Shoe Polish Spray
Manufacturing Business.
Production of Aerosol Shoe Polish.
Business Ideas in Shoe Care Products Industry
**Introduction**

Shoe polish is a chemical product either in the form of waxy paste, cream, or liquid and is used for polishing and shining leather shoes in order to improve appearance and extend the life of the footwear. Shoe polish provides a waxy coating and a shine to leather shoes and helps in protecting it from water, moisture, and from becoming hard. The foreign elements quickly aid in degrading the quality of leather, thus affecting the overall quality of shoes.
The wax and oil based shoe polish provides a waterproof protection to keep stains, oil, dirt, and other substances from getting embedded into the leather in the shoes. Today, shoe polish is manufactured using a mix of natural and synthetic materials, including dyes, turpentine, naphtha, and gum Arabic. Shoe polish prevents leather from absorbing water, allows for easy cleaning of the leather, covering of scuff marks, and provides flexibility to the leather.

Shoe polish is a material used for polishing, shining, softening and waterproofing the shoes, so that shoes lasts longer and appears better. Shoe polish is available in paste, cream and liquid form. They are made from wax, mineral oils, collagen, and some other chemicals.
Usage

Shoe polish is applied to the shoe using a rag, cloth, or brush. Shoe polish is not a cleaning product, and therefore the footwear should be both clean and dry before application. A vigorous rubbing action to apply the polish evenly on the boot, followed by further buffing with a clean dry cloth or brush, usually provides good results. Another technique, known as spit-polishing or bull polishing, involves gently rubbing polish into the leather with a cloth and a drop of water or spit. This achieves the mirror-like, high-gloss finish sometimes known as a spit shine which is especially valued in military organizations.
Market Outlook

Today, shoe polish is usually made from a mix of natural and synthetic materials, including naphtha, turpentine, dyes, and gum arabic, using straightforward chemical engineering processes. Shoe polish can be toxic, and, if misused, can stain skin.

The global shoe care market is expected to grow at a CAGR of 4.2% during the forecast period, and is expected to be valued at US$ 6,097 Mn by 2025, from US$ 4,389 Mn in 2017 owing to the factors such as increasing demand of formal shoes among working women and increasing internet retailing.
The main drivers for growth of the global shoe polish market include increasing sales of shoes, increasing use of shoes by professionals especially sports footwear due to growing health concerns among consumers globally. Also, growing demand for liquid spray shoe polish and boot polish, and booming online sales and e-commerce have also led to the growth of the overall shoe polish market globally. However, due to the availability of fake replica of shoe polish products and greater demand among the consumers of shoe care products providing total shoe care is affecting the growth of shoe polish market.
In addition, shoe polish contains toxic chemicals that can be absorbed through the skin or inhaled and this also affects the growth of the shoe polish market globally. Although many shoe polish manufacturers are claiming their products to be non-toxic, many manufacturers still do not list their ingredients, which is creating concern among customers. Today, major brands are offering innovative ways to market their products to customers. These major brands are investing heavily in marketing campaigns especially through television advertisements. With the emergence of many local vendors, the shoe polish market has become very competitive.
Growing sales of leather shoes and boots, and smart shoe materials that are resistant to oil, water, chemicals, dirt and other elements is creating new opportunities for shoe polishing manufacturers. Also, growing demand for liquid polish in urban areas is further expected to drive the growth of the overall shoe polish market.

Changing fashion trends and use of multiple shoes for different occasions is driving the increase in sales of shoes globally and it is driving the demand for the shoe polish. Increasing use of formal shoes by professionals is driving the growth of the global shoe polish market.
Increasing demand for products such as moisturizers and conditioners for shining the non-leather based shoes are enhancing the growth of the global shoe polish market. Increasing demand for liquid spray shoe polish for both leather based and synthetic materials based shoes are driving the global shoe polish market. E-commerce is providing more shoe polish product options for customers, especially imported ones and it is driving the growth of the market. Increasing demand for boot polish is anticipated to enhance the growth of the market during the forecast period 2017-2023.
Global Shoe Care Market Share (%), By Product Type (2017)

61.1% Shoe Care

2017-2025 at a CAGR of 4.2%
The market is segmented based on product type, sales channel type and region type. Based on product type, the market is sub-segmented into shoe care, shoe clean and shoe care accessories. Among all the product type, shoe care segment is expected to account for the highest market share, followed by shoe clean over the forecast period. Shoe care segment is expected to grow with a CAGR of 4.3% during the forecast period in terms of value. Shoe care accessories is estimated to register a CAGR of 3.7% in the global shoe care market over the forecast period. The factors fuelling demand for global shoe care market are incessantly growing footwear market and increasing demand for advance comfort across the globe due to growing innovation in shoes along with rapidly changing the demand pattern among consumers.
The key driving factors of global shoe care market are increasing internet retailing along with growing demand of sports footwear due to growing health concerns among consumers globally. Increasing technological advancement in shoes and increasing preference of casual shoes are the major factor which drives the shoe care market, owing to growing fashion awareness among consumers across the globe. Other key factors which drive the global shoe care market are significantly increasing Innovation/R&D pace and growing significant importance of orthopedic shoes, owing to surge in the demand for shoes care products for medical shoes.
Shoe Polish Industry in India

The shoe polish industry in India is a small industry worth around Rs. 110 Crore. It is largely concentrated in Urban India contributing around 70% of total sales. Tough wax polish constitutes the major share (around 70%) but it is on decline as liquid polish picking up sales because of the benefit of convenience it offers to customers. The stagnation in shoe polish industry was a global phenomenon. In India, although the category is slow moving, its insensitivity to price allows manufactures to tide along profitably. While a small five paisa increase in the bread price impacted every user immediately, any hike in the price of shoe polish goes unnoticed. The manufactures know very well that they are operating in an inelastic price zone and that they can increase the price at will.
Shoe polish improves and restores the appearance of leather and footwear products. Shoe polish is not only used on footwear but can also be applied to all leather materials including bags, among others. Shoe polish is among the fastest moving consumer goods; meaning people buy it at regular intervals.

Shoe polish is the largest category within polishes in India. With the increase in the number of working professionals and school going population, demand for shoe polish has increased. Demand for shoe polishes has been negatively affected by the gradual replacement of formal footwear with sports shoes and other footwear products for everyday use. Consumers generally prefer other low-maintenance shoes for convenience.
Top 10 Shoe Polish Brands in India:

- Dazlo
- Zora
- Collonil
- Allen Edmonds Carnauba Shoe Polish
- Angelus Perfect Stain Shoe Wax Polish
- Meltonian
- Helios
- Cherry Blossam
- Kiwi
## Project at a Glance

### Project at a Glance

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Existing</th>
<th>Proposed</th>
<th>Total</th>
<th>Particulars</th>
<th>Existing</th>
<th>Proposed</th>
<th>Total</th>
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<td>Borrowings</td>
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<td>Loans/Deposits</td>
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### Means of Finance

- **Total:** 42.86
# Project at a Glance

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<th>Year</th>
<th>Annualised EPS</th>
<th>CEPS Rs</th>
<th>Book Value Per Share Rs</th>
<th>Debt Dividend Per Share Rs</th>
<th>Retained Earnings Per Share %</th>
<th>Payout Rs</th>
<th>Probable Market Price Rs</th>
<th>P/E Ratio</th>
<th>Yield Price/Book Value %</th>
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## Project at a Glance

<table>
<thead>
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<th>Year</th>
<th>D. S. C. R.</th>
<th>Debt / Deposits Debt</th>
<th>Equity as-Net Worth</th>
<th>Total Net Worth</th>
<th>Return on Net Worth</th>
<th>Profitability Ratio</th>
<th>Asset Turnover Ratio</th>
<th>Current Ratio</th>
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<td>Individual</td>
<td>Cumulative</td>
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<td>(Number of times)</td>
<td>(Number of times)</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
<td>%</td>
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<tr>
<td>Initial</td>
<td>3.00</td>
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<td>2.18</td>
<td>16.52%</td>
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<td>18.47%</td>
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<td>1.97</td>
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<td>0.34</td>
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<td>14.75%</td>
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<td>16.45%</td>
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<tr>
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<td>0.25</td>
<td>21.28%</td>
<td>17.68%</td>
<td>11.18%</td>
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</table>

Source: www.entrepreneurindia.co
## Project at a Glance

<table>
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<tr>
<th>BEP</th>
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<tbody>
<tr>
<td>BEP - Maximum Utilisation Year</td>
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<tr>
<td>Cash BEP (% of Installed Capacity)</td>
<td>49.48%</td>
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<tr>
<td>Total BEP (% of Installed Capacity)</td>
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<tr>
<td>IRR, PAYBACK and FACR</td>
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<tr>
<td>Internal Rate of Return .. ( In %age )</td>
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<tr>
<td>Payback Period of the Project is ( In Years )</td>
<td>2 Years 3 Months</td>
</tr>
<tr>
<td>Fixed Assets Coverage Ratio ( No. of times )</td>
<td>5.839</td>
</tr>
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</table>
1. What is Shoe Polish Manufacturing industry?

2. How has the Shoe Polish Manufacturing industry performed so far and how will it perform in the coming years?

3. What is the Project Feasibility of Shoe Polish Manufacturing 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.

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Scope of the Report

The report titled “Market Survey cum Detailed Techno Economic Feasibility Report on Shoe Polish in Aerosol Filling.” provides an insight into Shoe Polish market in India with focus on uses and applications, Manufacturing Process, Process Flow Sheets, Plant Layout and Project Financials of Shoe Polish project. The report assesses the market sizing and growth of the Indian Shoe Polish 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:

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• Good Present/Future Demand
• Export-Import Market Potential
• Raw Material & Manpower Availability
• Project Costs and Payback Period

We at NPCS, 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 Shoe Polish sector in India along with its business prospects. Through this report we have identified Shoe Polish project as a lucrative investment avenue.

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https://goo.gl/u2Fwim
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Free Instant Online Project Identification and Selection Service

Our Team has simplified the process for you by providing a "Free Instant Online Project Identification & Selection" search facility to identify projects based on multiple search parameters related to project costs namely: Plant & Machinery Cost, Total Capital Investment, Cost of the project, Rate of Return% (ROR) and Break Even Point % (BEP). You can sort the projects on the basis of mentioned pointers and identify a suitable project matching your investment requisites......Read more
NPCS is manned by engineers, planners, specialists, financial experts, economic analysts and design specialists with extensive experience in the related industries.

Our Market Survey cum Detailed Techno Economic Feasibility Report provides an insight of market in India. The report assesses the market sizing and growth of the 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.
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- Project Costs and Payback Period

The detailed project report covers all aspect of business, from analyzing the market, confirming availability of various necessities such as Manufacturing Plant, Detailed Project Report, Profile, Business Plan, Industry Trends, Market Research, Survey, Manufacturing Process, Machinery, Raw Materials, Feasibility Study, Investment Opportunities, Cost and Revenue, Plant Economics, Production Schedule,
Working Capital Requirement, uses and applications, Plant Layout, Project Financials, Process Flow Sheet, Cost of Project, Projected Balance Sheets, Profitability Ratios, Break Even Analysis. The DPR (Detailed Project Report) is formulated by highly accomplished and experienced consultants and the market research and analysis are supported by a panel of experts and digitalized data bank.

We at NPCS, through our reliable expertise in the project consultancy and market research field, have demystified the situation by putting forward the emerging business opportunity in India along with its business prospects......Read more
Contact us

NIIR PROJECT CONSULTANCY SERVICES

106-E, Kamla Nagar, Opp. Spark Mall,
New Delhi-110007, India.

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Take a look at NIIR PROJECT CONSULTANCY SERVICES on #StreetView

https://goo.gl/VstWkd
Niir Project Consultancy Services

An ISO 9001:2015 Company

www.entrepreneurindia.co
Who are we?

- One of the leading reliable names in industrial world for providing the most comprehensive technical consulting services.

- We adopt a systematic approach to provide the strong fundamental support needed for the effective delivery of services to our Clients’ in India & abroad.
We at NPCS want to grow with you by providing solutions scale to suit your new operations and help you reduce risk and give a high return on application investments. We have successfully achieved top-notch quality standards with a high level of customer appreciation resulting in long lasting relation and large amount of referral work through technological breakthrough and innovative concepts. A large number of our Indian, Overseas and NRI Clients have appreciated our expertise for excellence which speaks volumes about our commitment and dedication to every client's success.
We bring deep, functional expertise, but are known for our holistic perspective: we capture value across boundaries and between the silos of any organization. We have proven a multiplier effect from optimizing the sum of the parts, not just the individual pieces. We actively encourage a culture of innovation, which facilitates the development of new technologies and ensures a high quality product.
What do we offer?

- Project Identification
- Detailed Project Reports/Pre-feasibility Reports
- Market Research Reports
- Business Plan
- Technology Books and Directory
- Industry Trend
- Databases on CD-ROM
- Laboratory Testing Services
- Turnkey Project Consultancy/Solutions
- Entrepreneur India (An Industrial Monthly Journal)
How are we different?

- 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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