

HyperLoop

Hult Prize 2021 Challenge: FOOD FOR good

(Transforming food into a vehicle for change)

Presented by:

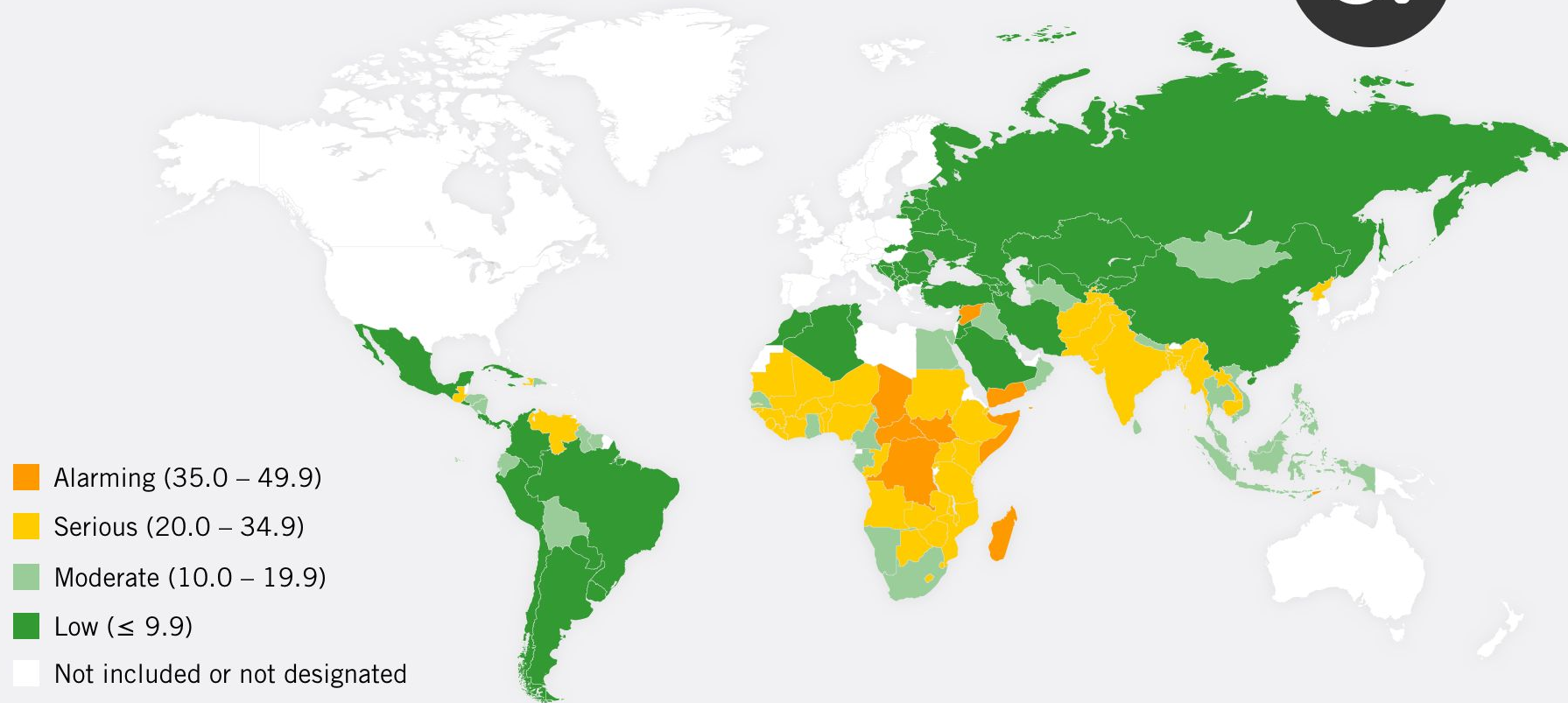
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2020 GLOBAL HUNGER INDEX



Content

- Reduction of Production Cost.
- Reduction of Price.
- Equally Distribution to All.
- Protection of Products from Spoilage.
- Saving Land through Multilayer Building onto a land.
- Using Greenhouse effect for production.
- Using Solar Power for Production, Manufacturing.
- Ensuring 100% Quality & Organic Food.

Content Conts.

- Supply Chain Reduction.
- Core Competency in Product.
- Automation Technology.
- Immersive Tech for Branding.
- Food Prediction.
- Recruiting People from Lower and Middle-Class Income Family.
- Import from Large Production area.
- Long Time Reservation of Huge Produced Product.

Multilayer cultivation Building



Beetroot Juice

The beetroot is the taproot portion of the beet plant, it is also known as table beet, garden beet, red beet, or golden beet. The liquid obtained from the taproot is called beetroot juice .



Ingredients

- Beetroot
- Water
- Xanthan Gum (E-415)
- Citric Acid (E-330)
- Ascorbic Acid (E-300)
- Sodium Chloride
- Sodium Benzoate (E-211)
- Potassium Sorbate (E-202)
- Beta-Carotene (E-160a)
- Added Beetroot Flavor



Ingredients Conts.

Nutritional Information		
Servings per pack: 4		Serving size: 250
Ave quantity...	...per serving	...per 100ml
Energy	400kj/ 98kcal	164kj/39kcal
Protein	2.3g	0.9g
Carbohydrate	22g	8.8g
-of which sugars*	21.5g	8.6g
Fat	<0.1g	<0.1g
-of which saturates	<0.1g	<0.1g
Fibre	<0.5g	<0.5g
Sodium	<100mg	<100mg
Dietary Nitrate	0.25g	0.1g
Contains naturally occurring sugars from juice		

Health Benefits

- Helps lower blood pressure.
- Improves exercise stamina.
- Maintain a healthy weight.
- Prevents cancer.
- Good source of potassium.
- Good source of other minerals.
- Supports the liver
- Reduces cholesterol

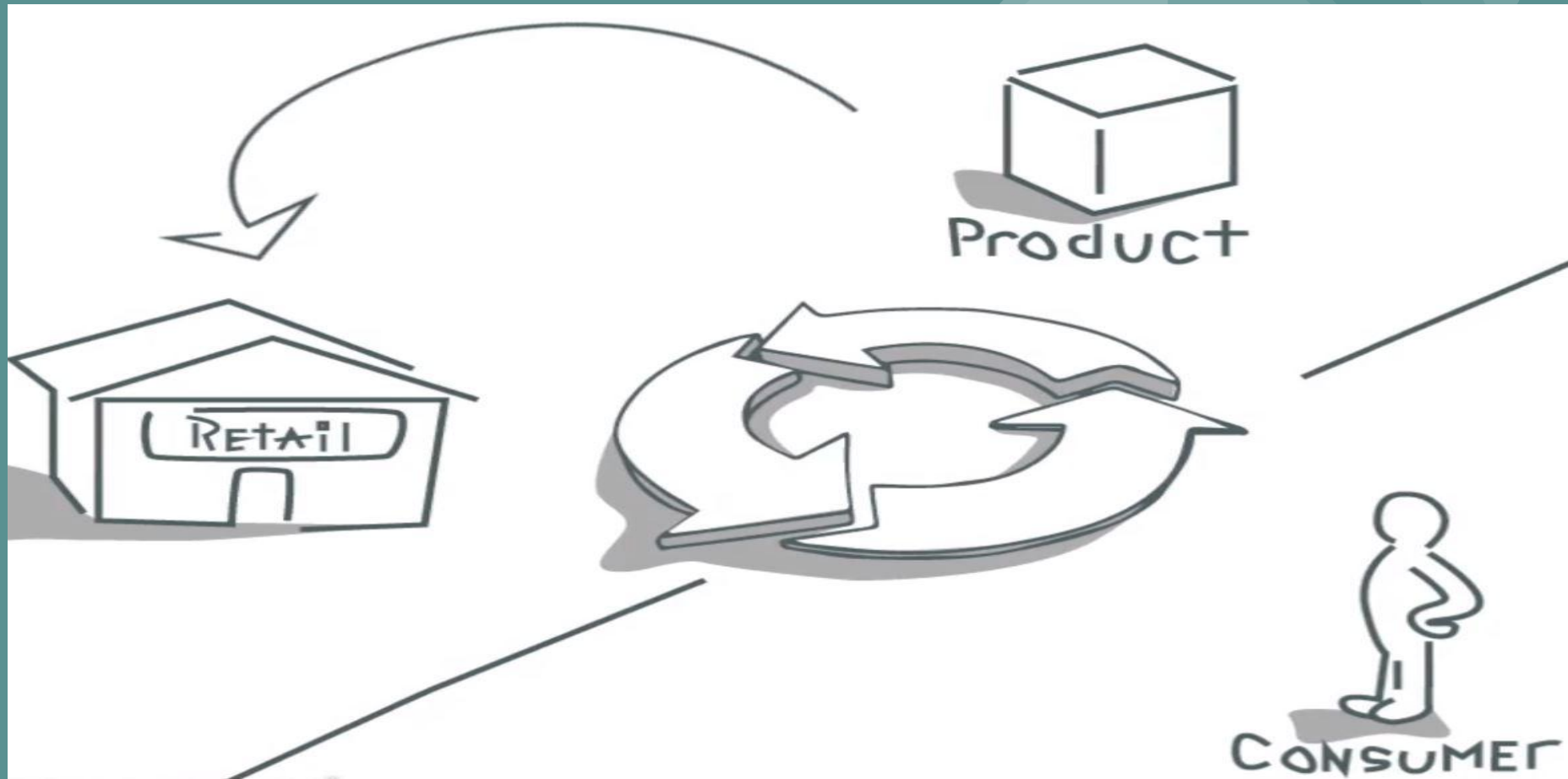


S.N.	Description	Amount(tk.)
1.	Beetroot	23.00/-
2.	Can	8.00/-
3.	Stabilizer	0.15/-
4.	Preservative	1.50/-
5.	Food Color	0.50/-
6.	Transportation	0.12/-
7.	Electricity	0.17/-
8.	Personnel	0.70/-
9.	Advertisement	1.67/-
10.	Value Added Tax (VAT)	5.83/-
	Total	42.00/-

Pricing

S.N.	Description	Amount (tk.)
1.	Total cost (After VAT)	42.00/-
2.	Organizations profit (10.71%)	4.50/-
3.	Distributors profit	3.50/-
4.	Retailer profit	5.00/-
	M.R.P.	55.00/-

Business Process (B2C)



Marketing Strategy

- Digital and Analogue Marketing
- Digital Marketing with Augmented Reality.
- Campaigning
- Adding 10% extra for limited time.

SWOT Analysis



- Strength

1. One of the new brand in the drinks market.
2. Quality product in the market.
3. Hygienic Quality

- Weakness

1. New in juice industry.
2. Small distribution network.
3. Strong competitors.
4. Limited experiences of customers.

SWOT Analysis Conts.

- Opportunities

1. Increase the distribution network.
2. Acquiring the newer technology and techniques.
3. Market is very large and attractive.
4. Take over of the distribution.

- Threats

1. So many competitors.
2. New entrance from the competitors.
3. Retraining consumers.
4. Political instability

**Thank
YOU**

So much!