



Fit फुटाफूट

Fit फुटाफूट

Your on-campus fuel stop

Entrepreneurship HS308

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Executive Summary

In light of the pressing dietary and health challenges faced by students at our college, our team proposes the establishment of "Fit फटाफट," a pioneering food outlet dedicated to offering nutritious, well-balanced, and health-focused meals and beverages. Our venture not only aims to fill the existing void in dietary support but also endeavors to enhance the overall well-being, academic performance, and physical health of our student body.



Flow of Presentation

Problem Identification

Real Life Example

Proposed Solution

Business Model

Investment

Break Even Analysis

SWOT Analysis

Scalability

Questions



Problem Identification

01

Inadequate Nutrition:

The existing mess food fails to meet the nutritional requirements of the average and physically active students, leading to suboptimal health and academic performance.

02

Lack of Convenient Healthy Options:

Students seeking to maintain a healthy diet face the inconvenience of traveling to distant markets for groceries, coupled with the time and effort required for cooking and cleaning.

03

Absence of Nutritional Guidance:

There is a noticeable gap in nutritional guidance and fresh juice options, essential for a balanced diet and hydration.

04

Gym and Fitness Nutrition:

The recent addition of a gymnasium has not been complemented with dietary support, affecting students' fitness goals due to inadequate nutrition.

Problem Identification

05

Unhealthy Food Orders:

The prevalent practice of ordering calorie-dense foods leads to lethargy and underperformance among students.

06

Accessibility Issues:

The distant location of nearby markets poses a significant barrier to regular, healthy eating habits. Moreover buying utensils, induction, mixer grinder for preparing healthy food at rooms is not feasible for students.

07

Health Concerns:

A surge in health issues such as skin infections, colds, fevers, hair fall, and allergies has been observed, attributed to poor dietary habits and weakened immunity, exacerbating the spread of illnesses in communal living spaces.

A bit about our Experience





Total 9 km

Time

Accessibility Issue

Cookwares

Preservation



Milk

Banana

Soya bean

Sprouts

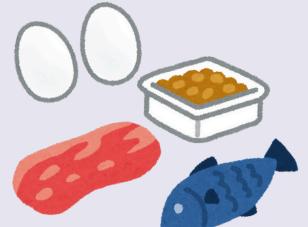
Eggs

Orange

Proposed Solution

- A nutritious food outlet, "Fit फटाफट" will be launched on the college campus grounds, operating with the full support and authorization of the college administration.
- Only healthy and nutritious food items will be served in our outlet.
- 3 categories of products will be provided.
- Menu will be prepared only after consultation from a professional dietitian.

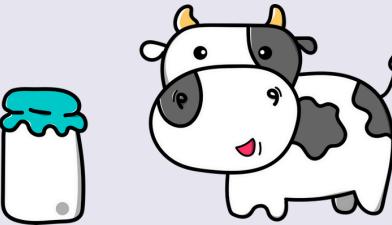
Protein rich
meal boxes



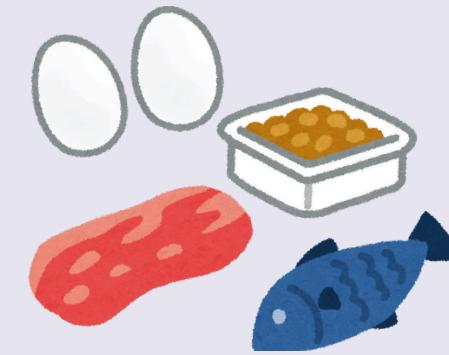
Fruit juice and
chopped fruits



Milk and milk
alternatives



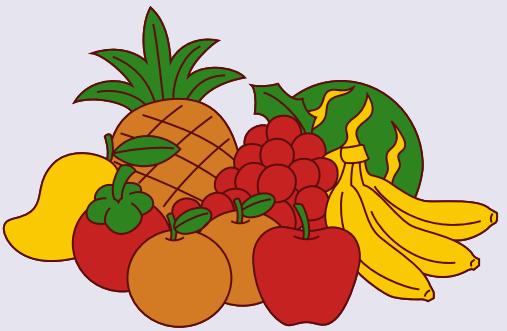
Protein rich meal boxes



- Customizable lunch boxes with 20g, 30g, and 50g protein options, catering to both vegetarians and non-vegetarians and serving the protein requirements of physically active students like those who go to gym or play any sport.
- The meal boxes can be customized according to protein, carbohydrates, fats, vitamins and taste requirements of the student.
- Veg Items: contain nuts/dry fruits, seeds, germinated sprouts, salad, paneer, steamed veggies, boiled soybeans, lentils, chana, and yogurt.
- Non Veg Items: include boiled chicken breast, boiled eggs, fish liver, and another protein-rich items.



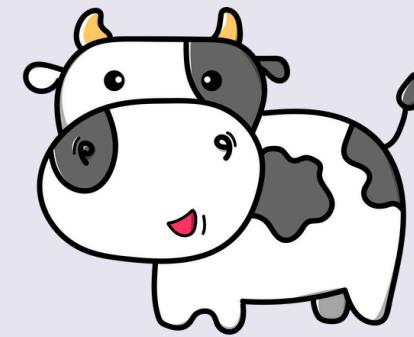
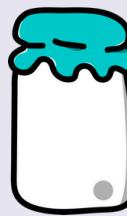
Fruit juice and chopped fruits



- 100% natural, fresh juice of all the seasonal fruits will be available in our outlet.
- Offered in small (150ml), medium (250ml), and large (400ml) sizes.
- Mixed fruits or individual fruit options for chopped fruit plate.
- Chopped fruit plate will be available in small, large sizes.



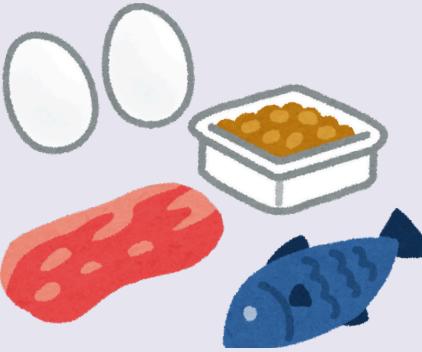
Milk and milk products



- 100% fresh cow's milk with no added water.
- Milk for our offerings will be sourced directly from local dairies, ensuring that our products are made with the freshest ingredients while also supporting community farmers.
- Other products related to milk will also be served in our outlet such as:
Kesar milk, Badam milk, Banana Shake
- Lactose-Free Substitutes like Almond milk, Soy milk, Coconut milk, Oat milk, Rice milk, Cashew milk.



Business Model



Pricing:

Customizable Lunch Boxes:

Non-Veg Meal Boxes: Include boiled chicken breast, boiled eggs, fish liver, and another protein-rich items

20g Protein Box: ₹50

30g Protein Box: ₹90

50g Protein Box: ₹120

Veg Meal Boxes: Contain nuts/dry fruits, seeds, germinated sprouts, salad, paneer, steamed veggies, boiled soybeans, lentils, chana, and yogurt.

20g Protein Box: ₹40

30g Protein Box: ₹70

50g Protein Box: ₹100

Subscription Model: Customers can subscribe on a weekly (5% discount), monthly (10% discount), or daily basis with the option to customize their box based on dietary preference.

Business Model



Pricing:

Fruit Juice and chopped fruits:

Fruit Juices:

Offered in small (150ml), medium (250ml), and large (400ml) sizes.

Small Cup: ₹30

Medium Cup: ₹50

Large Cup: ₹80

Chopped Fruits:

Mixed fruits or individual fruit options. in small and large sizes.

Mixed Fruits Plate: ₹40

Individual Fruit Plate: ₹25

*Prices may vary for different fruits

Business Model



Pricing:

Milk and Milk Products:

Fresh Milk:

Offering dairy and plant-based milk, including special shakes.

Regular Milk (200ml): ₹20 per day

Regular Milk (350ml): ₹30 per day

Special Shakes (Badam/Kesar - 200ml): ₹60



Monthly Subscription: 10% discount on total price

Investment



- **Rent for the Outlet:** Assuming a prime location within a campus or nearby, the monthly rent could range from ₹20,000 to ₹30,000.
- **Employ Salary:**
 - Chef: ₹15,000 - ₹20,000 per month
 - Juice/Shake Maker: ₹8,000 - ₹10,000 per month
 - Helpers/Staff: ₹5,000 - ₹10,000 per month per staff
- **License Purchase:** Initial licensing and food safety certification costs can be approximately ₹30,000 to ₹50,000, covering food licenses, business registrations, and health/safety certifications.
- **Infrastructure Cost:** Setting up the kitchen, dining area, and purchase of necessary equipment may cost around ₹2,50,000 to ₹5,00,000 as a one-time investment.
- **Raw Materials:** Monthly expenditure on ingredients for meals, fruits, and milk could range from ₹75,000 to ₹1,25,000 depending on the scale and sourcing strategies.

Investment



- **Consultation Service Charge of Dietician:** The dietitian will assess and advise on the nutritional content and health benefits of your menu items. This includes analyzing protein content, advising on food combinations for optimal nutrient absorption, identifying potential dietary concerns (e.g., overeating certain foods), and ensuring a well-rounded meal offering. We might expect to pay between ₹1,000 and ₹1,500 per consultation session.
- **Inventory Cost:**
 - Initial investment of ₹50,000 to ₹1,00,000 for non-perishable items and storage solutions.
 - Total Initial Setup Costs: ₹20,000 (rent) + ₹4,00,000 (infrastructure) + ₹50,000 (license) + ₹1,00,000 (inventory) + ₹8,000 (dietician) = ₹5,78,000
 - Monthly Operational Costs: ₹20,000 (rent) + ₹15,000 (chef) + ₹8,000 (juice maker) + ₹14,000 (2 helpers) + ₹1,00,000 (raw materials) + ₹6,000 (dietician, assuming four sessions per month) = ₹1,63,000 per month

Break Even Analysis

- Break-Even Point (BEP) analysis for "Fit फटाफट" incorporating all product types, we follow a strategic approach. This involves understanding the total fixed costs, calculating the weighted average contribution margin per unit across all products based on their expected sales mix, and then using this information to determine the overall BEP.
- **Step 1:** Total Fixed Costs (TFC): From the provided information, $TFC = ₹1,63,000$ monthly, encompassing rent, salaries, licensing fees, dietitian consultation, and other fixed overheads.



Break Even Analysis

- **Step 2:** Weighted Average Contribution Margin (WACM): To calculate the WACM, we need to consider the contribution margin of each product type and its proportion in the total sales mix. Let's use hypothetical proportions for illustration:

- Protein Boxes (40% of sales): Avg. Contribution Margin (CM) = ₹25
- Fruit Juices (30% of sales): Avg. CM = ₹15
- Milk Products (30% of sales): Avg. CM = ₹10

Step 2: Weighted Average Contribution Margin (WACM) Calculation

$$WACM = (CM_{Protein} \times Sales_{Protein}) + (CM_{Juice} \times Sales_{Juice}) + (CM_{Milk} \times Sales_{Milk})$$

$$WACM = (25 \times 0.4) + (15 \times 0.3) + (10 \times 0.3)$$

$$WACM = (10) + (4.5) + (3)$$

$$WACM = 17.5$$

Step 3: Overall Break-Even Point (BEP) Calculation

Using the TFC of ₹1,63,000 and the calculated WACM of 17.5:

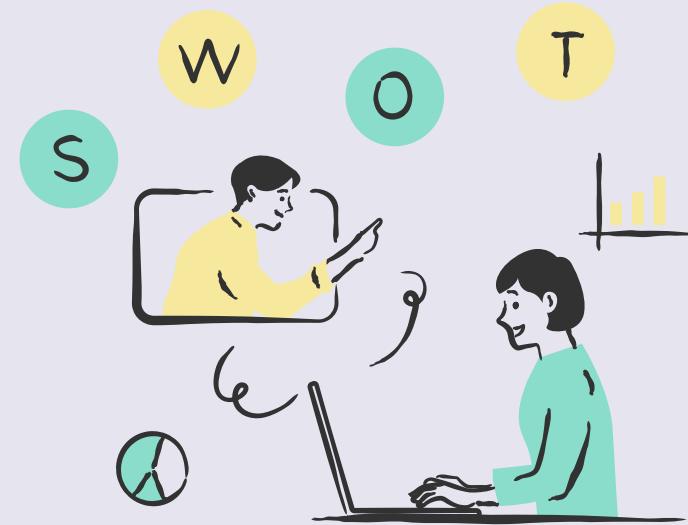
$$BEP = \frac{TFC}{WACM}$$

$$BEP = \frac{1,63,000}{17.5}$$

$$BEP \approx 9,314 \text{ units}$$

- This means "Fit फटाफट" needs to sell approximately 9,314 combined units of protein boxes, fruit juices, and milk products per month to cover all fixed costs and break even.

SWOT



- **Strengths:** Unique health-focused value proposition, local sourcing of milk, educational component through dietician partnership, and customizable meal options.
- **Weaknesses:** Potentially high initial investment and reliance on continuous student patronage, which can be cyclical with academic seasons.
- **Opportunities:** Growing trend towards health and fitness, potential to collaborate with the college gym, and the chance to foster community support through local sourcing.
- **Threats:** Competition from existing food outlets, fluctuating prices of raw materials, and the challenge of maintaining consistent quality and service.

Scalability



- "**Fit फटाफट**" is designed with scalability at its core, allowing for growth and expansion in several key areas:
- **Menu Expansion:** By broadening the menu to cater to various dietary preferences and introducing seasonal specialties, "Fit फटाफट" can attract a wider customer base.
- **Franchising:** The business model can be replicated across different campuses, adapting to local tastes and dietary needs, thereby expanding the brand's footprint.
- **Partnerships:** Collaborating with health and fitness events, local gyms, and wellness programs can introduce the brand to new audiences and create additional revenue streams.

Thank You

Any Questions?

