Sipfora – AI Business Case Study Portfolio

# 1. Project Context

This portfolio project simulates a real-world business journey of a startup, Sipfora (Tea & Coffee Brand), from launch to first-year performance review, expansion planning, and branding execution.  
  
The project combines:  
- Module 2: Prompt Engineering – Business analysis, structured reports.  
- Module 4: Creative AI – Branding, logos, posters, packaging visuals.  
- Module 5: AI Awareness – KPIs, dashboards, ROI forecasts.

# 2. Year 1 Review – Key Highlights

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| --- | --- |
| Metric | Outcome |
| Capital Utilized | ₹6.5 Cr |
| Revenue Generated | ₹8.4 Cr |
| Net Profit | ₹1.1 Cr |
| ROI (Year 1) | 16.9% |
| Sales Growth | +28% above baseline |
| Revenue Split | Coffee 65% / Tea 35% |
| Repeat Purchase Rate | 42% |

# 3. Performance Insights

## Sales & Marketing

Strengths: Metro traction, strong repeat purchases, viral campaigns.

Challenges: Tier-2 penetration weak, high CAC, price sensitivity.

Plan-B: E-commerce push, micro-influencers, smaller SKUs, supply chain optimization.

## Online Presence

Followers: 25K+ (Instagram, YouTube, LinkedIn)

Engagement Rate: 4.8%

Forecast: Reach +40%, Conversion Rate up to 4%, CAC -25%

## HR & People

Current Headcount: 52

Attrition: 12% (below industry avg)

New Hiring: 8 roles (Sales, Analytics, Community Manager)

Budget: ₹75–80 Lakhs (~12% OpEx)

# 4. Customer Feedback

Loved: Cold brews, herbal teas.

Issues: Premium teas resisted in Tier-2 cities.

Actions: Smaller SKUs, bundles, cheaper logistics.

# 5. Year 2 Forecast

|  |  |
| --- | --- |
| Budget Allocation (₹9.5 Cr) | % of OpEx |
| Sales & Distribution – ₹3.2 Cr | 34% |
| Marketing & Branding – ₹2.1 Cr | 22% |
| Product Development – ₹1.1 Cr | 12% |
| HR & People – ₹0.8 Cr | 8% |
| Tech & Analytics – ₹0.7 Cr | 7% |
| Customer Experience – ₹0.6 Cr | 6% |
| Contingency – ₹1.0 Cr | 11% |

Revenue Target: ₹11.5–12 Cr

Net Profit Forecast: ₹1.8–2.1 Cr

ROI Forecast: 20–22%

Key KPIs: Conversion ≥4%, Repeat Purchase ≥50%, Attrition ≤10%, NPS 55+

# 6. Branding & Expansion

Final Logo (Locked): Red & Gold Premium Identity – 'Every Sip, A Lifestyle'

Applications: Packaging, Café Branding, Merchandise, Posters, Social Media

Launch Budget: ₹2.2–2.4 Cr

Expected ROI: Additional ₹4.5–5 Cr in 12 months

# 7. Visual Showcase

(Insert branding images/logos/posters here as GitHub assets or links.)

# 8. Investor-Oriented MOM (Handbook)

All meeting outcomes documented in structured JSON + DOCX formats for investor-ready handovers.

Files included: Sipfora\_MOM\_Handbook.docx, Sipfora\_MOM\_Handbook.json

# 9. Learning Outcome

This project demonstrates the ability to:  
- Use AI for structured business analysis (prompts, KPIs, ROI).  
- Apply AI-driven creativity (logos, packaging, posters).  
- Translate insights into business-ready reports and forecasts.  
- Present outputs in professional investor formats (MOM, JSON, DOCX).