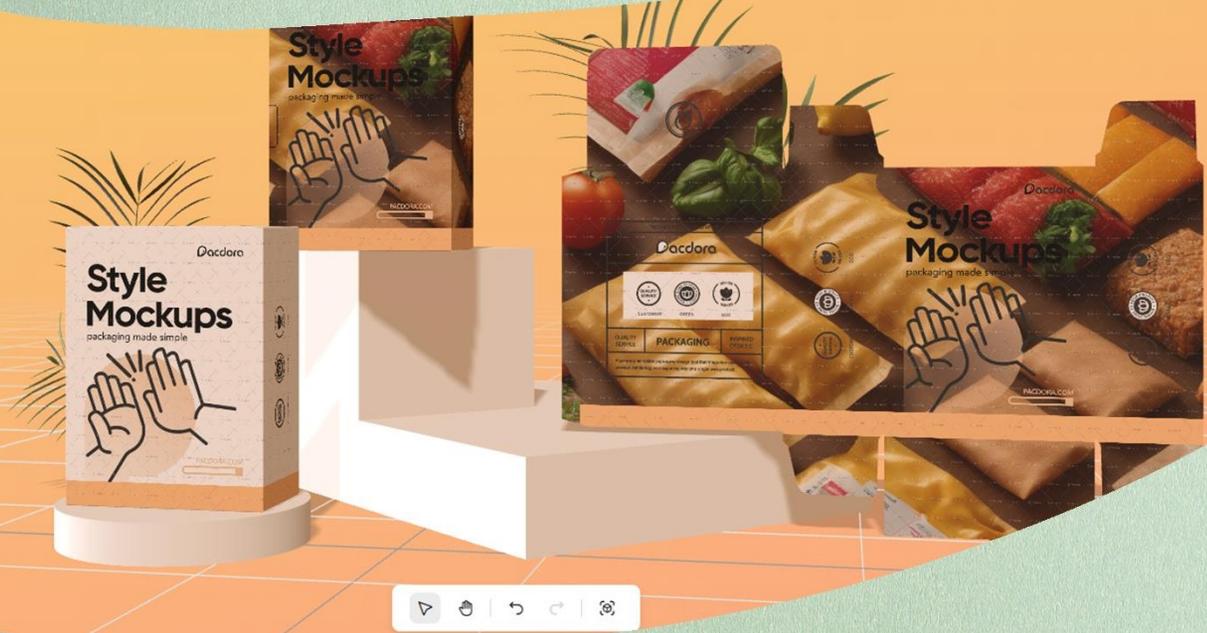


A top-down view of a variety of ethnic dishes. In the center, a bowl of white rice is topped with a sunny-side-up egg. To the right, a plate of steamed broccoli sits above a bowl of potatoes and tomatoes. Below that, a large white plate features a roasted chicken leg, potatoes, and green beans. Other dishes include a bowl of bean soup with vegetables, a small bowl of green pesto, and a bowl of red beans. The text "PSD FOODS" is overlaid in the center in a large, white, serif font.

# PSD FOODS

**Ready to eat ethnic meals**

# OUTER PACKAGING



## Targeted Customers

University students  
Young professionals  
Busy people  
Solo people

**Store It In A Cool And Dry Place**

**Consume Within 3 Days Of Opening**

**Method Of Preparation : Microwave**

**Keep The Plastic Container Inside The Microwave And Heat It For 3-5 Minutes And Serve**

## Nutrition

10 servings per container  
**Serving size**

**Amount Per Serving**  
**Calories**

<b>Total Fat</b> 0g
Saturated Fat 0g
Trans Fat 0g
<b>Cholesterol</b> 0mg
<b>Sodium</b> 170mg
<b>Total Carbohydrate</b> 0g
Dietary Fiber 0g
Total Sugars 0g
Includes 0g Added Sugar
<b>Protein</b> 0g
Vitamin D 0mcg
Calcium 0mg
Iron 0mg
Potassium 0mg
Vitamin A 0mcg
Vitamin C 0mg
Vitamin K 0mcg
Vitamin B6 0mg
Zinc 0mg
Copper 0mg

\* The % Daily Value (DV) tells you how much of food contributes to a daily diet. 2,000 calories a day is used as a general nutrition advice.

Ingredients: Seeraga Samba, Sunflower Oil, Green Chili, Coriander, Green Cardamom, Cumin, Fenugreek Leaves, Saffron, Chicken, Ghee, Black Pepper, Citric Acid, Maltodextrin

Contains: Milk, Soy, Sesame, Mustard, Wheat, Egg, Peanuts, Tree Nuts, Shellfish, Fish, and Crustaceans

PSD Foods 37, Prospect Row

# PET PACKAGING CONTAINERS



**Protective and  
safe**



**Sustainable and  
100% Recyclable**



**Versatile in  
design**



**Perform well at  
point of sale**



**Customer  
convenience**



**Easy to handle in  
production**





Competitors

## SWOT Analysis

- S - Easily accessible and attractive packaging
- W - limited varieties and specific target consumer
- O - Wide market and Consumers
- T - Heavy Competitors and Price

