

# INTRODUCTI ON



**DAIRYTASTIC**  
MILK AT ITS BEST

## TEAM

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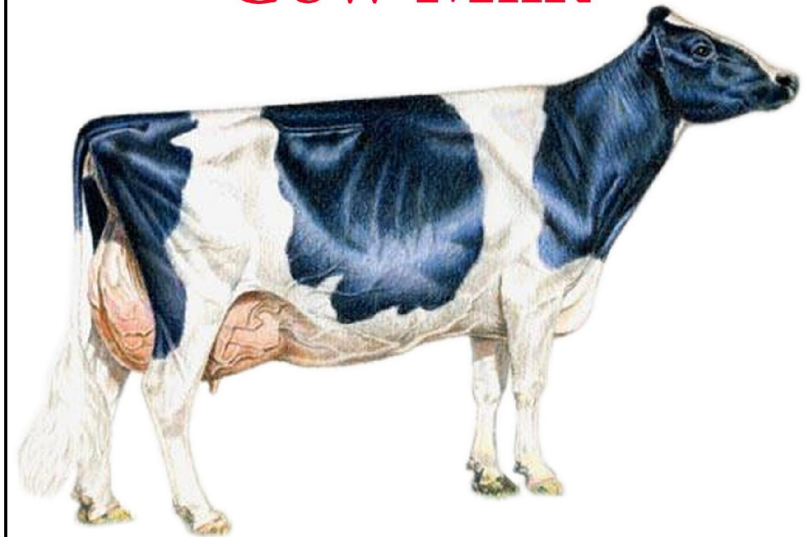
# ELEVATOR PITCH

Desi A2  
Cow Milk



Good For Health

Foreign A1  
Cow Milk



Bad For Health

# Genesis of the IDEA



*Most of us suffer from lactose intolerance and one day we were casually discussing about it and then we researched further regarding this and came up with this idea. It's a simple yet very efficient idea. A2 cow milk have health benefits that A1 don't provide.*



# Problem Statement/ Market Pain Point

Problem- The type of cow milk most of Indian population drink.

Who has it? -Most of Indian population as Milk is an essential part of Indian diet.

Why is it pressing?- Quality of Milk has been degraded over time and it's affecting people's health

How do you know?- Through a documentary.

# Product/ Service/ Solution

The background of the slide features several glass bottles of milk. The bottles are of various sizes and are filled with a light-colored liquid, presumably milk. They are arranged on a light-colored, possibly marble, surface. The lighting is soft and even, highlighting the texture of the milk and the transparency of the glass.

- **Product / Service Description** – Providing healthy Indian breed A2 milk to the everyone for healthy choices.
- **Intended Benefits** - Improvement in Health, Reducing the risk of Heart Disease, Stroke, Autism, Lactose Intolency, Schizophrenia, balancing acid reflux in the body, cholestrol levels and repairing bones.

# Solution Prototype/ MVP

## Describe your Solution-

- Spreading awareness about the current scenario of the milk being consumed and the natural benefits of A2 milk.
- Collaborating with cattle rearers to increase production of A2 cow milk.
- Ensuring distribution of A2 cow milk to Customers.

## Value proposition-

To collaborate farmers to enhance the supply chain of A2 Milk, thus **enriching the lives of people and preserving native breeds.**



# Market and Product Positioning

## Early Adopters

1. Fitness/Health Enthusiasts
2. People who are dealing with the diseases like heart diseases, diabetes, cholestrol, schizophrenia and autism.

## Go to Market Strategy

Distributing Free Samples outside Gyms, Yoga Centres in Urban Areas.

## Initial market potential of the solution

Metropolitan Cities and Tier 2 Cities.

## How will we sell our product?

Subscription from website and then retailers after creating a proper demand of the product.

# Industry and Ecosystem Positioning

- **What is the recent in the Industry?**

Shift towards vegan alternatives like Soya & Almond milk.

- **What are the key growth trends?**

A2 Milk Market is poised to touch USD 13,970 Mn by 2025 at an impressive 14.6% CAGR during the forecast period (2018-2025), reveals the latest report by Market Research Future (MRF).

- **Major Key Players and Suppliers**

Amul, Mother Dairy.

- **Key connections that founders already have?**

- **Key connections they need to establish?**



# PESTE Analysis of Business Environment

	POLITICAL (Govt. Policy/Regulatory)	ECONOMIC (Growth, Inflation, interest rates etc.)	SOCIAL ( Behavior changes, Buying patterns)	TECHNICAL (R&D, Automation, Digitization)	ENVIRONMENTAL (Ecological & Environmental changes)
<b>FAVOURABLE</b>	Startup India plan – Govt Subsidiary Program	Capital subsidies, Contribution to loans by the Govt.	People are getting conscious about their unhealthy choices	Milking machines starting from Rs. 20,000/- Website launch and logistics	
<b>UNFAVOURABLE</b>	Price setting by Govt.	Price of the product	Misconceptions about Indian cow breeds	Storage of milk	

# Competitor Analysis

	Competitor 1 - Amul	Competitor 2 - Vita	Competitor 3 – Local Dairies	You
Strengths	Well renowned Good distribution network Loyalty of Customers	Promoted by State Government Good distribution network	Loyalty of Customers	Delivering the promised product.
Weakness	Limited Reach (Only available some parts of Gujrat)	Limited Reach (Only Available in Haryana)	Limited Reach	Brand Awareness
Price Point	Rs. 70 per litre	Rs 52 per litre	Rs 90-120	Rs 100 per litre
UVP	Brand Name	Brand Name	-	Pure A2 milk

# Financial Projections

## BASIC FINANCIAL PLAN: YOUR BUSINESS IDEA

Startup Costs	INR
Market Research	2,00,000
License	80000
Awareness Campaigns	200000
IT + Website	100000
<b>Total</b>	<b>580000</b>

Fixed Costs (for a month)	INR	Salary per employee	No. of employees
Labour	50000	10000	5
Care & Supervision	80000		
Machinery	100000		
Fodder	300000		
<b>Total</b>	<b>530000</b>		

Variable Costs (per unit)	Cost	Unit	Rate (INR)
Transportation	4.166667		
Miscellaneous	3.333333		
Packaging	2	1200	10
<b>Total</b>	<b>9.5</b>		

Revenue (for 30 days)	
Number of customers	800
Units per purchased	1
Price per unit (INR)	90
Purchase frequency	15
<b>Total sales in units (INR)</b>	<b>12000</b>
<b>Total sales revenue (INR)</b>	<b>1080000</b>

Customers (per day)	No. of days
10 to 15	30

SUMMARY	
<b>Revenue</b>	<b>INR</b>
Sales	1080000
Others	
<b>Total</b>	<b>1080000</b>
<b>Profit</b>	<b>436000</b>
<b>Breakeven</b>	<b>FALSE</b>
<b>Pay back period (months)</b>	<b>1.33</b>
<b>Contribution</b>	<b>8050.00%</b>



# Operational Plan

- Key Resources- Farmers, Cattle, Market Research
- Key Activities- Spreading Awareness about A2 milk, Selling pure quality A2 milk
- Key Milestones (For first 3 to 5 years)- To be top A2 cow milk seller in metropolitan and tier 2 cities.

# Implementation Plan/ Milestones

## Implementation

- With our startup, A2 Milk from various farmers will be collected and distributed to retail outlets across the city. Thus the milk is made available to larger customers and it can replace the A1 milk in daily diet which is not good for health comparatively.

## Plan for next 12 months

- Increase the traffic on our website through organic advertising.
- Attract new customers and retaining the existing ones by providing the promised product.

# Legal Identity



- Gumasta license
- Trade license
- Shed license
- FSSAI license for certifying quality of milk and dairy products
- GST registration
- Registration with registrar of firms or ROC depending on the organisation that is set up i.e. either a partnership or a company



# Risk Analysis

- Transportation Risk- Product may get spoiled.

## Risk Management Plan-

- Hiring proper personnel to handle the transportation keeping the nature of product in mind.










# ASK

20,00,000 for 10% stake

**Usage of Funds-** Advertising, Quality Fodder, Cattle Raising, Expansion to Tier 3 cities

**Exit Strategy-** Selling the business to competitors like Amul and Vita as they have only limited reach in their current A2 operations.

# Lean Canvas

<p>Key Partners </p> <ul style="list-style-type: none"><li>• Supermarket s/Hyper Markets</li><li>• Convinience Stores</li><li>• Grocery Stores</li><li>• Online Retailing</li></ul>	<p>Key Activities </p> <ul style="list-style-type: none"><li>• Selling Pure Quality A2 Milk</li><li>• Spreading Awareness about A2 Milk</li></ul>	<p>Value Propositions </p> <ul style="list-style-type: none"><li>• Collaborate with Farmers</li><li>• Enhance the supply chain of A2 milk</li><li>• Enriching Lives of People</li><li>• Preserving Native Cow breeds</li></ul>	<p>Customer Relationships </p> <ul style="list-style-type: none"><li>• Customer Service</li><li>• Free Samples</li></ul>	<p>Customer Segments </p> <ul style="list-style-type: none"><li>• Gym Goers</li><li>• Fitness Enthusiasts</li></ul>
<p>Key Resources </p> <ul style="list-style-type: none"><li>• Farmers</li><li>• Cattle</li><li>• Market Research</li></ul>	<p>Channels </p> <ul style="list-style-type: none"><li>• Word of Mouth</li><li>• Organic Advertising</li></ul>	<p>Cost Structure </p> <ul style="list-style-type: none"><li>• Fodder</li><li>• Labour</li><li>• Maintainance</li></ul>	<p>Revenue Streams </p> <ul style="list-style-type: none"><li>• Website</li><li>• Supermarkets/Hypermarkets</li></ul>	