

# PROBIOTIC MILK DRINK

\* PRODUCT NAME : PROBIOTIC MILK DRINK

\* STUDENT NAME : RAHUL YADAV

\* PRN NO : 2016420706

# Why Drink Probiotic Milk ?

- You may not think about your digestive system when you think about your overall well being , but thats where good health and proper nutrition begins.
- From children to the elderly, good digestion is important as around 70% of our overall immunity ( immune cells ) lies there.
- So a healthy digestive system is the key to good health and longevity.

# Probiotic Milk Drink

- Probiotic milk is a delicious probiotic fermented milk drink that contains products exclusive probiotic L.Casei strain Shirota.
- Daily consumption of product helps improve digestion & helps build immunity.
- LcS ( L.casei strain shirota ) was discovered by Dr. Minoru Shirota, a japanese scientist in 1930.

# Scientifically Proven To :

- Prevent digestive disorders such as diarrhoea and constipation.
- Help in building immunity and reduce risk of infections.
- LcS strain beneficial bacterias have proven health benefits .
- It has been scientifically Proven to be safe and effective

# How does probiotic milk work ?

- Your digestive system is home to trillions of bacteria, some are beneficial & some are harmful.
- Beneficial bacteria can help digestion make vitamins & stimulate immune cells.
- Harmful bacteria disturb the activity of the beneficial ones & produce harmful substances that affect your health

# How does probiotic milk work ?

- Unbalanced diet , high stress , less sleep ,and lack of daily exercise. Can all put your digestive system out of balance, which then gives harmful bacteria the opportunity to multiply.
- As a result you may suffer from poor digestion or weak immunity.
- Probiotic Milk exclusive probiotic LcS increases the number of beneficial bacteria in your digestive system and makes it difficult for the harmful ones to take over.with over 6.5 billion LcS in each bottle.

# Requirements for Production :

- Probiotic milk is made from skimmed milk powder, sugar, glucose, natural identical flavour, water and LcS.
- A small amount of sugar is added to provide nutrients to LcS in order to keep them alive during shelf life.
- Free from preservatives , colouring and stabilizers.

# Prevention is better than cure :

- Probiotic milk drink is the right choice for health conscious consumers who understand the importance of digestive system.
- Emphasis should be placed on prevention rather than cure.
- Human beings absorb nutrients through their intestines , making the intestine strong leads to a healthy & long life.



# Market for Probiotic Milk Drink

- Market for the Probiotic milk drink is the probiotics market.
- Probiotics market : the market which deals with all the probiotic products.

\* Probiotics Market Segment of Probiotic Milk :

1. By Ingredient : Bacteria
2. By Application : Food and beverages
3. By Function : Preventive Healthcare
4. By End User : Human Probiotics

# World Probiotics Market

## By Ingredient

- Bacteria
- Yeast

## By Function

- Regular
- Preventive healthcare
- Therapeutic

## By Application

- Food & Beverages
- Dietary supplements
- Animal feed

## By End Use

- Human probiotics
- Animal probiotics

## By Geography

- North America
- Europe
- Asia-Pacific
- LAMEA

# COMPETITORS

- Companies with probiotics product.
- Probiotic chocolate manufacturers
- Mother Dairy's nutrifit drink
- Milk industries

# MARKETING STRATEGY :

- Use of Aggressive marketing plan to promote the probiotic milk .
- Such as Advertising in traditional media :
- Television
- Advertisement
- Radio
- Social networking sites

# Advertising strategy

- Catchy Tagline : For Everybody, Everyday
- Advertising Target : Major Household Buyers
- Advertising Strategy is to appeal the consumers who are very health conscious
- Advertisement which is Meaningful, Believable, & Distinctive.

# Sales Strategy :

- Sales promotion : Sales promotion includes several Communication activities that attempt to provide added value or incentives to consumers,wholesalers,retailers, or other Organizational Customers to stimulate immediate sales.
- Use of public realtion tools :
  - News
  - Speeches
  - Special events
  - Internet

# FINANCIAL PLANNING :

- Financial planning is the task of determining how a Probiotic Milk business will afford to achieve its strategic goals and objectives.
- Things to do :
- Quantify the amount of resources
- Calculate the total cost of each type of resources
- LOANS :
- Government give loans for start-ups
- Financial organizations provide loan :
  1. Larsen & Toubro
  2. Karvy group
  3. Bajaj Capital Limited

# CONCLUSION

- The probiotic milk is a revolutionary product .
- Probiotic milk unique good bacteria suppresses the harmful bacteria present in our intestine.
- “ A Healthy Intestine leads to a long life ” .
- Probiotic milk is good for the intestine
- Probiotic milk make immune system stronger.