

PRODUCT NAME: MEGA MILK

HEALTHY & WEALTHY

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NEED OF THE PRODUCT

- ❑ Mega milk contains organic milk instead of conventional milk.
- ❑ Conventional milk contains adulterants nowadays which cause health problems.
- ❑ It was found out that 68% of the milk is adulterated in 2011.
- ❑ Mega milk also contains algae oil which is rich in omega fatty acids hence the name mega.
- ❑ Omega-3s is incredibly important for brain and body health
- ❑ Hence by drinking mega milk u will get all the basic nutrients of milk along with extra supplement.
- ❑ Mega milk will help to reduce cardiovascular disease, improve neurological development and function.

- ❑ Mega milk helps in regulation of heart beat, reduces inflammation , reduces blood clot , maintains cardiovascular health , helps in optimal brain function.
- ❑ Mega milk will be a more healthier version of normal milk as it is enriched with nutrients.

FEATURES OF THE PRODUCT

- ❑ Contains naturally obtained omega-3s.
- ❑ Contains organic milk instead of conventional milk.
- ❑ Tetra packed hence safer from contaminants.
- ❑ Tetra packed hence can be stored for longer duration when sealed.
- ❑ No artificial additives.

RAW MATERIALS

- Organic milk
- Specific strain of algae
- Nutrients for algae
- Processing materials required for algae oil
- Emulsifying agent
- Packaging materials

COMPETITORS

- ❑ In India there is not any company till now who is providing such enriched milk product with omega fatty acids.
- ❑ But there are milk companies which are providing good nutrients in their milk such as nestle, AMUL etc.
- ❑ In foreign nation there are competitors providing much more amount of supplements in their milk like horizon etc.

HOW WOULD I COMPETE ?

- 1) A research has to be done in my field that who are the competitors ,what are they selling, at what price are they selling.
- 2) I will advertise my product mega milk , its needs , its importance , its features and what are the better qualities which my milk has and not others.
- 3) I will differentiate my product with the others in a good way and tell them why they should buy my product and not the competitors.
- 4) Once the business is running successfully I will expand my product and introduce new products.

RAW MATERIALS

- Organic milk
- Particular strain of algae
- Nutrients for algae
- Packaging materials
- Emulsifying agent
- Algae oil processing materials

MARKETING STRATEGIES

- ❑ **PRODUCT** – Mega milk is the product which is unique in India as no companies are producing such enriched milk . It contains omega fatty acids which is very beneficial to health as compare to other milk.
- ❑ **PRICE** – Price of the product is decided considering the cost in different areas of production and to meet the needs of customers .The price of the product will be 100RS and 1RS will be donated to education sector.
- ❑ **PLACE** – A place has to be seen for setting up the business in order to store the milk and from where transportation becomes easy.

- ❑ **PROMOTION** – Product will be promoted through advertisements which will describe the features , benefits of the product. Using news, adds in tv will advertise the product, through social network networking sites and also through speeches in different areas etc.
- ❑ **MARKET** – Target market will be urban areas, rural areas as all people need such a healthy product.
- ❑ **FUNDING** – There are loan schemes offered by government which can help in funding the business such as SIDBI(small industries development bank of india),MSME,MUDRA and others.
- ❑ **PACKAGING** – The product will be tetra packed, ultra high treatment will be given to the milk due to which its shelf life will be increased.

- ❑ **MACHINES AND METHODS** – In order to do processing of the oil processing machines are required. And packaging equipments are used. Ultra high treatment method has to be used. Methods to culture algae has to be done.
- ❑ **MEN** – There is requirement of men for efficient working of the firm. Men can be trained their work by the entrepreneur an they has to be motivated in order to do their work as efficiently as they can.

SUMMARY

- ❑ MEGA MILK provides with healthy and important factors which are required in the diet in order to live a healthier life.
- ❑ It is enriched with omega fatty acids which helps in development of brain majorly and also maintains body health.
- ❑ The product will be tetra packed hence it will be free from contamination and shelf life will be more.

**'SO IF U WANT TO LIVE A HEALTHY AND
WEALTHY LIFE DO PURCHASE OUR MILKK
WHICH IS MEGA MILK.'**