

Khubzun

Locally Produced Nutritious Food at an Affordable Rate



THE KHUBZUN STORY

HOW WE CAME TO BE

Khubzun is the Result of relentless hardwork, friendship and a vision for ensuring nutritious food for people of different walks of life.

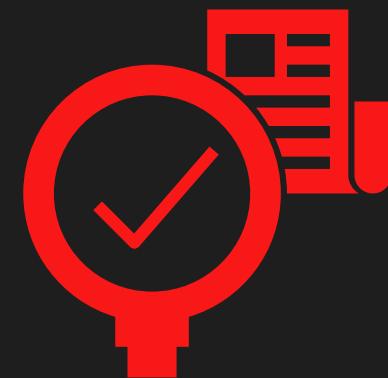


Khubzun has been in business for over 2 years.

Khubzun wants to bring in a sustainable, affordable and more nutritious option for its customers based on food science.



Problem Identification



Half the Population Suffer from
Malnutrition & half of the female
population suffer from Anemia



Bangladesh has an unenviable record
of 68.3-81.1% of municipal solid waste
being food waste

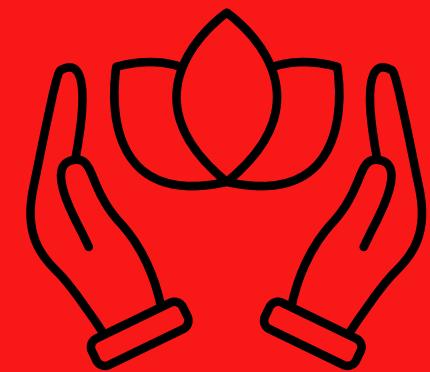


25% of the entire population is
food insecure

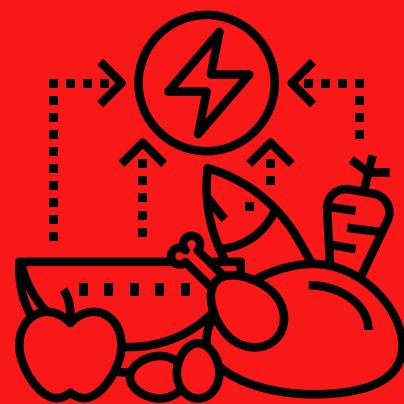
How it Works



Collecting low emission raw ingredients through our innovative local supply chain



Targetting low income population and ensuring eco friendly processing



Food Science based Nutriboxes includes all the essential nutrients



Efficient food waste management while following HACCP and SOPV Protocols

SWOT ANALYSIS



STRENGTHS

A Established Food Restaurant with A Loyal Customer Base.
Competitive Pricing
Made with Locally Grown Produces.
Waste Management

WEAKNESSES

Saturated Market

OPPORTUNITIES

Expansion to Different Cities
Eco-friendly Packaging

THREATS

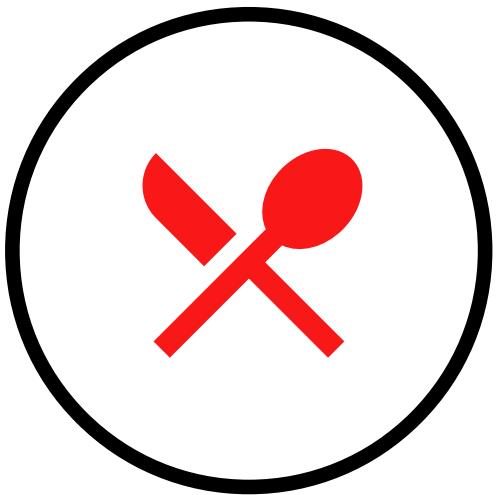
Unhealthy Competition
Lack of Funding

OUR BUSINESS MODEL

WHAT OUR CUSTOMERS WANT



Great Location



**Tasty and
Affordable
Product**



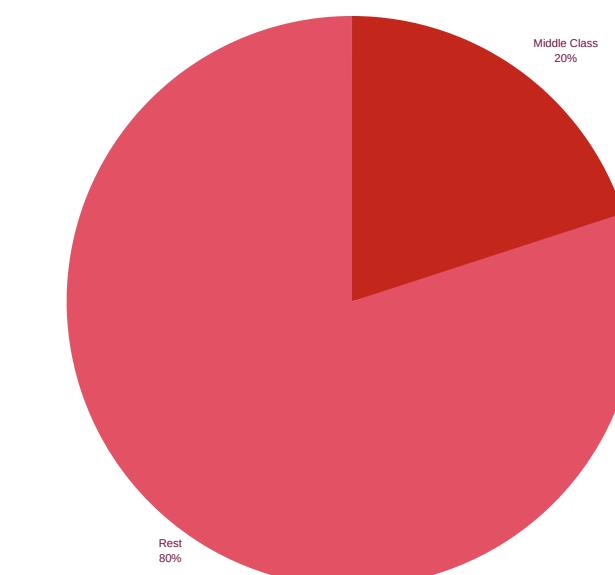
**Eco-friendly
Processing**



**Locally Grown
Fresh
Ingredients**

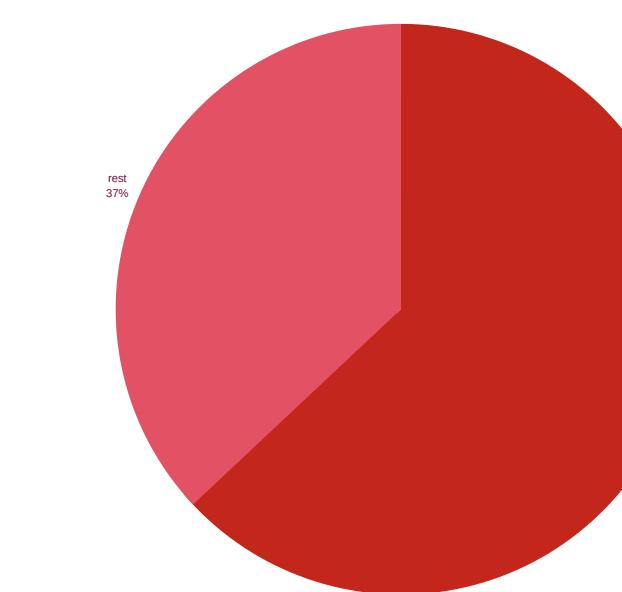
DEMOGRAPHIC TARGET

BREAKDOWN OF OUR CUSTOMERS



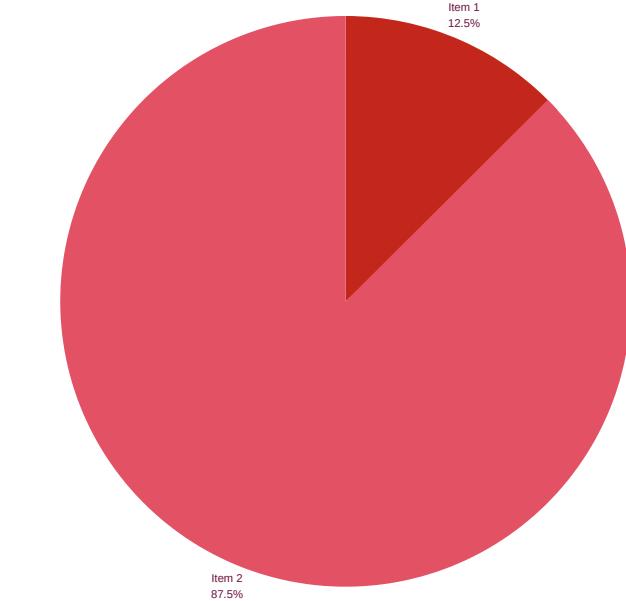
MIDDLE CLASS

20% of the Population belongs to the middle Class



AGE GROUP

15-59
63% of the Population belongs to this age group

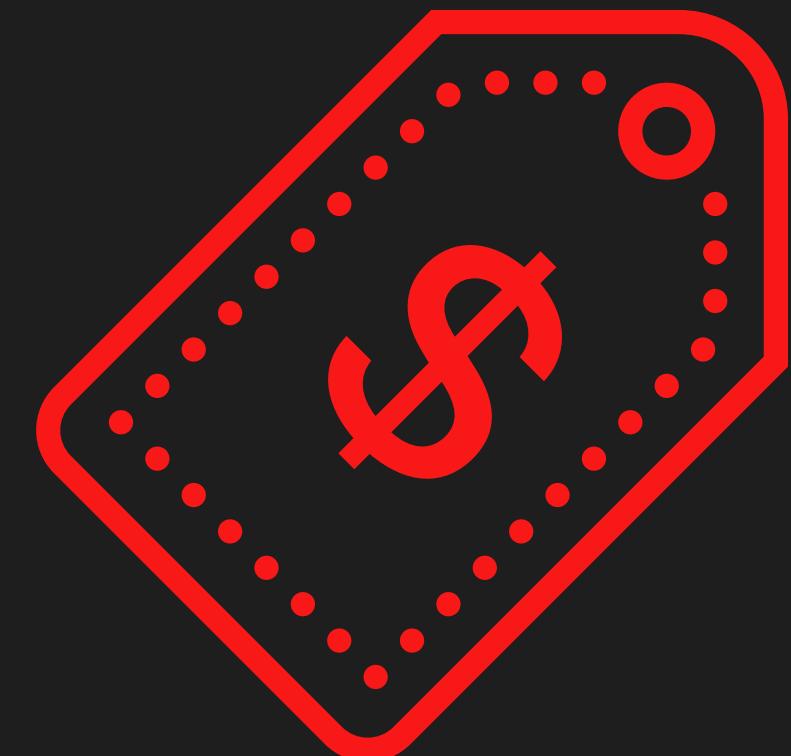


UNHEALTHY LIFESTYLE

Approximately 12.6% Male have either Obesity or Diabetes

Pricing

- ▶ **59 Taka**
Nutribox Lite
- ▶ **79 Taka**
Nutribox Hungry
- ▶ **159 Taka**
Nutribox Premium



NUTRI BOX

NUTRI BOX HUNGRY

Egg-50g

Potatoes- 150g

Chicken Shreds-100g

Khubzun Special Cheese

Salad & Sauce

NUTRI BOX LITE

Egg 50g

Rice- 100g

Lentil- 50g

Fish- 100g

**Special Khubzun Salad
and Sauce**

NUTRI BOX PREMIUM

Egg-50g

Potatoes- 100g

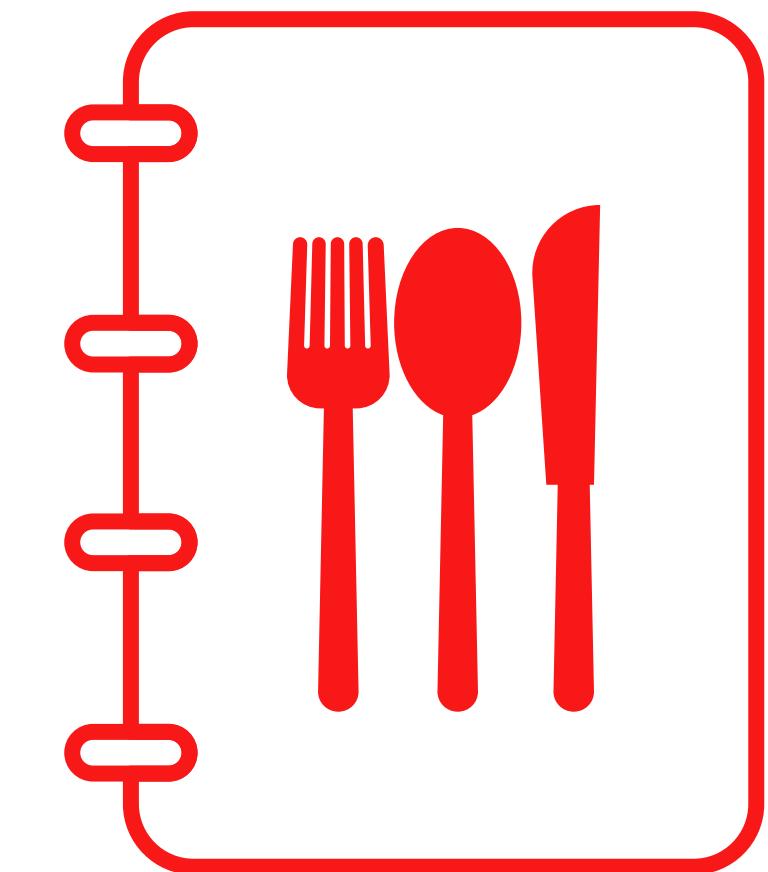
Chicken Shreds - 200g

Mushroom- 50g

Chicken Sausage- 50g

Khubzun Special Salad & Sauce

The Salad includes: Tomatoes, Capsicum, Cucumber, Onions, Green Peas, Garlic, Betroot, Ground Nuts

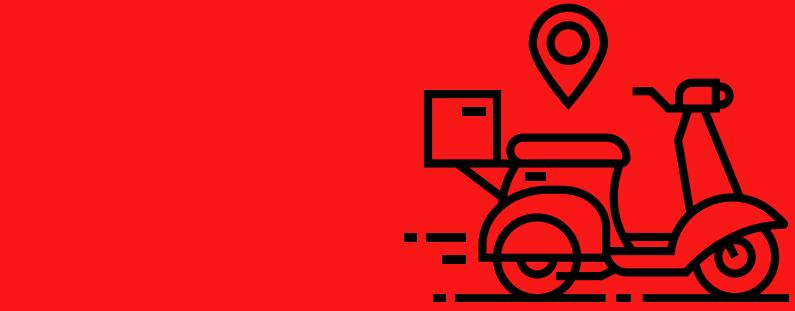


The Menu



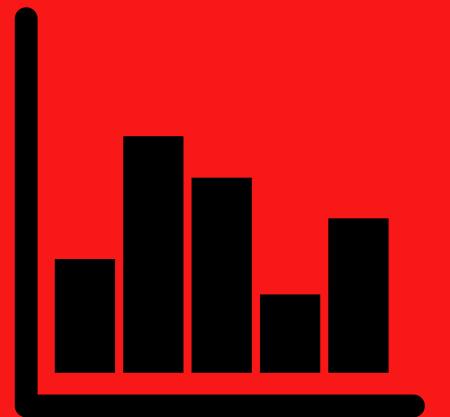
Partnership

Engage with local farmers for procurement of products and ensuring utmost efficiency



Delivery

timely collection and delivery of products



Data Utilization

Utilizing all the collected data from to make the customer experience better at every step

Marketing Strategy



STAGE A

Ensuring Home Delivery
and Student
Engagement
(Reached)

STAGE B

Nutribox for Middle
Class and Working
Class Consumers while
maintaining heavy
online presence

STAGE C

Going Global and
Collaborating with
Humanitarian
Organizations

TIMELINE

PENDING FUNDING APPROVAL



ESTIMATED BREAK EVEN COST
ECO-FRIENDLY VENTURE

5.37 CRORE

EXPECTED BY THE SEVENTH YEAR

BREAK EVEN COST FOR
RESTAURANT

4.80 LACS

BY THE END OF 2022

BREAK EVEN COST FOR
FOOD CART

1.20 LACS

REACHED IN 2019

Expansion Plans

3 Branches in Dhaka by 2021 and
2 Branches in Chattogram by 2022



Targetting the South
Asian and African Market



PROJECTED REACH

**BASED ON DATA
DRIVEN MODEL**

By the year 2028
Khubzun will be
impacting
10 million lives.

