

FUTURE GROWING ENTREPRENEURS

Abstract

This idea of startup is to recognize opportunities to build a new process in the field of “A Green Grocery” and to make a great change in the lifestyle of people, excite them to do more dishes and to reduce their burden on cooking.

Keywords: Entrepreneurs, Traditional Marketing, Green Grocery, Customers Survey, Digital Marketing, Modern Marketing.

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I. INTRODUCTION

“If you can offer a free tier that provides a lot of value, it will naturally help your product or process to spread much more rapidly”.

Inspired by this quote, as a college students we think to take a part in the future entrepreneurs. So, we three members (G.Kaviyashree, C.Pavithra, G.Navitha) joined together as a group and planned to invent a new strategy in the market side of our economy. Many ideas clashes our minds, but we choose this specific side of “A Green Grocery” to make something new that should make everybody`s work easier and to save their valuable time.

II. REVOLUTION

In Ancient times the occupation of people is based on Agriculture only, but now a days it has changed entirely. According to the reports, at the time of Independence Indian Agriculture was in the rate of 1% per year and it increased to 2.6% annually. After Independence Government was too engaged in the Agriculture field, As days passed Agriculture has become the back bone of India.

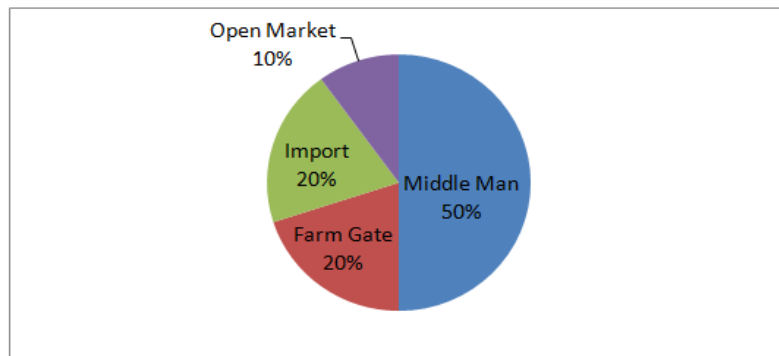
As decades passed, many techniques were innovated and applied in the Agriculture field. Along with this The Government has introduced many schemes and policies for the development of Agriculture and to enrich to motivate more peoples to enter in the Agriculture field.

As compared to other different varieties of horticulture, vegetable production plays a major component. The origin of vegetable market in India was developed by providing fresh and green vegetables at the market place. Later, the vegetables are stored in the refrigerator for more than 3 weeks. By in taking the frozen vegetables, there are loss of nutrients and vitamins when compared to fresh and organic vegetables.

Digital marketing plays a major role over a decade, which creates an opportunity to farmers to sell their vegetables globally. It creates a great marketing strategy which enhances the customers to avail the products at their own place on time without any delay. And also enhances farmers to make profit and deliver the safe nutritious in an affordable price. Now a days Digital Marketing is having a rapid growth and has a potential to boost food securities and creates more job opportunities to the younger generation.

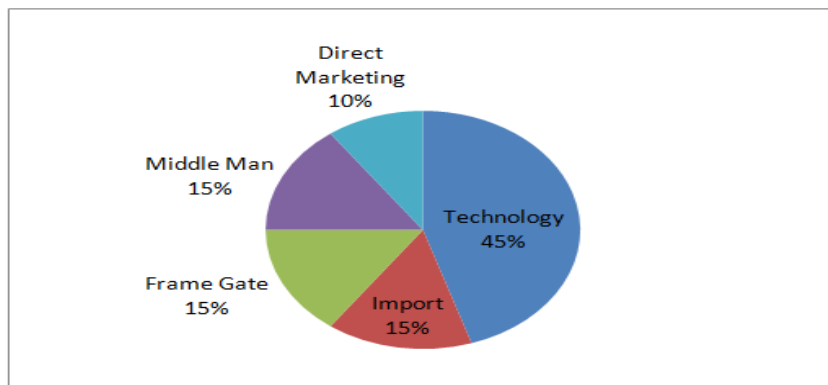
III. TRADITIONAL MARKETING

In traditional marketing the famers are cultivating high range of crops but only 10% of people come forward from the village to do their marketing. Then the import made by them is only 20% and the farm gate is made with 20%. At that time the technology was not grown up like this, and they don't have any intention to satisfy the customers, so sell their vegetables in a way to export and to earn some money but not in a profit attaining manner.



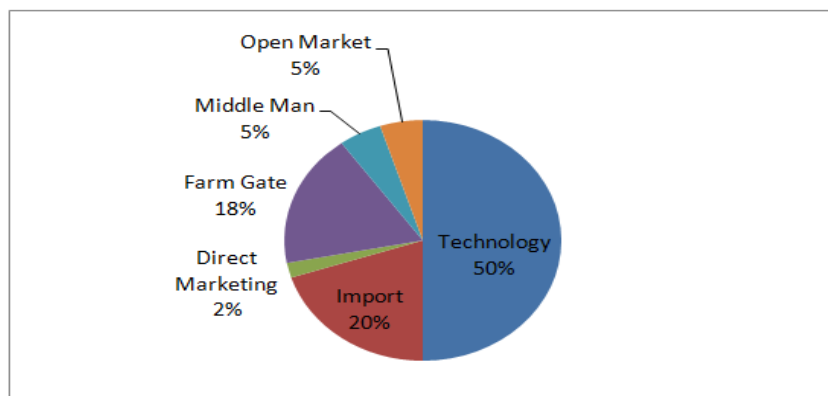
IV. MODERN MARKETING

In Present Modern Marketing we are just engaged with the customers in a good relationship and everyone is making the product to satisfy the customer needs, wants, expectations and their desires. It also creates awareness to the people through social media platforms. It greatly saves the time of the customers and to utilize them on other works.



V. FUTURE MARKETING

We can clearly have an idea of how the future will be, because the present situation of economy is growing tremendously and there is no possible way to the fall of this technology. So everybody can assure that the whole world is going to lead a great technology life but at the same time it going to lead a unhealthy life. Considering this we have introduced our “EC-Market” to keep their lives safer and to simplify their work.



VI. GREEN GROCERY

We choose this specific topic because now-a-days people are just adopting to the fresh grocery and they are in need to keep themselves healthier by this. A one step forward for their goodness, here we are planning to invent a market which is named as “EC-Market”. It’s the market where only combo vegetables are sold on a fresh and healthy basis.

This strategy was brought only to manage the people time and to make them familiar to eat all the veggies. In this current era we are just facing many difficulties in our food system because of the innovation of the foods from other countries. It’s okay to intake foods of other countries but it’s necessary to keep ourselves healthy by eating our native growing foods, because other than all the countries foods, India’s foods are said to be more healthier and it also has several medicinal properties in their nature.

VII. OBJECTIVE

Normally the first and foremost objective of all the markets is to earn a certain level of profit more than their investment. But here “The EC Market” tends to work for the people welfare and to satisfy their needs on the market. It is going to sell the combo veggies on a reasonable price which everyone can avail to buy and use that.

It takes more concern about the peoples work and their time this was found to sort out their thinking as, “what to do in the next morning”? Here it is formed as a solution for that particular question. We are availing every tasty combo to your door step to taste it and make us feel good.

VIII. INNOVATION IN MARKET

An Innovation in the market side of the economy. We startup a strategy to sell the vegetables as combos on the basis of variety of foods, we are taking in our daily routine. Here we are availing various veggies as a perfect combos and attracts them to buy and use it.

As we all know that the markets will only avail ½kg or 1kg of vegetables to their customers. But In our new innovation this “EC-Market” is going to avail vegetables as combos and a package contains of the quantity sufficient for five (5) members to eat.

IX. MERITS OF EC-MARKET

- 1. Reduction in Time:** This market helps everyone to choose their vegetable combos easily and it also saves their time and it also creates an opportunity to consume more vegetables in their day to day life.
- 2. Chemicals Free:** We Ensures you that we will surely provide only chemical free products and also we won’t sell frozen vegetables at any cost.
- 3. Door Step Delivery:** We are also available in the digital marketing which helps us to reach multiple customers. This enhances customers to be satisfied by the benefits of faster delivery.

4. **Introducing New Combos Day By Day:** This startup is to provide more vegetables combos in a fresh and healthy manner to protect our customers from using the non-organic and frozen vegetables.
5. **Availing More Offers:** As we are new to this platform, we are likely to encourage the customers by providing offers and discounts with reasonable price but there won't any dissatisfaction among the customers regarding the vegetables combos which we provide.
6. **Nutritious and Tastes Good:** The vegetables which we are proving to our customers will be 99% nutritious and it tastes good as compared to other market vegetables because our dedication towards the growth of vegetables is effective to improve the quality of the veggies.
7. **Variety of Combos Available:** This platform helps the customers to avail the vegetables in all the three times are Breakfast, Lunch & Dinner.
8. **Minimal Price:** As each and every combos contains less quantity of each vegetables (eg: 2 Onions, 2 Tomatoes, 2 Brinjal etc....) we provide every combos in a minimal price.
9. **Standard Way of Packing :**We are packing these combos by using jute bags for eradicating the usage of plastic in the environment and to safeguard our valuable customers.
10. **Helpful In Dynamic Environment:** Our aim is to provide the veggies on the basis of taste and preferences of the customers according to the seasonal changes.

X. OLD VS NEW VEGGIES

As we concerned with new and old agriculture marketing approaches they differ significantly due to the advancement in technological field and also changes in consumer behavior.

1. Traditional Approach (Old)

- **Limited Reach:** The traditional approach focused mainly on local markets, with limited Opportunities for farmers to reach a broader audience
 - **In-Person Transactions:** Farmers typically relied on physical markets, auctions, or direct sales to local buyers.
 - **Limited Information:** Farmers had limited access to market information, resulting in price fluctuations and uncertainty.

2. Digital Approach (New)

- **Global Reach:** In this modern world, Now a day's farmers too have access and knowledge towards the online platform and e-commerce which helps farmers to expand their customer base in national and as well as international markets.

- **Market Information:** Since farmers are having access to the real time market data, changes in price, consumer behavior and their preferences which allows them to make a better decision.
- **Branding and Online Presence :** Not only MNCS and large companies can built brand identity but also farmers and small retailers can built brand identity which helps them to maintain a good relationship and interconnected with their consumers on social media platform.

XI. COMBO OFFERS AND DEALS

1. How Do Combo Offers Work And How They Grow The Business?

A Combo offer is when different offers emerge to create a sales attraction towards the customers. This marketing strategy is used by all the business peoples and the business concerns to make their customers attracted to themselves and retain the existing customer base.

One of the most important motive of an average buyer is not only to earn money but also to save them, which helps them to invest them it into the future.

2. How Do Combo Offers Benefit A Business?

The undeniable benefit of designing and providing unique combo offers is the rapid increase in sales. It creates eagerness among the people to purchase the vegetables. By providing such offers, it provokes customers and tends to buy more than what they normally think.

When a seller announces discounts retail prices or offers an appealing collection of products at a decreased price, people will rush into get their hands on the best offers and it may leads to attain a great profit in our business concern.

3. How Are Combo Offers Designed?

It is mainly designed on the basis of customers taste and preferences. And it is designed by the businesses to attract their customers in a eager manner. It helps in promoting and popularizing their products to all.

XII. TYPES OF COMBOS

The combos we are providing for the three times as;

- Breakfast
- Lunch
- Dinner

1. Breakfast Combos

- **Readymade Chappathi with Potato Masala**
Ingredients:

- Readymade chappathi
 - Potato
 - Onion
 - Green Chillies
 - Ginger Garlic
 - Coriander and Curry leaves
- **Dosa Batter with Onion Chutney**
Ingredients:
 - Dosa Batter
 - Onion
 - Tomato
 - Curry and Coriander Leaves.
- **Idly Batter with Tomato Chutney**
Ingredients:
 - Idly Batter
 - Tomato
 - Onion
 - Curry and Coriander Leaves
 - Ginger and Garlic
 - Green Chillies
- **Readymade Chappathi with vegetable kuruma,**
Ingredients:
 - Readymade chappathi
 - Tomato
 - Onion
 - Green Chillies
 - Ginger & Garlic
 - Coriander and Curry leaves.
- **Readymade Puri with Fried Onion Curry,**
Ingredients:
 - Readymade puri sets
 - Onion
 - Ginger and Garlic
 - Coriander and Curry leaves
 - Tomato
 - Green Chillies.

2. Lunch Combos

- **Drumstick Sambar with Carrot & Beans Vegetable**
Ingredients:
 - ❖ Sambar:
 - Drumstick
 - Onion
 - Tomato

- Brinjal
- Potato

- ❖ Vegetable:
 - Carrot
 - Beans
 - Coriander and Curry leaves

- **Cauliflower Curry with Cabbage Vegetable**
Ingredients:
 - ❖ Curry:
 - Cauliflower
 - Ginger & Garlic
 - Onion
 - Tomato
 - Coriander and Curry leaves

 - ❖ Vegetables:
 - Cabbage
 - Onion
 - Coriander and Curry leaves
 - Green Chillies

- **Buttermilk Curry with Potato Vegetable**
Ingredients:
 - ❖ Curry:
 - White Pumpkin
 - Onion
 - Ginger & Garlic
 - Coriander & Curry leaves
 - Green Chillies.

 - ❖ Vegetable:
 - Potato
 - Curry leaves

- **Kerala Style Sambar with Violet Cabbage Vegetable**
Ingredients:
 - ❖ Sambar:
 - Onion
 - Tomato
 - Sennai Kilangu
 - Brinjal
 - Tamarind

 - ❖ Vegetable:
 - Violet Cabbage
 - Onion

- Green Chillies
- Coriander & Curry leaves

- **Sundaikkai Puli Kulambu with Kovaikkai Vegetable**

Ingredients:

- ❖ Kulambu:
 - Sundaikkai
 - Onion
 - Tomato
 - Green Chillies
 - Tamarind

- ❖ Vegetable:
 - Kovaikkai
 - Onion
 - Green Chillies
 - Curry leaves

- **Raasam with Pudalangai kootu**

Ingredients:

- ❖ Raasam;
 - Tomato
 - Tamarind
 - Onion
 - Garlic
 - Coriander & Curry leaves

- ❖ Kootu;
 - Pudalangai
 - Green Chillies
 - Onion
 - Coriander and Curry leaves

- **White Kuska and Yam Fry**

Ingredients

- ❖ Kuska:
 - Onion
 - Green Chillies
 - Ginger & Garlic
 - Coriander & Curry leaves

- ❖ Yam Fry:
 - Yam
 - Green Chillies
 - Ginger & Garlic
 - Curry leaves

- **Tomato Rice and Beans Vegetable**

Ingredients:

- ❖ **Tomato Rice:**

- Tomato
- Onion
- Ginger
- Coriander & Curry leaves

- ❖ **Vegetable:**

- Beans
- Green Chillies
- Coriander & Curry leaves

3. Dinner Combos

- **Readymade Chappathi with Mushroom Gravy**

Ingredients:

- Readymade Chappathi
- Mushroom
- Onion
- Tomato
- Ginger & Garlic
- Green Chillies
- Coriander & Curry leaves

- **Idly Batter with Raddish Chutney**

Ingredients:

- Idly Batter
- Raddish
- Onion
- Tomato
- Tamarind
- Coriander & Curry leaves

- **Idly Batter with Beetroot Chutney**

Ingredients:

- Idly Batter
- Beetroot
- Onion
- Tomato
- Tamarind
- Coriander & Curry leaves

- **Dosa Batter with Mint Chutney**

Ingredients:

- Dosa Batter
- Mint leaves
- Onion
- Tamarind
- Curry leaves

- **Dosa Batter with Brinjal Gothsu**

Ingredients:

- Dosa Batter
- Brinjal
- Onion
- Tomato
- Green Chillies
- Coriander & Curry leaves
- Potato

These are the variety of combos we are availing to our customers to enhance different tastes of food to make their work very easier.

XIII. CUSTOMERS SURVEY

As we had a startup plan in this motive we are eager to know how it attracts the people and promotes our plan, considering this we take a small survey in vegetable shops, and wholesale markets and in local markets too. By this survey the customer reviews are;

1. **Customer 1:** Since we have implemented this new combo offer in the market, Do you think it is efficient to satisfy the customer needs and preferences?

The customer had appreciated us for this innovative idea. They prefer to purchase our vegetable again and again if the vegetables are fresh and quality with various combinations of combos.

2. **Customer 2:** Will you have any positive impacts on your health or in the life cycle if use used our vegetables combos?

Yes if we use your vegetable combos in our daily life and it shortly improves our health as compared to other market vegetables then we will definitely prefer this market.

3. **Customer 3:** How frequently do you purchase vegetables from our startup and what factor influences your decision not to buy from us?

We may not buy your vegetables frequently from your startup because every necessary vegetable may not be available in each combo.

XIV. CONCLUSION

1. Even Though India is the World's Second Largest producer of vegetables. A strong strategy is cultivated for the effective development in production of vegetables and marketing. Digital Marketing act as a promotion among the farmers to sell their veggies all over the world. It reduces wastage and improves the delivery to the customer at the correct time.

2. Hence the report enhances the customers to avail their most liked vegetable combos in effective and efficient manner. And we ensure that we will collect feedback from our customers to improve our startup which satisfies them.

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