

By - Vaishnavi

MY PRODUCT

THE PROBLEM

A famous personality says –

We need to encourage our kids to love to eat real food – honest, Nutritious healthy food and they need to see us eating healthy by example.

BUT UNFORTUNETLY getting and consuming healthy, unadulterated food has become a challenge even if we humans are willing to.

Why?

Majority of the raw food items that we buy from the market – pulses, vegetables, milk Products etc., are adulterated or genetically altered which can potentially harm our health in many ways.

Sometimes we cant judge whether a food item which we are willing to purchase is adulterated or unadulterated.

SOLUTION

My idea is to

1. Manage cultivation of quality food through farmers
2. Sell the food in a costumer or consumer friendly manner through Online/Retail/Franchising.
3. Interface/Middle Man to farmers and consumers



PRODUCT BOX

✗ Name it-

NUTRI GO

I would name my product as nutri go as the aim behind is to make sure the consumers are eating right so that they can stay healthy.

✗ LOGO

[** Logo fine tuning further, in progress]



PRODUCT BOX

✕ EAT GOOD LIVE HEALTHY

Will be my tagline as we believe eating nutritious food is the first step of being healthy.

✕ Features-

- ✓ Consumers receive food from farmers who are trained on how to do farming without pesticides.
- ✓ Awareness about healthy food.
- ✓ Importance of each of the food item we sell.
- ✓ Top nutritionists support for a diet plan.

MARKET RESEARCH

Primary market research-

I have conducted survey within my family and found out they are happy with the product.

Secondary market research-

Through a source I have found out that there are 90 million health cautious people living in India who are taking health care services. So I think they will probably like the idea.

COMPETITORS

24 mantra organic farm store



CEO
Balasubramanian N

COMPETITOR ANALYSIS

WHERE IS IT AVAILABLE ?	Through out India in department stores.
Finance	Estimated Annual Revenue \$3M
Personal	Estimated Employees 122
Products	Cereals, flour, Dals , Flours, Millets, Spices, Culinary pastes, Masala mixes, Oils, teas, Jaggery items ,jams, breakfast cereals, Cookies, Juices, Nuts and dry fruits.
Difference	24 Mantra organic has no nutrition expert to talk to us in person about how our diet has to go on.

COMPTER ANALYSIS BETWEEN OLA AND UBER

UBER



OLA



1,414.7 crores USD

2,222 crores INR

27,000 employees

6,000

Uber cabs, Uber Eats, Uber Elevate, Uber Health , Uber freight

Ola cabs

Uber is available in over 600 **cities**, spread across 65 countries

Ola has expanded its ride sharing unit Ola Share to 5 cities and is now available in 15 cities.

Ceo -Dara Khosrowshahi

Ceo -Bhavish Aggarwal

Thank
you