“Fit n Fine Muesli”

A great way to start a day

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Performance Summary

- Our vision and mission is to conquer a unique place in the Muesli market by selling good and healthy product at a reasonable price to the customers
- Even though we started with absolutely no inventory we proved our products acceptance by outselling all the competitors with our healthy and tasty muesli
- By constant review of the news flash during the simulation time, we use the useful news from the report and thereby improve our team strategies to suit the market
- By carrying out appropriate and accurate advertising, we reached all ranges of consumers, and thereby enriched their life with our nutritious and healthy variety of muesli.

Past and Future Strategies

QUARTER I
- Quality, that's our mantra from day one.
- Never compromise with the quality of the product
- Customer is God

QUARTER II
- Study the WeSpy reports and interpret their strategies and improve ours
- Improve the quality further
- Introduce new products into independent and traditional markets

QUARTER III
- Concentrate on hyper markets
- Concentrate on seasonal products
- Low profit margins and aim at more sales

QUARTER IV
- Marketing of Seasonal products
- Low profit margin and high market sales

FUTURE STRATEGIES
- Quality is always “Fit n Fine” Muesli’s first choice
- Aim at High sales in all the marketing areas
- Introduce unique products in the market and thereby create a unique identity

Invest Now

Our Growth Over the four Quarters

Your Support... Our Victory

- Invest in our company now to share our vision and make it your own
- We need your support to achieve our dreams and your support will help us generate mutual growth
- Make the right choice of choosing the fastest improving Muesli Company
- “Fit n Fine” Muesli is one of the only few companies which make seasonal products and also premier products at all times of the season
- Invest in our company, which is making higher profits after each and every quarter.

Acknowledgements

- We thank Dr. Lea for being with us all through and helping us out with each and every query of our
- We thank our HEC simulators making this simulator happen
- We finally thank all our peers, juniors and seniors in supporting us.

A Survey to customers on what muesli they would prefer considering the factors of price and taste

<table>
<thead>
<tr>
<th>Price</th>
<th>Taste</th>
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<tbody>
<tr>
<td>Fit and Fine Muesli</td>
<td>Other Muesli</td>
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