

# GENETIC SPORTS NUTRITION

## BUSINESS PLAN

*Genetic Sports Nutrition is a provider of products and programs in the diet and nutrition industry..*

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## FINANCIAL HIGHLIGHTS

### Industry

Food, diet, and nutrition products.

### Mission Statement

Genetic Sports Nutrition is a provider of products and programs in the diet and nutrition industry. By offering a superior product line, employing innovative marketing techniques, and developing strategic partnerships with manufacturers and distributors, the company will maintain an uncompromising commitment to quality.

### Target Market

The [INDIAN Population](#) concerned with health and weight issues. And targeting the INTERNATIONAL Market in the upcoming years.

### Capital Requirements

Initial seed round 1CR.(10,000,000/-)

## Use of Proceeds

Product Development and Sales and Marketing.

## Management Projections

Projected Revenues	Year 1	Year 2	Year 3
Sales Revenue	30,000,000	80,000,000	200,000,000

## CORPORATE SUMMARY

### The Opportunity

Genetic Sports Nutrition presents the investor with the opportunity to participate in the significant profits of the recession-proof diet and nutrition market. The diet and nutrition products industry is experiencing a powerful trend toward [consolidation](#) and financial growth.

### Vision

The mandate of the Genetic Sports Nutrition is to identify and develop innovative products and programs in the diet and nutrition industry. The business direction of the corporation has evolved from the concept of a single diet product to include a broad-based spectrum of products in the diet and nutrition industry that have solid profit potential. Genetic Sports Nutrition is committed to providing safe, effective, and clinically proven health and weight loss products.

## **Products and Services**

Indians Spend 3Billion USD a year on weight loss and nutritional products that for the most part do not work. People are ready for products that will produce results that are healthy, convenient, satisfying, and fit well into today's busy lifestyle. The first of these targeted acquisitions is the Whey Protein , Lean Giner and Mass Gainers .

## **MANUFACTURING & DISTRIBUTION**

### **Target Market**

Genetic Sports Nutrition is entering a recession-proof boom market. Currently, 20 % to 35% of adults are on diets, and India spends 3 billion USD a year trying to lose weight and gain Quality Lean muscle. Since 2009 dietary supplement sales are estimated to be growing at a rate of 10-12 percent annually.

- 65 percent Men are looking to gain Quality Muscle.
- 40 percent of women and 25 percent of men are seeking to lose weight.
- Most people have attempted to diet using more than one method; on average dieters try one method or another for about six months at the rate of more than one per year for two years.

Studies show that low-carb/high-protein diets such as the Genetic Sports Nutrition are more popular with consumers—and the Genetic Sports Nutrition has significant advantages over other such diets. Over half (54%) of popular low-carb/high-protein diet users say that their weight loss to date has either met their goal or exceeded their expectations, compared to only 22 percent of those on a low-fat diet plan.

### **Marketing Strategy**

Genetic Sports Nutrition will market its validated line of diet products (Whey Protein , Lean Gainer, Mass Gainer) that combine the most popular form of Lean muscle gain & weight loss Products in India today—low carbohydrate, high protein. The company's strategy is to build on the revenue and branding momentum created with product lines by taking them to the national retail markets using the distribution network .

The Major Marketing Sources would be Social Media Feeds – Instagram & Facebook .  
Hiring Fitness Athletes and Icons to promote the Brand – EG – BANI VJ

- Establish brand awareness
  - With the public
  - With the medical community
- Differentiate the company's products from the competition
  - Safe, appetite reducing, high compliance Lean Muscle Gain and weight loss diet with an effective weight maintenance component
- Develop medical partnerships and support clinical research into weight loss using the company's products

## **Competition**

### **Evolution Sports Nutrition**

Evolution Sports Nutrition Indian Health and Supplement provider. Evolution's primary weakness is Quality, Packing and lack of taste for which they have faced criticism from the Indian Fitness Industry.).

### **Genetic Sports Nutrition Advantage**

The strong product line, experienced marketing team, enjoyed by Genetic Sports Nutrition will position the company as a leader in the diet and nutrition industry.

## **COMPANY OVERVIEW**

### **Management Team**

Genetic Sports Nutrition has assembled a team of experienced Sales, management, and marketing professionals with extensive knowledge and experience in public markets and the medical and weight loss field.

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## **GENETIC SPORTS NUTRITION PRODUCTS/PROGRAM**

## **Nutritional Products**

The company's program consists of dietary and nutritional products. The multiple products Genetic Sports Nutrition initially proposes to acquire and develop in the retail market include:

- 100% Whey Protein
- Isolate Whey Protein
- Lean Gainer
- Mass Gainer
- BCAA
- Creatine
- Glutamine
- Fat Burner (2<sup>nd</sup> year)
- Pre workout (2<sup>nd</sup> year)
- Protein Cookies(2<sup>nd</sup> year)
- Protein Bars (2<sup>nd</sup> year)

The Genetic Sports Nutrition Protein Shakes consists of a precise balance between various constituents of foods, mainly carbohydrates, proteins, and fats. Developed by Rohit Mehta, the formula for Genetic Sports Nutrition is a major departure from competing products currently in the marketplace. In addition to supplying a full range of other nutrients, the products contain the highest level /Quality of Whey Proteins.

## **Few Key Components of Genetic Sports Nutrition**

- **Carbohydrates**
- **Protein.**
- **Vitamins and minerals added**
- **L-Argnine**
- **Creatine HCL**
- **Insistol**
- **Pre-Pro Biotics**