

Business Plan



About Us



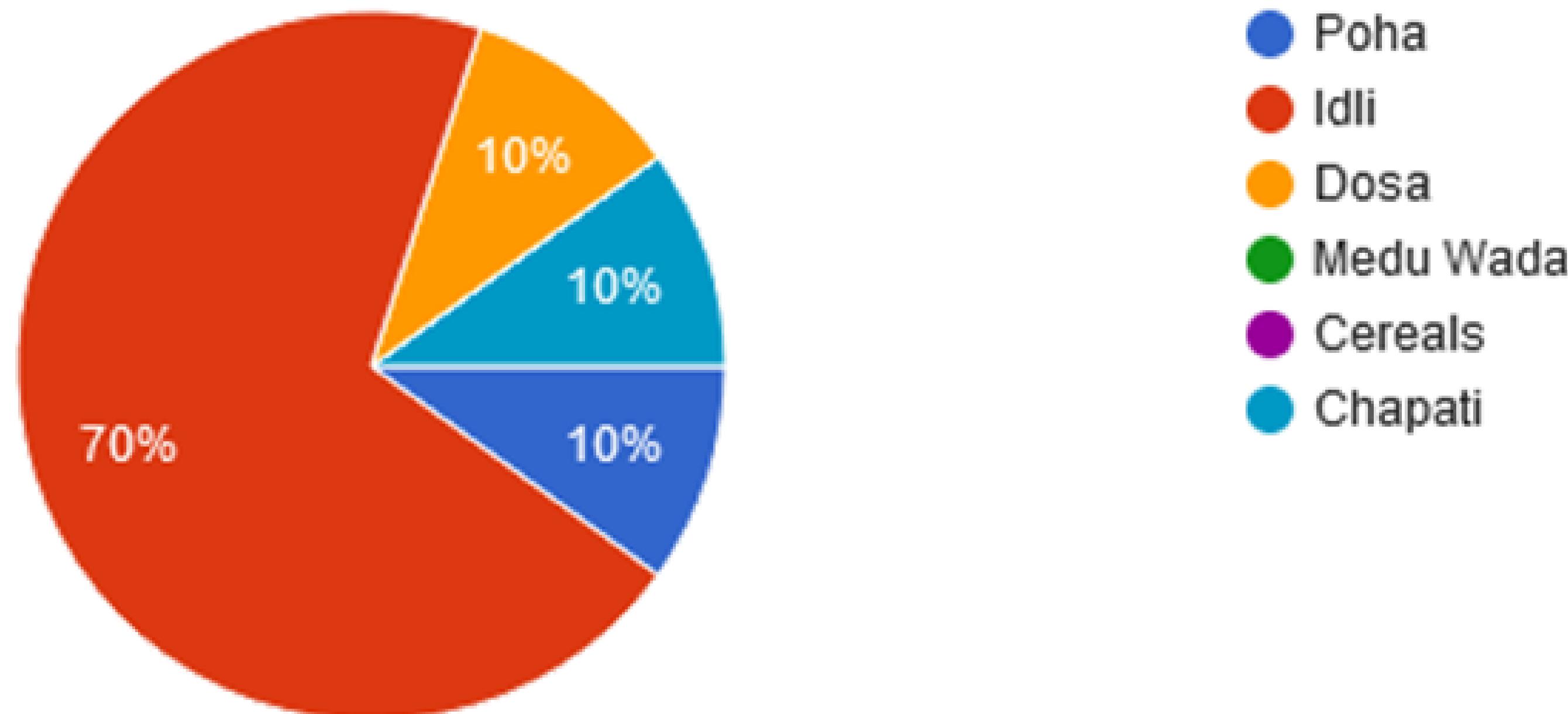
MISSION

**Change the way Idli is
consumed.**

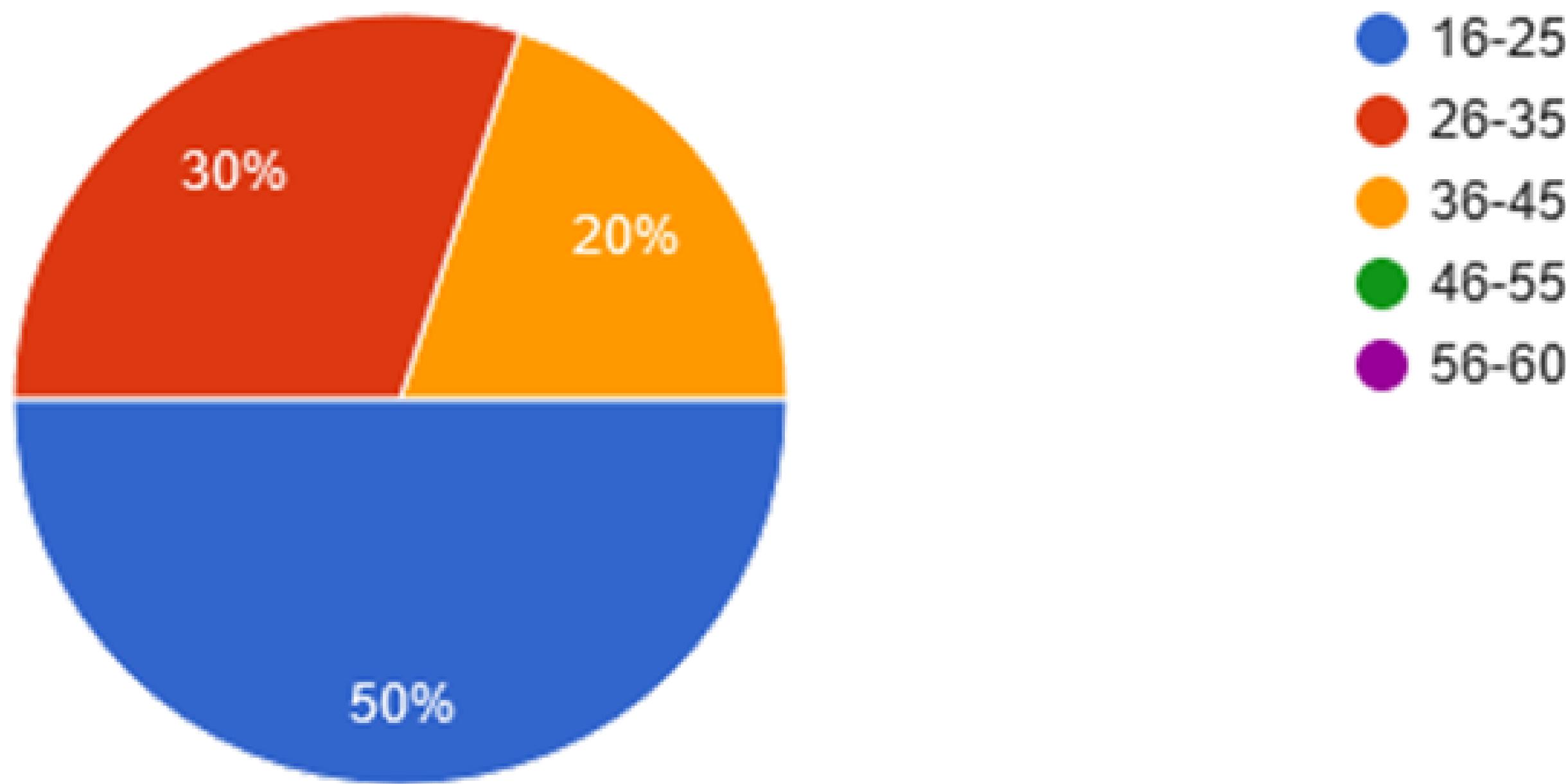
VISION

**To make the crispiest and
the tastiest idli.**

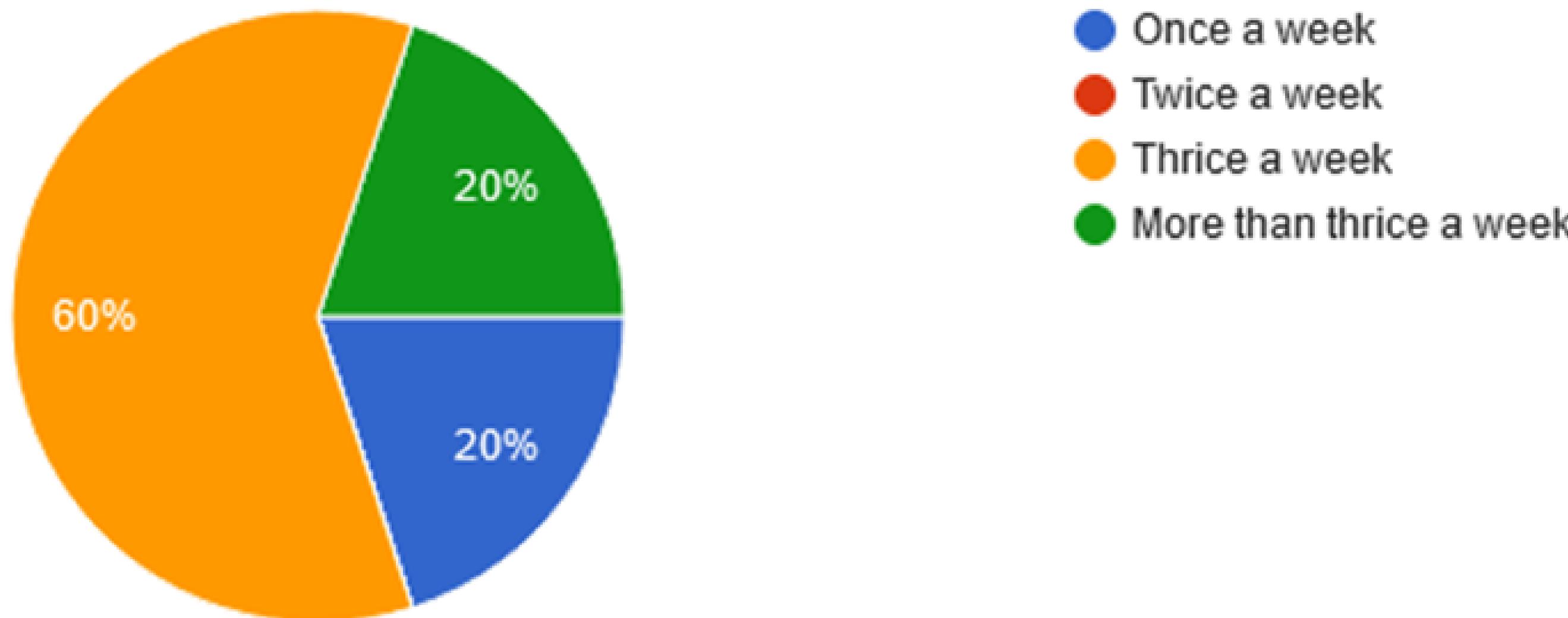
PREFERRED BREAKFAST OPTION



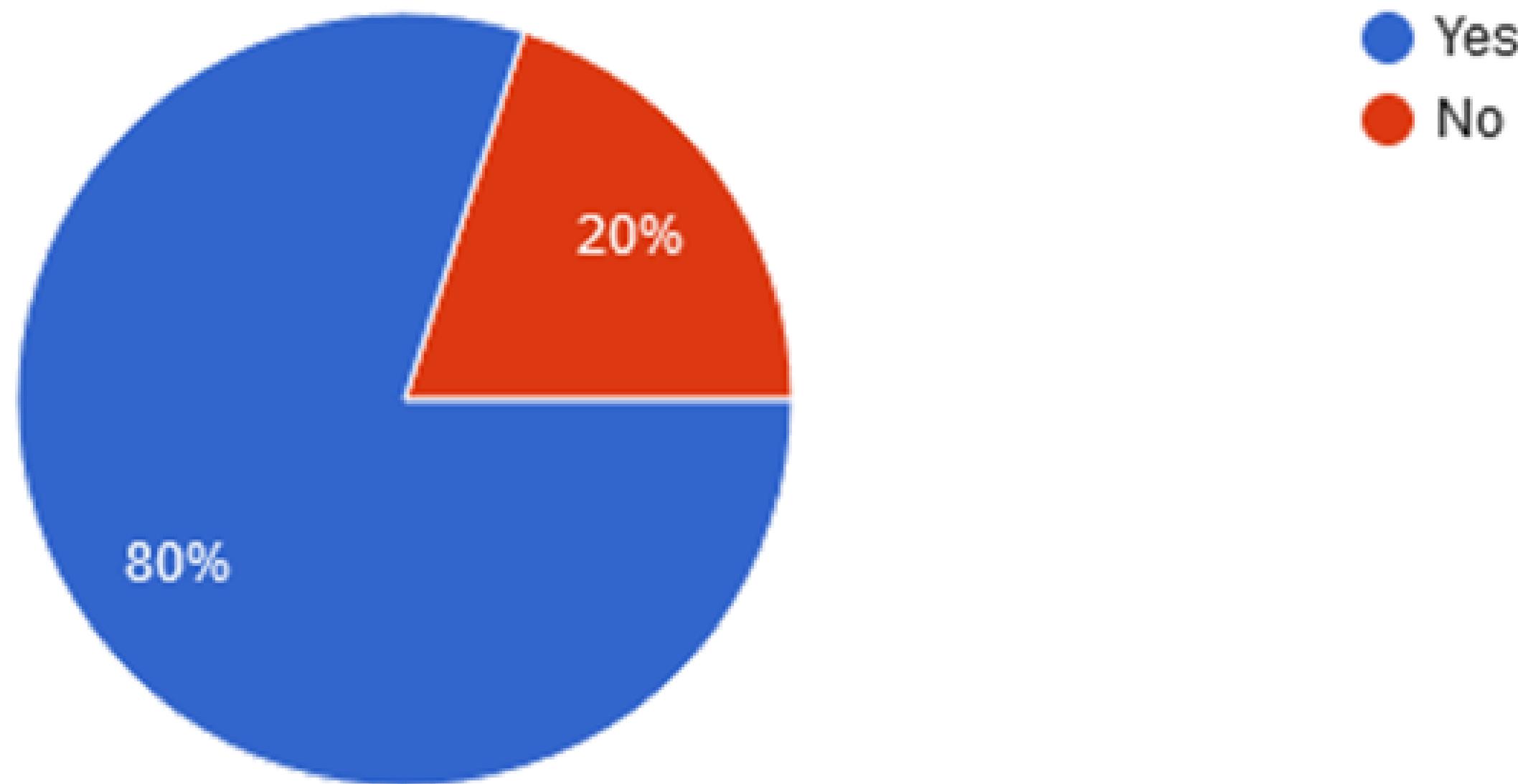
AGE



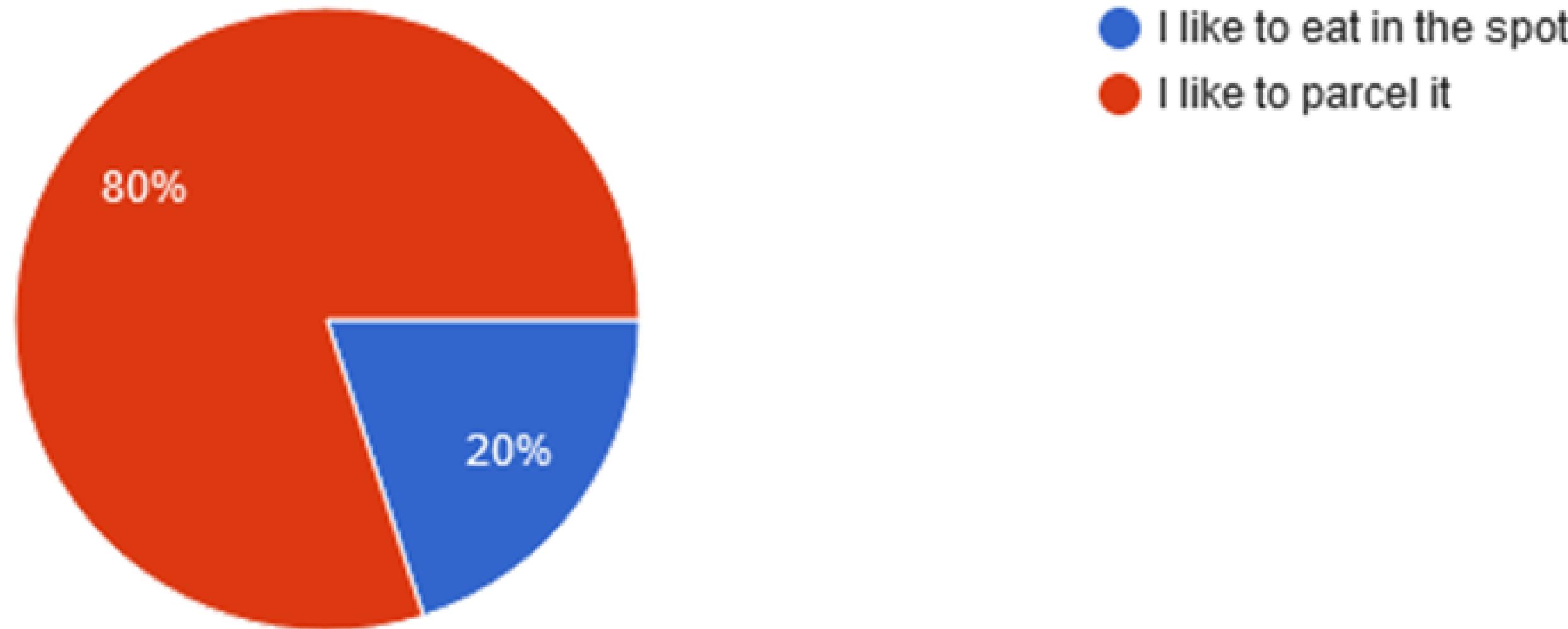
HOW OFTEN DO YOU MISS YOUR BREAKFAST?



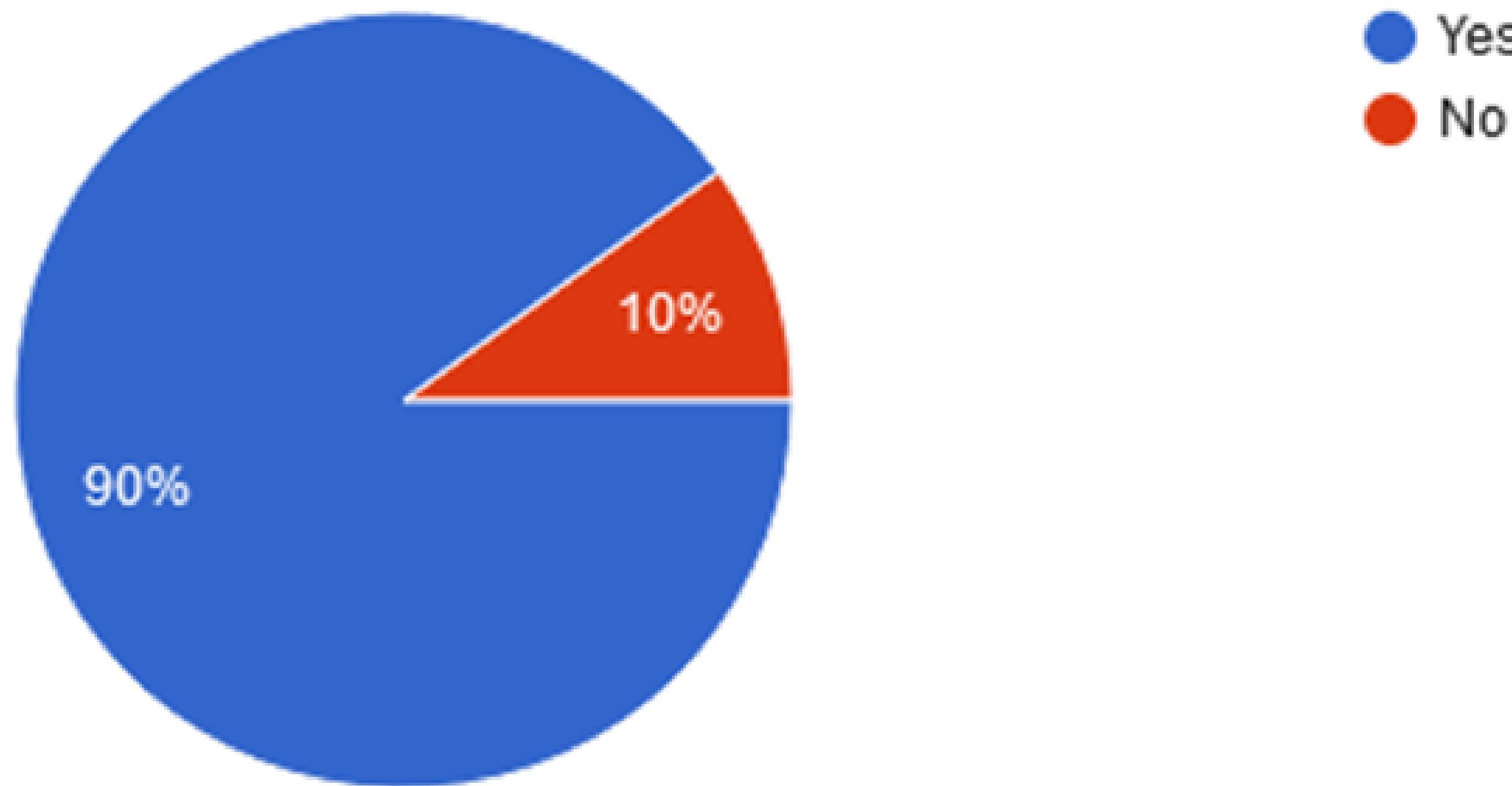
IS IT BECAUSE OF THE LACK OF TIME?



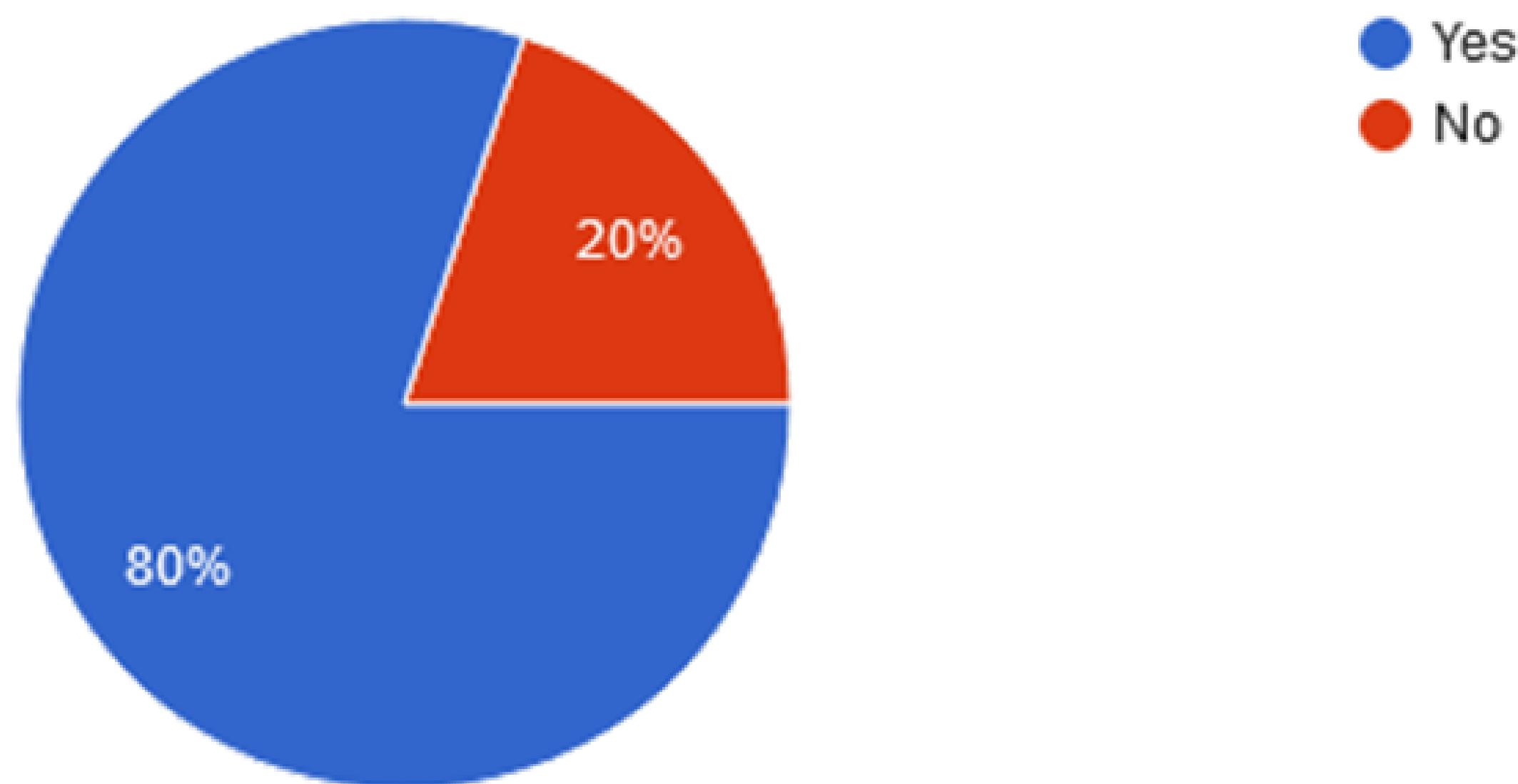
DO YOU PREFER HAVING FOOD AT THE STALL OR PARCEL?



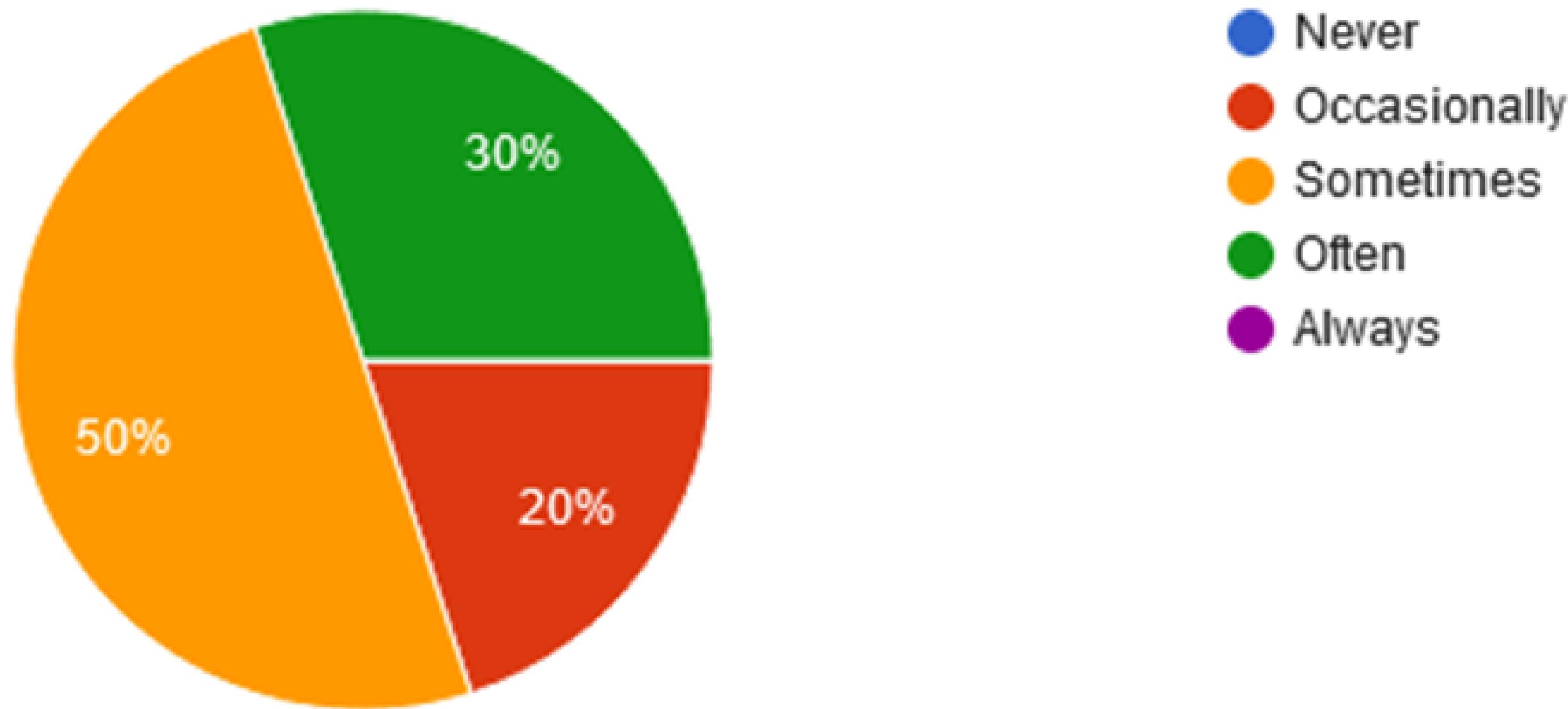
DO YOU LIKE IDLI?



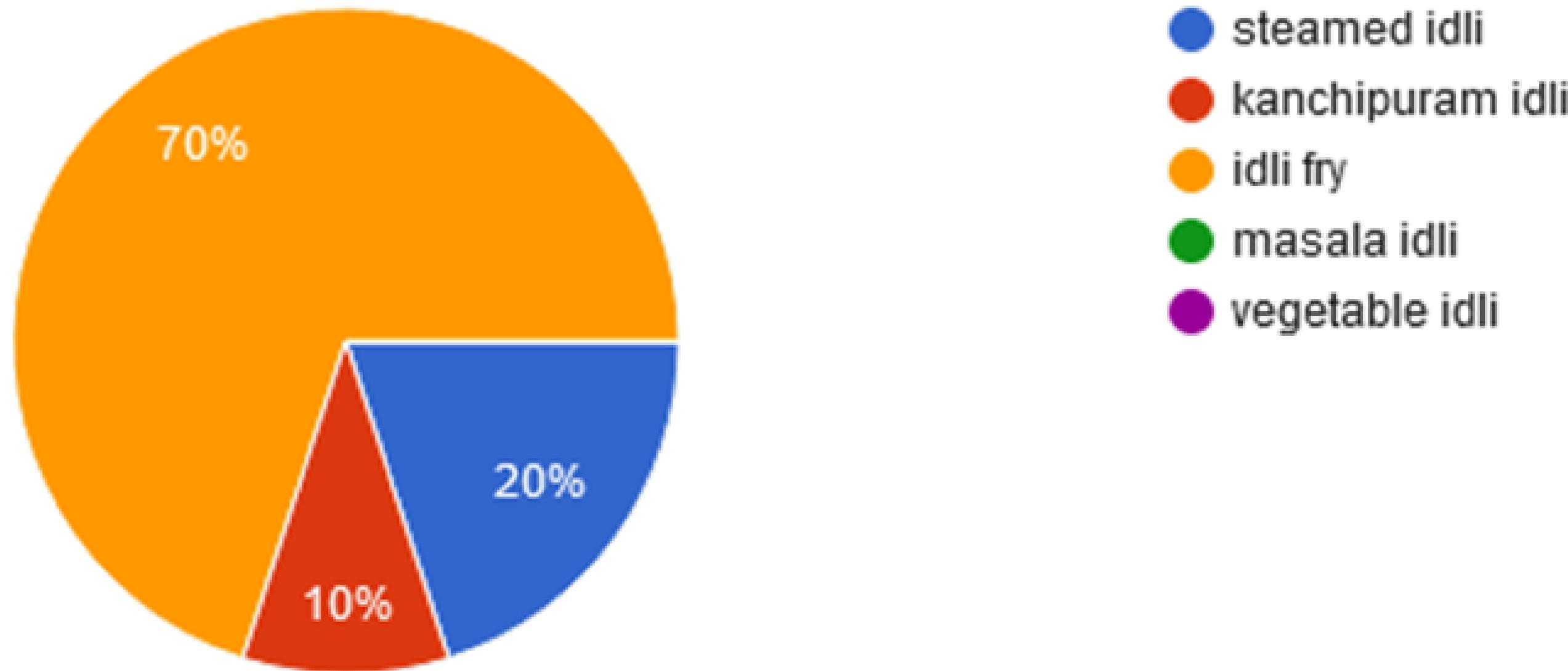
WOULD YOU PREFER HAVING IDLI AT THE STALL OR TAKE AWAY?



HOW OFTEN DO YOU EAT IDLI?



FAVORITE TYPE OF IDLI?



OUR BUSINESS MODEL

WHAT OUR CUSTOMERS WANT



Accessible Location



**Unique and
Innovative Flavors**



Quality Ingredients

SOURCE OF MATERIALS



Self-Help Groups

OPERATIONAL STRATEGY

SELF HELP GROUPS



RAW MATERIALS



BIC



CUSTOMERS





HIRING SUCCESSION PLAN DEVELOPMENT PLAN GAP ANALYSIS INCREASE RESOURCES



Skills

Positions

Diversified culture:
LGBTQ
Specially challenged

- Job descriptions
- Employment laws

Skilled talent

HUMAN RESOURCES STRATEGY

MARKETING STRATEGY

- You don't have to cook
- #mini- delightsnackable- local Anna style idlis with a fusion twist
- #maibhianna
- #Annatrippin- Firangi Anna
- Humans of BIC

EXPANSION PLAN



Restaurants



**Franchisee
Model**



**Reverse
Model**

SEGMENTATION

Positioning

- Target Market: Middle and Upper class, Daily Commuters
- Competition: Pheriwala, Hotels, Retail shops
- Point of Parity: Idli Business
- Point of Difference: On-the-Go Idli
- Brand Mantra: Authentic Quality Idli

Demographics

- Age Group from 16 to 50
- Generation from Boomers to Gen-Z
- Religion: Hindu, Muslim, Christian, Jain
- Social Class: Middle and Upper class

Geographic

- City: Mumbai
- Location: Near metro Station/ Railway Stations
- Population Density: Urban & Semi-Urban

Behavioural

- Price Sensitivity: Price sensitive, Value conscious

Target Audience

- Travelling in metro/railways
- Miss their breakfast
- Who wants to have idli during their lunch break in their office or college premises rather than eating at stall
- Who wants to surprise their family with secret treat

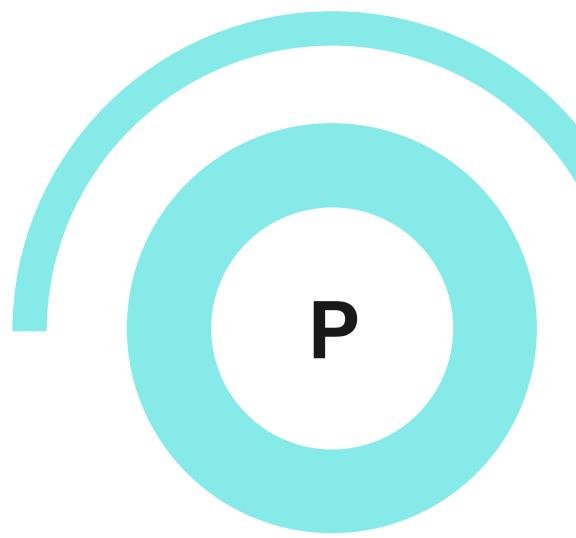
Psychographic

- Lifestyle: Workoholic, Outdoor Enthusiast, Health Conscious, Family-Centred
- Motives: Hygiene and convenience
- Benefit Sought: Quality, value, Taste, nutrition
- Product Usage: Heavy, Medium, light and non users
- Occasions: Birthdays, Weddings, Anniversaries

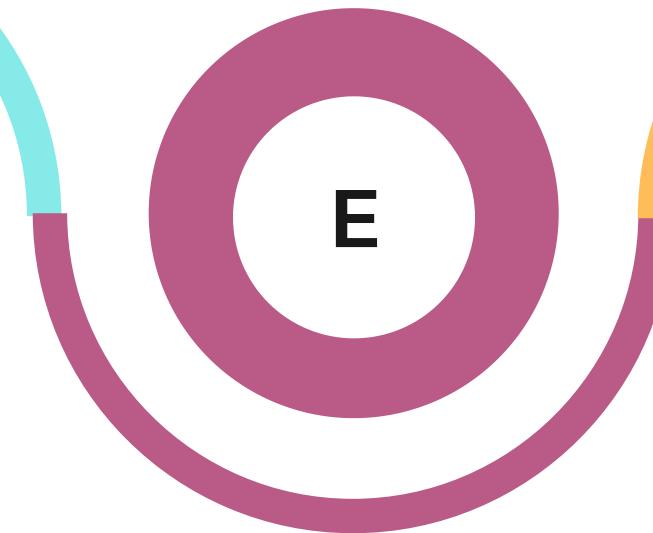
PORTER'S FIVE FORCES



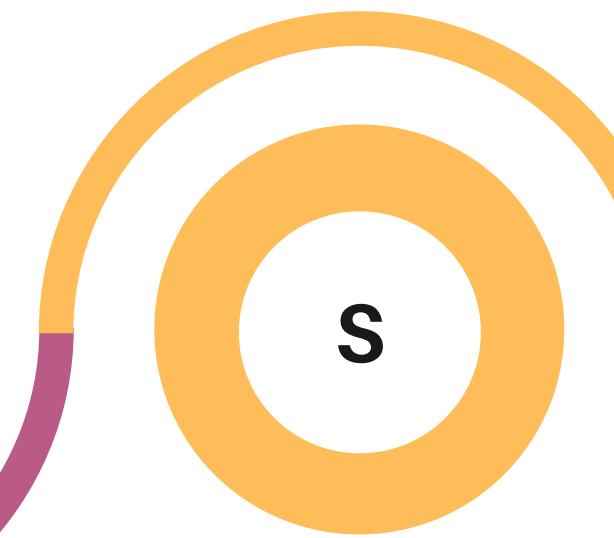
- Employment
- Inflation will not majorly affect our business
- Transgender, Specially challenged



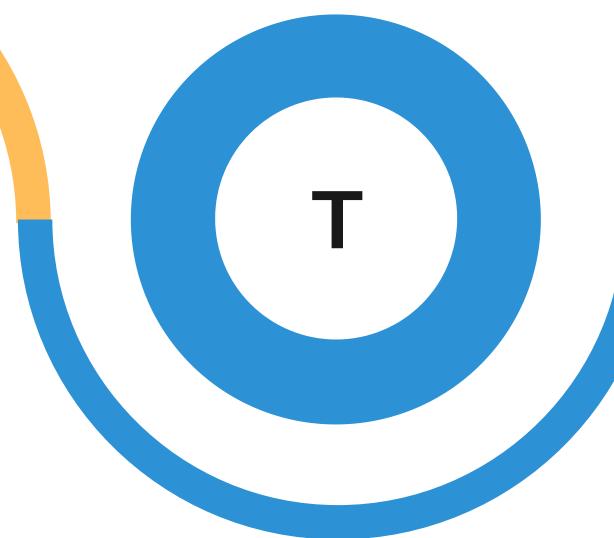
- Shop registrations and licensing
- Basic Hygiene guideline by WHO



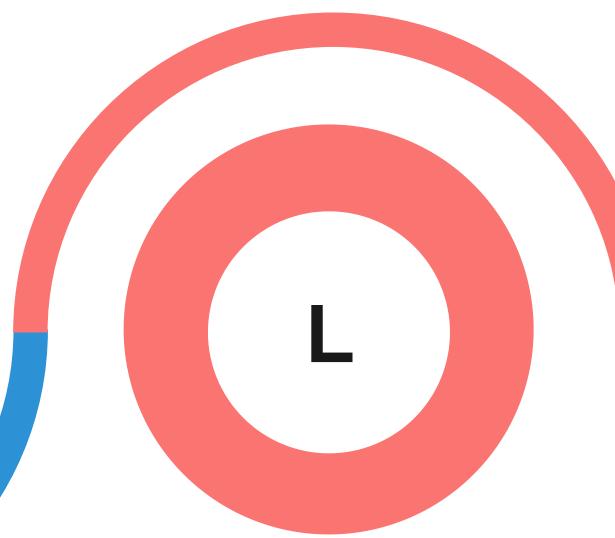
- Vitamin B12 and it is probiotic food
- Idli will be preferred by everyone



- Own application
- Interactive Order Placing
- Use of Cloud and AI

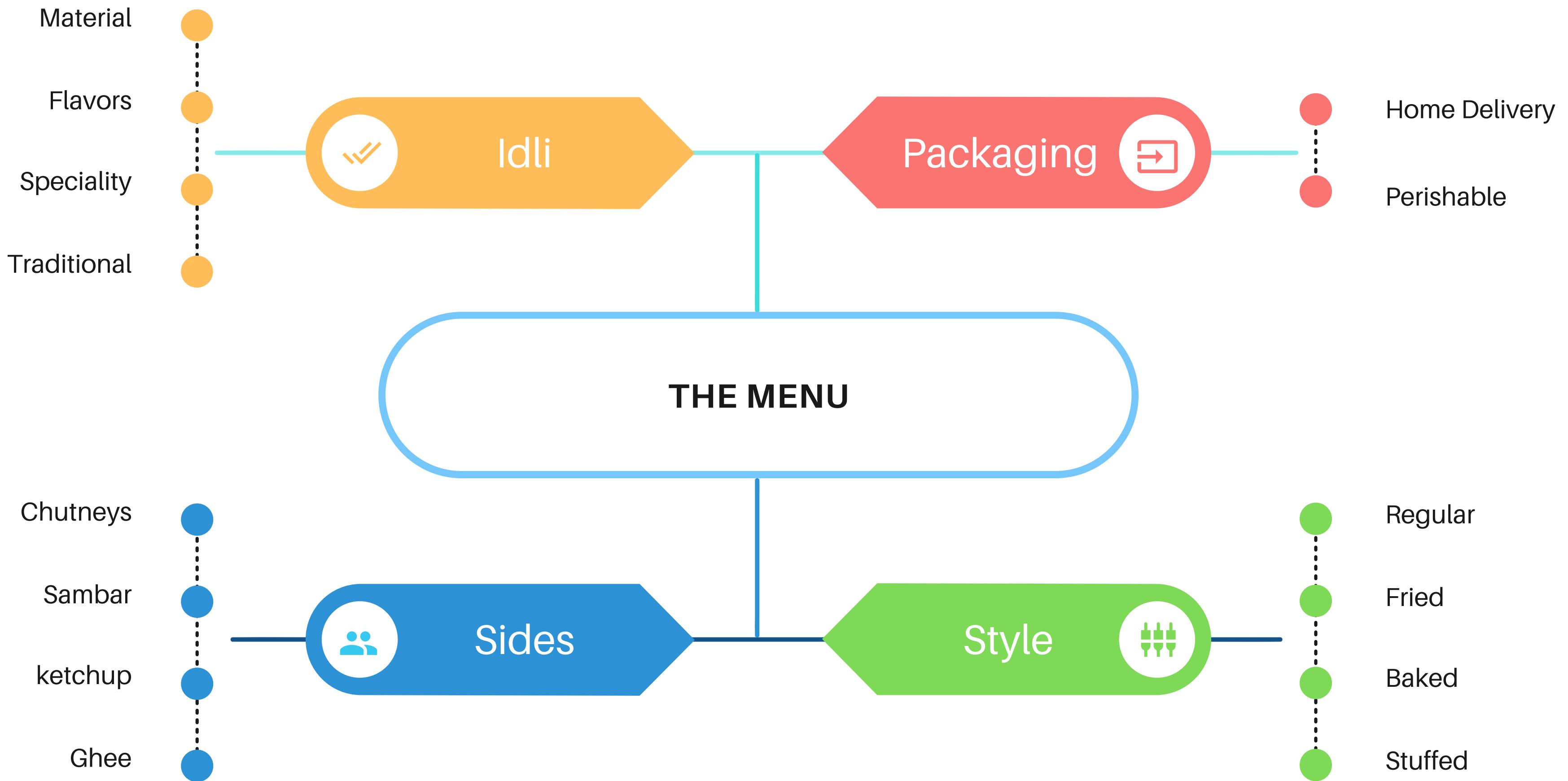


- Health and hygiene factors with respect to employees
- Consumer protection laws



Sustainable
business model
100% disposable
container

REVENUE MODEL



Particulars

Amount

Avg footfall on
Andheri Metro station

1L Per Day

We target 5%

5000 boxes per day

1 Box Content

15 Mini Idlis

15 Mini Idlis need 120 gms
of Rice

14400000

Cost of rice 1000kg

14400

No of boxes can be made
Approx

8,333

Per Month targets

120000

Particulars

Amount

Particulars	Amount
Monthly Sales Boxes	120,000
Revenue On Avg of all variety	5,400,000
Rice needed per month in kg	14,400
Per ton rice	21,000
Total Rice Cost	310,000
Other Material cost	600,000
Rent of Metro Station	37,000
Rent of Base of Operation	
Box Cost	120,000
Salary of employees (8 People)	160,000
Marketing Cost	1,000,000
Founder Salary	250,000
Machiney Expenses	200,000
Misc Expenses Adj	300,000
Gross Profits	2,423,000
Expansion Expense	1,000,000
Tax @30%	426,900
Net Profits	996,100

MEET THE TEAM



PRANAV REDDY

Founder



NIKITA KULKARNI

Managing Director



BHAVIK JAIN

Financial Head



HITAKSHI THAKKAR

Marketing and HR Head



ADITYA PARAB

Operations Head

Thank You

