

BUSINESS PROJECT

Enterprise partners worked on a market research project with one of the first Hydroponic farms in Vadodara for them to venture into the Pune market.



CLIENT

Reena Jain
Shantanu Jain

TEAM

Ronit Chamadia
Mustafa Mala

PROJECT CATALYST

Tanvi Sethi

MENTORS

Aditya Jhunjunwala
Ankita Parashar

SUPERGREENS

IN-DEPTH MARKET
RESEARCH TO IDENTIFY
POSSIBILITIES OF
GROWTH IN PUNE

ABOUT THE CLIENT

REENA AND SHANTANU JAIN

A young couple started an indoor hydroponic farm for fresh microgreens and leafy greens with the mission to provide local, healthy and home-grown produce. Currently, the business is based out of Vadodara, Gujarat.

The client wants to attract a larger market in order to be able to expand and reach local supermarkets in cities beyond Vadodara, by setting up a facility in cities like Pune, Ahmedabad and Mumbai for expansion.

PROJECT DURATION

12

Weeks

3

Team members :
2 partners and 1
business consultant

2

Mentors

150

Hours of work
invested

PROBLEM STATEMENT

3000 orders completed by SuperGreens till August 2022

With a body of work of delivering more than 3000 people within these two years, how can Supergreen grow?

The client wanted to **attract a larger market** in order to be able to **expand and reach local supermarkets** in cities beyond Vadodara, by setting up a facility in **cities** like Pune, Ahmedabad and Mumbai for **expansion**.

Hence we did and **in-depth market research** to identify **possibilities** of growth in Pune

SCOPE COVERED IN THE PROJECT

Mapping current business model

Industry and competition research

Data Collection and Analysis of b2c (stores across pune)

B2B Research (HORECA Industry)

Indoor Farm Visits

Communication guideline asset

TOOLS USED



For online interactions



For documenting the data



For brainstorming



For analysing the data



For visuals exploration

BUSINESS FRAMEWORKS AND TOOLS APPLIED

Competitors Analysis

Swot Analysis

Market Study

Market Data Analysis

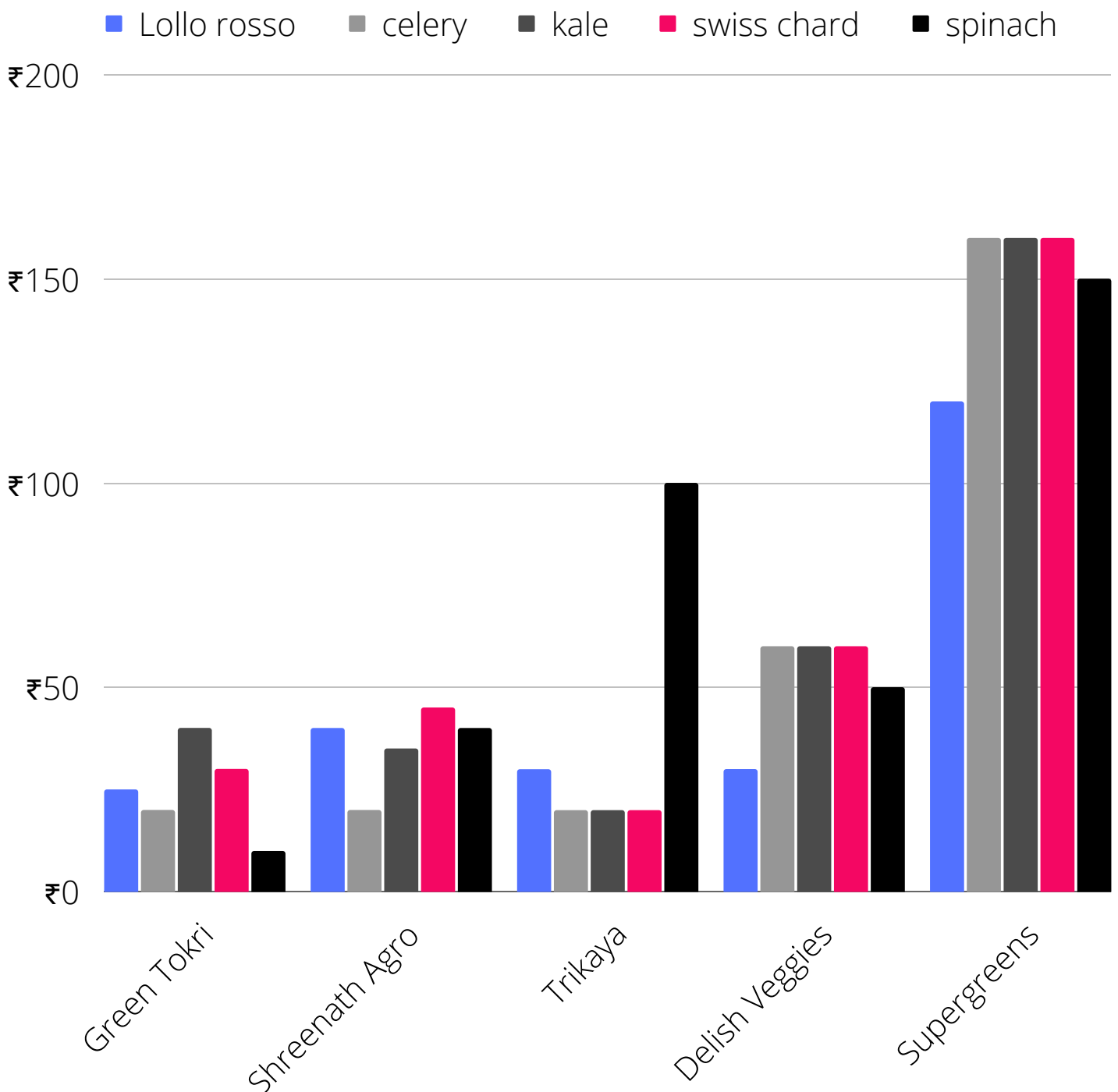
INDUSTRY RESEARCH

We started with understanding and documenting which brand is present, WHERE. we could gather information about their presence in different channels.

| Companies | Green Tokri | Shreenath Agro | Trikaya | Parambi Greens | Delish Veggies |
|----------------------|-------------|----------------|---------|----------------|----------------|
| Modern Retail Stores | ✓ | ✓ | ✓ | | ✓ |
| Swiggy Instamart | ✓ | | | | |
| Big Basket | | | ✓ | | |
| Amazon | | | ✓ | | ✓ |
| Websites | ✓ | ✓ | ✓ | ✓ | ✓ |
| Instagram | ✓ | ✓ | | ✓ | ✓ |
| Facebook | ✓ | ✓ | ✓ | | |
| Linkedin | ✓ | ✓ | | | ✓ |
| Whats App | ✓ | | | ✓ | |
| Pinterest | | | | | ✓ |
| Indiamart | | ✓ | ✓ | | ✓ |
| HORECA | | ✓ | ✓ | | |
| Dunzo | ✓ | ✓ | ✓ | | ✓ |

MARKET STUDY AND SWOT ANALYSIS

Once we had our competitors lined up, we categorised the products available in top five selling products after discussing with our client. We gathered the information for market study Observations and SWOT analysis.



MARKET STUDY

From our level 1 market analysed information, we mapped other players in the industry and mapped these observations:

Brands who have major HYDRO PHONIC availability in the Market:-

1st



2nd



3rd



Brands who Provide Salad Dressings & Exotic Flavour:-

1st



2nd



3rd



Parambi Greens is the only brand which has the highest varieties of Micro Greens.



Brands which guarantee "Zero or No Pesticides"

1st



2nd



SWOT ANALYSIS

FOR SUPERGREENS TO ENTER PUNE MARKET

- Higher nutritional value.
- Pesticide- Free.
- No carbon miles.
- Year-round harvest.
- One of its kind.

- People don't have complete knowledge of it.
- Competitors are in big No.
- Price point.

S W
O T

- Visiting Indoor Farm Tours.
- Targetting Punnets and Microgreens segment.
- Nobody is giving Fresh Cut veggies from the farm.
- Mentioning Zero pesticides & Date of Harvest on the packaging.
- Shoutouts on social media.
- Selling super green products on diff apps. (Swiggy & Big Basket).

- The HORECA Industry
- Price points
- Less awarness
- About Hydroponics

HORECA INDUSTRY OBSERVATIONS: (HOTEL, RESTAURANT, CATERING)

We started by collecting the data of different Cafes and Hotels that use hydroponically grown vegetables, believe in eating clean and have a Vegan menu. Followed by indoor farms located in and around Pune.

We visited

10

Cafes

4

Hotels

- Most of the cafes get their **supply from around Pune.**
- They only contact the **local supplier** only when their main supplier **cannot complete the order.**
- All of them **face issues on a seasonal basis.**
- For **Supergeens**, next we have to go with **samples and a brochure.**



Suggested "**Sales Channels**" for Supergreens

- Modern Retail & Retail Stores
- E-Commerce Apps (Dunzo, Swiggy, Bigbasket, Amazon, Supr Daily)
- HORECA (Restaurants & Cafe)
- Own Website
- Whatsapp Communication

Suggested "**Communication Channels**" for Supergreens

- Instagram, Facebook, LinkedIn, Indiamart, Pinterest
- Own Website
- Whatsapp Communication

1

INDUSTRY AND MARKET STUDY

- Vegetable Industry Research
- HORECA Research
- Analysis of the data

2

COMMUNICATION

- Suggested "Sales Channels" for Supergreens
- Suggested "Communication Channels" for Supergreens
- Communication guideline sheet

INTENTION OF THE BUSINESS PROJECT

At Enterprise the mode of learning is through real-life projects. Enterprise is a one year part time hybrid fellowship program for the youth (18-26) to develop confidence, communication and business acumen to become work and life ready.

HOW IT WORKS

1. The team brings diverse experience across industries and business verticals.
2. The combination of experienced entrepreneurs plus young students brings dynamism and fresh perspectives.
3. The youth bring a millennial-friendly approach to communication and messaging.
4. We bring the best of business tools and frameworks (like Theory of Constraints, Value Proposition Design, User Research, Design Thinking, Keyword Analysis, Newsletter marketing, Digital Funnel setup, etc) at a fraction of the cost of a regular agency or consulting firm. We can do this as our primary objective is to provide a real-life learning opportunity for our students.
5. We always begin with deep user research and strategic thinking before starting any execution.
6. We empower and handhold the clients in the process to be fully capable of running the process on their own upon the completion of the project.

MEET THE DREAM TEAM



TANVVI SETHI

A 22 year old law graduate, after pursuing the first ever cohort of Enterprise India Fellowship she went on to become a team member at Enterprise as Project Catalyst.



RONIT CHAMADIA

A 21 yr old BBA graduate from MIT University currently working at Svaa Life as a Business Development Executive. He is passionate about traveling and has a big sweet tooth.



MUSTAFA MALA

A 21 yr old BBA graduate from MIT University who hails from a family business in the food industry. He loves travelling and is keen on developing a food product within his family business.