

This Project Was Submitted

by:

Peter Roy Lyngdoh
Shillong College
BBA 3rd Years
Reg. No. 9527
NEHU

2014-15

Organic Salad



CERTIFICATE

This is to certify that Mr. PETER ROY LYNGDOH has successfully completed the project work titled "ORGANIC SALAD" for BBA in BUSINESS MANAGEMENT SHILLONG COLLEGE was completed and he is doing by himself.

I certify that this project is up to my expectation as guidelines issued by NEHU.

INTERNAL EXAMINER

EXTERNAL EXAMINER

ACKNOWLEDGEMENT

I would like to express my special thanks of gratitude to my teachers Miss Wanda the lecture of professional course (BBA) as well as our principal and Teachers and for NEHU who gave the opportunity to do this project on the topic "Organic Salads" which also help me in doing a lot of research and I came to know about so many new things. I am really thankful to them.

Secondly, I would also like to thank my parents and friends who helped me a lot in finalizing this project.

WORKING CAPITAL

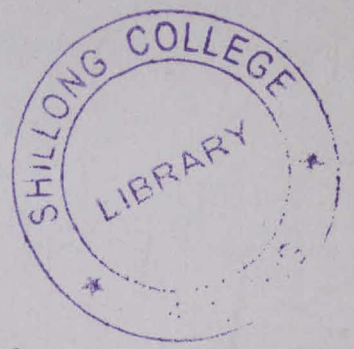
Cost Analysis

Rs. 10,00,000.00

Sl. No.	Particulars	Amount (In Rs.)
1.	Cost of Land	6,00,000.00
2.	Wage and Labours	35,000.00
3.	Cost of Raw Materials	3,50,000.00
4.	Plant	15,000.00
	Total	10,00,000.00

CONTENT

1. Introduction
2. How to plant salads?
3. Market Strategies.
4. Business Ideas.
5. Mission and Vision.
6. Objectives.
7. STP.
8. 7 P's Marketing Mix.
9. PEST Analysis.
10. SWOT Analysis.
11. Porter five force model.
12. Conclusion.



Organic Salad



Organic Salads

Introduction: As we know in many place in all the whole world, we have been seen and knowing more about vegetables firming, for example, cauliflower, garbage, bean, etc. At the same Meghalaya also in one of the most place richest natural resources of flora and fauna. My company aims and want to produce and run for starting a small firming industries invested for Rupees Ten Lacs Rs. 10,00,000/- situated in my locality at Mawsyntiew in Nongspung, East Khasi Hills District.

Salad is such a versatile vegetables crisp, refreshing, colourful, delicious and realy are all the word which come to mind when we think of salad. The value of salads in our diet cannot be underestimated. They provide valuable nutrients such as vitamins and minerals which not lost through cooking. Salad have also found fast growing market for natural and organic product.



Planting Salad: We can find these vegetables in just about any garden center or nursery. But if you are interested in growing less common varieties or heirloom. We will most likely have to start them from seeds. At first we should see the place, and the condition of soil, water to cultivate these crops. Companies produce organic greens that show their color long before they begin to peak through the soil. We raise our crops without using any harmful chemicals, in healthy soil that supports strong nutrient-rich plants, sure organic farming can be more challenging in the short term, but the reward in delicious organic produce and healthy plants. We cultivate these vegetables without using any harmful kind of fertilizer, in healthy soil that supports strong nutrients plants and makes the farming can be more challenging the organic products.

Business ideas organically grown salads:

Organic farming method and advantages of high yield salads variety:

The organic farming method helps the people to get and consume the fresh and healthy products which are being produce by the production firm and sell it into the market. The advantages of high yielding green salads variety is that it is healthy, fresh; where any level income of people can afford it.

Support and recognition of the high yield variety:

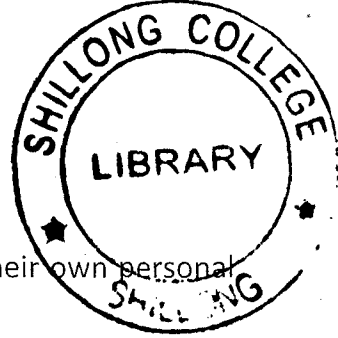
As it is one of the fresh and organic product which is being produce in an organically way. The local people of the state of Meghalaya itself support and recognize the product as it is the local and organic product which serves the people of Meghalaya and being export to other neighboring countries.

Our Mission Statement:

We are guided by integrity, dedicated to ensuring the highest level of food safety standards, and determine to provide consistent premium product with superior products. Our firming success is judge by the partnership we gain through customer confidence, and the life-long friendship developed through fresh delivering the highest quality.

Products offer, pricing, quality, marketplace position, growth potential, use of technology and relationship with customers, employee supplier, competitors and the community. Company aimed at offering high quality, moderately price occasionally, unusual food using only naturals ingredients. We view ourselves as partners with our customer, our employees our community and our environment.

Our goal is moderate growth, announced profitability and maintaining our sense of humors. Our mission is to help people create innovative solution and make informed



choice to improve their live. We motivate and encourage others to their own personal and professional fulfillments.

Our motto is: "Together, we believe that the best in each of us enrich all of us."

Our Vision Statement:

Company that all prepared salads producer will be famous for our sourcing, our quality, our innovation and our products. People will want to buy from us, and work with us, to become a market leader and supply the product all over the region. It enable productivity the economic utilization of cultivable waste land. General rule opportunities check soil erosion and improve ecological balance provide viable alternative to shifting cultivation.

Company aims to delight our customer. When things go wrong, we will put them right straight away. We work hard to ensure that add value, not cost and that our activities have a positive impact both within fresh time and throughout the wider community. We make fantastic, healthy, convenient, fresh food – no compromise.

Objective:

1. Salad firm is operation based are committed to growing processing and sale of the finest quality produce available. Our grower are developed to the cultivation and harvest of the best quality.
2. This diversity or growing regions allow the salad firm to offer a continues year round, supply of high quality produce with minimal shortage due to weakest conditions.
3. We contract with a custom process or with a record to safe and detail pack to our customer. The salad farm implement the highest standard of food safely and demonstrated.
4. Our sales group connect to customer throughout the market delivering excellent and positive attitude. We save above customer and are always there with us.
5. In the firming industry, we know business is done between the organization or the people. Our customer can be assured and satisfied that their needs will be meet.

Market Strategies:

Marketing budget is limited, and the strategy will be simple. Green salad will advertisement will be for individually, as well as some co-branded ads with the firm market. There are many salad plants available in the market but they are not mostly organic and fresh as compared to our quality products.

In addition to the advertisement which will be used to drive consumer sale will campaign among the local restaurateurs, to drive commercial sales. The marketing strategy will seek to first create customer awareness product offered, develop the customer based and work toward building customer loyalty. The marketing strategy advertisement will place on local channel, or television, radio, newspaper as well as the magazine.

Promotional Strategy:

Products offer a great scope a concentrated marketing effort because of the increase incomes and livelihood that such income will increase faster, because firming better production and price for firming commodities. The strategy for these market should focus on availability, accessibility, and affordability. More specifically, demand is seen to every medicine price elastic. There is no doubt that divide do exist in the market.

Salad product will migrate the produce from being a physically and emotionally fresh. Food experience to one that challenge the consumer intellect to awaken to what is ground them. The campaign in keeping with magnitude of the strategy also plans to deploy a mega approach to connect with the consumer at all possible touch point companies with new technology are properly capable to communicating its produce to their customers. Companies have revised the importance of proper communication for promoting their products especially in the market. Companies have recognized the social and cultural value have every strong hold on the people in the market. Cultural play major role in deciding what to buy people are emotional and sensitive to promote the product. Promoting products with right person incase of celebrity endorsement. Companies are pick advertisement as to help them to show in local channel on television, radio, newspaper will be the message of the campaign.

PEST Analysis:

Political Environment Analysis:

- A brief pest analysis of green salad current and planned expansion into Meghalaya market presented by environmental and waste management. Law particularly regarding the disposal of cooking oils and by- products.
- Trade Union agreement.
- Relevant labour law-including minimum wage, discrimination law, and workplace agreement.
- Occupational health and safety regulation occupational health and safety act 1970.
- Follow the our regulation pay the wage scheme for the daily worker.
- Licensing policy and taxes law.
- Full and regulations for the safety of my production firm.
- Law regulating environment impact.

ECONOMIC ENVIRONMENT Analysis:

- My production firm produce organic and fresh product. There should by availability of raw material and cost of raw materials should be appropriate, even the availability of labour can affect my production firms.
- Credit availability for my production firm can also effect because sometime may lack in fund. High purchasing power of people because of increasing income saving etc.
- Cheap man-power availability from the local areas.
- The price is reasonable.
- Funds and loan are provided by banks in subsidized rate.
- Garden firms seek it produce through community supported agriculture.



Socio-Cultural Environment Analysis:

Green leaves including salad and chutney consumed by the ethnic Tribes as part of Meghalaya is rich in fauna and flora, and this natural tribal groups live in an environment characterized cultural homogeneity and a unified social in a society mostly a family group is targeted. All the income level of people is included. There is no different in the social class in our society. Culture in Meghalaya is not effected by my producer. It is not against any religion, languages, etc. nutritional concent evaluation of traditional recipes consumed by ethnic communities in Meghalaya.

In the present investigation various traditional fond consumed by the ethnic Khasi tribe Meghalaya, green leaves salad consumed by the ethnic tribe as apart of the whole process.

- Improvement of social conduction and welfare of the people on the areas by creating employment opportunity.
- Creating a good working environment and maintaining good relation between worker, the people or customer.

Technological environment analysis:

- Using of new technology equipment tools etc.
- Finding new market and make offering through online facilities in making orders.
- Technologies now in a day is developed some technologies used for produce farming, especially for electricity and offer materials.
- The equipment reduce physical contact of the salad leaves during the packaging prices and improves the quality and shelf life of the final products.

STP:

Market segmentation : Segmentation basically divided the market into distinct needs, characteristics or behavior that might required separate product or marketing mix segmentation aims to match groups of purchaser with the same set of need and buyer behavior. The organic salad are being segmented to the people in generally focused on the buyer who are ready to buy these products, with the modern lifestyle, which emphasized good health. It is also compitable with the needs of vegetation, regarding the cultures where and consumption away of life, it may not be easy to convince dinner to switch from meat to salad. No doubt every life equal segment can we these product are fresh and healthy.

Organic products manufacture and retailer have the opportunity to educate consumer about organics. In addition to performing segmentation modeling and evaluating consumer purchase behavior different of product well different in marketing mix.

Salads will be segmented in going after people that appreciate healthier, tastier affernative to appreciate fine dining, and generally is from a higher socio-economic class. Green salad are more expensive than choice like cauliflower or garbage leaf. Therefore, one can conclude that the consumer typically make more money if they are willing to pay significantly more for their salad green.

Targeted marketing:

Target market is the process of evaluation each market segment's attractiveness and selecting one or more segment to enter.

An increasingly health conscious and environmentally aware consumer base, organic produce, the largest organic sector with growth rate averaging percent over the years and sales. Product with consumer offer entering the organic market by first purchasing organic produce and subsequently widening their purchase to include other organic products.

While there are many other well established salad firming producing good quality pricing. A set of buyers sharing common needs or characteristics that the production firm decides to serve. Because buyers have unique branch needs and wants, a seller could potentially view each buyer as a separate target market. Ideally, then a seller might designed separate marketing progress for each buyer. These green salad mostly targets to the restaurents, shelves or for each individually. The national target of organic salads is to double the real income of the average citizen in 7 to 8 years.

Market Positioning:

Arranging product to occupy clear distinctive and desirable place relative to competing products, in the mind of targeted consumer.

Salad firming will offer a view variety products with good quality which include will be appreciated by all the users. The way the product by consumers are attributes the place, the product occupies in consumer to competing the products.

Green salad product are of the highest quality, using only the freshest incredible secured daily. By never using unnecessary fats, crucial colour, flavor genetically modified product, we can ensure fresh is best and quality is key that the green salad guarantee.

Moreover, is packaging and designing will be done in such a unique way in order to differentiate the market. Organic green salad position itself in the global agri-trade, so as to serve the people with it organic and healthy fast food. We believe that Meghalaya should eat more good stuff at launch and less junk food. As one of the market leader in the healthy fast food category we want to spread the word and help Meghalaya make better choice to eat more healthy food.

TP's Marketing Mix:

Products:

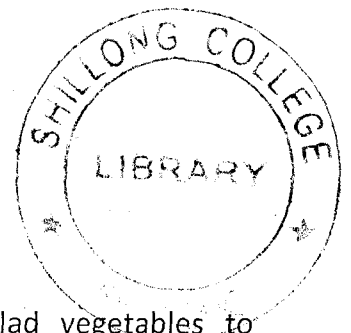
Producers see their products as the final result of their work. Maximizing our organic sales potential requires producing the highest quality product. Produce is not just produce, organic produce is special because of the production system, variety selection and environmental stewardship. Customers will purchase the organic salad based on a set of expectation.

Price:

Pricing based on fluctuation in the rapidly evolving and increasingly concentrated organic food sector. Organic salad is one of the best affordable products as it reflects the value of benefits, which the consumers get, as it is one of the healthier product provided in the market.

Place:

Organic salads garden should be in the village, higher elevations, the surrounding green environment in good condition, no pollution, air and water must go through rigorous testing. My customers are the marketers from different parts of the region channel members.

**Promotion:**

Promotion includes personal selling and advertising. Organic salad vegetables to promote its product by launching through different media like local newspaper, banner and radio.

People:

People are one of the elements of marketing mix. People refer to the entire customer-facing staff in the organization. All we know salad production is getting high attention in the market and has been getting shares so salad productions mainly concern with people engaging on it.

Physical evidence:

This is one of the important factors of marketing mix. This shows the physical appearance of the firm and also the people working in it.

Process:

In organic salad production, the process mainly used is the transportation of the product from one place to another and make reach the product to the final customers. The process used is through the local people from the mode of transportation. It can also be done through wholesaler or distributor, who will distribute it to different parts of the region.

SWOTS Analysis:

Strength: Green salad garden is a start-up business. The green have been well received, and marketing is now critical to its continued success and future profitability.

- Farming offers a wide range variety of high quality spring field salads green. Farming grows a wide variety of field green including red leaf, arugula, mustard green.
- The basic market need is high quality salad field green with flexibility in production for both the consumer and commercial market.
- Organic production is flexible virtually throughout the country, without major adjustment to traditional production method. Organic salad production could be made easy under such a diverse topography, soil and climatic situation.
- Mode of transportation, i.e., roadway is linked with every targeted area, moreover it is cheap comparatively.
- Climate is suitable for the industry and heavy rainfall provides sufficient water which is required regularly.
- Market development gradually increases consumer's awareness about health and quality along with preference, toward quality food product could provide better return to the producers.

Weakness:

- Green salads garden lack brand equality. A limited marketing budget to develop brand awareness. The decreased degree of flexibility when neat fall production.
- As there is many competitors domining the market, it will be different to build image and it take more time to influence customers.
- Mode of transportation, roadway is not fully secured because Shillong is among hilly station.
- There is also dearth of technology in organic sector producer complain about the limited availability of bio-pesticides.

Opportunities:

- Growing market which significant percentage of the target market still not aware that green salad garden exist.
- The ability to develop-long term commercial contracts which production.
- There is immense scope for the organic green salad to be delivered to our neighbouring state in our country provided quality standards have been maintained.
- Economics is increasingly belonging popular and organic firming of green salad could turn into provide sports.
- Opening to win market from rival online sales, possess no threat to the environment community.

Threats:

- An out of state, already established competitor that has decide to make customer product and flexibility the selling points.
- A health scare that question the safety of green poor wealth which will lower field yields.
- Growing bargaining power of customer as supplier.
- Until and unless farmer are assured with the handsome price of the organic product, farmer will not be motivate anymore and asking them to go through organic production.

PORTER FIVE FORCES

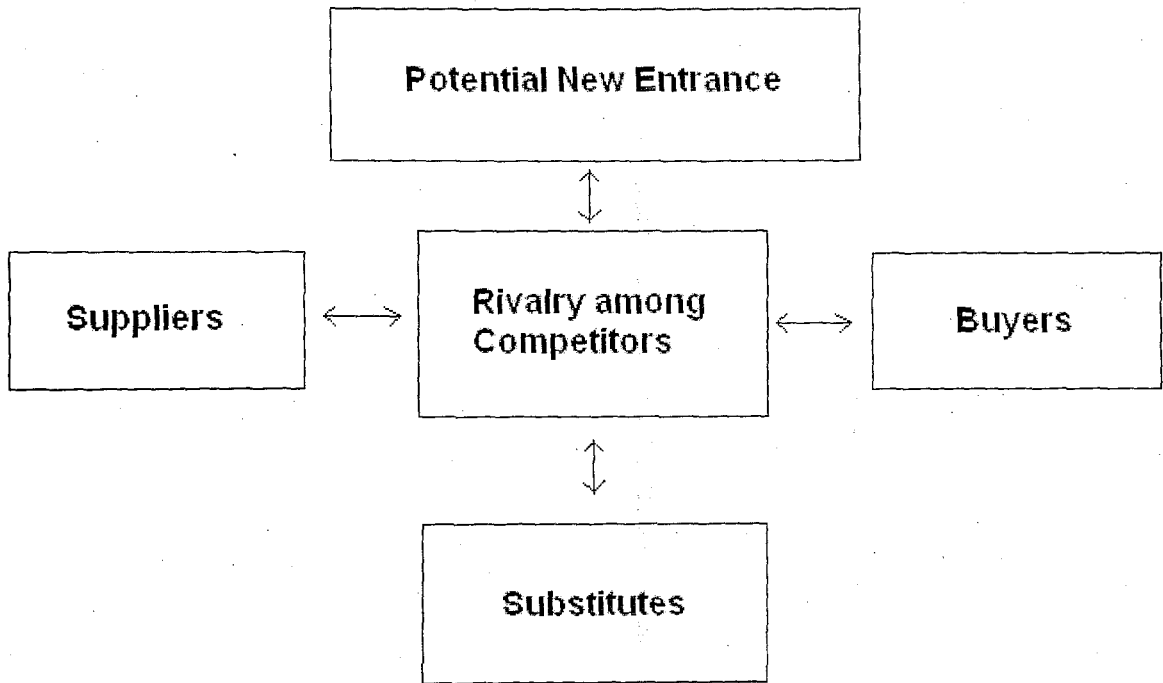


Fig : Porter Five Forces Model



Industry Rivalry:

- There are approximately several salad in Meghalaya, hence, there is intense rivalry among them.
- Market is dominated by large number of unorganized farmers.
- Production firm growth is slow.
- There are low switching cost.

Bargaining Power of Buyers:

- There are the large number of buyers purchasing the product.
- The bargaining power of buyers is extremely high as then buyers have many option available.
- Not much product differentiation in term of taste also low switching cost.
- Buyers purchase a large proportion of the local output.

Bargaining Power of Suppliers:

- There is large number of producers of salad in Meghalaya.
- Suppliers product creates low switching cost.

Threat of Substitutes:

- Substitutes – Cabbage.
- Existing consumer are loyalty.
- Substitute price may be lower. As there are so many grower in the production firm a price war is avoidable.
- Substitute product quality and performance may be better but we can produce the best one.

Threat of New Entrants:

- Large untapped rural market for organic salad in the Meghalaya market.
- Encouraging government policies like different organic vegetables.

Conclusion:

Organic salad farming, farmers are challenged to take on new knowledge and perspective and to innovate. This leads to an increased engagement and economic upliftment. Thus, through greater emphasis on use of local resources and self-reliance, conversion to organic salad farming definitely contributes to the empowerment of farmers and local communities.

Firming Salad

