

# **Falsa Salsa**



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# **ABSTRACT**

This report contains the business Plan to export the underutilized fruit Falsa as an exotic fruit in the untapped market by capitalizing on its numerous benefits in the food, medicine and cosmetics market.

Agriculture is the strength of Pakistan and as the country is undergoing economic crisis, it is of utmost importance that new innovative products be developed and promoted to fill in the gap.

This perishable fruit can be exported by adding value, processing and packaging and strong marketing campaign. Through co-branding the fruit concentrate can be introduced in existing markets of the three targeted areas.

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