

Case Study

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As the sweetcorn contains twice the number of proteins and carbohydrates than that of the normal corn and as it is made by biotechnical engineers, the customers that I want to target are teenagers and adults. Basically, teenagers and adults need more energy because they are more active and have more muscle mass. They focus on building and maintaining muscle, so eating more proteins helps with muscle repair and growth. Getting enough carbs is also equally important as they provide the energy for daily activities. I would like to sell them directly to the customers at local farmers markets or through food stores. And I would also consider partnering with restaurants. I would also like to offer free samples to allow the people to taste the difference and generate interest.