***Start-up Idea*** ﻿

***Startup Idea***: Organic Indian Exports﻿***1. Business Name:﻿***Pure Essence Exports (we can modify the name as per our preference)﻿***2. Idea Overview:﻿***India has an abundance of natural and organic raw materials available at a lower cost. By processing these into high-quality products with proper branding and packaging, we can sell them internationally through Amazon Global Selling. This allows us to tap into the growing demand for organic, chemical-free products in countries like the USA, UK, and Europe.﻿***3. Problem Statement:﻿****Many Indian natural products do not reach global markets due to a lack of branding, proper packaging, and direct sales channels. Consumers in other countries pay high prices for these products, creating a business opportunity to export them at competitive prices.*﻿***4. Solution***:﻿We will source fresh, high-quality raw materials from Indian farmers, process them using hygienic methods, ensure quality control, and package them attractively. Using Amazon Global Selling, we can reach international customers directly.﻿***5. High-Demand, Low-Cost Products from India:﻿***1. *Turmeric Powder* – Low cost in India, high global demand for organic turmeric.﻿2. *Ginger Powder* – Used in herbal medicine, teas, and cooking.﻿3. *Moringa Powder* – Superfood with high demand in the health & wellness market.﻿4*. Ashwagandha Powder* – Popular in Ayurveda and sold at high prices abroad.﻿5. *Neem Powder* – Used in skincare, haircare, and organic farming.﻿6*. Amla Powder* – High in Vitamin C, widely used in supplements and cosmetics.﻿7*. Coconut-Based Products* – Desiccated coconut, virgin coconut oil, and coconut flour have a large global market.﻿8. *Black Pepper & Spices* – Indian spices are famous worldwide and sold at premium rates.﻿9. *Soapnut (Reetha) Powder* – Natural hair cleanser with eco-friendly appeal.﻿

10*. Shikakai Powder* – Used as a herbal shampoo alternative.﻿***6. Target Market:﻿***Health-conscious consumers worldwide﻿Organic product buyers in the USA, UK, Europe, and the Middle East﻿Ayurveda and herbal medicine practitioners﻿Restaurants and food manufacturers looking for pure ingredients﻿Beauty and skincare product manufacturers﻿***7. Unique Selling Proposition (USP):***﻿100% natural and organic products﻿Direct sourcing from Indian farmers, ensuring purity and fair trade﻿Attractive, eco-friendly packaging﻿Sold through Amazon Global, ensuring easy worldwide delivery﻿Competitive pricing compared to local brands in foreign markets﻿***8. Future Plans***:﻿Expand product range to include more herbal and organic powders.﻿Create an independent D2C (Direct-to-Consumer) website for global customers.﻿Partner with Indian farmers for sustainable and fair pricing.﻿Establish branding as a premium organic Indian product company.

***9. Observations:***

Turmeric Powder: In India, organic turmeric powder is available at approximately ₹200–₹400 per kg. In international markets, the price ranges from $20–$30 per kg.

Ginger Powder: Indian markets offer ginger powder at around ₹300–₹500 per kg, whereas international prices are about $25– $35 per kg.

Moringa Powder: In India, moringa powder is priced between ₹500–₹800 per kg. Internationally, it sells for approximately $30–$40 per kg.

Ashwagandha Powder: Available in India for ₹600–₹900 per kg, with international prices ranging from $35–$45 per kg.

Neem Powder: Priced at ₹200–₹400 per kg in India and $20–$30 per kg abroad.

Amla Powder: Costs around ₹300–₹500 per kg in India and $25–$35 per kg internationally.

Coconut Products (Oil): In India, virgin coconut oil is approximately ₹400–₹600 per liter, while in international markets, it's about $15–$25 per liter.

Black Pepper: Indian prices are ₹500–₹700 per kg, with international prices at $30–$40 per kg.

Soapnut (Reetha) Powder: Available for ₹200–₹400 per kg in India and $20–$30 per kg internationally.

Shikakai Powder: Priced at ₹300–₹500 per kg in India and $25–$35 per kg abroad.