

Island crisps



By – Rathnayake Rathnayake 10899210

Rathnayaka Rathnayaka 10899297

Business plan

Executive summery

For a snack experience that is anything but typical, Island Crisps transforms the basic banana chip into a culinary adventure by combining it with the strong, vivid essence of two well-known Sri Lankan flavors: miris malu (Sri Lankan spicy fish curry) and Jaffna crab curry. These flavors are rich in culture, history, and and mouthwatering flavor. With each bite, we offer a cultural experience rather than just chips.

Mission statement - To merge creativity and tradition by developing a snack that honors Sri Lanka's rich culinary legacy. introduce the cherished regional flavors of Sri Lanka into the contemporary snack market, sparking a revolution in the sector.

Vision statement - To be the snack company that, one crunchy bite at a time, revolutionizes snacking by bringing the authentic spirit of Sri Lankan culture to the world.





- **The problem**

With no reference to regional culinary habits, Sri Lanka's snack industry is overrun with chips that primarily have imported flavor profiles, like cheese, sour cream, and barbecue. Although these chips might somewhat satisfy Sri Lankans' palates, they lack the distinctive, potent, and fiery flavors that Sri Lankans adore. Potato chips are also expensive, which makes them a luxury food for many. Because of the higher expenses incurred by import duties, many people cannot afford the imported kinds.

However, locally produced chips derived from manioc, also known as cassava, have gained a lot of popularity. Despite their popularity, cassava chips frequently lack the distinctive flavors that set Sri Lankan cuisine apart. Additionally, its crisp texture may be too dry or rough, falling short of providing the decadence that customers expect from a high-end snack. Furthermore, cassava is frequently deep-fried, which contributes to the negative connotations associated with it.

- **The opportunity**

By providing a snack that is reasonably priced and genuinely Sri Lankan, Island Crisps seeks to close this market gap. We add a fresh, intriguing twist to the snack section by making baked banana chips flavored with two popular regional flavors: Jaffna Crab Curry and Miris Malu (spicy fish curry). In addition to

providing a taste of home, we also offer a premium, regional substitute for cassava and imported potato chips. We maintain low production costs by using bananas, a locally plentiful and economical resource, guaranteeing that our chips are not only tasty but also reasonably priced, making them distinctive and unforgettable for all Sri Lankan snack enthusiasts.

Target market

- **Sri Lankan millennials and generation z (age 18- 40)**

In an increasingly globalized environment, millennials frequently look for things that help them feel more connected to their heritage. With island crisps Traditional Sri Lankan flavors are given a contemporary makeover so These flavors provide millennials in Sri Lanka with an easy and enjoyable snacking experience that suits their hectic lifestyles while also bringing back memories of home, family meals, and cultural heritage. It is well known that millennials are pragmatic, particularly when it comes to consuming. But they also value goods that feel unique or high-end. In Sri Lanka, the cost of imported snacks, especially potato chips, has increased. A reasonably priced, locally made snack that does not sacrifice flavor, or quality is the best option for millennials because it is reasonably priced and has excellent taste. Millennials are drawn to flavors that are strong, distinctive, and daring. This group really enjoys traditional appetizers with creative twists. In contrast to typical potato or cassava chips, Island Crisps offers something novel and intriguing with its strong Sri Lankan flavors like Miris Malu and Jaffna Crab Curry. It is a great fit for millennials who want to try out new and varied foods.

Gen Z is sensitive to supporting local brands and being honest. They like goods that honor their heritage and sense of self. Through its distinctive flavors that are intricately linked to Sri Lankan customs, Island Crisps celebrates Sri Lankan culture. By using these flavors, the brand appeals to Gen Z's wish to express their cultural pride with the world and feel a connection to their heritage. In terms of cuisine, this generation is renowned for its adventurousness. Unlike other snack options on the market, Island Crisps offers strong, culturally rich flavors that are unique. Gen Z buyers frequently look for goods that defy expectations and offer them novel, thrilling experiences. With Island Crisps, they may experience something new and distinct from what is typically seen on store shelves—a true taste of Sri Lankan heritage. Financial restraints are a frequent problem for Gen Z, whether they are students or young workers. Due to inflation or import expenses, many classic snack options are now prohibitively expensive. Island Chips offers a local and affordable substitute for overpriced imported potato crisps. Because of this, Gen Z finds it appealing because they are cost-conscious but still desire a tasty and stylish snack.

competitors

Popular local brands including Smack, Scan, Uswatte, and CBL dominate the Sri Lankan snack market. They provide a wide range of chips and snacks, with a particular emphasis on cassava chips, potato chips, extruded snacks, and traditional snacks like murukku. Though they lack the unique flavor character of banana chips, cassava chips, which have grown in popularity recently, are frequently promoted as a healthy substitute for potato chips.

The market's competitors mostly concentrate on flavors like salted, Chilli, cheese, tomato, barbecue, or masala, which are well-known and well-liked but fall short of capturing the complexity of Sri Lanka's diverse culinary traditions. However, Island Crisps distinguishes itself by using the nation's abundant agricultural resources to provide banana chips with distinctively Sri Lankan flavors. Despite their broad availability, these companies do not provide banana chips, which are manufactured from a fruit that is both abundant and culturally valued in Sri Lanka. A distinctive and culturally relevant substitute for the popular cassava and potato chips.

In the end, Island Crisps closes a market gap by providing a unique product that honors Sri Lanka's agricultural wealth and culture. In contrast to its rivals, who have mostly adopted cassava, Island Chips capitalizes on the distinct flavor of banana chips and the robust, regional flavors of Sri Lanka to provide a novel and intriguing substitute for the traditional snack options.

Marketing strategies

We have developed creative marketing strategies that highlight Island Crisps' distinct appeal and strike a deep chord with target audiences to establish the brand as a leader in the Sri Lankan snack market and beyond. Our strategy is to celebrate Sri Lankan culture by presenting genuine flavors in eye-catching packaging. Storytelling, influencer partnerships, and captivating social media campaigns highlight the brand's local roots. The reach will be increased through export-focused promotions, collaborations with tourism efforts, and sampling events. Island Crisps promises a tasty adventure that excites and unites people all over the world by fusing innovation and tradition.

- Using “taste of island” campaign to share stories

Through engaging storytelling, Island Crisps captures the spirit of Sri Lankan culture and cuisine. Like the spicy zest of Miris Malu or the rich heritage of Jaffna Crab Curry, each flavor tells a story while honoring classic foods and customs. Snack enthusiasts are transported to Sri Lanka's lively energy with each mouthful.

- o Miris malu - Island Crisps celebrates the distinctive spicy fish curries of coastal fishing settlements. The spirit of their vibrant culinary heritage and rich traditions is captured in every bite of Miris Malu flavor.
- o Jaffna crab curry - Discover the lively Tamil food of Jaffna, known for its strong spices and rich history, at Island Crisps. This culinary legacy is embodied in the Jaffna Crab Curry flavor, which offers a genuine taste of tradition and cultural richness in each bite.

Island Crisps plans to use a storytelling technique emphasizing the journey from farm to chip to establish a stronger bond with our customers. Local farmers, chefs, and craftspeople who are instrumental in creating our product will be highlighted in brief films and social media clips. These videos will feature chefs creating recipes based on classic Sri Lankan dishes, farmers growing the best local ingredients, and craftspeople adding colorful cultural elements to our packaging.

In-depth accounts of these people, their contributions, and the customs underlying each flavor will also be shared on social media. Customers can develop a deeper emotional bond with the brand by watching, reading, and experiencing the rich history and genuineness that goes into each bag of Island Crisps.

- Captivating and localized experiences

Island Crisps will introduce three innovative initiatives aimed at inspiring and engaging consumers to strengthen our relationship with our audience and increase brand awareness.

At well-known tourist locations and regional celebrations, Island Crisps will be interactively experienced through the Pop-Up Experience Booths. These booths will provide immersive experiences, like virtual reality tours highlighting the areas and customs that inspired our flavors, in addition to complimentary tastes of our signature flavors. By emphasizing the product's cultural origins, this campaign will not only draw attention but also foster an emotional bond with consumers.

Sri Lankans are being asked to submit ideas for new regional chip flavors' that reflect their distinct culinary tastes and sense of cultural pride as part of the Flavor Creation Challenge. By encouraging participation and generating buzz, this interactive campaign will result in a limited-edition release of the winning flavor. In recognition of the contributor, their name will be prominently included on the package, creating a buzz about the company and a sense of community connection.

Cooking with Island Crisps will collaborate with chefs and food vloggers to develop creative recipes that include our chips as a main component. Through this partnership, Island Crisps will be positioned as a snack and a flexible culinary addition, encouraging consumers to use the product in inventive ways.

- Targeted Engagement with Sri Lankan Travellers and Expatriates

We will form collaborations with airport stores and travel retail establishments in major tourist destinations to market Island Crisps as an elite souvenir. Island Crisps provides the ideal answer for travelers looking for distinctive, culturally meaningful presents to take home—a product that perfectly captures the genuine tastes and traditions of Sri Lanka. With a slogan like "Take a Taste of Sri Lanka Home," we will draw attention to the chips as a cultural experience that can be enjoyed with loved ones rather than merely as a snack.

Social media will be used to communicate fascinating tales about the flavors' origins, and the packaging will be carefully crafted to capture the lively essence of Sri Lanka. Customers will feel

more connected to the nation's rich history as a result, and the product will become a sentimental and unforgettable memento.

We will launch unique souvenir packs designed for travel and gifting to optimize appeal. While promotional campaigns with discounts or travel-themed bundles might increase sales, airport sampling booths can further encourage travelers to try and buy the product.

In addition to increasing sales, this campaign positions Island Crisps as a global representative of Sri Lankan culture by focusing on both domestic and foreign tourists. Every purchase expands the brand's reach and strengthens its reputation as a high-end, culturally genuine snack by bringing Sri Lankan flavors to a wider audience.

- Digital and Influencer Marketing

We will launch the Island Ambassadors Program to increase the visibility of Island Crisps' brand by working with a network of regional and global influencers, food bloggers, and travel vloggers. By providing genuine tales behind the flavors, these ambassadors will promote Island crisps as a representation of Sri Lanka's diverse culinary culture. They will introduce the spirit of Sri Lanka to a worldwide audience through captivating content, including recipe development, flavor reviews, and cultural investigations. We can guarantee broad exposure and sincere interaction by collaborating with creators whose audiences complement our target market, which will support the positioning of Island crisps as a high-end snack with roots in both innovation and tradition.

Additionally, the #IslandcrispsChallenge will use the viral potential of Instagram and TikTok to reach a younger, tech-savvy audience. By sharing how they love Island Crisps—whether it is as a snack on an excursion, with a Favorite meal, or by constructing famous Sri Lankan scenes inspired by the flavors—users will be encouraged to show off their creativity. Community involvement and enthusiasm for the brand will be increased by this user-generated material. Enticing rewards, such as complimentary product bundles, will be given to winning entries.

These efforts will not only raise brand awareness but also build a solid emotional bond with consumers both domestically and abroad by fusing influencer marketing with an engaging social media campaign. Through these initiatives, Island Crisps will become a symbol of Sri Lankan culture, increase involvement, and foster loyalty.

[our instagram](#)

[our Tiktok](#)

- Innovation in Retail and E-Commerce

In collaboration with significant supermarkets and merchants, Island crisps will hold Flavor Launch Events to create buzz and forge a solid market position. Customers will be able to taste the strong, genuine flavors at these in-store tasting events, giving them a memorable first impression of the brand. First-time customers will receive exclusive discounts, which will promote trial and boost sales right away. Flavors will be introduced one at a time to maintain interest, creating anticipation and enticing customers to visit stores again for the most recent release. To link the product with Sri Lanka's history and give customers a fun and meaningful experience, each launch

event will also feature captivating activities like prizes, chef demonstrations, and cultural storytelling. The opening of the Island Crisps Online Store will also enhance retail tactics by providing a modern, easy-to-use e-commerce platform. The store will make Island crisps available to a worldwide customer base by offering limited-edition flavors, exclusive bundles, and international shipping choices. Customers will receive regular delivery of their preferred flavors or carefully chosen assortments with a subscription service. In addition to increasing brand loyalty, this convenience generates steady income. The user experience will be further improved by the website's immersive content, which will include recipes, cultural highlights, and flavor backstories. Through a combination of vibrant in-store events and a strong online presence, Island Crisps will become a globally recognized snack brand that is praised for its flavors, cultural authenticity, and accessibility.

- **CSR and Community Involvement**

With the "Support Local Farmers Campaign" Island Crisps is dedicated to improving the lives of rural farming communities in Sri Lanka. This program honors the labor and commitment of local banana growers and emphasizes the critical role they play in producing our chips. By purchasing our bananas straight from local communities, we support Sri Lankan farmers' livelihoods while also guaranteeing the freshest, best products. The money raised from each purchase will go towards rural development initiatives like enhancing farming methods, giving people access to contemporary machinery, and bolstering local infrastructure. We will highlight these farmers' priceless contributions to our product by telling their stories in an engaging way on our packaging, website, and social media.

These tactics, which combine captivating ads and immersive narrative, guarantee that Island crisps not only distinguishes itself in a crowded market but also strikes a deep chord with its target consumers. By using these marketing strategies, Island crisps will become a well-known brand in Sri Lanka, generate buzz, and cultivate consumer loyalty.

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Unique Selling Points

- **Genuine Sri Lankan flavors**

The flavors of Miris Malu and Jaffna Crab Curry evoke memories of treasured home-cooked dinners spent with loved ones, capturing the spirit of Sri Lanka's rich culinary legacy. Inspired by

the intense spiciness of traditional Sri Lankan fish curries, Miris Malu strikes a deep chord with the robust flavors and seaside customs that many people are accustomed to. The lively Tamil food of northern Sri Lanka, which is known for its robust flavors and fragrant spices, is reflected in Jaffna Crab Curry. These tastes take Sri Lankans back to the coziness and longing of their cultural origins and are more than just snacks.

- Affordable

Island Crisps offers a reasonably priced, locally based substitute for imported potato chips that does not sacrifice flavor or quality as their prices keep rising. Made with local flavors and fresh Sri Lankan bananas, Island Crisps are an affordable snack choice for anyone looking for something tasty and different. Customers can enjoy high-quality snacks without the high cost of international brands by selecting Island crisps. Supporting Island Crisps is a win-win situation for taste, price, and community effect because it also benefits local farmers and the Sri Lankan economy. Welcome to Island Crisps and bid adieu to expensive imports!

- Local ingredients

To ensure unparalleled freshness and a true connection to local agriculture, the bananas used to make Island Crisps are meticulously obtained from Sri Lankan farmers. Through direct collaboration with farmers, we help rural people's livelihoods while prioritizing high-quality ingredients. In addition to ensuring a high-quality output, this farm-to-chip strategy honors Sri Lanka's rich agricultural history. The commitment and skill of regional farmers are evident in every batch of Island Chips, which provide customers with a tasty and genuine snack. By selecting Island Crisps, you can support the expansion and sustainability of Sri Lanka's farming sector while also indulging in a tasty, fresh delicacy.

- Cultural pride

By incorporating traditional Sri Lankan flavors and culturally meaningful branding into each mouthful, Island Crisps transcends its status as a simple snack. The island's rich culinary traditions are reflected in flavors like Miris Malu and Jaffna Crab Curry, which bring back memories of home-cooked dinners and shared cultural experiences. Inspired by Sri Lankan culture, the colorful packaging narrates the histories of the people, places, and customs that go into making each flavor. This careful process turns the chips into a momentous experience that honors the island's culture and ties customers to their heritage. Every purchase from Island Crisps is a delicious exploration of Sri Lankan culture.

Financial plan

- Startup costs

- Startup costs Rs. 400000
This covers the price of buying plantains as raw materials, manufacturing tools like slicers, ovens, and packaging machinery, as well as labor costs for making the chips. This cost covers the first batch required to start production, as plantains cost Rs. 430 per kilograms and yield about 5 packets per kilograms.
- Branding and packaging Rs. 150000
This includes the price of designing the logo, packaging, and labelling for a distinctive and appealing brand identity. To make the product stand out on shelves, it also entails the purchasing of materials for packaging, which will be created to reflect Sri Lankan culture.
- Marketing and advertising Rs. 100000
This will be used to promote Island crisps using influencer partnerships, online promotions, and digital advertising (on sites like Facebook and Instagram). With an emphasis on its genuine, regional flavors, the marketing plan will introduce the product to both local customers and Sri Lankans residing outside
- Distribution and logistics Rs. 50000
The initial logistics and transportation required to get the goods into local retail locations and online marketplaces are covered by this price. In addition to smaller shops and local markets, distribution will begin in Sri Lanka's major cities and a few supermarkets.

Total startup cost Rs. 700000

- Revenue projection
 - 1st year - target sales of 40,000 units, bringing in about Rs. 4,000,000.
 - 2nd year - extend to national retailers with a target of 100,000 units and a Rs. 10,000,000 revenue projection.
- Profit margin
estimated at 15% in Year 1 and 20% in Year 2 because of increased brand awareness and economies of scale.
- Break-even Point
Expected to break even by the end of the first year.
- Product price

The product is priced at Rs. 250. Giving 150 revenue for each product. While price is also set to a low price point than snacks available in Sri Lanka.

Business canvas

Key partners <ul style="list-style-type: none"> Local banana farmers (supply raw materials). Packaging suppliers (eco-friendly options). Supermarkets and retailers (Keells, Cargills). Distribution channels (e-commerce apps like Daraz, Kapruka). Marketing agencies for advertising campaigns. 	Key activities <ul style="list-style-type: none"> Manufacturing: Baking and packaging the banana chips. Marketing: Social media campaigns, influencer marketing. Distribution: Delivering to stores, e-commerce platforms, and export markets. Research and Development: Innovating new Sri Lankan-inspired flavors. Key resources <ul style="list-style-type: none"> local banana supply. Trained staff for production and quality assurance. Manufacturing equipment (baking, seasoning, packaging machines). Brand assets (logo, designs, website, social media). 	Value proposition <ul style="list-style-type: none"> Authentic Sri Lankan flavors (Miris Malu & Jaffna Crab Curry). Affordable and healthy snack option (baked, not fried). A culturally significant product that appeals to tourists and locals alike. Eco-friendly packaging with a sustainable supply chain. 	Relationships <ul style="list-style-type: none"> Engagement: Social media interaction (TikTok challenges, Instagram polls). Feedback: Direct input via surveys and reviews. Loyalty: Discounts for repeat buyers and brand ambassadors. Channels <ul style="list-style-type: none"> Physical Stores: Keells, Cargills, and local retailers. Online Platforms: Daraz, Kapruka, Island Crisps website. Tourism Sector: Souvenir shops and duty-free outlets. 	Customer segment <ul style="list-style-type: none"> Locals: Millennials and Gen Z looking for affordable, tasty snacks. Tourists and Expatriates: Seeking unique souvenirs with local identity. Health-conscious consumers: Preferring baked over fried snacks.
Cost structure <ul style="list-style-type: none"> Raw materials (bananas, spices, packaging). Manufacturing costs (equipment, labor, utilities). Marketing and advertising. Distribution and logistics. 			Revenue streams <ul style="list-style-type: none"> Retail sales (supermarkets, local stores). Online sales (website, e-commerce platforms). Export sales (international distributors, souvenir shops). 	

Conclusion

Island crisps are a cultural adventure in a bag, not simply a nibble. Every taste of Island crisps captures the spirit of Sri Lanka with its distinctive Sri Lankan flavors, like Jaffna Crab Curry and Miris Malu. Carefully crafted, the chips are baked rather than fried, providing snack enthusiasts with a healthier but no less tasty and crispy option. The product offers a genuine gourmet experience at a reasonable cost, satisfying Sri Lanka's increasing desire for traditional, locally inspired snacks.

What distinguishes Island crisps is their dedication to honoring Sri Lankan culture. It stands out on store shelves thanks to its colorful packaging, which draws inspiration from the local art and culture and appeals to both residents and visitors. Customers can share it with others or send it overseas as a present; it is more than just a snack. The brand is more appealing to shoppers who care about the environment because of its emphasis on eco-friendly packaging, which is in line with worldwide sustainability trends.

Island crisps offer itself as the preferred choice for Sri Lankans looking for affordability and quality as the price of foreign chips climbs. Using bananas that are grown nearby helps farmers and strengthens the home economy while producing a product that inspires pride in the country.

Island crisps appeal to a wide range of consumers, including visitors, health-conscious people, and flavor-lovers, whether they are purchased from supermarkets, internet retailers, or gift shops. Offering a tasty, culturally diverse substitute for traditional alternatives, Island crisps is well positioned to take the lead in the expanding market for traditional snacks. One chip at a time, Island crisps narrate the tale of Sri Lanka while satisfying appetites by fusing taste, affordability, and cultural relevance.

PUSL3159 - Group Contributions Form

Group: 10

Teammate (Name)	Contributions to Team. [1]	Commendations	Percentage of overall contribution
Rathnayake Rathnayake	Problem statement, opportunity, target market, marketing strategies, financial plans, business canvas	Exhibited outstanding strategic and analytical thinking while formulating the issue statement, spotting opportunities, and developing thorough financial and marketing plans. showed great leadership and a commitment to producing high-calibre work on a regular basis.	60%
Rathnayake Rathnayaka	Packaging, unique selling points, competitors, logo	shown originality and meticulousness in creating the packaging, branding, and USPs. made sure the project's branding was creative and culturally appropriate and offered insightful information about competitor analysis.	40%

All group members agree to acknowledge the above contributions. (Yes/No)

*We understand that if we answered No to the above, we will be called for a viva with the Module Leader to mediate the dispute. Module Leader will have final decision on the contribution %.

Signatures

Teammate A	Rathnayake Rathnayake
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Teammate B	Rathnayaka Rathnayaka

[\[1\]](#) Discuss contributions to analysis, design and documentation, contributions to solution implementation, contributions to LSEP, and any other significant contributions. Below the claim, highlight where in the report/git/Trello/reflection where we can find evidence for the claim.