

# Khubzun

Locally Produced Nutritious Food at an Affordable Rate



# THE KHUBZUN STORY

## HOW WE CAME TO BE

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**Khubzun is the Result of relentless hardwork, friendship and a vision for ensuring nutritious food for people of different walks of life.**



**Khubzun has been in business for over 2 years. Khubzun wants to bring in a sustainable, affordable and more nutritious option for its customers based on food science.**



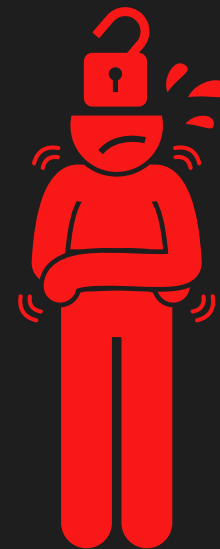
# Problem Identification



Half the Population Suffer from Malnutrition & half of the female population suffer from Anemia



Bangladesh has an unenviable record of 68.3-81.1% of municipal solid waste being food waste

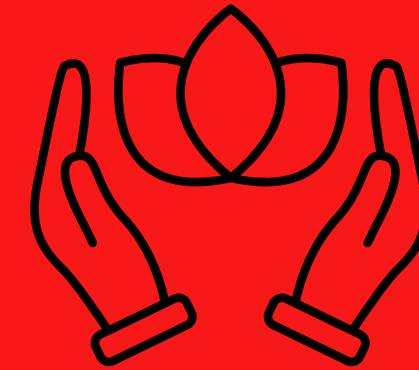


25% of the entire population is food insecure

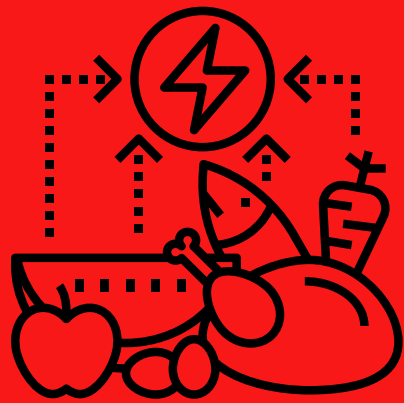
# How it Works



**Collecting low emission raw ingredients through our innovative local supply chain**



**Targetting low income population and ensuring eco friendly processing**



**Food Science based Nutriboxes includes all the essential nutrients**



**Efficient food waste management while following HACCP and SOPV Protocols**



# SWOT ANALYSIS

## STRENGTHS

**A Established Food Restaurant with A Loyal Customer Base.**

**Competitive Pricing**

**Made with Locally Grown Produces.**

**Waste Management**

## WEAKNESSES

**Saturated Market**

## OPPORTUNITIES

**Expansion to Different Cities**

**Eco-friendly Packaging**

## THREATS

**Unhealthy Competition**

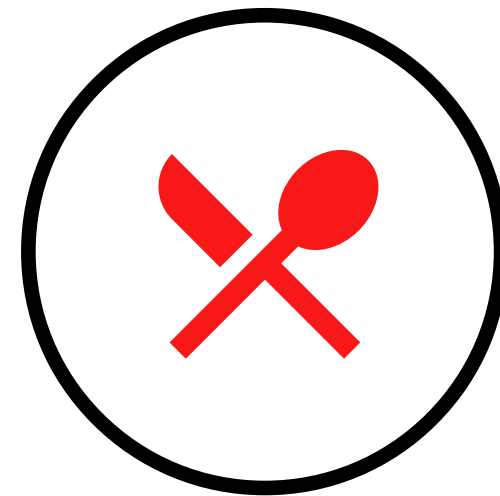
**Lack of Funding**

# OUR BUSINESS MODEL

## WHAT OUR CUSTOMERS WANT



**Great Location**



**Tasty and  
Affordable  
Product**



**Eco-friendly  
Processing**

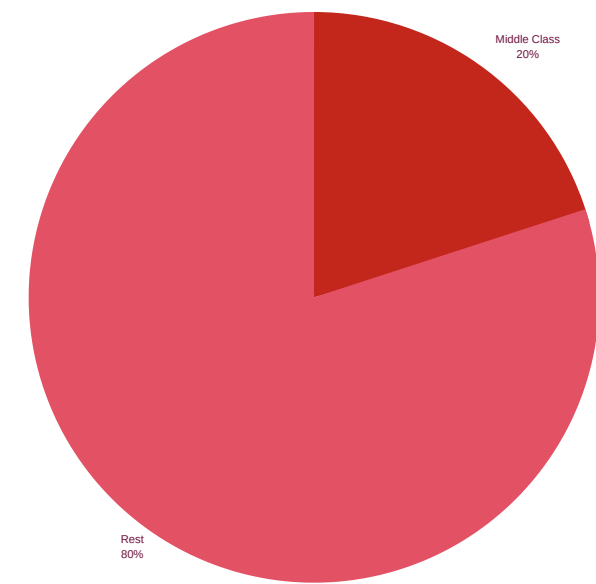


**Locally Grown  
Fresh  
Ingredients**

# DEMOGRAPHIC TARGET

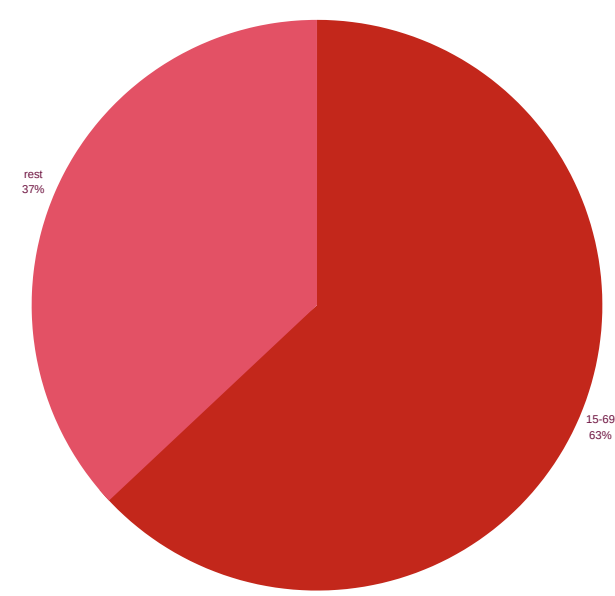
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## BREAKDOWN OF OUR CUSTOMERS



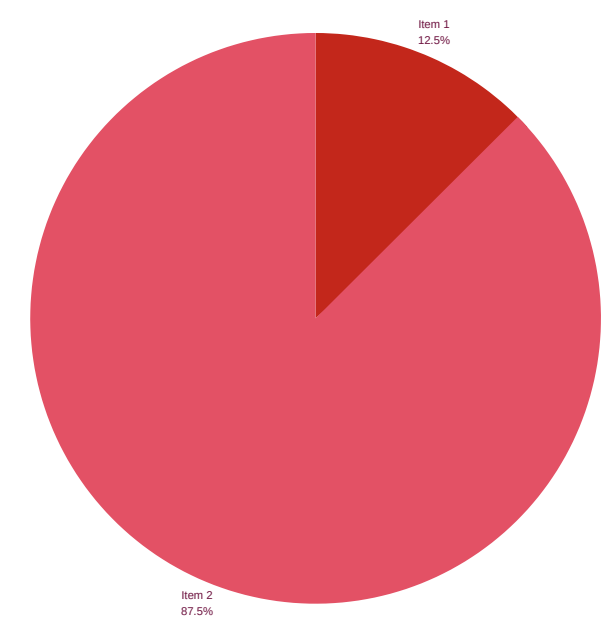
### MIDDLE CLASS

20% of the Population belongs to the middle Class



### AGE GROUP

15-59  
63% of the Population belongs to this age group



### UNHEALTHY LIFESTYLE

Approximately 12.6% Male have either Obesity or Diabetes

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▶ **59 Taka**

Nutribox Lite

▶ **79 Taka**

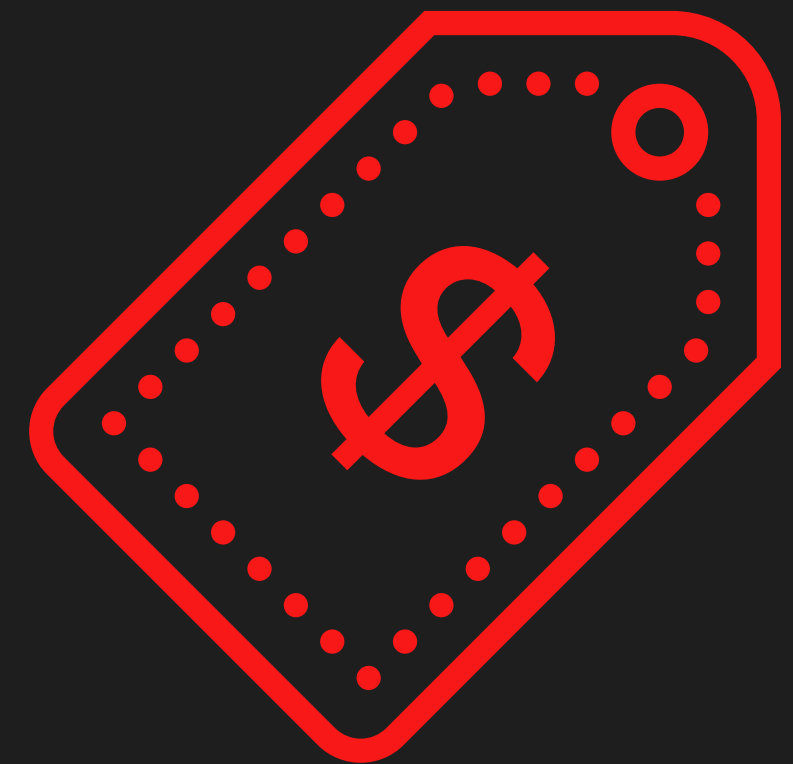
Nutribox Hungry

▶ **159 Taka**

Nutribox Premium

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**Pricing**





## **NUTRI BOX**

## **NUTRI BOX LITE**

**Egg 50g**

**Rice- 100g**

**Lentil- 50g**

**Fish- 100g**

**Special Khubzun Salad  
and Sauce**

## **NUTRI BOX HUNGRY**

**Egg-50g**

**Potatoes- 150g**

**Chicken Shreds-100g**

**Khubzun Special Cheese**

**Salad & Sauce**

## **NUTRI BOX PREMIUM**

**Egg-50g**

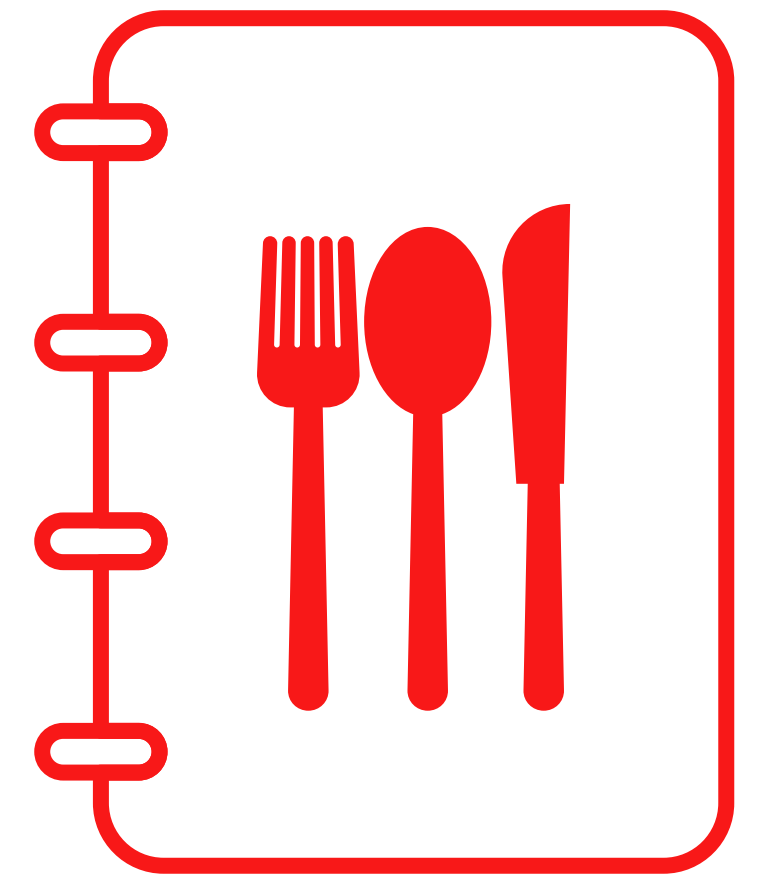
**Potatoes- 100g**

**Chicken Shreds - 200g**

**Mushroom- 50g**

**Chicken Sausage- 50g**

**Khubzun Special Salad & Sauce**



## **The Menu**

The Salad includes: Tomatoes, Capsicum, Cucumber, Onions, Green Peas, Garlic, Betroot, Ground Nuts

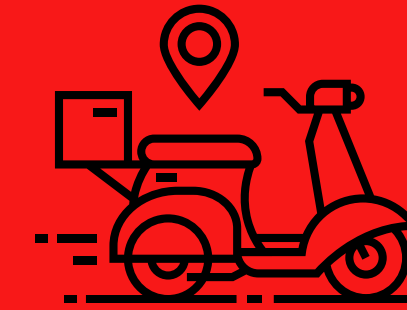
# Supply Chain

Connecting Local Farmers



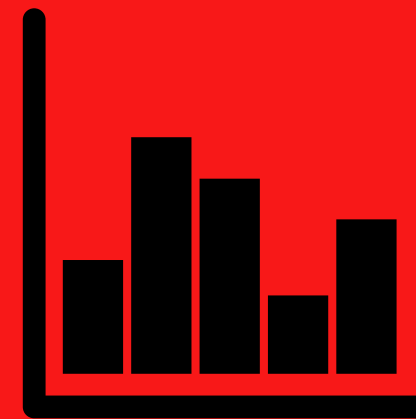
## Partnership

Engage with local farmers for procurement of products and ensuring utmost efficiency



## Delivery

timely collection and delivery of products



## Data Utilization

Utilizing all the collected data from to make the customer experience better at every step

# Marketing Strategy



## STAGE A

Ensuring Home Delivery and Student Engagement (Reached)



## STAGE B

Nutribox for Middle Class and Working Class Consumers while maintaining heavy online presence



## STAGE C

Going Global and Collaborating with Humanitarian Organizations

# TIMELINE

**PENDING FUNDING APPROVAL**



## **YEAR 1: 2018**

Khubzun Started  
as a FoodCart,  
Reaching  
Breakeven within  
8 months

## **YEAR 2: 2019**

Khubzun  
Transitioned to a  
Restaurant

## **YEAR 3; 2020**

Khubzun  
managed to  
generate revenue  
even during  
COVID-19

## **YEAR 4:2021**

Breakeven for the  
Restaurant and  
Opening New  
Branches

## **YEAR 5: 2022**

Khubzun Aims to  
Reach Complete  
Self-Sufficiency

ESTIMATED BREAKEVEN COST  
ECO-FRIENDLY VENTURE

**5.37 CRORE**

EXPECTED BY THE SEVENTH YEAR

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BREAKEVEN COST FOR  
RESTAURANT

**4.80 LACS**

BY THE END OF 2022

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BREAKEVEN COST FOR  
FOOD CART

**1.20 LACS**

REACHED IN 2019

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# Expansion Plans

3 Branches in Dhaka by 2021 and  
2 Branches in Chattogram by 2022



Targetting the South  
Asian and African Market

# PROJECTED REACH

**BASED ON DATA  
DRIVEN MODEL**

By the year 2028  
Khubzun will be  
impacting  
**10 million lives.**

