GOT MILK?

✔ India - World's largest producer of milk
✔ Production is inefficient
✔ Supply can not 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