



NASERI Food Corp
"You just can't stop!"

Naseri Food Corp
Business Plan v2.3
11th of August, 2008



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INTRODUCTION

**It's time for a revolution in the confectionery industry.
Enough with chocolates, gums and candy that are all the
same except for the packaging.**

It's time for something completely new.

It's time for the Naseri Paan™.



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ORIGINS

Somewhere in India...





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ORIGINS

Naseri Paan™ is created from the finest leaves found near a remote village in India. We came across this village during our travels worldwide in search of the best food ingredients. It was quite a find - a lush place with a surprisingly mild climate and welcoming people.

The natives have been eating these leaves for generations by rolling them like a cigar and then dipping them in a special sauce. They eat these throughout the day; in fact, it's their main form of subsistence... and marvellous they are too! It keeps them going through the day and provides a tasty and balanced diet.



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Unfortunately we cannot provide more information about the chemical composition of Naseri Paan™ at present time, but that information will be sent for major stockholders and investors.

COMPOSITION

Table 1 - Percentage composition of the essential fruit and leaf oils of *Protium heptaphyllum*

Compounds	RF I.R.	RI Cal.	Fruits	Leaves	Compounds	RF I.R.	RI Cal.	Fruits	Leaves
neryl acetate	1030	1035	1.1	-	neryl acetate	1305	1303	0.5	-
limonene	1090	1090	2.0	-	limonene	1373	1367	-	2.7
p-cymene	1020	1020	1.5	-	α-copaene	1376	1374	-	7.3
limonene	-	-	-	0.5	β-cubebene	1390	-	-	0.1
trans-decalin naphthalene	1050	-	-	-	β-longipinene	1395	1389	3.5	-
chrysanthenone	1110	1115	1.0	-	γ-muurolene	1477	1474	-	0.0
trans-verbenol	1144	1136	-	-	α-terpinene	1504	1501	-	3.5
cis-pinocarvyl	1183	1180	-	-	α-pinene-1,4	1532	1531	-	3.1
p-cymen-8-ol	1200	1202	1.2	-	β-pinene	1564	1559	-	2.0
trans-chrysanthenyl acetate	1235	1230	2.5	-	trans-α-terpinene	1580	1591	-	3.7
(E)-cinnamone	1250	1255	1.0	-	trans-β-terpinene	-	-	-	10.5
3-thiyl acetate	1261	1260	0.5	-	vulgarane	1590	-	-	2.0
cis-pinocarvyl acetate	1309	1305	0.0	-	eucrophanol	-	-	-	-
isopin-4-ol acetate	1340	1335	0.1	-	14-hydroxy-α-muurolene	1700	1770	-	-
Total								100	100

*Retention index (RI) values are calculated from retention times relative to that of n-alkanes on the non-polar DB-5 column.



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COMPOSITION

Samples of and data about Naseri Paan™ will be submitted shortly to the most important food standard agencies across the Western world. These include but are not limited to:

- U.S. - Food and Drug Administration**
- UK - Food Standards Agency**
- Europe - Directorate-General for Agriculture and Rural Development**
- Germany - Minister of Food, Agriculture and Consumer Protection**
- Norway – Ministry of Agriculture and Food**
- United Nations – Food Quality Control (we aim to provide Naseri Paan™ to charity as soon as we possibly can)**

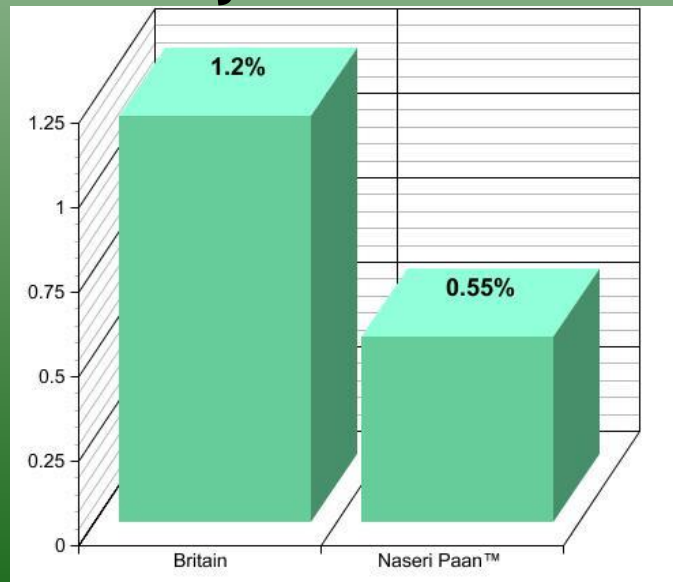


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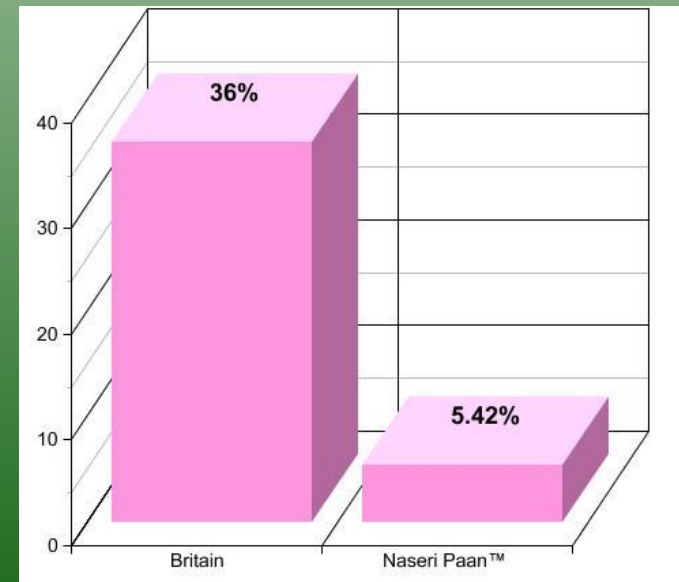
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HEALTH BENEFITS

In the village where Naseri Paan™ is produced, there is a very low incidence of cancer and heart disease – much less than that in Britain! Naseri Paan™ not only tastes great, but it does wonders for your health. It truly is 21st century's best kept secret – but not any more!



New cases of prostate cancer (2004) in Britain (left) and our village (right).



New cases of breast cancer (2004) in Britain (left) and our village (right).



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HEALTH BENEFITS

Not wanting to rest on our laurels and on the impressive statistical analysis of our product, we have sent some samples to the prestigious nutritionist Dr. Graham Woodfield.

Dr. Woodfield is a very well-known ex-pat working for the rich and glamorous in India, quite frequently jet-setting across the country (and even the continent) to meet his celebrity patients.





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HEALTH BENEFITS

These are some of his comments:

- “This is truly fantastic food – a virtual checklist of natural anti-oxidants, anti-depressants and anti-ageing ingredients.”
-
- “Compared to most foods people chew throughout the day, like gum or chips, the Naseri Paan™ is tastier and healthier.”
-
- “I'm recommending this product to all my clients, both for its good taste and its slimming and stimulating effects.”



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NUTRITIONAL INFO

A single serving of Naseri Paan™ has just 90 calories and an overall balanced composition of fat, carbohydrates and proteins.

Eventually we might introduce a sugarfree version for those clients that are more conscious of their waistlines.

Nutrition Facts	
Serving Size 1 Paan (20g)	
Servings Per Container 8	
Amount Per Serving	
Calories 90	Calories from Fat 25
% Daily Value*	
Total Fat 3g	5%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 20mg	7%
Sodium 65mg	3%
Total Carbohydrate 14g	5%
Dietary Fiber 0g	0%
Sugars 7g	
Protein 2g	
Vitamin A 2%	Vitamin C 0%
Calcium 0%	Iron 2%
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9 • Carbohydrate 4 • Protein 4	



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PACKAGING

Naseri Paan™ comes in an attractive handmade package emphasizing its traditional roots. The exuberant leaves sprouting from the top make this product stand out in the supermarket or boutique deli.





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PACKAGING

Two other important elements of the package will be the Fairtrade and the Vegetarian stickers. Our great product is perfect for both these target demographics.





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INVESTMENT

It's time to make a decision. We're offering 20% of the business for just £2,500,000. For a product that has the potential to overtake coffee, chocolates and gum as a global food, this is surely a bargain.





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INVESTMENT

We plan to invest the money in the following way:

- **R&D - £500,000**
- **Patents - £50,000**
- **Legal - £50,000**
- **Industrial facilities - £250,000**
- **Marketing**
 - **USA - £350,000**
 - **EMEA - £750,000**
 - **APAC - £200,000**
- **Set-up Indian office - £150,000**
- **Set-up London office - £200,000**
- **Contingency - £100,000**



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NEXT STEPS

Shall we make a deal, gentlemen?

