME/Udyam; GST; electricity.
- **Environment:** pollution (inks/solvents/effluent — plastisol/discharge); labour/safety.
- **Content:** artwork/brand IP (client-held).
- **General:** contracts; TDS.

10. Organisation & Manpower Plan

Role	Yr 1	Yr 2	Yr 3
Promoter / production manager	1	1	2
Printers / press operators	5	9	14
Screen-makers & helpers	4	7	10
Design / artwork	1	2	3
Sales & accounts	2	3	4
Total	13	22	33

11. Implementation Timeline & Milestones

Phase	Timeline	Milestone
Setup	Month 0-3	Premises, equipment, screens, first clients
Ramp	Month 3-12	Throughput & B2B, ₹1.8cr (ramp)
Grow	Year 2	Auto-press/substrate/B2B, ₹2.8cr
Scale	Year 3	₹3.8cr revenue; throughput & job mix

12. Financial Plan (Illustrative)

All figures are illustrative model assumptions for an Indian context, shown so the promoter can replace them with live rates. They are not projections of guaranteed results. Screen printing is labour-plus-equipment; revenue = pieces/jobs × realisation; equipment is modest; labour, ink & substrate are the main costs; throughput, job mix & labour productivity are the levers.

12.1 Project cost & means of finance

Capital requirement	₹
Presses (semi-auto/auto), dryers & exposure	30,00,000
Screens, tools & premises fit-out	12,00,000
Working capital (ink/substrate + salaries runway)	13,00,000
Deposit, branding & pre-operative	5,00,000
Total project cost	60,00,000
Promoter contribution	40,00,000
Equipment / WC finance	20,00,000

12.2 Projected Profit & Loss (3 years)

Particulars	Year 1	Year 2	Year 3
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Apparel printing	1,10,00,000	1,75,00,000	2,40,00,000
POSM / promotional / signage	50,00,000	80,00,000	1,05,00,000
Industrial / other & setup	20,00,000	35,00,000	35,00,000
Total revenue	1,80,00,000	2,90,00,000	3,80,00,000
Ink, substrate & consumables	75,00,000	1,20,00,000	1,55,00,000
Labour & production	60,00,000	95,00,000	1,25,00,000
Rent, power, overheads & sales	30,00,000	45,00,000	58,00,000
Depreciation, interest & other	8,00,000	9,00,000	10,00,000
Total expenses	1,73,00,000	2,69,00,000	3,48,00,000
Net profit (before tax)	7,00,000	21,00,000	32,00,000
Net margin	3.9%	7.2%	8.4%

12.3 Unit economics & break-even

- **Pieces x realisation:** per-piece pricing (falls with volume); ink & substrate are the main variable costs (substrate often client-supplied for apparel); labour productivity & throughput drive margin; setup/screen cost amortised over run.
- **Throughput & labour:** throughput (pieces/shift) & labour productivity are the make-or-break; auto-press lifts capacity; low-to-medium capex gives a modest break-even.
- **Break-even:** at a throughput covering ink/substrate, labour, overheads & finance; margins expand with throughput, job mix, auto-press & operating leverage.

12.4 Projected Cash Flow — Year 1 (quarterly, illustrative)

Particulars (₹)	Q1	Q2	Q3	Q4
Opening balance	13,00,000	9,00,000	9,20,000	9,60,000
Job collections	32,00,000	42,00,000	50,00,000	56,00,000
Ink/substrate, labour, overheads & operating	36,00,000	41,80,000	49,60,000	55,00,000
Closing balance	9,00,000	9,20,000	9,60,000	10,60,000

Screen printing is low-to-medium capex & labour-led, with steady ink/labour costs & some B2B receivables. Throughput, job mix, labour productivity & a modest WC line manage cash; the key risks are throughput/utilisation, labour availability/skill, competition (screen & DTG/digital), ink/effluent-compliance & B2B receivables — met with throughput, quality, substrate range, auto-press & relationships.

12.5 Key Performance Indicators to Monitor

- **Throughput:** pieces/shift; utilisation; setup/turnaround.
- **Job:** realisation/piece; job mix; rejection/rework.
- **Cost:** ink/substrate cost; labour productivity; wastage.
- **Finance:** net margin; receivable days; break-even.

13. Funding Requirement & Bankability

Total ask: **₹20 lakh equipment/WC finance** against ₹40 lakh promoter contribution — modest, for presses/dryers & working capital on a labour-plus-equipment base. Fundability rests on throughput, B2B/apparel pipeline, job mix & break-even; small equipment/Mudra-type loans suit this. Year-1 profit ₹7 lakh growing to ₹32 lakh as throughput/auto-press scale; throughput, job mix & labour productivity are key. Modest break-even supports the ask; throughput, realisation & cost control underpin the model.

13.1 Funding utilisation

Use of funds	₹	% of total
Presses (semi-auto/auto), dryers & exposure	30,00,000	50%
Screens, tools & premises fit-out	12,00,000	20%
Working capital (ink/substrate + salaries runway)	13,00,000	21.7%
Deposit, branding & pre-operative	5,00,000	8.3%
Total	60,00,000	100%

14. Risk Analysis & Mitigation

Risk	Mitigation
Throughput / utilisation	B2B/apparel bulk pipeline, repeat jobs, auto-press, multi-shift
Labour availability / skill	Training, retention, semi-auto/auto, productivity
Competition (screen & DTG/digital)	Throughput, quality, substrate range, price, service
Ink / effluent compliance	Water-based inks, effluent management, pollution norms
B2B receivables	Advances, credit terms, collection, diverse clients

15. SWOT Analysis

Strengths Broad/steady demand; low-to-medium capex; versatile substrates; apparel/branding tie-in; labour flexibility.	Weaknesses Labour-/throughput-dependent; thin per-piece margin; competition/commoditised; effluent-compliance (plastisol); receivable risk.
Opportunities Apparel-branding/export; POSM/events; industrial substrates; auto-press capacity; DTG add-on; corporate/retail.	Threats DTG/digital substitution; price competition; labour cost/availability; effluent-regulation; receivables.

16. Recommended AiSevak Tools for This Business

This screen-printing business would use AiSevak's Printing vertical tools in operations:

- **Throughput & costing:** pieces/throughput & per-piece realisation, ink/substrate cost & labour-productivity tools.

- **Jobs & accounts:** job-mix & B2B/receivables, GST tools (with Textile vertical for apparel).
- **Practice:** Business Plan, break-even and throughput-economics tools to model the unit.

17. Key Assumptions & Notes

- Screen printing: labour-plus-equipment print - apparel/POSM/signage/industrial substrates; revenue = pieces/jobs × per-piece realisation.
- Pieces × realisation – (ink/substrate + labour) – overheads decisive; throughput, job mix, labour productivity & substrate cost are the levers; low-to-medium capex, modest break-even.
- Proprietorship/Pvt-Ltd + modest equipment/WC finance; shops-&-establishment/MSME/GST, pollution (inks/effluent where applicable); artwork/IP client-held.
- Throughput, job mix, labour & substrate cost drive economics; figures illustrative, exclude GST; DTG/digital-substitution-aware.

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