



Green Grocery



Some Facts on Processes Agricultural Food Industry In Bangladesh

- Food is big business. The processed agricultural food is a yearly \$2.5 billion market in Bangladesh. The industry has been growing at 8% annually for the past ten years and many industry insiders predict a higher growth in the coming years.
- Monthly Grocery needs in Dhaka City is Tk. 2000 Crore+.
- The World Health Organization has termed the food contamination and food adulteration situation of Bangladesh “a serious public health concern and said that “there is also widespread evidence of food adulteration with harmful chemicals.”
- A 2018 report by the English Daily New Age wrote: “between July 2017 and September 2018 mobile courts conducted at district level realized Tk 2.7 crore in fines from 4,255 people for producing or selling unsafe food, showed data compiled by Bangladesh Food Safety Authority.”



Why Healthy Food Business

While it is hard to come across independent data regarding the actual size of the safe food market in Bangladesh, several industry estimates suggest that the market is “significantly big”.

While safe food offers infinite growth potential, a lack of competitive pricing hurts the growth.

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Green Grocery r সরিষার তেল, গাওয়া ঘি, মধু, তুলসী মালা চাল। সবই উন্নতমানের ও ভালো। Highly recommend korchhi...thank u very much.... ভবিষ্যতেও গুনগতমান বজায় রাখবেন।

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Green Grocery Adeeba Sultana Thank you s...



সরিষা-র তেলটা খুব ভালো! আমি তোমাদের ভক্ত হয়ে গেছি 💧

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Green Grocery Farida Nasreen Thank you s...



Green Grocery

Destination for Safe Food in Dhaka

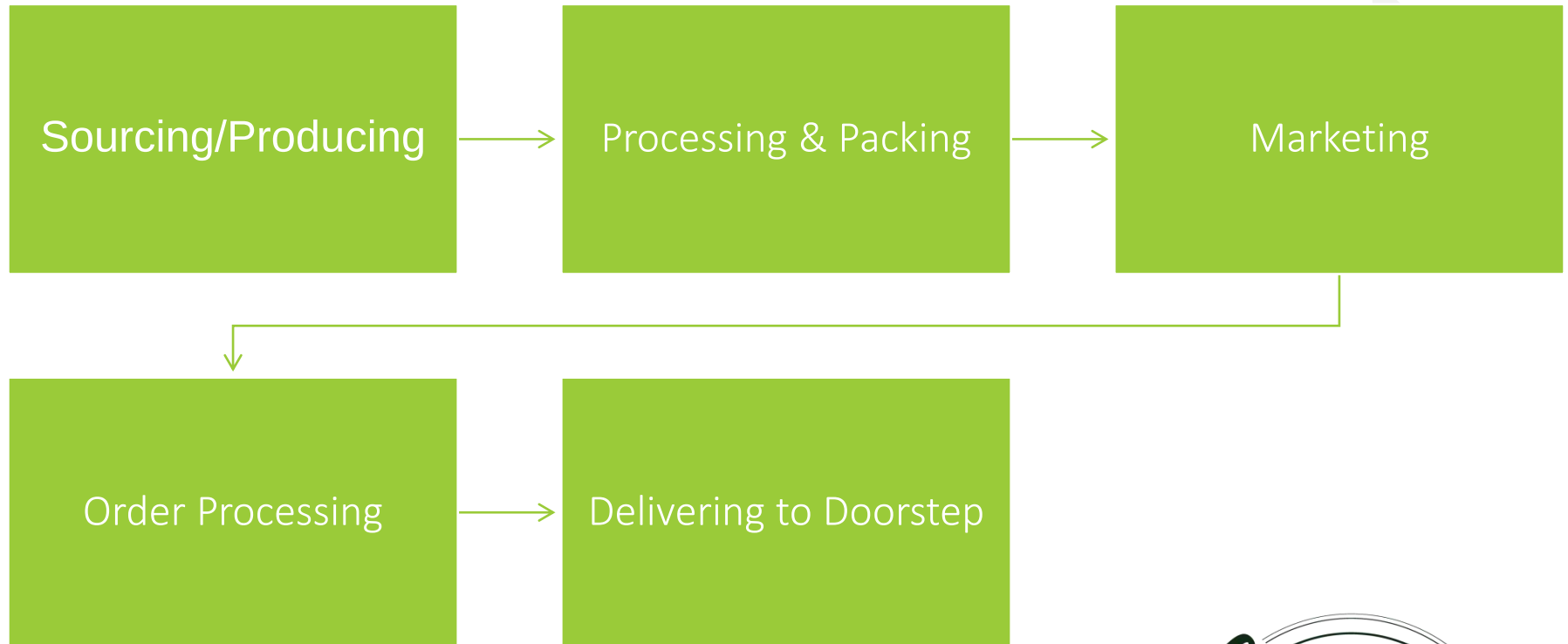


Green Grocery is the Solution Provider

- 100% authentic and harmful chemical free food production
- Hygienic Packaging
- Farmers are getting fair price for their production
- Home delivery within 24 hours of the order
- Awesome return and refund policy for the customers
- Finest customer Exeperince



Workflow of Green Grocery



At a Glance of Green Grocery

Name: Green Agrotech Grocery (Pvt.) Limited

Year of Establishment :2020

Address: Badda, Nimtoli road, Dhaka

Website: www.greengrocery.com.bd

Business Type: AgroTech

Numbers of Employees: 14

Mission: To create and promote great-tasting, healthy and safe food.

Vision: A vibrant and healthy community with access to healthy food



Green Grocery Has..

- Very own delivery channel
- Brand ambassador
- Finest packaging
- PR activities
- Most Authentic sources of food
- Own telesales team
- More than 50+ products in its channel
- Products are available at evaly, pathaofood and many more market places
- 1000 sft office
- Developed an authentic supply chain
- Direct purchase channel from the root farmers with fair price





Some of the Products & Packages



Some of the Products & Packages



Green grocery

Biryani Masala 50gm
Tehari Masala 50gm
Kacchi Masala 50gm
Kalabhuna Masala 80gm
Roast Masala 50gm
Shami Kabab Masala 50gm
Beef Masala 50gm
Curry Masala 50gm
Chotpoti Masala 70gm

Total - TK 1,400

SPECIAL PRICE 1,330
RBD DISCOUNT

+8801810103066



CELEBRATION ESSENTIALS



Some of the Products and Packages



RAMADAN SAFE BASKET



1. TULSHIMALA POLAU RICE (5KG)
2. MUSTARD OIL (5 LTR)
3. GHEE (330 GM)
4. BROWN SUGAR (3 KG)
5. RED LENTILS BEAN (2 KG)
6. DESHI CHOLA (2.5 KG)
7. HAND MADE PUFFED RICE (1 KG)
8. RICE FLOUR (1 KG)
9. PREMIUM MARIUM DATES (500 GM)
10. RED FLATTENED RICE (1 KG)
11. DESHI ONION (3 KG)
12. BESHON (500 GM)

Tk 4,192
Tk 4,000

 Free Home Delivery

*T&C Applied



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CSR Activities of Green Grocery

Green Grocery worked with t স্মিথ, a social welfare organization to feed the slam kids at Ramadan and EID. The name of the campaign was- Feed the Need.



Target Customer

- All health conscious people are the target customers of Green Grocery
- Targeting Middle class and upper middle class economy as B2C's
- Person with 50K+earning will be our prime target
- Corporate houses will be another target audience



Current Situation of Green Grocery

- Monthly Sales : 4 Lac Tk –6lac Tk
- Average Basket Size : Tk. 800-Tk.1000
- Repeat Customers more than 60%
- Telesales & Media Buying picks 75% of the total Customers



Aim in life of Green Grocery

Total Grocery Market Size 2000 Crore Tk + Monthly

Target is to grab .50% which is
monthly Tk.10 crore



Marketing Plan

- ☐ Social Media Marketing
- ☐ Telemarketing
- ☐ Content Marketing
- ☐ Outlet based marketing
- ☐ PR activates
- ☐ Physical events, workshop and awareness program
- ☐ Word of Mouth Marketing



evaly



MEGA
GROCERY
CYCLONE

20 Apr, Tue, 10 PM

Happy Fasting Package



Only Inside Dhaka City
*T&C Apply

Find Green Grocery more @..

Website:

<https://greengrocery.com.bd/>

FB:

www.facebook.com/thegreengrocery

Media Coverage at Future Startup :

<https://futurestartup.com/2021/03/07/green-grocery-wants-to-be-your-destination-for-safe-food-in-dhaka/>



Thank
you!

