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Hebon: Transforming Indian Jackfruit from Weed to Wonder Food

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Case (PDF) • 12 pages

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✓ About This Product

In 2017, the humble jackfruit, which grew in weed-like abundance in India, gained sudden prominence in the United States. The underutilized jackfruit crop was also gaining recognition globally for its role in addressing food security issues. An entrepreneur who had pioneered methods of jackfruit processing at Artocarpus Foods Private Limited in his native state of Kerala, India, had faced many entrepreneurial challenges in establishing Hebon, his brand of processed jackfruit products. Now he was considering whether to pursue the opportunity to exploit the overseas market or to continue focusing on domestic expansion.

✓ Learning Objective

This case is suitable for courses on entrepreneurship and strategy in postgraduate and executive education management and business programs. Working through the case and assignment questions will give students the opportunity to do the following:

- Become familiar with the kind of challenges an entrepreneur faces in the start-up phase and with decision-making in the growth phase.
- Understand the difficulty in analyzing risk and making strategic choices as an entrepreneur entering the growth stage.
- Deepen their understanding of strategy and entrepreneurship.



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