Homemade Pickles and Snacks

# 1. Introduction

Homemade pickles and snacks have been a traditional part of Indian households for generations. With increasing demand for healthy, preservative-free, and traditional food items, this project aims to bring homemade products to a wider audience through local sales and online platforms.

# 2. Objectives

* To prepare and sell a variety of homemade pickles and snacks.
* To promote traditional recipes using modern branding.
* To ensure hygienic preparation and eco-friendly packaging.
* To develop an online platform for order management and delivery.

# 3. Products Offered

* Pickles:
* Mango Pickle
* Lemon Pickle
* Gongura Pickle
* Garlic Pickle
* Snacks:
* Murukku
* Chekkalu
* Mixture
* Boondi

# 4. Target Audience

* Health-conscious individuals.
* Working professionals looking for ready-to-eat traditional food.
* Students and hostel residents.
* Urban families missing homemade flavors.

# 5. Business Model

* \*\*Production:\*\* Made in a hygienic home kitchen using traditional methods.
* \*\*Sales Channels:\*\*
* - Direct orders via phone or WhatsApp.
* - Online store (website or marketplace).
* - Local grocery store tie-ups.

# 6. Marketing Strategy

* Branding with attractive labels and eco-friendly packaging.
* Use of social media (Instagram, Facebook) for promotions.
* Influencer partnerships and local food bloggers.
* Word of mouth and customer referrals.

# 7. Financial Plan

* \*\*Initial Investment:\*\*
* - Ingredients and kitchen setup: INR 15,000
* - Packaging and labeling: INR 5,000
* - Marketing: INR 5,000
* \*\*Expected Monthly Revenue:\*\* INR 30,000 - INR 50,000
* \*\*Profit Margin:\*\* 40% - 50%

# 8. Challenges and Risks

* Maintaining consistency in taste and quality.
* Managing delivery logistics.
* Gaining trust of new customers.

# 9. Future Plans

* Launch a mobile app for ordering.
* Offer subscription boxes for monthly deliveries.
* Expand to pan-India delivery through courier services.

# 10. Conclusion

The Homemade Pickles and Snacks project is a step toward preserving traditional Indian culinary heritage while building a scalable and profitable business. With quality products and a strong local brand presence, this venture has the potential to grow and thrive in the evolving food industry.