



technopak

food services & agriculture

credentials

Food & Beverage | Food & Agriculture

May 2012

India's leading consulting firm

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

retail & consumer products

fashion- textiles & apparel

healthcare strategy & design

food services & agriculture

education

India's foremost consulting firm, with an experience of working with multiple organizations across various sectors

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 robust and high growth business models.

who are we

We have the ability to be the 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 more than 175 professionals, Technopak focuses on six major divisions, which are Fashion -Textile & Apparel, Retail & Consumer Products, Healthcare Strategy & Design, Education, Food Services & Agriculture and Leisure & Tourism.



what we do

Business Strategy.

Assistance in developing value creating strategies based on market & industry insights, competition mapping, international benchmarking and client capabilities.

Performance Enhancement.

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

Start-Up Assistance.

Leveraging operations and industry expertise to 'commission the concept' on turnkey basis.

Consumer Insights.

Holistic consumer & shopper understanding applied to offer implementable business solutions.





some partnerships that last a lifetime



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 University of California, Los Angeles, USA along with Bachelor of Engineering from IIT-Roorkee.

Rang Emei Gonmei

Sr. Vice President
rang.emei@technopak.com

Emei has over 21 years of experience in planning, design & implementation process of Healthcare Architecture projects across the World with global healthcare architectural service providers. Emei hold a Masters in Architecture from School of Planning & Architecture.

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.

Pratichée Kapoor

Associate Vice President
pratichée.kapoor@technopak.com

Pratichée is the Associate Vice President in Food services and Agriculture division. She has over 10 years of experience in Strategy consulting and has expertise in working on various projects involving understanding consumer behaviour, estimation of market potential, preparing market entry and expansion strategies.

Amit Gugnani

Sr. Vice President
amit.gugnani@technopak.com

Amit is the Senior Vice President, Fashion (Textile & Apparel) and has over 15 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.

Ankur Bisen

Associate Vice President
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Ankur is the Associate Vice President of the Retail & Consumer Products consulting division of Technopak. He brings over 11 years of cross-functional experience in strategy, marketing and business development acquired in the backdrop of working in India, Greater China and Europe.

our leadership team



food & beverage

A hand in a white glove, wearing a dark suit sleeve, is shown from the side, holding the handle of a golden, domed platter lid. The platter is resting on a red surface. The background is a plain, light color.

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, weaknesses
- | Revitalize concept positioning
- | Evaluate menu, price, format & location strategy
- | Develop plan to reach out to new consumer groups
- | Improve inventory management
- | Evaluate & re-work on restaurant employee practices
- | Conduct & establish restaurant audit process

Concept Development

- | Conceptualize idea
- | Market & Consumer feasibility study
- | Define consumer profile
- | Develop menu & price offering
- | Project growth plan
- | Develop detailed business plan
- | Prepare well-informed business plans

Implementation Assistance

- | Manage project schedule
- | Coordinate on all key activities like branding, IT system, supply chain, organization structure
- | Develop operations & training modules

Consumer Insights

- | Trend & consumption insights
- | Shopper insights
- | Segmentation studies
- | Product test

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 back-end & front-end side of operations



our target business segments



Restaurants

- | Fine Dining
- | Casual Dining
- | Quick Service Restaurants

Bar & Lounges

- | Night Clubs
- | Sports Bars
- | Concept Lounges

Café's and Parlours

- | Concept Cafes and Parlours
- | Bakery and Confectionary

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

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

Raw Material Providers

Logistics

- | Cold Chain Logistics
- | Ambient Logistics

select clients- food & beverage



working with an array of clients



our USP...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 & location strategy
- | Address opportunities for improvements
- | Conduct & establish plant audit process

Turnkey Solutions

- | Feasibility studies, business planning
- | Technology /machinery selection
- | Product selection & development
- | Implementation support



key specializations services we offer

Sector Opportunity Scan

- | Industry /sector specific snapshot
- | Define processing mix or crop mix
- | Marketing and procurement planning
- | Equipment, machinery & infrastructure planning
- | Land use planning
- | Develop detailed business plan

Implementation Assistance

- | Project Management Consulting (PMC)
- | Construction management support

Partner Search

- | Business Strategy for the local market
- | Identify & Shortlist prospective partner
- | Schedule meetings
- | Signing of MoU and Partner selection

Sector/ Consumer Insights

- | Trend & consumption insights
- | Segmentation studies
- | Product testing

'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





wide presence

sectors we serve

| Fruits and Vegetables

| Milk and Dairy

| Staples, cereals, pulses and spices

| Meat and Poultry

| Fish and Marine

| Bakery and Confectionary

| Beverages both 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 Beverage

Cold Chain Solution Providers

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

Technology Providers

- | Equipment & 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

select clients- government bodies and industry associations

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



Agricultural and Processed Food
Products Export Development Authority



Ministry of Food
Processing Industries
Govt. of India



National Institute of Food Technology
Entrepreneurship and Management



Empanelled with Ministry of Food Processing Industries, GoI and NIFTEM

Indian clients



our successful associations

International clients



leading with thought & creativity

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President

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Technopak- food team

Thank You!

For further information, please contact:

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