

Assignment 1

Define a problem statement and give a brief executive summary snapshot.

1)Executive Summary SnapShot

2)Project Description

3)Project Scope

Problem:

NP farm to fork is a candy company with the vision of becoming a leader in the premium candy market. The company focused on producing high quality candy. They were selling candies with transparent rappers. Due to its outer packaging, people avoid

their candidates. So that company was going in loss.



Executive Summary snapshot:

NP farm to fork candy company focus on producing high quality chocolates. It is a food processing company that brings to you naturally procedure Amla products like amla candy, amla chatpata candy, Amla supari, Amla powder and also Amla juice.



Vita 'C' Amla

PREPARING TO SERVE
5 GREAT TASTE OF AMLA



BENEFITS OF AMLA

- IMMUNITY BOOSTER
- RICH IN ANTIOXIDANTS
- ENRICHED WITH VITAMIN C
- GOOD FOR SKIN, HAIR & EYES

STAY TUNNED...

The candy was so delicious . In starting, The candy sell was good enough and people love to eat it , but due to it outer packaging, it was going in loss. The company doing its best to become a leader in the candy market.

People was requiring the unique packageing for the Candies. And children Should also get attracted to healthy and nutrition candies.





Project Description:

In NP farm to fork Candy company. The project aim to explore the multifaceted world of candy ,from its origin and production processes and health

implication . Participants will engage in hands-on activity , including Candy making , testing and product development , while also investigating the social and environmental aspect of Candy production. Create eco-friendly packaging that aligns with brand values and enhances product appeal.

So we suggest them to modify there Candy rappers and launched there banners.

They modify there candy rappers and also they Launched festival vise banners. For example

Strive for health, Strive for Freedom..

HAPPY INDEPENDENCE DAY



Vita-C'Amla

farm to fork

Lets Tie a Knot of
Health-Bandhan
this **Rakshabandhan**



Vita-C'Amla

farm to fork



SHREE NP FOODS
farm to fork

Vita-C'Amla

May lord shiva give power
and strength to everyone
wishing you and your family.

**HAPPY
NAGPANCHAMI**



Turn on your Body's Engine using
Amla and Stay Healthy
Happy Engineers Day

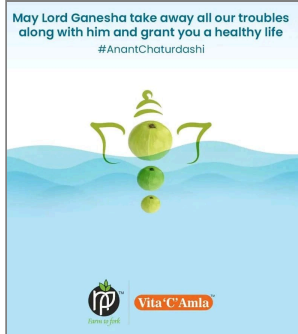
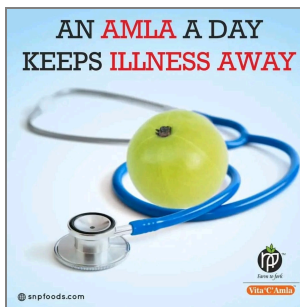


Fresh Start for Healthier Heart



Vita-C'Amla

farm to fork



Due to this things the company will doing it's best. And by undertaking the project ,we will ensure that we meet our goals, namely those of increasing our stakes significantly, having positive effect on health and nutrition.

Project scope:

The project focused on creating a best candy brand in the market through innovative flavour combination and

health conscious formulations.

Identify and secure distribution channels e.g online , specialty shops,and retail stores. The delivery timeline outlines key and their respective delivery dates to ensure timely project completion and market entry. For the packaging and designing the total cost was 50,000, Brand development 40,000, logistics plan and setup cost was 1,00,000. The total duration of the project is approximately of 6 month.