

# NE,ORGANICS STARTUP

Presented by: NIMA SONA CEO.

 This event has live translations.



# Startup Overview



NESO FUGENSUS

We are a direct selling startup, specializing in organic or locally sourced products from North-East India.

NESO's vision to channelize individual's perception towards self-employment opportunities. Making northeast states to be self sustainable by empowering local farmers of the northeast, India.

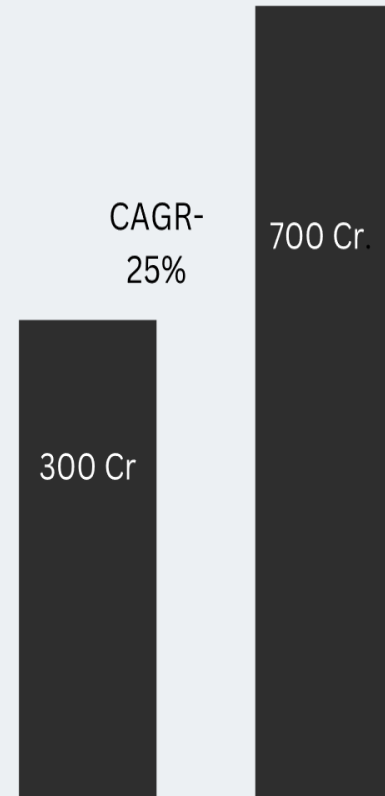
- **Developing with inclusive growth.**
- **Self employment generation.**
- **Sustainable development growth.**
- **Business Opportunity.**

# MARKET SIZE Analysis

We have a significant observation on recent industry trends

The organic foods market in India has almost quadrupled in size in the last three years with the domestic market standing at around INR 300 crore and export market at around INR 700 crore. According to industry estimates, organic food market in India is projected to register growth at a CAGR of over 25 % during 2015-20.

## Organic Food Market



# DIRECT SELLING CONSUMER VS TRADITIONAL CONSUMER

## DIRECT SELLING VS TRADITIONAL

GET 10-20% DISCOUNT ON MRP	HAVE TO BUY ON MRP
ALWAYS DISCOUNT	NO DISCOUNT
SALES VOL (SV) ON REPURCHASE	NO SALES VOL.
BUSINESS OPPORTUNITY	NO BUSINESS OPPORTUNITY
DELIVERY SUPPORT	NO DELIVERY SUPPORT



# NESO FUGENSUS PLAN

## AS CONSUMER

- Get 10-20% Discount from all products.
- Repurchase vol. SV in your account every month.

## AS DISTRIBUTOR

- Sponsor income
- 1:1 income
- Reward income
- Level income
- Retail income
- House, Car &
- Travel Fund.

## AS FRANCHISE

- Get 40-50% profit from all products
- Training Support, Marketing support.

# Business Opportunity



NESO FUGENSUS



## • INCOME MODEL:

### • SPONSOR INCOME

### • 1:1 INCOME

### • RETAIL INCOME

### • REWARD INCOME

### • LEVEL INCOME



## EXAMPLE :

2 Hrs a Day X 2 Person a Day

2 Person = 1500 /-per Day

2 person X 30 = 60 people in month

30 days X 1500 = 45,000/- monthly



## AFTERWARDS:

60 people X 2 Hrs = 120 Hrs per Day

120 Hrs X 100 = 12,000/-per Day

12,000 X 30 Days = 3,60,000/- monthly



## • Retail Income upto

### • 10-20% (Profit)

### • Fanchise Partner

### • get upto 50% (Profit)

### • Reward Income

### • upto 5Lacs

## **TRADITIONAL FRANCHISE**

**VS**

## **DIRECT FRANCHISE**

- **GET 20-25% MAX. DISCOUNT  
FROM WHOLESALER**
- **HIGH INVESTMENT**
- **NO MARKETING TRAINING**
- **LOW PROFIT MARGIN**

- **GET UPTO 40-50% DISCOUNT  
FROM NEORGANICS.IN**
- **LOW INVESTMENT**
- **MARKETING TRAINING**
- **HIGH PROFIT MARGIN**



NESO FUGENSUS

# Get In Touch, THANK YOU!

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