



Aura Care
Health Wellness

Aura Care Health Wellness
**INVESTOR
PLAN**



Executive Summary

Aura Care Health Wellness is an innovative company dedicated to revolutionizing the fitness nutrition industry by providing high-quality, natural protein shakes infused with essential additives tailored to diverse fitness goals. Our mission is to deliver convenient and effective nutritional solutions that empower individuals to achieve their health and fitness objectives. With a focus on natural ingredients, superior convenience, and an extended shelf life, our products stand out in a competitive market.

Company Overview :

Aura Care Health Wellness offers four unique protein shakes designed to meet the specific needs of fitness enthusiasts, athletes, and health-conscious consumers. Each shake is packaged in a convenient 500 ml bottle, ready to mix with water, milk, or non-dairy milk. Our commitment to natural, chemical-free ingredients ensures that our products align with the growing consumer demand for clean-label nutrition.

Market Opportunity:

The global health and fitness market is experiencing significant growth, driven by rising health consciousness and an increasing number of individuals engaging in fitness activities. In the UAE and GCC region, the fitness supplements market is projected to grow at a compound annual growth rate (CAGR) of 9.2% over the next five years. This presents a substantial opportunity for Aura Care Health Wellness to capture market share and establish itself as a leading player.

Financial Projections :

Aura Care Health Wellness is projected to achieve robust revenue growth and profitability over the next five years. Key financial figures include:

Year 1 Revenue: AED 380,000

Year 2 Revenue: AED 760,000

Year 3 Revenue: AED 1,520,000

Year 4 Revenue: AED 2,280,000

Year 5 Revenue: AED 2,850,000

Year 1 Net Profit: AED 185,458

Year 2 Net Profit: AED 414,550

Year 3 Net Profit: AED 881,460

Year 4 Net Profit: AED 1,345,752

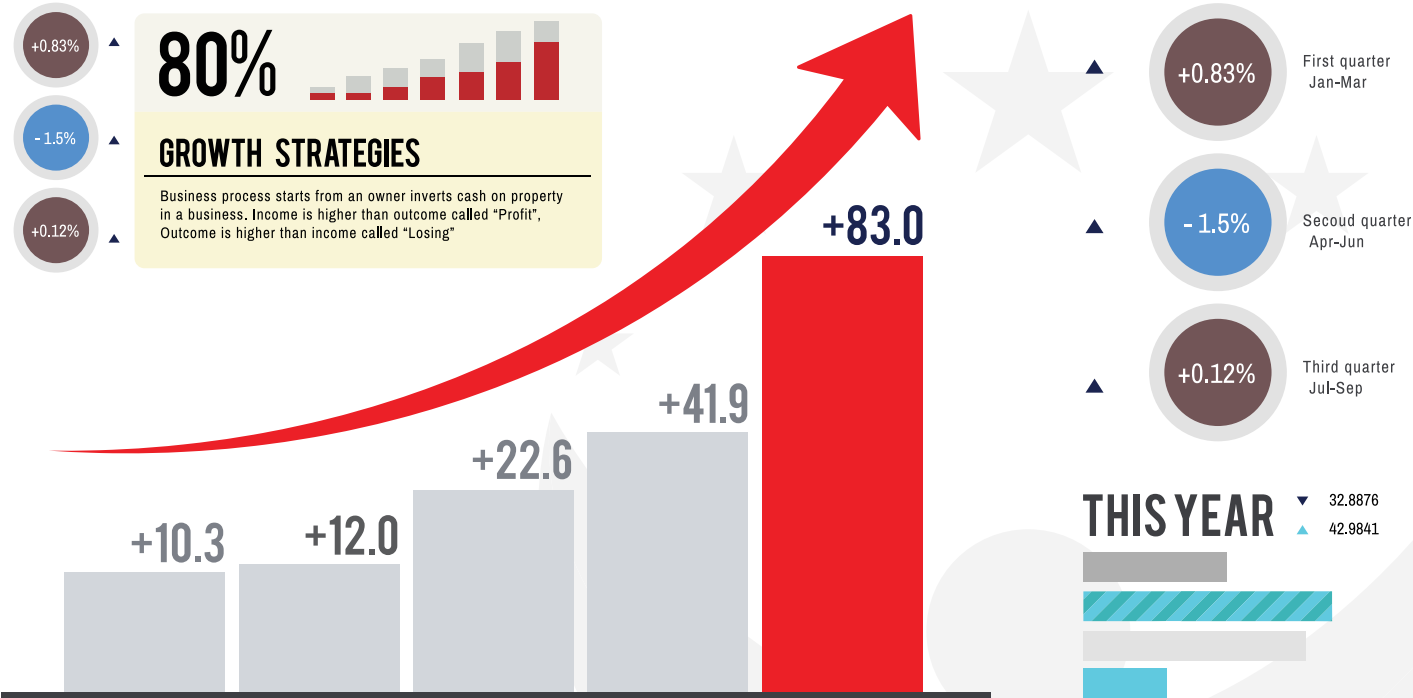
Year 5 Net Profit: AED 1,686,903

Growth Rate

The fitness supplements market is expected to maintain a strong growth trajectory over the next five years, driven by increasing consumer awareness of health and wellness, advancements in supplement formulations, and a growing inclination towards fitness and active lifestyles. The global fitness supplements market is forecasted to grow at a compound annual growth rate (CAGR) of approximately 8.4% from 2021 to 2028. This robust growth is indicative of the rising demand for nutritional supplements that cater to various fitness and health needs.

In the MENA region, the fitness supplements market is also experiencing significant growth. The market is projected to grow at a CAGR of 9.2% over the next five years. This growth is supported by a combination of factors, including increased urbanization, higher disposable incomes, a growing middle class, and supportive government initiatives promoting health and fitness.

In the UAE specifically, the fitness supplements market is poised for impressive expansion. The market size, which was valued at approximately AED 250 million in 2020, is expected to reach AED 500 million by 2025, reflecting a CAGR of 12.5%. This growth is driven by several key factors:



Key Drivers:

Rising Health Consciousness Among Consumers

The global shift towards healthier lifestyles has significantly impacted consumer behavior, leading to an increased focus on health and wellness. This trend is particularly evident in the UAE, where a growing number of individuals are prioritizing their health and fitness. The rising incidence of lifestyle-related diseases, such as obesity, diabetes, and cardiovascular conditions, has heightened awareness about the importance of maintaining a healthy lifestyle. Consumers are more informed and proactive about their health choices, seeking products that support their fitness goals and overall well-being.

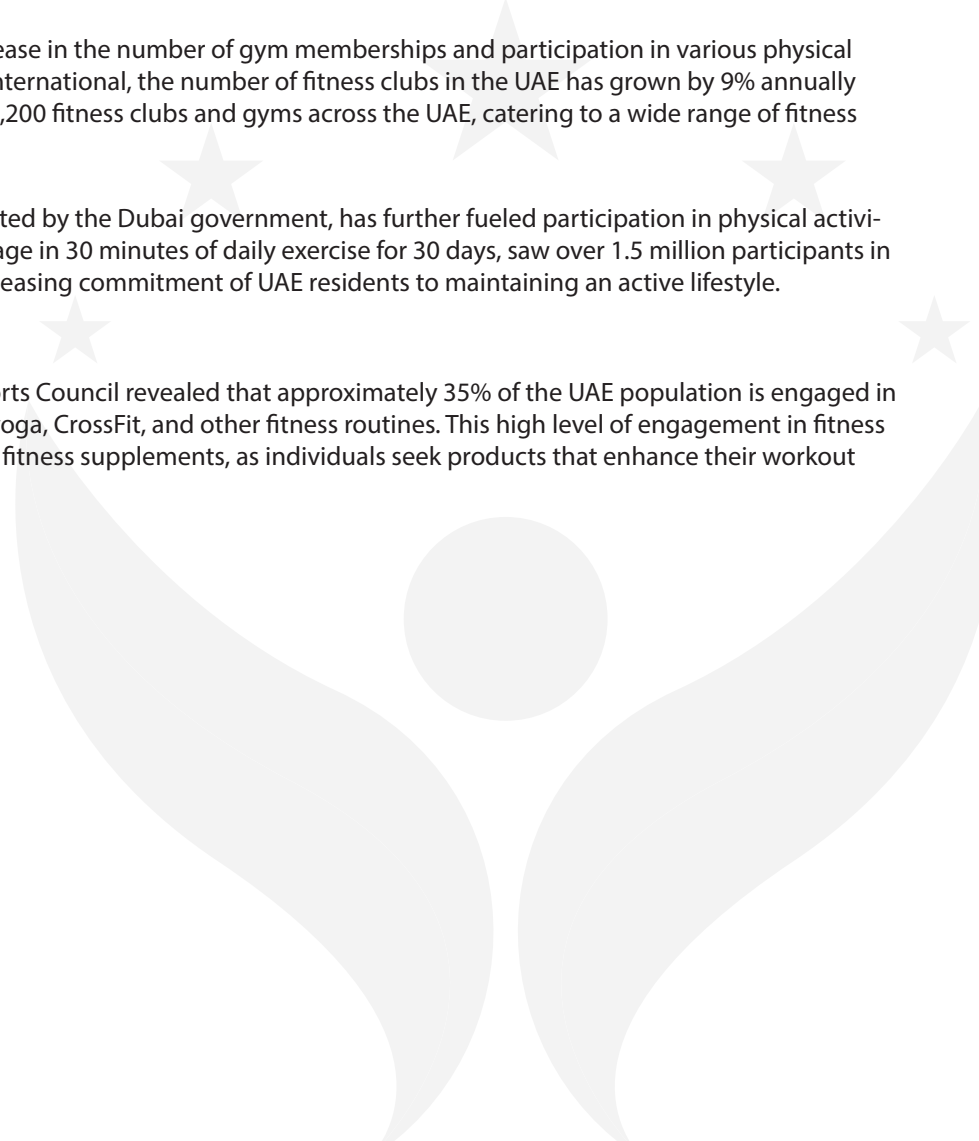
This heightened health consciousness is driving the demand for fitness supplements, as consumers look for effective ways to enhance their physical performance and improve their health outcomes. The preference for natural and clean-label products is also on the rise, as consumers seek nutritional solutions that align with their health values and provide tangible benefits without harmful additives.

Number of Gym Memberships and Participation in Physical Activities in the Target Market

The UAE fitness industry has seen a significant increase in the number of gym memberships and participation in various physical activities. According to a recent report by Colliers International, the number of fitness clubs in the UAE has grown by 9% annually over the past five years. As of 2023, there are over 1,200 fitness clubs and gyms across the UAE, catering to a wide range of fitness enthusiasts.

The Dubai Fitness Challenge, an annual event initiated by the Dubai government, has further fueled participation in physical activities. The event, which encourages residents to engage in 30 minutes of daily exercise for 30 days, saw over 1.5 million participants in 2022. This growing participation highlights the increasing commitment of UAE residents to maintaining an active lifestyle.

Furthermore, a survey conducted by the Dubai Sports Council revealed that approximately 35% of the UAE population is engaged in regular physical activity, including gym workouts, yoga, CrossFit, and other fitness routines. This high level of engagement in fitness activities directly translates to a higher demand for fitness supplements, as individuals seek products that enhance their workout performance and support recovery.



Data on Consumer Preferences and Purchasing Behavior Related to Fitness Supplements

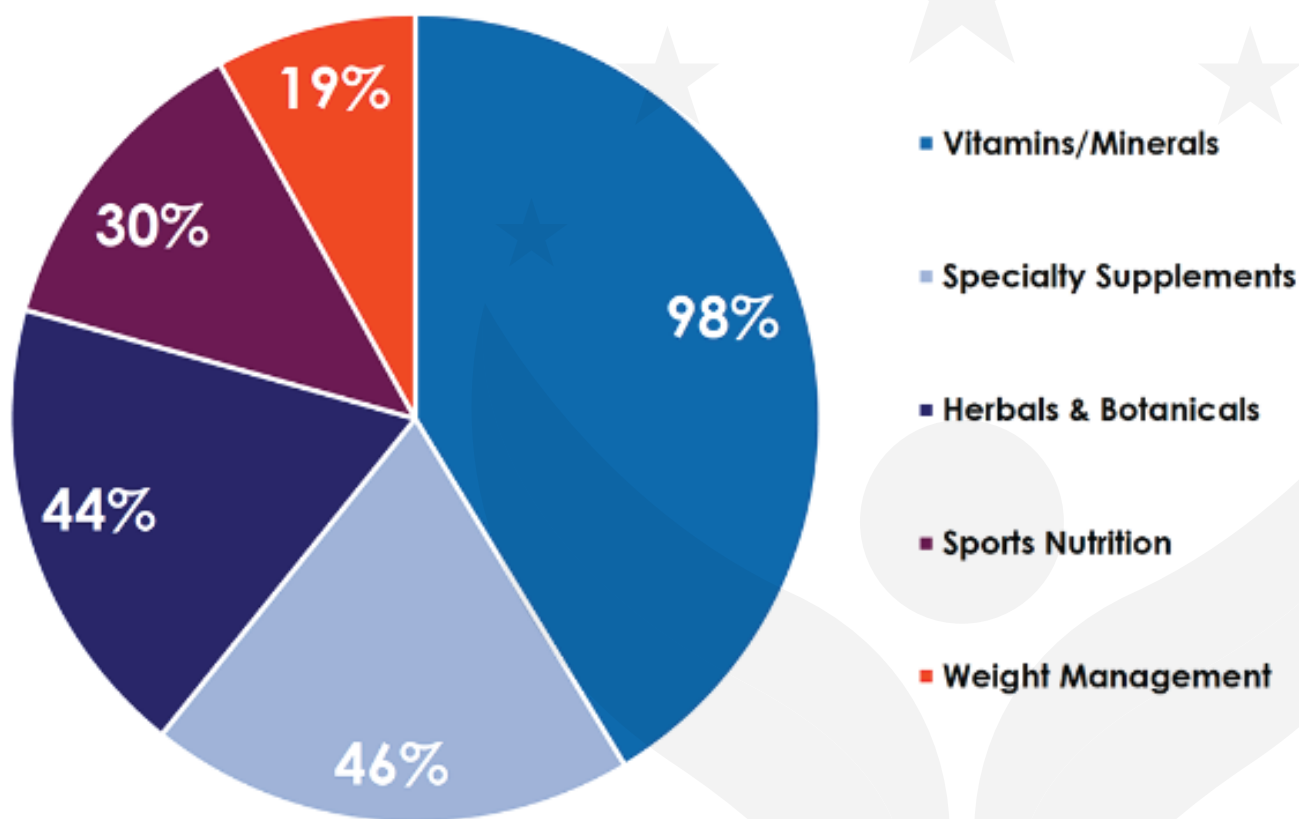
Preferences:

Natural Ingredients: There is a strong preference for supplements that use natural, clean-label ingredients. Consumers are increasingly wary of artificial additives and chemicals, seeking products that align with their health and wellness values.

Convenience: Ready-to-mix or ready-to-drink products are highly favored due to their ease of use. Busy lifestyles drive the demand for convenient nutritional solutions that can be quickly incorporated into daily routines.

Taste and Flavor: The taste of protein shakes is a significant factor in consumer choice. Products that offer a variety of appealing flavors and a pleasant taste are more likely to retain customers.

Specific Health Benefits: Consumers look for supplements that address their specific health and fitness goals, such as muscle building, weight loss, energy boosting, and recovery. Tailored products that meet these needs are particularly attractive.



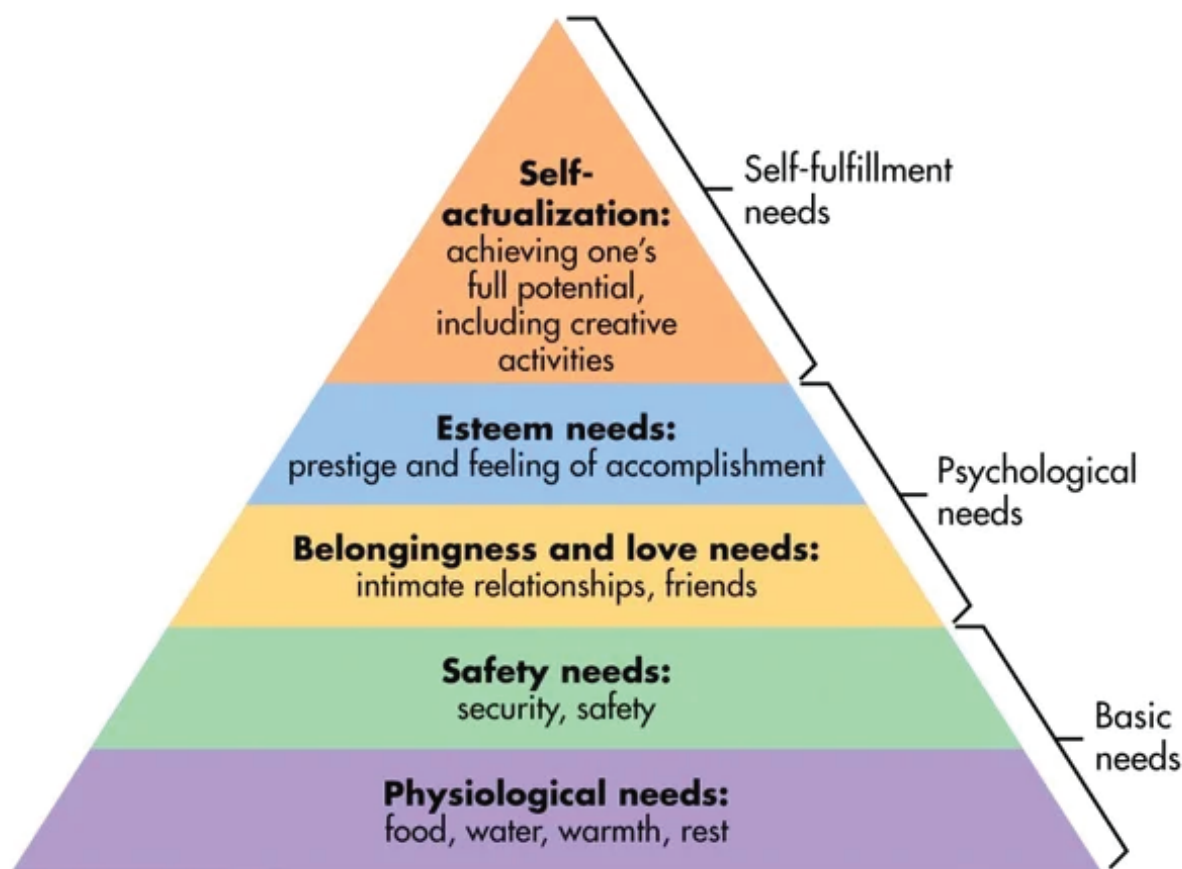
Purchasing Behavior:

Online Shopping: A growing number of consumers prefer to purchase fitness supplements online due to the convenience, variety, and access to reviews and detailed product information. E-commerce platforms and company websites are popular shopping destinations.

Retail Stores: Physical retail stores, including gyms, health food stores, and pharmacies, remain important purchasing channels. Many consumers appreciate the ability to see and purchase products in person.

Subscription Services: Subscription-based models are gaining popularity, offering consumers regular deliveries of their preferred supplements. This model ensures consistent usage and convenience.

Influence of Social Media and Reviews: Social media platforms and online reviews significantly influence purchasing decisions. Recommendations from fitness influencers, positive reviews, and testimonials can drive product adoption and brand loyalty.



Competitor	Product Range	Target Market	Unique Selling Points (USPs)	Market Share	Positioning	Pricing (per bottle)	Annual Sales Volume	Market Presence
Barebells	Protein shakes, protein bars	Fitness enthusiasts	Great taste, convenience	~5%	Premium taste and convenience	AED 15-20	~USD 50 million	Strong in Europe and North
Ensure Max Protein	High-protein shakes, nutritional supplements	Older adults, general health	Nutritional completeness,	~15%	Nutritional support for all ages	AED 20-25	~USD 100 million	Global, strong presence in healthcare
Lean Body	Protein shakes, meal replacements	Serious athletes, bodybuilders	Muscle building, fat loss	~7%	Performance-oriented	AED 25-30	~USD 30 million	North America, expanding globally
Premier Protein	Protein shakes, protein bars	General fitness	High protein, affordability	~10%	High protein content, mass market	AED 15-20	~USD 200 million	North America, growing international presence
Grenade	Protein shakes, protein bars	Fitness enthusiasts, low-carb seekers	High-protein, low-carb	~5%	High-protein, low-carb niche	AED 20-25	~USD 40 million	Europe, expanding in North America
Owyn (vegan)	Plant-based protein shakes, supplements	Vegan, health-conscious	Plant-based, allergen-free	~3%	Vegan and allergen-free products	AED 20-25	~USD 15 million	Growing in North America and Europe
Quest	Protein bars, protein shakes	Health-conscious, low-sugar seekers	High protein, low sugar	~8%	High-protein, low-sugar niche	AED 15-20	~USD 350 million	Strong in North America, expanding globally
Applied Nutrition	Protein powders, amino acids, supplements	Athletes, fitness professionals	Wide range of sports nutrition products	~10%	Comprehensive sports nutrition	AED 20-30 (per item)	~USD 150 million	Strong in Europe, growing in Asia and America
Optimum Nutrition	Protein powders, amino acids, supplements	Athletes, fitness professionals	Extensive product line, high quality	~20%	Leading brand in sports nutrition	AED 20-30 (per item)	~USD 1 billion	Global leader with strong presence worldwide

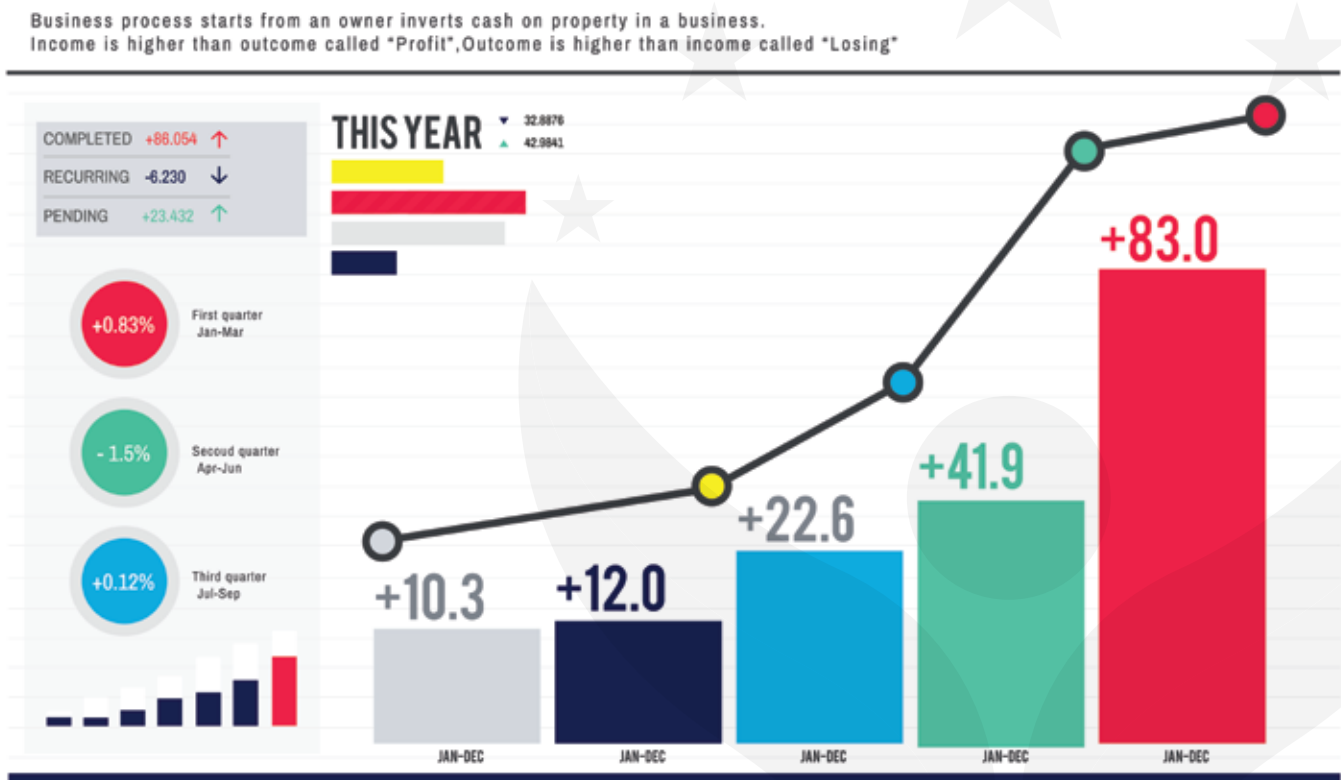
Aura Care Health Wellness aims to carve out its niche by leveraging its unique offerings and addressing the growing demand for natural, convenient, and comprehensive nutritional solutions. With a clear understanding of the competitive landscape and strategic positioning, Aura Care Health Wellness is poised to capture significant market share and deliver strong returns for investors.

Our Pricing Strategy Based on Market Research and Competitor Analysis

Extensive market research indicates a growing consumer preference for high-quality, natural, and convenient nutritional supplements. The health and fitness market is characterized by a willingness to pay a premium for products that offer superior benefits and align with health-conscious values. Our price point of AED 20-21 per bottle reflects this willingness while ensuring accessibility.

- Barebells and Premier Protein are positioned as mid-tier options with competitive pricing but lack the comprehensive nutritional benefits provided by Aura Care Health Wellness products.
- Ensure Max Protein and Grenade are priced higher, reflecting their broader nutritional offerings, but do not offer the same level of natural ingredients and additive-free formulations.

Our pricing strategy is justified by the added value of natural ingredients, extended shelf life, and convenience. It positions Aura Care Health Wellness as a premium yet accessible option within the market, attracting both price-sensitive consumers and those willing to pay more for quality.



Financial Plan

Profit and Loss Summary

Year	Revenue (AED)	Cost of Goods Sold (COGS) (AED)	Gross Profit (AED)	Operating Expenses (AED)	Net Profit (AED)
Year 1	800,000	280,000	520,000	83,084	143,200
Year 2	1,600,000	560,000	1,040,000	481,920	558,080
Year 3	2,400,000	840,000	1,560,000	578,304	981,696

Breakeven Analysis

Fixed Costs (Annual): AED 83,084 (assumed based on Year 1 operating expenses)

Selling Price per Unit (P): AED 20

Variable Cost per Unit (VCU): AED 7

Breakeven Point (Units)

$$= \frac{\text{Fixed Costs (FC)}}{\text{Selling Price per Unit (P) - Variable Cost per Unit (VCU)}}$$

$$\text{Breakeven Point (Units)} = \frac{83,084}{20-7}$$

$$\text{Breakeven Point (Units)} = \frac{83,084}{13}$$

Breakeven Point (Units) ≈ **6,391 units**

Therefore, the breakeven point for Aura Care Health Wellness is approximately 6,391 units. This means that the company needs to sell 6,391 bottles of protein shakes to cover all its fixed and variable costs.

Strategic Plans

Long-Term Vision for Company Growth and Market Penetration

Aura Care Health Wellness aims to establish itself as a global leader in the fitness nutrition industry. The long-term vision includes:

- **Brand Building:** Strengthening brand identity and recognition through consistent quality, innovation, and effective marketing strategies. Building a loyal customer base by delivering products that meet and exceed consumer expectations.
- **Market Penetration:** Achieving deep market penetration in existing markets by expanding distribution channels, increasing product availability, and enhancing consumer engagement through targeted marketing campaigns.
- **Operational Efficiency:** Continuously improving operational efficiency to reduce costs and enhance profitability. Implementing advanced manufacturing technologies and efficient supply chain management practices.

Potential Collaborations and Partnerships

Collaborations and partnerships will play a crucial role in the growth strategy of Aura Care Health Wellness. Potential collaborations include:

- **Fitness Centers and Gyms:** Partnering with leading fitness centers and gyms to offer exclusive deals, product placements, and joint marketing campaigns. These partnerships will provide direct access to the target audience and enhance brand visibility.
- **Healthcare Professionals:** Collaborating with nutritionists, dietitians, and healthcare professionals to endorse and recommend Aura Care Health Wellness products. This will build credibility and trust among consumers.
- **Influencers and Athletes:** Engaging with fitness influencers and professional athletes for product endorsements, collaborations, and social media campaigns. Influencers and athletes can effectively communicate the benefits of the products to a wider audience.

Wrap Up

Investing in Aura Care Health Wellness offers substantial benefits and promising future prospects. The company is strategically positioned in the rapidly growing health and fitness market, with a unique product offering that caters to the increasing demand for natural and convenient nutritional solutions. The detailed financial projections demonstrate strong revenue growth and profitability, supported by robust profit margins and effective cost management.

The company's commitment to innovation, expansion into new markets, and strategic partnerships will drive sustained growth and market leadership. Investors will benefit from the company's potential to capture significant market share, achieve high returns on investment, and contribute to the global health and wellness movement.

We invite you to join us on this exciting journey of growth and innovation. By investing in Aura Care Health Wellness, you will be part of a pioneering venture dedicated to transforming the fitness nutrition industry. Your support will enable us to expand our market presence, innovate our product offerings, and establish Aura Care Health Wellness as a trusted and leading brand globally.

Contact us today to learn more about this compelling investment opportunity and how you can be a part of our success story. Together, we can make a lasting impact on the health and well-being of individuals worldwide.



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