



# INTERNATIONAL BUSINESS PLAN

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# I. Executive Summary

## How It All Started

From a crazy kitchen experiment to a **food revolution**, Impossible Foods started when **Dr. Patrick Brown** said, "What if we could make a burger that's better for the planet?" This wasn't just another startup—it was a mission. Working out of a tiny lab, Brown and his team cracked the code on creating **plant-based meat** that tasted like the real deal. They worked and experimented, turning heads in **Silicon Valley** and catching the eye of investors who believed in their wild dream. Today, Impossible Foods isn't just selling burgers; they are changing how we think about food, one delicious, planet-saving bite at a time. From tech nerds to food lovers, they proved that with enough passion and science, you can **reinvent something as basic as meat**.



**Founder**

## Description of Impossible Foods



Impossible Foods is a company that offers **plant-based meat alternatives** that **look, cook, and taste like real meat**, using innovative ingredients like **soy protein** and **plant-based heme**. Impossible Foods has **19g of protein** per serving and **zero cholesterol**. Their product line includes burgers, ground beef, sausages, chicken nuggets and more, designed to **mimic real meat in taste and texture**. Prices range from **\$7.99** for a pack of five chicken patties to **\$13.99** for a 6 pack of burger patties. These versatile products aim to provide a **healthier, more nutritious, and sustainable alternative** to traditional meat, appealing to **both vegetarians and meat-lovers**.

## Problems

### Protein deficiency

India faces a critical **protein deficiency crisis**, with **80% of its population** experiencing inadequate protein intake - and 84% of that 80% are vegetarians. With **no solution available** this is only projected to worsen.

### Ethical concerns

Due to India's growing consciousness for ethical products, **90% of Indians** are concerned about **animal welfare**, with millions of millennials looking for **cruelty-free and plant-based alternatives**.

### Lack of Innovation

India's food market lacks **innovation**, stifling **product diversity** and preventing the development of modern, **health-conscious nutrition solutions**.

## Solutions

### Impossible Foods Nutritional Value

Impossible Foods provides a **superior protein solution** for India, offering **19g of protein per serving**—significantly **higher than current local alternatives**—addressing the long-awaited solution to **nutritional deficiencies in India**.

### Ethical values of Impossible Foods

Impossible Foods offers a **cruelty-free protein alternative** that addresses **India's animal welfare concerns**, meeting **millennials' ethical food demands** while **preserving taste and nutrition**.

### Impossible Foods' Stand out Packaging

Impossible Foods attracts meat-eaters and vegetarians in India with **bold red packaging**. Impossible Foods, with its never-done products, would fill the gap of **innovative products** that millennials and Gen Z thought was impossible before.



## Why Expand Impossible Foods to India

India faces significant challenges that Impossible Foods could address, including **widespread protein deficiency**, **ethical concerns regarding animal welfare**, and a **lack of innovation in the food industry**. Over 80% of Indians do not meet their daily protein needs, particularly among the large vegetarian population. Additionally, with 90% of Indians expressing concern about **animal welfare**, there is a growing demand for **cruelty-free food options** leading to a large vegetarian population. Despite India's rich culinary heritage, the food sector has been **slow to innovate**, leaving many dietary needs unmet. Impossible Foods' plant-based meat alternatives can provide a **high-protein, culturally relevant solution** that aligns with **ethical values** and introduces **much-needed innovation**, making it an ideal fit for the Indian market.

The Indian market for plant-based meat is rapidly expanding

India faces widespread protein deficiency in diets

Mumbai and Bangalore are filled with many vegetarians, our primary target market

With the 5th largest economy, a stable three-branch government, and an unanswered need for a product like Impossible Foods the status quo is an unparalleled opportunity for an Impossible Foods Indian expansion.

## Customer Segments

### Demographics

- Millennials and Gen Z, aged 25-44
- Middle to upper-middle income levels, with annual incomes around ₹12-15 lakh (\$14,000-\$18,000 USD)
- Urban professionals, often with higher education

### Geographic

- Major urban centers, particularly Mumbai and Bangalore
- Cities with thriving tech industries and cultural hubs
- Hubs that adapt and welcome innovation

### Physiographic

- Health-conscious and wellness-oriented
- Environmentally aware and sustainability-focused
- Open to trying new food innovations
- Value-driven, prioritizing ethical brands

### Behavioral

- Flexitarian or vegetarian dietary preferences
- Active on social media and follow food/lifestyle influencers
- Willing to pay premium for ethical and health-conscious products

## Sample Consumer Profile

### Mishti



- Age: 28
- Gender: Female
- Location: Bangalore, India
- Income: ₹900,000 (10,800 USD)
- Occupation: Software Engineer
- Dietary Preference: Vegetarian
- Interests: Plant based nutrition
- Purchasing Behavior: Values brands with ethical and environmental credentials

Impossible Foods' target market consists of **Gen-Z and Millennials**, specifically spanning the **ages 24-44**, because of their need for **protein-rich, ethical, and innovative products**. Impossible Foods would target the **urban middle-class population** in locations such as **Mumbai and Bangalore** where the populace is **aware of and excited to try new and innovative products**. Compared to products currently available to our target market, Impossible foods caters to their values while still having a **nutritional aspect**.

## Unique Value Proposition

### Innovative Plant-Based Products

Impossible Foods has an innovative use of **Heme**, a **plant-derived molecule**. This groundbreaking ingredient allows for the creation of **tasty nutritious plant-based meat**. From a consumer perspective, we find consumers **driven** to Impossible Foods over current products, as **meat based protein products** are either **unavailable** to a large **vegetarian population**, **unethically produced**, or not **environmentally friendly**.

### High in Protein

Impossible Foods' products are **nutritionally rich**, containing **19g of protein per 4 oz serving**, ensuring consumers receive **substantial protein intake from plant-based sources**. Current plant based products **fail to achieve** anything close to the **nutritional value** that consumers desire and Impossible Foods provides.

### Product Attraction

Impossible Foods positions itself as a **scientifically driven brand** appealing to modern consumers. Its **bold red packaging** highlights the **"craveability of meat"**, attracting meat eaters, we will also add **green culturally relevant labels** to attract vegetarians, and vegans while reinforcing **strong product recognition, attraction, and credibility**, which current competitors fail to achieve.



## Channels

### Distribution Channels

#### Retail

Impossible Foods will expand to **major retail stores** in **Mumbai** and **Bangalore** such as **D-mart** and **EasyDay**.

#### Restaurant Partnerships

By working with the major **restaurant chains** in these areas we would allow for our product to be **integrated** into Indian cuisine and increase our **brand awareness**.

#### E-Commerce

Impossible Foods wants to utilize **E-Commerce** such as **BlinkIT** and more, utilizing the platforms that our **target market** uses the most.

### Marketing Channels

#### Social Media Engagement



#### Packaging



#### Advertising



#### Restaurant Partnerships



#### Knowledge Distribution

per serving		230	Protein 19g
Nutrients		% Daily Value*	
Total Fat	11g	22%	
Saturated Fat	6g	30%	
Trans Fat	0g	0%	
Cholesterol	0mg	0%	
Sodium	370mg	18%	
Total Carbohydrate	19g	4%	
Dietary Fiber	5g	18%	
Total Sugars	<1g	2%	
Includes	1g Added Sugars	2%	
Protein	19g	38%	
Vitamin D	0mcg	0%	

## Our Proposal

**INVESTMENT OF**  
**\$575,000**  
**FOR 11.5% EQUITY**

Impossible Foods is asking for a **\$575,000 investment** for an **11.5% equity** in Impossible Foods India. This will result in the investor receiving dividends of the net profit from all of our above-mentioned distribution channels, starting with the **first month of sale (March)**. This investment will be used towards employee acquisition and payroll, initial materials, acquiring licenses and permits, and marketing with operation SPARK.

## Profits & Expenses

Our **detailed financials** (page 16) indicate that our projected **gross revenue** for year one of operation is **\$2,625,000**. This is done through our sales in **retail**, **E-commerce**, and **restaurant partnerships**. Impossible Foods' total expenses for year one is **\$2,197,747**, which will go towards **marketing**, **staffing**, **cost of goods sold (COGS)**, etc. This results in a **net profit** for year one being **\$427,252**. This includes a **two-month pre-revenue ramp-up period** (January and February) where we will not be **receiving any sales** as we will focus on acquiring **raw materials**, **human resources**, creating **importing systems**, and **setting up operations**. As we only start selling products in **March** for year one and we are introducing a new product to a diverse market, we foresee years afterward to have a **larger amount of profit and sales**, specifically a **19% profit boost** for an annual profit of over **1.1 million dollars** by the end of year three.

## Three Year Projected Business Plan

### YEAR 1

①

- Conduct **market research** to understand **local consumer preferences**.
- Change products to **align with cultural and regional tastes** while complying with regulations.
- **Build brand awareness** and establish a **loyal customer base**.

### YEAR 2

②

- **Enhance brand positioning** by engaging with customers and **expanding distribution**.
- **Optimize profit margins** and aim for a **48% increase in brand awareness**.
- **Increase restaurant partnerships** for stronger cultural connections.

### YEAR 3

③

- **Boost profitability by 19%** through refined marketing strategies.
- **Perfect marketing efforts** based on previous insights for better engagement.
- **Establish a sustainable business model** to attract future investors.

