**Executive Summary**

PalmyFoods is a Chennai based (proprietary) locally owned palm sugar based food processing unit that will be positioned as local company through our creative approach to the company's image and detail presentation. We want to promote the palm based by-products thru digital marketing and online stores. PalmyFoods will provide a Palm based by-products at value pricing, in healthy at natural atmosphere. PalmyFoods is the answer to an increasing demand for a substitute for white sugar for any sweet foods, can be consumed along with coffee, tea or any sugar based home food.

We began this venture, having in mind to provide natural health from Palm based food products. But the situation of the palm farmers is getting tough because of the various pressures from the inflated market. So we are focusing on facilitating the palm by-products consumers and the farmers/producers thru online market place for selling their palm by-products.

In today's highly health conscious world, it is becoming increasingly mandatory to identify good alternate sugar substances than sugarcane based white sugar. Nowadays a city life, is becoming more health conscious due to increasing diabetic and overweight health reasons. With more than 10 thousand buyers monthly, mainly from neighbouring society (in local Chennai city), Chennai retail sector is the strongest in the region.

Our main and initial priority is to establish PalmSure from PalmyFoods in a market place, preferably prominent online shopping (FlipKart / BigBazar / BigBasket etc.) in India. Later, our effort will be a further focused on developing this product into more retail outlets in the surrounding area.

This plan is prepared to obtain a location for the initial launch of this concept. Additional financing will need to be secured, anticipated in month 12. The financing, in addition to the capital contributions from shareholders, will allow PalmyFoods to successfully introduce more products in next 2 years. The initial capital investment will allow PalmyFoods to provide its customers with a value-driven, healthy and natural sugar supplementary through the palm by products from its founders.

PalmyFoods will entice the crowd those who really move away from sugarcane white sugar to unique PalmSure and bring their friends and family to healthy food consumption habits.

**Objectives**

* To establish a presence as a successful establishment in Palm sugar based industry to make sure the PalmSure gain a market share in local food industry.
* To make PalmyFoods is a destination for palm based sugar for all who needs lead a healthy and natural life.
* To expand into a number of palm based by-products by year three, and sell the products to other states & cities, such as Karnataka & Kerala.
* To expand business (export) to a number of foreign countries, and sell the palm-based by-products thru online shopping (Singapore, Dubai , USA & Canada)

**Mission**

Our main goal is to be one of the most successful Food processing unit for Palm based by-products in Tamil Nadu, starting with one Main product called PalmSure and besides that provide a market place for Palm farmers for them to sell their products thru online shopping

PalmyFoods will strive to be a premier local Palm based food brand in the local marketplace. We want our customers to have the total experience when they have a business with us they [www.PalmyFoods.com](http://www.PalmyFoods.com) website as they will learn about this fascinating new "Health from nature". We will sell merchandise from pre-packaged Palm syrup, Palm Jaggery and PalmGold sugar Granules as our official brand attached to them.

Our main focus will be serving high-quality healthy Palm food at a great value.

**Keys to Success**

To succeed in this business we must:

* Create a unique product in the market that will differentiate us from the rest of the food processing units.
* Control costs at all times, in all areas and implement a conservative approach to business growth. Although, we provide enough fund to initiate the product sales in the local market place, we want to be on the safe side of the business.
* Sell the products that are of the highest quality, as well as keeping the customers healthy to lead a happy life with all of our palm product categories by store merchandising.
* Provide 100% satisfaction to our customers and maintaining the level of excellent high quality food product & services among other competitors.
* Encourage the two most important values in Palm based food business: brand and image, as these two ingredients are the main drivers in marketing and communications.
* Get access to high-traffic retail stores to target customers for product sales.
* Promote good values of Palm Sure culture and business philosophy.

**Company Summary**

**What is PalmyFoods?**

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We began this venture, having in mind to provide natural health from Palm based food products. But the situation of the palm farmers is getting tough because of the various pressures from the inflated market. So we are focusing on facilitating the palm by-products consumers and the farmers/producers thru online market place for selling their palm by-products.

**About the Palmgur / Palm Jaggery**

Palm Jaggery is almost like a White Sugar that is made out of sugarcane juice. Palm Jaggery is made from the extract of Palm Trees in Southern India. These trees are known as *Toddy palm or Palmyra trees*. Palm Jaggery is processed from the unfermented Palmyra tree sap called *Pathaneer* in Tamil and *Neera* in Kannada. It is highly appreciated for its medicinal properties. It has an intense, earthy taste or reminiscent of chocolate in taste. Due to its cooling effects over human body, it has very high medicinal value. It does not have the bone meal content which is used for whitening processed sugar. The price of the Palm Jaggery is more when you compare to white sugar.

It obtained from *Pathaneer* after processing it become darker and richer in taste. It is slight salty to taste but much healthier. The palm *Neera*, which is boiled at high temperatures, is being added with a little salt. The added salt then acts as a preservative. This also prevents the Jaggery from becoming too sweet. When it gets cooled, it is poured into a long cone made of palm leaves. The preservation of the final product is done by wrapping the cone with straws.

At home, consumers finely slice the cone, so that the Jaggery is cut into disc shapes leaving a palm ribbon around its edges. Some families simply dry the extracted palm juice on mats. Others do it on lime floors called the *kobas*. After it dries, the Jaggery is being stored in an air-tight container which preserves it for nearly one year.

People of northern and western India prefer the sugarcane Jaggery. But the people of the South, especially the South districts, will not see beyond palm Jaggery when it comes to adding this sweet flavouring agent to their home made sweet dishes*.*

Palm Jaggery is quite popular in the Southern states of Tamil Nadu (called Karupatti or pana vellam), Karnataka (it is called *thaati bella* in some places and Olebella in Mangalore, which is believed to be the best).

**Heath from Nature & our surroundings**

We want to imitate successful establishments, such as Lion Dates Syrup and Aachi Masala & Guru Pickles, which represent the majority of our core target market, those who like to have a coffee, tea of any healthy natural products for healthy life. Our online store will feature display of our featured PalmSure and PalmGold from 200 Grms to 1 Kilo Gram for sales. Our customers will also be able to read our in-house brochures in regards to all knowledge about Palm Sugar and its natural nutritional facts. Our store will be decorated with full of palm by-products.

**Variety & Quality**

PalmyFoods offer nothing but processed PalmSure syrup and other palm by-products like PalmSugar Granules, Jaggery and home-style care sweets get listed.

**Company Ownership**

PalmyFoods is a proprietary company. It will be registered as a partnership company, with 50% shared ownership between Saraswathi and Chockalingam.

Saraswathi is currently employed as Corporate Staff of PalmyFoods. She holds a Chemical and MCA degree from Bhrathidasan University, Trichy. A true entrepreneur by heart, her latest entrepreneurial market study on Palm products is great value to the company.

Chockalingam holds a Bachelor degree in Computer science from Madurai Kamaraj University. He is having vast experience in implementing several e2e projects for ministries, state boards and multi-national companies in Singapore.

**Start-up Summary**

The processing unit will be installed at one of the target location in south side of Tamil Nadu. Our first preference will be Tirunelveli, for the main reason of procuring the raw material (Palm Jaggery) near Tuticorin to avoid major transportation cost at larger scale.

Start-up requirements will be financed through partner’s investments.

**START-UP REQUIREMENTS**

Start-up Expenses

|  |  |  |
| --- | --- | --- |
| **S.No** | **Needs** | **In INR** |
|  | Legal |  |
|  | Logo & Label , Design |  |
|  | Website registration |  |
|  | eCommerce Website |  |
|  | Initial Raw Materials |  |
|  | Start-up Assets Cash |  |
|  | Machinery (Optional) |  |
|  | Marketing |  |

**Processing Unit Locations and Facilities**

PalmyFoods Unit can be range in room size from 250 – 600 square feet and our first location will be on the south side of Tamil Nadu near Tirunelveli. The location will feature its own originality in merchandise and other Palm Sugar processing attributes. We will equip the unit with suitable machinery and aim for cleanliness.

All of these qualities are consistent with PalmyFoods goal of providing a high quality food experience. We want "word-of-mouth" to be our best form of marketing, where our customers value our brand as something exciting and cannot wait to tell their friends and neighbours. PalmyFoods will not directly compete with other sugar food products in the market, since it has the unique identity of healthiness in itself naturally.

**Products**

We want to focus only on selling Palm Sugar Syrup and palm based by-products. No other products will be sold in our company, as Palm foods promotes a healthy Indian lifestyle. Instead, we will try to offer Indonesian palm products as a complement in later stages of the business.

In promoting the Palm food lifestyle, we will offer various merchandise with our logos, from Jaggery, Sweets, so that our customers can enjoy PalmyFoods at home. Our PalmSure Syrup is exclusively manufactured by us from PalmyFoods and it can be also purchased at selected retailers in the market place.

**Product Description**

* *PalmSure Syrup (300 ml/grm, 500 ml/grm)*

Primarily a palm sugar syrup is our unique product as an alternate for white sugar.

* *PalmGold Granules (10 grm) (Future)*

In the future, our growth strategy will be offering the more of a Palm based brand to food entrepreneurs in the region. Palm sugar granules is our another product completely focusing on covering the entire hotels for replacing the white sugar using PalmGold sachet.

**Competitive Comparison**

PalmyFoods has several advantages over its leading competitors:

* Unique "Syrup" concept of making the Palm Jaggery as PalmSure Syrup.
* We expect a high degree of enthusiasm when it reaches market.
* Supporting other Palm products and merchandise the other palm items will support the out company's brand building.
* Our PalmSure Syrup is made 100% fresh natural palm Jaggery.

**Raw material Sourcing**

Fresh natural Palmgur will be delivered weekly by our supplier from the Tuticorin. We can also have an agreement with the supplier to exclusively manufacture our Palmgur and all of our merchandise will be printed and produced by our own office in Tirunelveli.

### 4.2.1 Market Needs

PalmyFoods sees our targeted for all Sugar needs. A recent Consumer Trend and Analysis says the following needs among our target markets/consumers. Our core group:

* Wants variety and flavour in palm based food, preferably something very healthy in natural
* Looks for speed of service
* Insists upon a clean, friendly, and attractive price
* Adopts a natural healthy lifestyle
* Is health conscious and enjoys eating natural food
* Comes from various traditional backgrounds
* Looks for a medicinal values

According to a recent report, white sugar are the second largest commodity after rise and wheats, valuing almost \_\_\_\_\_\_\_ million per annum.

**Pricing Strategy**

Our pricing strategy is positioned as "generic", meaning that Rs.80.00 / 350 grms is the average consumer spending for any premium food product. Leveraging the volume that to be sold, we are serving the majority of consumers locally.

**Brand Challenges**

PalmyFoods must establish a distinct brand to stand out from the other natural food competitors.

* Our logo is distinct as fresh, natural and healthy in colour elements that are eye catching.
* Product names are geared toward the target market group, with items such as "PalmSure" and "PalmGold" which are easy to remember.

# **Comparison with White Cane Sugar**

|  |  |  |
| --- | --- | --- |
|  | [Ecobuddy Palm sugar](http://ecobuddy.in/product/ecobuddy-palm-sugar/) | Regular Cane Sugar |
| 1 | Free from Chemicals, bleaches, preservatives and GMO | Bleached using harmful chemicals and bleaches, the traces of which are very much present in the Sugar |
| 2 | Highly Nutritious, contains about 24 nutrients including Vitamins, Minerals and Protein | Contains hardly any nutrients |
| 3 | All nutrients are natural and not fortified or artificially added | Contains hardly any nutrients |
| 4 | 100% pure palm sugar | Cane Jaggery is added with chemicals to increase weight |
| 5 | Traditionally in India women are suggested to consume palm sugar as a first thing after giving birth to a child and immediately after Puberty, because of its high nutritional content | Contains hardly any nutrients |
| 6 | Contains Low Glycemic Index. The Glycemic index is only 40. Replacing cane sugar with palm sugar is a big step for diebetics, heart patients, cancer patients and obese people. Normal people by replacing Palm Sugar with white sugar, the risk of diebeties, obesity and heart ailments are reduced. | Contains High Glycemic Index. The GI of cane sugar is more than 92. This makes it harmful for Diebetic patients, heart patients, cancer patients and Obese people. |
| 7 | Safe for infants to have Palm Sugar as it is free from chemicals and bleaches | Because of presence of harmful chemical, unsafe for infants to consume. In cane jaggery and in country sugar, bleaches used in dye industry is used to bring the bring yellow color. Dangerous chemicals are also used to prevent the cane jaggery from breaking during transit. |
| 8 | Consumption of Palm sugar does not make children hyperactive | Consumption of cane sugar makes children hyperactive |
| 9 | Ecobuddy Palm sugar is certified Organic | Most of the cane sugars available in the market are not organic |
| 10 | Palm sugar is free from flocculent, surfactants, viscosity modifiers | The process of making cane sugar crystals includes these process |
| 11 | Adds unique exotic flavour apart from sweetening the dish. | Merely sweetens the dish |
| 12 | Contains medicinal properties. Used in many Ayurvedic medicines and in varieties of indigeneous medicines of India. By itself it is considered as a medicine for cough cold and breath related problems | Does not known to have any medicinal properties |
| 13 | Palm trees are dry land flora. They consume very less water. Consuming Palm Sugar is ecofriendly way of living. An acre used for Palmyra tree cultivation can give more than one and half times of Palm Sugar yield than that of cane sugar. In todays population pressure over land this is very significant | Sugar cane consumes lots of water. To get 1 kg of cane sugar, the water consumed is much higher than that of Palm Sugar |
| 14 | Palm sugar consumption brings in equality in economy as this supports unprevileged palm tree tappers life. Since Ecobuddy palm sugar comes with minimal processing, the proportion of money spent on processing is less and proportion paid to the farmers is more | Proportion of money which goes to palm tree tappers out of every sale price paid by the customer is high than that of cane sugar. Large share of the money paid by the end customer goes to big sugar mill owners and to meet out huge processing expenditure. |
| 15 | Palm Sugar is the Traditional staple sweetener of India. This is the cause of health of Indians for many centuries. | Introduced and popularised to Indians by the British. Cane Sugar is one of the cause of current health problems of majority of Indians through prolific Diebeties, Anemia and Malnutrition |

# **Prevent Diabetes naturally with PalmSure Syrup!**

Replacing white sugar with PalmSure Syrup will definitely [help prevent or postpone onset of diabetes](http://care.diabetesjournals.org/content/26/8/2261.full) because of it’s significantly lower GI. This can be particularly important for people who have family histories of diabetes or people who are diabetic prone. PalmSure Syrup helps reducing weight in a healthy way !

All carbohydrates are not the same. The **Glycemic Index**, (GI) is based on 25 years of research and ranks carbohydrates according to their impact on the blood glucose levels. Glycemic Index measures the speed at which the food raises the blood glucose level of a person. Foods that are processed by the body more quickly are ranked high in the GI.

The GI of Palmyra PalmSure Syrup is only 41. Any food whose GI is lesser than 55 is internationally considered to be Low GI.

A diet rich in low GI carbohydrate – the carbohydrates that produce only small fluctuations in our blood glucose and insulin levels – is the secret to long-term health. Since PalmSure Syrup is low GI, it does not raise the blood sugar level immediately after consumption. Instead it is absorbed slowly by the body so it helps prevent/manage diabetes, hyoperglycemia and hypoglycemia.

With time and dedication the low GI diet plan has proven to be extremely effective in preventing diabetes, promoting weight loss and encouraging a healthy lifestyle.

PalmSure Syrup being a Low GI diet also helps **cure POCS problem** for women. It does play a major role in Women Health

PalmSure Syrup is Thermogenic, that is, it takes more energy for your body to burn it. So it will increase metabolism, unlike many other weight loss diets.PalmSure Syrup helps burn fat. Generally Insulin makes store fat. PalmSure Syrup prevents insulin from flooding into the system. It also circulates glucagons. Glucagon stimulates fat burning.

PalmSure Syrup can be consumed by all ages, with all body shapes, obese or slim. The person who replaces cane sugar with PalmSure Syrup will definitely enjoy the increased energy levels and lower body fat levels, especially if the other food consumed is also tilted towards more of Low GI diet.

PalmSure Syrup does NOT have the bad after taste like in Stevia ! So PalmSure Syrup can be tastefully used in Tea, Coffee, Milk, Puddings, Pastries and Sweets !

Though PalmSure Syrup is NOT Sugar free or a substitute for Sugar free sweeteners, since the GI is low, replacing cane sugar or honey with PalmSure Syrup for all kinds of sweetening needs helps PREVENT diabetes and to loose weight. It CANNOT be used as a cure after diagnosed as having diabetes.

PalmSure Syrup has been the staple sweetener in India and in many South-Asian countries for thousands of years. In recent years especially after British Invasion, we switched to white bleached sugar. We know that the diabetic histories of the past generations , say, before 100 years is much less comparing to now. Switching from Low GI PalmSure Syrup to High GI cane sugar is one important reason for the frequent diabetic occurrences apart from other reasons like change is lifestyle and other food patterns. Among our own elderly relatives we can see that people who had PalmSure Syrup as part of their earlier diet are much healthier than their counterparts.

PalmSure Syrup was a widely used health food in ancient India. Even now in many Indian villages it is being widely used. This is especially significant for women’s health.

Traditionally when a girl attains puberty in south India even now elders make food essentially using PalmSure Syrup for first 16 days or 40 days. This is so during pregnancy too because of its rich iron, calcium and other nutritive content. After child delivery, the first food given to the mother and the child is PalmSure Syrup and diluted PalmSure Syrup respectively. The tradition of giving sweet first as an auspicious act for the new born and new mother also came because of the health benefits PalmSure Syrup holds and PalmSure Syrup being the staple sweetener in those days in the country.

This is because of rich nutritional content essential for women. This has been used to during puberty, pregnancy, delivery, menopause and for overcoming menstrual problems, anemia, calcium deficiency and to prevent diabetes. This is believed in Tamil Nadu to prevent miscarriage and to strengthen uterus. Click to see nutrition present in PalmSure Syrup You may refer [the American Journal of Clinical Nutrition](http://www.ajcn.org/content/84/4/807.full) for the effect of a low-glycemic-index diet during pregnancy on obstetric outcomes

The Diabetes and excess weight gain that may occur during pregnancy can also be prevented by switching to Low GI food like PalmSure Syrup.Since PalmSure Syrup is a Low GI Sweetener, it helps cure of Poly cystic ovary syndrome for ladies when consumed regularly replacing cane sugar especially when planned with other low GI diet. PalmSure Syrup helps Prevent Diabetes and anemia during pregnancy.

Traditionally it is known that PalmSure Syrup has lots ofmedicinal qualities. It is widely used in Indian medical sciences like Siddha and Ayurveda. It is known to be effective against cold and lung related ailments.