



technopak

# food services & agriculture

credentials

May 2016

food & beverage | food & agriculture

India's leading consulting firm

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India's leading consulting firm.....

**a trusted advisor for clients across countries.....**

a valued partner.....

India's leading consulting firm.....

a trusted advisor for clients across countries.....

## our focus sectors

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retail, consumer products & e-tailing

fashion - textile, apparel & engineering

food services & agriculture

education

India's leading management consulting firm with more than 20 years of experience in working with organizations across consumer goods and services.

Founded on the principle of "concept to commissioning", we partner our clients to identify their maximum-value opportunities, provide solutions to their key challenges and help them create a robust and high growth business models.

# who are we

We have the ability to be strategic advisors providing customized solutions during the ideation phase, implementation guides through start-up assistance, and be a trusted advisor overall.

Drawing from the extensive experience of close to 125 professionals, Technopak focuses on four major divisions, which are Retail & Consumer Products, E-tailing; Fashion (Textile, Apparel & Engineering); Food Services & Agriculture, and Education.



# what we do

**Business Strategy:** Assistance in developing value creating strategies based on consumer insights, competition mapping, international benchmarking and client capabilities.

**Start-up Assistance:** Leveraging operations and industry expertise to 'commission the concept' on turnkey basis.

**Performance Enhancement:** Operations, industry & management of change expertise to enhance the performance and value of client operations and businesses.

**Capital Advisory:** Supporting business strategy and execution with comprehensive capital advisory in our industries of focus.

**Consumer Insights:** Holistic consumer & shopper understanding applied to offer implementable business solutions.



# member of Ebeltoft group

Technopak is a member of the Ebeltoft Group, a network of International Retail Experts with presence in 22 countries. The Ebeltoft Group has provided a gamut of services to the retail sector players, including strategic planning, retail concept innovation, store design, product management etc. in its 20+ years of existence.

The worldwide presence of its members allows the Ebeltoft Group to tap into each member's regional expertise, which is an asset to other members in their global endeavors. The Group's long experience is reflected in the range of the services it offers in the retail consultancy domain, some of which are enumerated below:

- Cross-channel strategies and management
- Retail internationalization and growth strategies
- Retail due diligence and target screening
- Shopper marketing development
- Category management and merchandising
- E-commerce and digital strategies
- POS analysis and optimization
- Franchise development and management
- Supply chain management and operational optimization
- Human resources and sales force training
- Strategic analysis and planning
- New retail concept development
- Retail and product Branding
- Product launch and repositioning
- Store planning and design
- Customer/market research and global research studies
- Site selection, benchmarking and market sizing
- Customer satisfaction and CRM Management
- Mystery shopping programs
- Retail tours and urban revitalization

More information on the Ebeltoft Group may be obtained at: [www.ebeltoftgroup.com](http://www.ebeltoftgroup.com)







select clients



## our leadership team

### **Arvind Singhal**

Chairman  
arvind.singhal@technopak.com

Arvind founded Technopak in 1992 and has led the company to be the thought leader in all the sectors. He has an MBA from the University of California, Los Angeles, USA along with a Bachelor of Engineering degree from IIT-Roorkee

### **Saloni Nangia**

President  
saloni.nangia@technopak.com

Saloni is the President of Technopak. She was earlier heading the Retail & Consumer Products division. Saloni has worked on strategy and implementation in Retail and Consumer Products with clients from India, Asia, Europe, and North America

### **Ankur Bisen**

Sr. Vice President  
ankur.bisen@technopak.com

Ankur is the Sr. Vice President of the Retail & Consumer Products division of Technopak. He brings over 14 years of cross-functional experience in strategy, marketing, and business development acquired while working in India, China, and Europe

### **Amit Gugnani**

Sr. Vice President  
amit.gugnani@technopak.com

Amit is the Senior Vice President, Fashion - Textiles & Apparel and has over 19 years of experience in Apparel manufacturing. He has managed various projects involving entry strategies, business plan, feasibility studies, apparel plant start-up, business process re-engineering, etc. for leading national and international clients

### **Aurobindo Saxena**

Associate Vice President  
aurobindo.saxena@technopak.com

Aurobindo is the Associate Vice President of the Education division and has over 13 years of experience in strategy development and operations management. He has also been a member of the CII Special Taskforce on Skills and Education for the past 3 years



food services

Manufacturing-led

Raw Material



Back-end processing



Front-end (Restaurants, café, lounge, etc)



Service-led



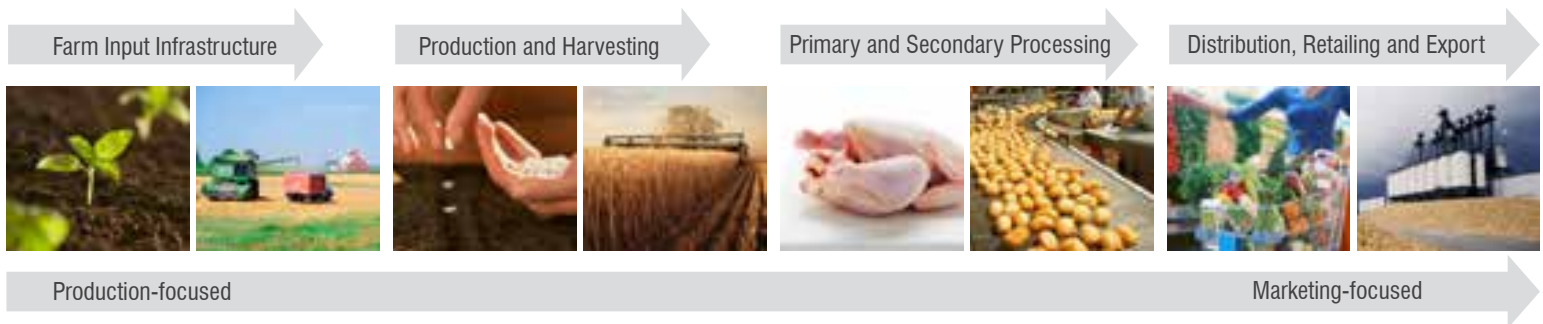
# what we offer

our focus areas

We provide a complete food service support network throughout the value chain with a focus on both front- and back-end operations

# 'concept to implementation' service support

We offer a complete 'Concept to Implementation' service support throughout the value chain with focus on farm production, processing infrastructure, and marketing operations





food & beverage

services on a platter.....



### **Business Strategy**

- Opportunity Assessment
- Identify Profitable Growth Opportunities
- Evaluate Competitive Market Position
- Predict and Plan for Growth
- Prepare Well-informed Business Plans
- Operating Model Assistance

### **Unit Economics Improvement**

- Identify Concept Strength and Weaknesses
- Revitalize Concept Positioning
- Evaluate Menu, Price, Format and Location Strategy
- Develop Plan to Reach Out to New Consumer Groups
- Improve Inventory Management
- Evaluate and Rework Restaurant Employee Practices
- Conduct and Establish Restaurant Audit Process

### **Concept Development**

- Conceptualize Ideas
- Market and Consumer Feasibility Study
- Define Consumer Profile
- Develop Menu and Price Offering
- Project Growth Plan
- Develop Detailed Business Plan
- Prepare well-informed Business Plans

### **Implementation Assistance**

- Manage Project Schedule
- Coordinate on key activities like branding, IT system, supply chain, organizational structure
- Develop Operations and Training Modules

### **Consumer Insights**

- Trend and Consumption Insights
- Shopper Insights
- Segmentation Studies
- Product Testing



# our target business segments



## Restaurants

- Fine Dining
- Casual Dining
- Quick Service Restaurants

## Bar & Lounges

- Night Clubs
- Sports Bars
- Concept Lounges

## Cafés and Parlors

- Concept Cafés and Parlors
- Bakeries and Confectionaries

## Food Services Retail

- Stores and Kiosks
- Food Courts

## Catering

- Corporate Catering
- Travel Catering
- Institutional Catering
- Occasional Catering

## Venture Capitalists

- Angel Funds
- Venture Funds
- Private Equity Firms

## Government & Multilaterals

- Indian Government
- Foreign Multilaterals

## Logistics

- Cold Chain Logistics
- Ambient Logistics

## Cold Chain Solution Providers

- Panel, Door, and Complete Cold Chain Solution
- Cold Chain Equipments Providers
- Cold Chain Logistics

## Equipment Manufacturers

- Restaurant Kitchen Equipment
- Central Kitchen Equipment
- Processing Plant Equipment
- Commissary Equipment







food & agriculture



# key specializations services we offer

## **Business Strategy**

- Opportunity Assessment
- India Entry Strategy/ Market Entry Strategy
- Competitive Assessment
- Business Plan Development
- Business Expansion Plan

## **Supply Chain Assessment**

- Supply Chain Strategy
- Inventory, Warehouse and Logistics Management
- Process Re-Engineering

## **Performance Audit**

- Revitalize Business Positioning
- Evaluate Product, Price, Market, and Location Strategy
- Address Opportunities for Improvements
- Conduct and Establish Plant Audit Process

## **Turnkey Solutions**

- Feasibility Studies, Business Planning
- Technology/Machinery Selection
- Product Selection and Development
- Implementation Support

## **Sector Opportunity Scan**

- Industry/Sector Specific Snapshot
- Define Processing Mix or Crop Mix
- Marketing and Procurement Planning
- Equipment, Machinery and Infrastructure Planning
- Land Use Planning
- Develop Detailed Business Plan

## **Implementation Assistance**

- Project Management Consulting
- Construction Management Support

## **Partner Search**

- Business Strategy for the Local Market
- Identify and Shortlist Prospective Partner
- Schedule Meetings
- Signing of MoU and Partner Selection

## **Sector/Consumer Insights**

- Trends and Consumption Insights
- Segmentation Studies
- Product Testing



# wide presence sectors we serve

- Fruits & Vegetables
- Milk and Dairy
- Staples, Cereals, Pulses, and Spices
- Meat and Poultry
- Fish and Marine
- Bakery and Confectionary
- Beverages (alcoholic and non-alcoholic)
- Packaged Food
- Frozen Food



# business segments we cover

## **Farming Companies**

- Agriculture Production
- Horticulture – F&V, Spices, Floriculture
- Allied - Dairy Farms, Poultry Farms, Fish Farms
- Contract Farming and Corporate Farming

## **Food Processing Companies**

- Juice, Pulp, Concentrate Processing
- Packaged Food Processing
- Frozen Food Processing
- Bakery and Confectionary
- Fish, Poultry, and Meat Processing
- Alcoholic Beverages

## **Cold Chain Solution Providers**

- Panel, Door, and Complete Cold Chain Solution
- Cold Chain Equipments Providers

## **Technology Providers**

- Equipment and Machinery Providers
- Infrastructure Developers

## **Other Service Providers**

- Information Technology
- Logistics Companies
- Products/Services Suppliers
- Warehouse Companies

## **Venture Capitalists**

- Private Equity firms

## **Government & Multilaterals**

- Indian Government
- Foreign Multilaterals



our successful associations

## our other associations

Experience in Strategic Advisory, Market Research, Assessment, and Implementation Support



Empaneled with the Ministry of Food Processing Industries, GoI, and NIFTEM

leading with thought & creativity

**Saloni Nangia**

President

saloni.nangia@technopak.com

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President

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