



ARYABHATTA COLLEGE, UNIVERSITY OF DELHI

The Startup Club



Greenland Agro- Project Report



We owe our sincere thanks to Mr Harsh Agarwal, CEO, Greenland Agro, who helped us in every way possible, mentoring us and contributed whole heartedly in the successful completion of this project.

We also take this opportunity to convey our thanks and gratitude to our Principal, Dr. Manoj Sinha, convenor, Dr. JK Singh and teacher incharge, Dr. Pritika Dua, who presented us with an opportunity to take up this project. The constant support and guidance made it possible for us to complete this project.

We would also like to express our gratitude to anyone who has contributed directly or indirectly in the completion of the project.



Acknowledgement





About the client:

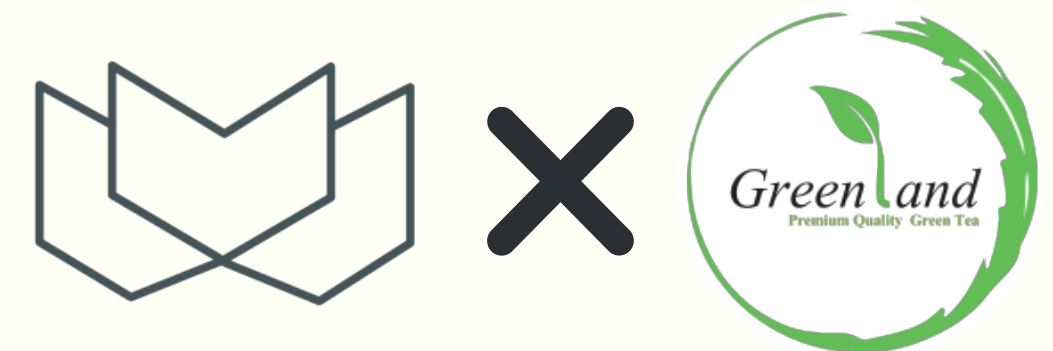


Greenland agro foods is a healthy snacking startup embarked on a mission in July 2020 to make healthy snacks affordable and available to every Indian customer. The company offers a wide range of products including makhanas, cashews, tea bags and also plans to launch several other Agro-based products in their line.

Our role:

Owing to the covid-19 pandemic and its long-lasting effects, the health of every single individual around the globe has been affected significantly. Our team helped build a social media presence for Greenland agro by creating trendy creatives.

We also conducted surveys to study the market for agro products and submitted the findings of the surveys to the team.





Our Action Plan

To help the client achieve their possible plans and learn simultaneously from an industry expert.

Marketing Team

The marketing team was able to add a significant number of followers to their instagram page. We also got Tanmay Bhat to talk about Greenland Agro on Instagram live.

A lot of creatives were created for Greenland's social media handles.

A series of posts were created comparing their products to different players of the Indian Cricket Team.





Research Team

The team created a survey questionnaire addressing the various factors which impact consumer preference behaviour towards healthier snack alternatives. It was used for market research conducted initially in various parts of Delhi-NCR region. The database collected was used to study the factors in detail and evaluate which factors are more prevalent in the regions specified.

Business Development

Based on research, the team suggested Greenland to expand the target market from millennials to the elderly. The products could be sold in packs of 3 or 6 to reduce transportation costs and increase sales. Since, the wedding season was at its peak, preparing gift hampers was suggested. Influencer marketing to increase business was put forward as well.





CLIENT TESTIMONY

"The collaboration between Startup Club and Greenland Agro Foods was quite a meaningful one. The young bunch of smart students were very much committed with their individual job roles and indeed, they produced results. It was indeed, a very promising engagement with the entire team.

I extend good luck and happiness with optimum growth in your future endeavours."





Mayank Garg



Aditya Jain



Manvi Sharma



Parth Khattar



Marvi Arora



Unnati Rana



Sparsh Goel



Team





Yashraj



Vanshaj



Pranat



Praveen



Ajitesh



Daksh



Supriyo



Team

