

# REFLECTION

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GROUP 25

We have taken interview of Mr. Najeeb bin Haneef, the CEO and co-founder of Zaara Biotech. And after talking with him we have a rough idea about his work, idea, marketing strategy and other things. Considering his responses during the interview I have tried to have some impression about him and his company and I'm trying to put it in my words and make a Reflection of the interview.

- **Uniqueness of our chosen firm (zaara biotech) :**

Our chosen firm Zaara Biotech is a food product company. But it is not something that makes it unique. The unique part is the raw materials for the product, the goal and the thought process. Now a days everyone thinks about their profits and acquiring the market. But he thought about the 'lack of food' problem, health of people and environment.

His idea is to make food products from algae which is a nearly untouched resource. As a result –

1. He is not destroying massively any kind of resource which is in danger or in the verge of extinction.
2. His product produces less wastage which makes them environment friendly.
3. His product is replacing whey protine products which are now mostly are synthetic, while his products are completely natural and harmless providing the same quality of whey protine.

- **Story of his journey :**

While he and his team were studying this algae and other particularities how pollution controlling features of this algae and designing photo bio reactors and other projects related to this biotechnology, they analysed the quality of food design and by-product from this pollution control system. As a photo bioreactor they designed it. From that they yield algae. These algae are being utilised for food products now.

After starting their journey they faced many problems like –

1. Market share
2. Lack of investments
3. Lack of workers (members)
4. Difficulties in supply chain as most of them are coming from USA and Canada.
5. As a result of foreign involvement taxes are not in favour as well.

Some of these difficulties are resolved but some are still there. And as they started from 2016 so as a company they are still in struggle stage.

- **Effect of current COVID situation :**

As I stated earlier that their ingredients are mostly from foreign , current situation have a massive impact on their production. International transportation is very hard for now, and this has made them nearly handicap .

And secondly their products for now haven't recognised by others as an essential product. So in this situation where people are only concerned with essential products , these algae-products are struggling to make a way inside the current market.

- **Market threat :**

As this is a new idea so this company doesn't have many competitors in market as for now . But in near future where people are beginning to concern more about their health this company might get competitors in this field.

These product doesn't have market threat for now , but they are targeting cookies , snacks to insert algae and in this field there are many companies making cookies and snacks . And it's very hard to separate their products from other cookies and snacks as this is new to people as well. So most of the people will take this algae products as they take other cookies and snacks .

- **Short-term SURVIVAL strategy :**

For short time survival –

1. They are targeting cookies and snacks through which they are introducing their product and concept to others.
2. Instead of only paying attention to the health, they are also paying attention to the taste of their products .

**My view:** Targeting cookies and snacks acted as a double side sword for them. While in one side they can express theirselves to more people , on the other side inspite of having an unique idea they are making rivals as well.

- **Long-term ADAPTATION strategy :**

For long term they are adapting with situation and reaching more and more people. As people are now being more concern with their health , in future they are more likely to accept these products as their basic needs and reject those harmful synthetic products.

**My view:** As their intensions are good and their products are healthy , they will get a huge success in future when more people will came in contact with these products and their usefillness.