

COCO DRINKS
SUBSCRIPTION MODEL



INTRODUCING CONCEPT-AS-A-SERVICE

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UNDERSTANDING BUSINESS PLANS

A business plan refers to a company's plan for generating revenue and making a profit. It outlines what products or services the company plans to offer and how it intends to market and manufacture them.

A business plan is a company's core strategy for profitably doing business

Models include information like products or services, the business plans to sell, target markets, and any anticipated expenses.

WHY DO YOU NEED A BUSINESS PLAN?

Business Model is important because it provides a framework for creating and capturing value.

A good business model can help companies differentiate themselves from their competitors and provide a clear understanding of how they create value for their customers.

It can also help companies identify potential challenges and opportunities that they may face in the market, enabling them to develop strategies for overcoming these challenges and taking advantage of opportunities.

Moreover, a well-defined business model can help companies secure funding, as it provides investors with a clear understanding of how the company intends to generate revenue and make a profit.

By having a solid business model in place, companies can also make more informed decisions about resource allocation and growth strategies, which can help them achieve long-term success.

OPPORTUNITY GAP



2021



2027

The India coconut and fortified water market is growing at a CAGR of **12.60%**



The detox drink market is growing at a CAGR of **10.98%**



2022



2030



2022



2026

The Indian Health & Fitness market is growing at a CAGR of **5.62%**

A SNAPSHOT OF THE BUSINESS MODEL

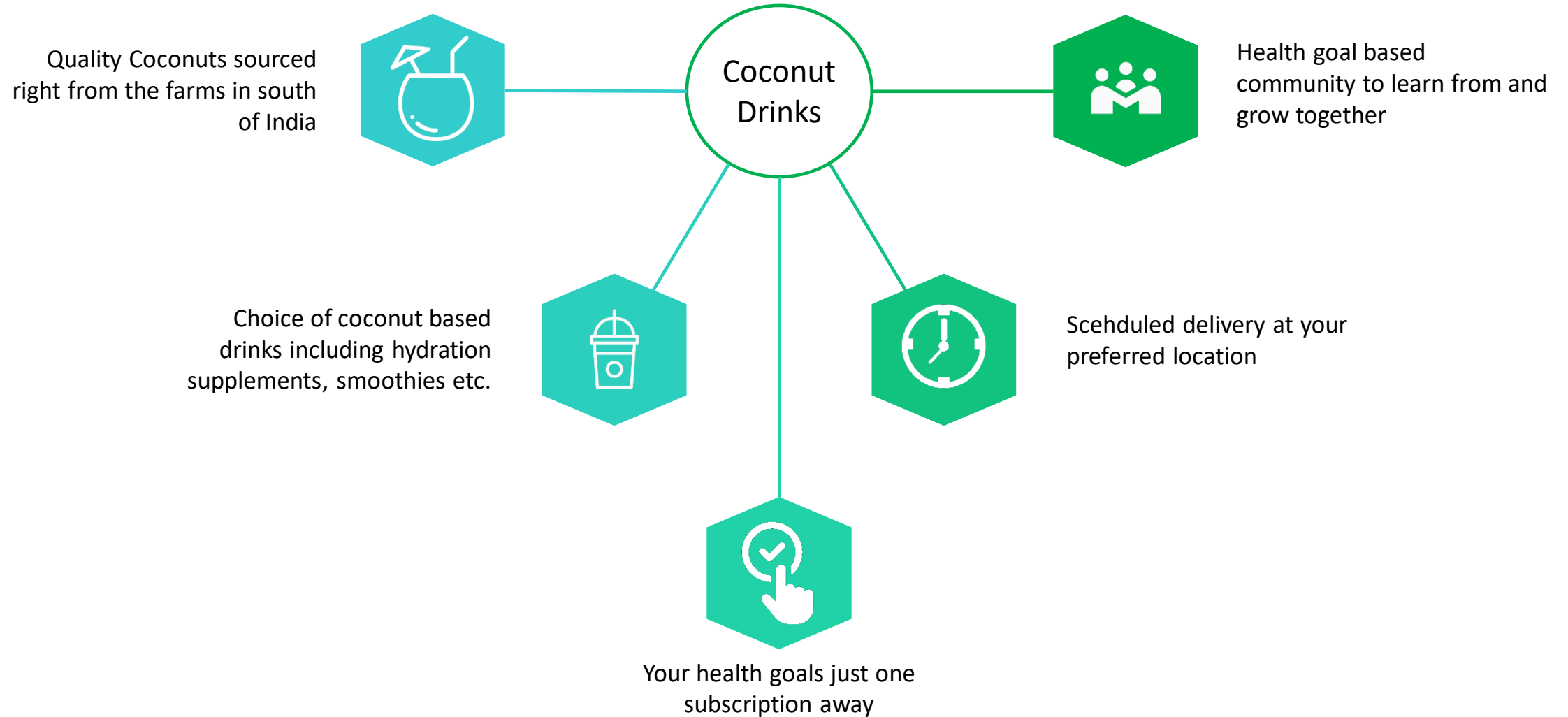


THE SOLUTION



- A subscription based business for coconut based health drinks and supplements
- Goal based supplement regimen for the consumer on the go. Coconut drinks that help you achieve your health goals – at the click of a button
- Online signups and subscriptions for drinks delivered at your preferred location

THE SOLUTION



BUSINESS MODEL



FARMS



COCONUT DRINKS



CONSUMER

BUSINESS MODEL CANVAS

Key partners

What are your key partners to get competitive advantage?

Subscribers

Coconut farmers and manufacturers

Key activities

What are the key steps to move ahead to your customers?

Finding coconut farmers for quality coconuts

Curating coconut drinks and products

Marketing coconut products

Key propositions

How will you make your customers' life happier?

Convenience of getting coconut production at the doorstep

Range of different coconuts products

Customer relationships

How often will you interact with your customers?

1- Online ads
2- SEO

Customer segments

Who are your customers? Describe your target audience in a couple of words.

1- Vegans
2- Health conscious individuals
3- South Indian Market

Key resources

What resources do you need to make your idea work?

1- Human Resources
2- Intellectual property
3- Methods of manufacturing of products

Channels

How are you going to reach your customers?

1- Website
2- App

Cost Structure

How much are you planning to spend on the product development and marketing for a certain period?

Procurement of good quality coconuts

Manufacturing of coconut products

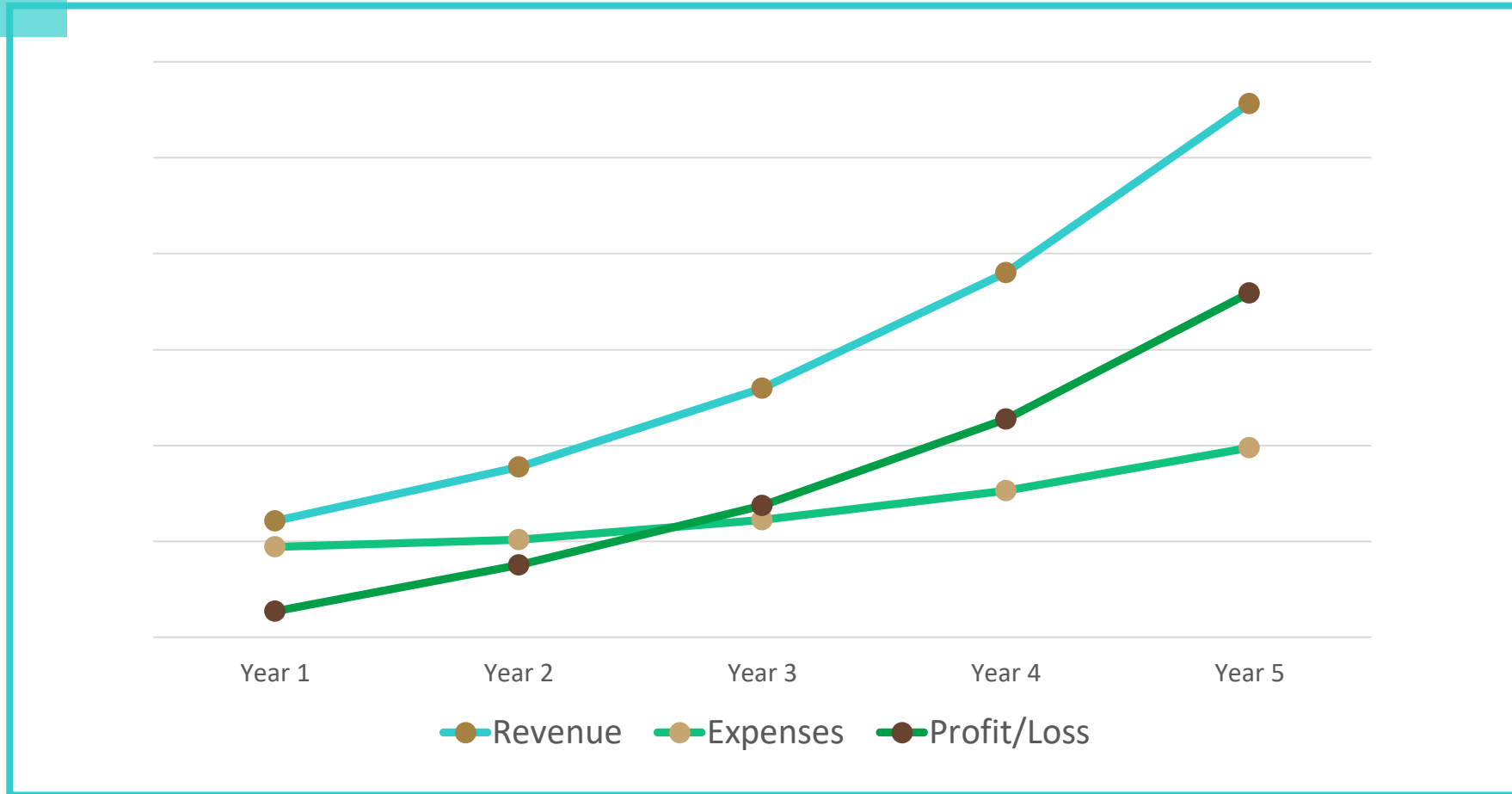
B2C marketing and SEO

Revenue Streams

How much are you planning to earn in a certain period? Compare your costs and revenues.

Revenue from Subscription

PROJECTIONS



ADDITIONAL DOCUMENTS FOR BUSINESS PLAN

- **Market Research-** Delivering actionable insights through meticulous research and analysis to fuel business growth and maximize market potential.
- **Competitive Research-** Getting a deep understanding of competitors' strategies, tactics, and performance to take informed decision and stay ahead in the market.
- **Consumer Mapping-** Unlocking valuable consumer insights and mapping their preferences, needs, and behaviors to optimize marketing strategies, enhance customer experiences, and drive business success.
- **5 Year Financial Planning-** Harnessing the power of financial foresight to develop a robust and flexible 5-year plan, aligning financial resources, and optimizing performance for sustained growth and financial stability.
- **Team Structure-** Designing a cohesive team structure that leverages individual strengths, promotes diversity, and encourages innovation, to foster a high-performing team culture and drive organizational excellence.

ADDITIONAL DOCUMENTS FOR BUSINESS PLAN

- **Operations Plan-** Creating a strategic roadmap for operational success, encompassing key objectives, timelines, and performance metrics, to guide decision-making, streamline operations, and achieve operational excellence.
- **Licenses & Registrations-** Navigating the complex landscape of licenses and registrations with expert guidance and meticulous compliance, ensuring legal and regulatory adherence for business operations.
- **Go To Market Strategies-** Creating a winning go-to-market strategy that encompasses market analysis, target segmentation, positioning, pricing, and distribution, to successfully launch products or services and capture market share.
- **Miscellaneous (Website/App Development, Marketing & Advertising, etc.)-** Offering comprehensive and flexible miscellaneous services designed to address unique business requirements, optimize operations, enhance performance, and achieve desired outcomes.

THANK YOU

