



**UNIQUE AGRO BUSINESS IDEA**



# Our Goal.

## Food That Makes You Happy

Our main goal is pretty clear, we want to make tasty food that's super easy for you to enjoy.



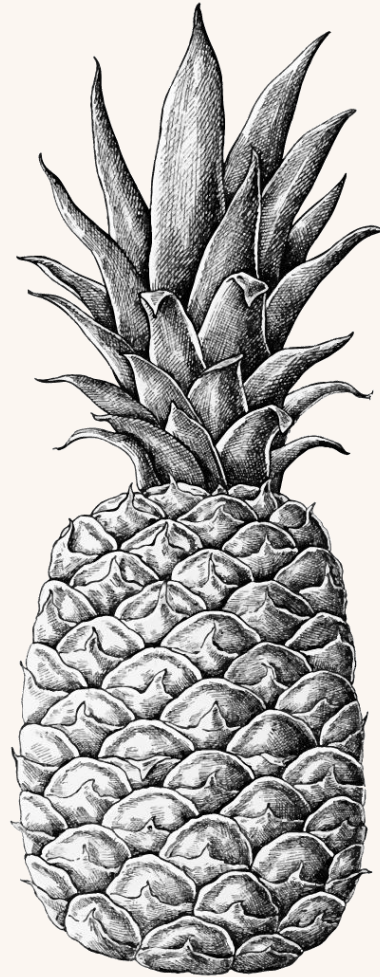
## About Us.

Welcome to *ToTo Company*,  
**where we make quality product!**

We're a friendly Agro Food Company that loves to make and helping people get the best food possible.

# Proposed Plan.

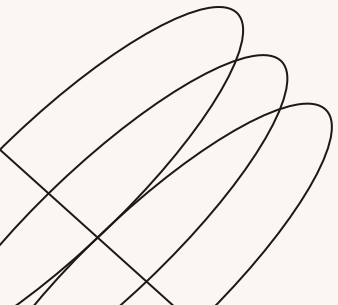
We will collect pineapple from farmers and make **pineapple juice** from the pulp, **beer** from the peel and fertilizer from the biosolid.



**Pulp to Juice**



**Peel to Beer**



# Proposed Plan.

**Low Investment**

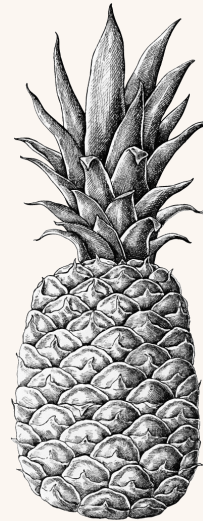
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**Unique Taste and Flavor**

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**Low Market Competition**

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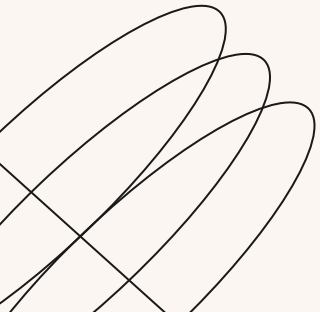


**Rich in Nutrients**

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**Availability**

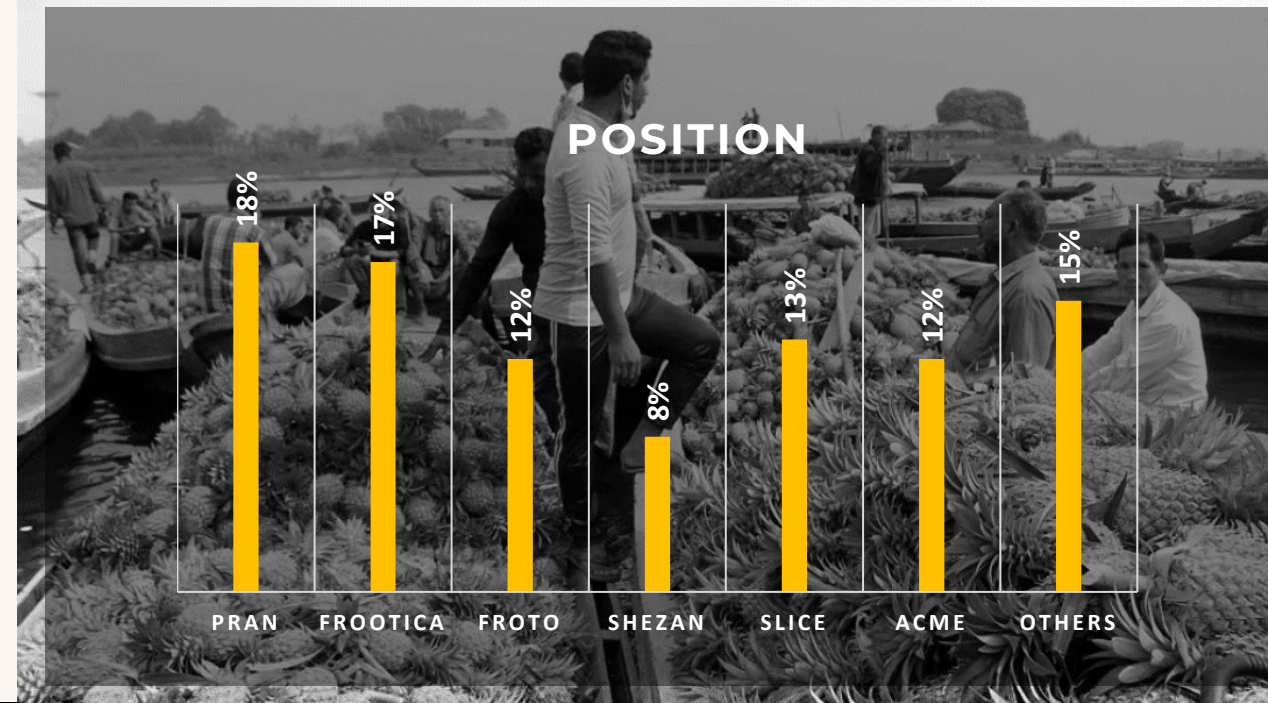
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# Market Analysis.

The demand of the pineapple juice in market is huge because of its sweet unique taste, sour tropical fragrance and high nutrition.



The Pineapple Market size is expected to grow from

**\$ 27.08 BILLION**

To **\$ 36.80 BILLION**,

at a CAGR of 6.33% during the forecast period (2023-2028).

Our product is totally new & different from existing products. Our product is qualitative & good for health. That's why we think that this juice will be demandable in market

# Our Product.



## Pineol

Pineol is an alcoholic beverage contains 10% alcohol. This pineapple flavored beer is different from other beer because of its flavor and aroma.



## Refresher

Pineapple Juice made from pineapple Pulp. Its unique sweet taste, sour tropical aroma and high nutrition attracts consumer.



# Prizing & Cost Estimation.



Product name	Prime cost	Variable cost	Fixed Overheads	Per Unit Total Cost	profit	Margin	Selling Price	Retailers selling price
Junior pineapple juice( 120ml)	4	3.75	0.25	8	4	50%	12	15
Pineapple juice(250ml)	9	5.25	0.25	14.5	5.5	38%	20	25
Pineapple juice(500ml)	19	9.75	0.25	29	6	25%	35	40

# Marketing Strategy.

Our first priority is to introduce our product to target consumer. For Refresher juice our target market is domestic and international market. But for Pineol our target market is America and Europe.



- » **Design a well structured supply chain**
- » **Offline Marketing**
- » **Online Marketing**
- » **Advertisement**



# Offline Marketing.

Includes print advertising, billboards, campaigning and various other face-to-face or tangible marketing approaches. It is valuable for reaching specific audiences and establishing brand presence



# Online Marketing.

www.refresher.com





# Online Marketing.

[WWW.FACEBOOK/REFRESHER.COM](http://WWW.FACEBOOK/REFRESHER.COM)





# Consumer Feedback.

## HAPPY CONSUMER



Pineapple beer is a delightful and refreshing beverage that offers a unique twist on traditional beer. I really love it. Outstanding product.

**Mark Zuckerberg**

Co-founder of Facebook



# Conclusion.

***A simple plan*** can generate a huge amount of profit and dominate the market ***with effective planning, management, and execution.***





**Thank You.**