

# Cold Storages

## - Opportunities and Challenges -

Gubba Prashanth  
Gubba Cold Storage



# Opportunities



# Opportunities

## Local Products



# Opportunities

## Frozen Foods



# Opportunities

Cold Stores which add Value



# Opportunities

## Cold Stores which add Value

- Cold store + Ambient Ware House
- Cold store + Transport
- Cold Store + C&F.
- Cold store + Trading



# Opportunities

3<sup>rd</sup> Party Cold Stores



# Opportunities

## Dedicated Cold Stores





# Opportunities

Multiple Product & World Class  
Cold Storage



# Opportunities

Growing Market



# Challenges



# Challenges

Price Sensitive



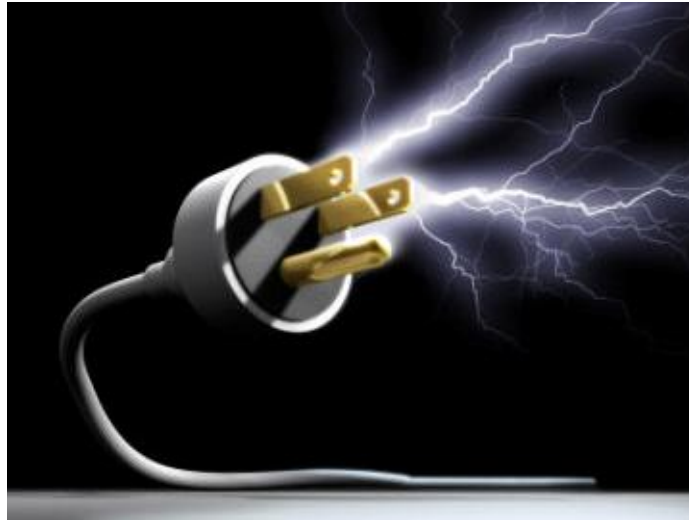
# Challenges

## Manpower



# Challenges

## Power



# Challenges

Power

Cost up by 60%



# Challenges

## Entrepreneur Attitude





# Challenges

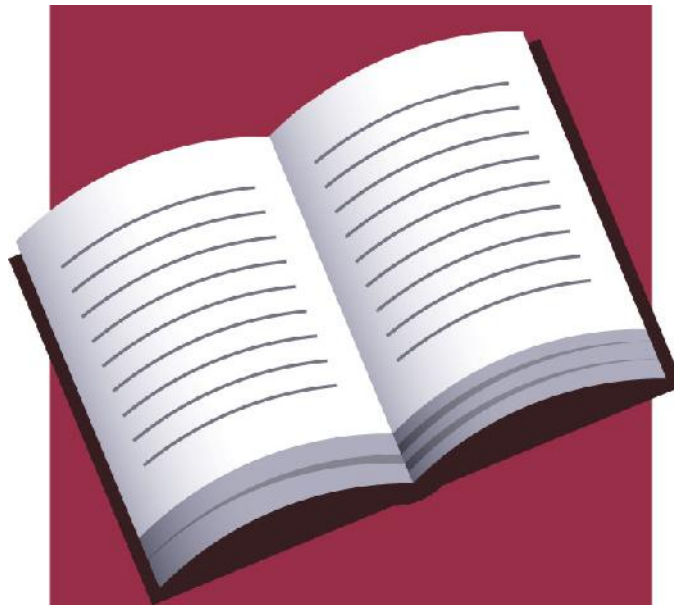
## Attitude of the Entrepreneurs

- No Innovation
- Cutting Corners
- Cost & not quality
- No Market  
Research



# Challenges

## Information



# Challenges

## Cost of Preservation



# Challenges

## Cost of Preservation

### Onion

Cold Storage + Transport + Labour +  
Wastage + Interest on Capital = Rs.5/-



“For a successful business, What’s important is not What you do, but How You do is” - unknown



Thank You