

Executive Summary

The changing face of Sri Lanka in post war development is impressive and at times unbelievable. Change is sweeping across the nation - infrastructure development is in full swing, per capita GDP is rising, and most notably the lifestyles and consumption patterns are becoming more westernized and materialistic in orientation. Nutritional habits too are changing. Time deprived lifestyles of dual career families have provided a platform for restaurants and convenience food to thrive, particularly in the urban sector paving the way for a tsunami of 'low nutrient, high calorie' foods.

As a result, the Sri Lankan society faces the highest rates in non-communicable diseases (NCD) in its entire history. NCDs like cardiovascular disease and diabetes are the leading cause of death - for every 5 minutes, 2 persons die accounting for 65% of all deaths in the island.

NCDs are caused by "Lack of Exercise" and "Unhealthy Diets". The latter is obvious given the depreciating nutritious value of Sri Lankan foods and snacks composed of processed foods. Even the fruits and vegetables that are deemed healthy are in fact the very opposite due to the abuse of agrochemicals used in their cultivation – Sri Lanka is the highest user of agro-chemicals in the world. This has resulted in the growth of organic foods in the nation that cultivates vegetation without artificial chemicals. In the city of Colombo alone, the market potential for organic foods is over 36 million rupees a month. Despite this potential, no one has focused on organic foods catered to the time starved consumer in a 'ready to eat' format.

In the backdrop of the above developments, the need for '**high nutrient, low calorie**' foods to the **time starved dual career family** is apparent and given the growing segment of consumers who actively seek out healthy foods at premium prices, '**ready to eat organic foods**' holds potential.

In order to capitalize on this unmet need, an entrepreneurial venture by the name '**Sevian Holdings**' was created to provide ready to eat organic salads under the brand '**QuickPac**'. QuickPac salads are made from organic fruits and vegetables and will be available in leading super markets in Colombo at a 'value for money' price. It is the only branded ready to eat organic salad available in the country with an attractive packaging that can be peeled off for

immediate consumption. QuickPac is ideal for the busy consumer who is concerned about eating healthy chemical free foods.

QuickPac was developed in 3 phases. First, different food preserving technologies was evaluated to address the short shelf life of fresh cut fruits and vegetables. Then, a network of dependable organic farmers was selected for sourcing purposes. Finally, the QuickPac was launched at a leading organic market in Colombo.

There was overwhelming demand for QuickPac salads. In a matter of few hours, the products were all sold out highlighting the sheer need for ready to eat organic foods in the market. QuickPac will to scale up and diversify in the future making the brand a household name for ready to eat organic foods in the country.