

Case study: Techno Economic Feasibility Assessment

Client brief

Our client, an entrepreneur from Mumbai was looking to set up an industry to process and sell fruit pulp in transparent plastic cups in the retail market. Engaged us to assess techno economic feasibility of such a venture.

Our approach

1. Market estimation for such products including target consumers and price points
2. Identified technology providers and analysed packaging options that can provide a shelf life of up to 6 months
3. Estimated cost structure for such a product including the cost of bulk procurement and storage of fruit, processing cost, packaging and marketing costs
4. Estimated working capital and fixed capital needs

Impact

The client received a detailed market entry plan and estimation of the profitability and capital requirement of such a business. He also got connected to a number of technical services providers who could provide assistance in setting up the industry.