GOT MILK?

- India - World's largest producer of milk
- Production is inefficient
- Supply cannot be exported
- Now what?
SKEPL

- Founded in 1996
- Started with only $11,000
- Grassroots initiatives to improve efficiency and product
- Brand Name - AKASHGANGA
Automated Process

- Minimizes handling
- Increases efficiency
- Increases transparency
- Creates bases from improving quality of Milk.
The Product

✔ The high end system cost $3300
✔ Electronic weighing mechanism
✔ Personal computer
✔ Accounting and management software
Profit and Potential

- They have been very profitable every year
- 600 systems currently installed
- Recently acquired new investors
- Also connections with second largest bank in India
- 96,000 local milk cooperatives
  - Vast potential still untapped.
What they do and why it works!

✓ Bring simple technology to the people
Financial Plan

- High-level financial plan that defines financial model, pricing assumptions, and reviews yearly expected sales and profits for the next three years.
- Use several slides to cover this material appropriately.
Resource Requirements

✔ Technology requirements
✔ Personnel requirements
✔ Resource requirements
  – Financial, distribution, promotion, etc.
✔ External requirements
  – Products/services/technology required to be purchased outside company
Conclusion

✔ It’s a great idea the has effectively employed the KISS strategy
✔ Capital is small and thus risk is low
✔ Address a real need and thus will welcome by the community
✔ Much room for growth and thus greater profit.
The infrastructure for intercommunity communication – This however is another dynamic the company is in the process of working on.

• developing an integrated supply chain management software system that will seamlessly connect milk societies, milk unions, and milk federations on a single technological platform