TITLE : BETTER QUALITY BREAD

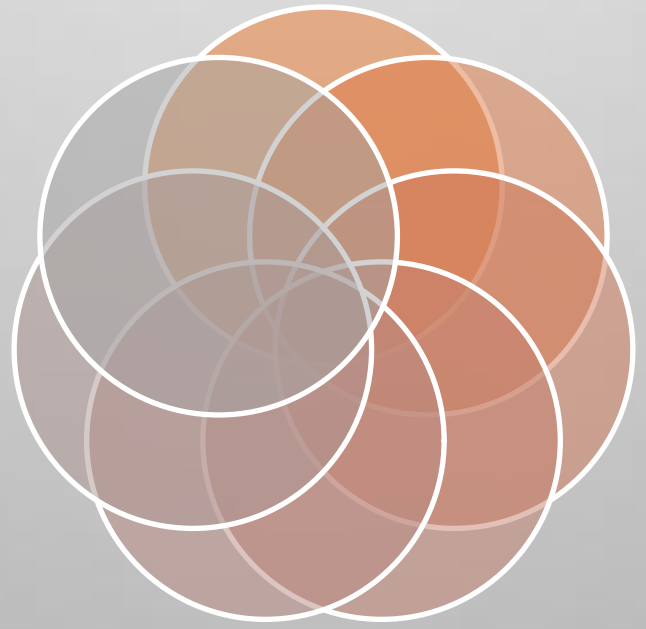
NAME: RUTUJA VINOD PATIL

PRN: 2016420620

NEED OF THE PRODUCT

HIGH NUTRITION VALUE

ECO FRIENDLY



NO CARCINOGENIC AGENT

LONGER SHELF LIFE.

NO ADDED PRESERVATIVE

WELL TREATED

NUTRIDELIGHT BREAD

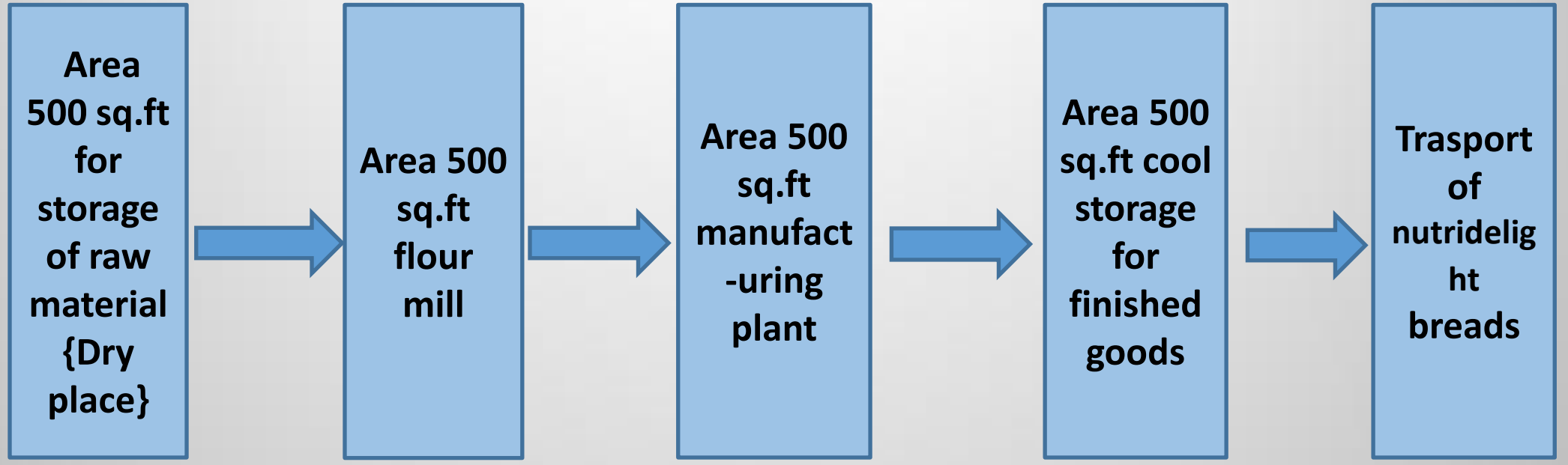
INGRIDIENTS USED

NORMAL BREAD	NUTRIDELIGHT BREAD
▪ POTASSIUM BROMATE	▪ ALL PURPOSE FLOUR
▪ AZOCARBAMIDE	▪ WARM WATER
▪ SODIUM	▪ SALT
▪ SUGAR	▪ HONEY
▪ PARTIALLY HYDROGENATED OIL	▪ CANOLA OIL
▪ CARAMEL COLORING	▪ SALT

In NUTRIDELIGHT bread baking enzymes are used which enhance rising , strengthen dough and prolongs freshness .

MANUFACTURING AND PACKAGING

- **PLANT LAYOUT**



- **MANUFACTURING PROCESS**

mixing dough ⇨ divider ⇨ forming ⇨ proofing ⇨ dough moves through warm humid power on layer convey⇨belt ⇨ dough is reshaped ⇨loaf ⇨ bread cools as it moves along convey⇨belt ⇨ packaging pr⇨sss ⇨ finished goods of nutridelight bread

✓ Packaging would be eco-friendly and recyclable

✓Fresh packaging and holds beneficial quality for good health

PRICING

- ✓ Bread would be preliminary priced to retailers at wholesale rate
- ✓ Pricing would be according to quantity

PRODUCT	QUANTITY IN PISCES	PRICE IN RUPEES
▪ NUTRIDELIGHT BREAD	15	RS . 20
▪ NUTRIDELGHT BREAD	25	RS.40

FINANCIALS

- ✓ We expect to raise by Rs.100,000 of its own capital and 50,000 guaranteed loan by ABC as a ten year loan this provides bulk financial requirement .

- ✓ we expect to continue its growth in profitably over the next three years of operations .

- ✓ According to cash flow provisions for ongoing expenses are adequate to meet its need .

COMPETITORS

- cakes and bakes
- Gourmet
- Wonder bread
- Bakers bread
- Organics
- Silver hills

PRODUCT STRATEGIES

➢PRODUCT MIX

✓ QUANTITY : Two sizes available.

✓CONSISTENCY: EXP DATE: best before 4 days .

✓POSITIONING : 2 Roti = 1 bread and easy to carry .

➢SEGMENTATION

✓Lifestyle of urban families .

➢TARGET

✓Youth , health conscious people and travellers .

➢POLICY

✓Return policy if product is not sealed properly

➢FUTURE OPPORTUNITY

✓If there is increase in demand for product within 3 years ,we would come up with new flavours including Garlic , cumin (jeera) and oats.

PROMOTIONAL STRATEGY

HEALTH IS MORE IMPORTANT THAN PRICE

VISION: To create healthy society by providing nutritious food

- ✓Functional test were carried under laboratory conditions to ascertain whether the product performes safely and effectively
- ✓Product according to need of Indian consumer
- ✓ Innovative product.
- ✓ Nutrition with low fats.
- ✓1 Slice : 102 calories ;1g: fat ; 0: cholesterol ; 20 g: carbohydrate ; 3g:protein .
- ✓ convenient snack .

- ✓Before launching our product we have done survey for determining the demand of customers .

Thank you