

## "It's Organic-Home Delivery"

**NIRVANA AGRO LTD**

### Outline

- Project Idea
- Project Objective
  - Primary Objective
  - Secondary Objective
- Learning & Experience
- Financials
- SWOT Analysis
- External Assistance Required

### Project Idea

To develop a self-sustaining business model which provides and ensures safe food for its customers and best price to its farmers.

*It's Organic – Home Delivery* can be replicated and scaled up

### Primary Objective

***"Providing safe food for the urban community and ensuring best price for our contract farmers."***

### Secondary Objective

- Farmers are introduced to modern Agricultural practices.
- Sustainable soil fertility through use of Organic Fertilizer.
- Substantially reduce the risk of fatal disease like cancer.
- Improve overall health of the community.

### Learning & Experience

Integrated Agro-Project at Saydabad, Sirajganj running successfully for over 2 years

## Learning & Experience

IT Training center & Conference hall powered by our own Electricity at Nirvana Agro Complex, Saydabad, Sirajganj

## Financials

CAPEX : BDT 17.85 Lacs

WC : BDT 4.00 Lacs

No. of Customers: 50

Profit per Month: BDT 1.10 Lacs

Payback period : 2 Years

### Selling price

Small Box (10kg-12kg) BDT 1050.00

Medium Box (12kg-15kg) BDT 1350.00

Regular Box (15kg-20kg) BDT 1650.00

### Present Staff

Number of Contract Farmers : 15

Office Staff : 05

- This is the cost for 1 set of customers.
- Replication will increase the cost accordingly.

## SWOT Analysis

### Strength

- Management has over ONE year of experience in successfully running this project.
- Same day harvest and delivery
- All items delivered are of high quality from our own farm and closely monitored by field supervisors and agriculturists.
- Cost of warehouse or store not required.

### Weakness

- Not Officially Certified as Organic.
- Low Entry barrier in this industry
- Only seasonal vegetables and fruits are offered to our customers.

### Opportunity

- Demand for green healthy products at a rise.
- Our customer segment prefers home delivery
- Customer basket can be filled up by adding more products like Grameen Mineral water, Shokti Doi etc.

### Threat

- Political unrest hampers delivery schedule.

## Customer Analysis:

- **Customer location:** Uttara, Bashundhara, Baridhara, Gulshan, Banani & Mohakhali.
- **Life style:** Health conscious.
- **Income group:** High
- **Price sensitive:** low
- Customers shop from high end grocery stores.

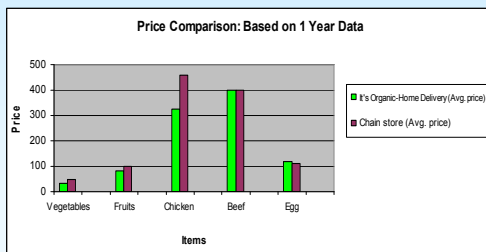
### Customer Basket Analysis:

Breakfast	Lunch	Dinner
Egg, Banana	Chicken, Meat & Vegetable	Chicken, Meat & Vegetable

Each location has the potential for minimum 50 customers

## Competitor Analysis:

- Chain stores are the competitors of *It's Organic-Home Delivery*.
- Our customers also shop from chain stores.



## External Assistance Required

- Certification as "Organic"
- Value Creator – Grameen brand will enhance customer reliability.
- Grameen's field level experience in training the farmers and supervisors will be highly valued.
- Marketing & Promotional activity.
- Potential to add new items to our Consumer basket like Grameen Mineral water, Shokti Doi and future Grameen products.

**Thank You**

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