

NIMAJUMIDI – Flavored Plantain Chips

Final Delivery

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INTRODUCTION.

Latin American countries have a great chance to show the world their beautiful landscapes and amazing farm products. The idea is to create smart strategies to export the things that bring happiness and value to people in the region.

By using this export model, we can better understand what we offer and explain the benefits. Looking closely at how we grow, produce, pack, and deliver these products will help us find the best ways to export them to countries where there's a big demand.

One good example is plantain chips—especially the special flavors from Colombia. These chips show how Latin food can surprise the world. Even though they're affordable, they bring a lot of joy and taste.

GROUP LEARNING OBJECTIVES – FOCUS ON OUR PROCESS AS STUDENTS

General Objective:

As a group, we seek to comprehensively understand the entire process involved in the creation and development of an agro-industrial product with a Colombian identity, in this case plantain chips with the typical flavors of our culture. Through this project, we aim to strengthen our skills in research, teamwork, decision-making, creativity, and thinking about how a local product can reach other countries, adding value based on our regional identity.

Specific Objectives:

1. Understand how an agro-industrial product is built from scratch, from the selection of raw materials (the plantain), through the development of flavors, the production and packaging process, and the idea of how it can be presented in the international market.

2. Learn to work in an organized and collaborative manner, sharing tasks, sharing ideas, facing challenges, and seeking solutions together to ensure the project progresses in a coherent and professional manner.

3. Explore and appreciate traditional Colombian flavors (such as hogao, chontaduro, and northern sour cream), understanding how these can be transformed into innovative offerings that represent our country and may appeal to consumers in other countries.

4. Develop a clearer understanding of how the export process works, understanding the steps, requirements, and strategies necessary for a local product to reach new markets, especially in countries where there is demand for exotic, natural, or unique products.

5. Strengthen our research and analysis capabilities by seeking reliable information, reviewing real-life cases, and comparing examples to make informed decisions about our product.

6. Reflect on the importance of supporting a local and sustainable economy, understanding how farmers work, how to produce without harming the environment, and how we, as future professionals, can contribute with responsible and ethical ideas.

7. Improve our communication and presentation skills, both oral and written, when explaining our project to others, whether in class, at an academic fair, or in front of potential allies or juries.

METHODOLOGY

The creation of this marketing study was based in the collection, analysis, and categorization of secondary sources of information and different data basis such as international laws, Colombian Laws, among others.

As previously mentioned, we used trusty sources with the latest updates, specifically for products made of plantain, prioritizing those who provide law, logistics, regulatory, cultural, and market data. We divided the sources into five categories.

1. Colombian Laws: Including laws like Ley 9 de 1979 Sanitary National Code, the resolution of 2674 de 2013 INVIMA, the Ley 1480 de 2011 statute of consumer, these are necessary to better understand the sanitary requirements, the label process for the production and the merchandising of it. (Congreso de la República, 1979), (Ministerio de Salud y Protección Social, 2013), (Congreso de la República, 2011)
2. International Laws: Includes regulations such as FSMA and the 21 CFR Part 101 of FDA (USA), as well as the regulations of EU 1169/2011 AND 852/2004, also the food information regulations of UK. These regulations are essential for international merchandising (Food & Drug Administration - FDA, 2025), (European Parliament, 2011)
3. Specialized Market Research : We used sources like Maia Reports, IndexBox, IMARC Group, Econ Market Research, and Global Growth Insights to get information on market size, growth projections, and consumer trends. This helped us back up our decisions with real data when choosing which countries to focus on.
4. Cultural and Competitiveness Sources: We also looked at the Global Innovation Index (WIPO, 2025) Hofstede Insights for cultural factors, and the DoingBusiness reports. These helped us to understand how easy it is to do business in each country, how strong the legal protections are (like intellectual property), how easy it is to get credit, and if there are political risks.
5. Popular Publications and Specialized Media : We reviewed articles from magazines and websites like SELF Magazine and Simply Recipes to see how consumers feel about these types of snacks and how well the product might be accepted in places where it's already sold.

Building the Market Preselection Matrix

Based on all the information we collected, we created a market preselection matrix using 34 key variables, grouped into five categories:

1. Commercial Dimension: Includes global import data, Colombia's market share, tariffs, and other trade barriers.
2. Logistics Dimension: Covers transportation infrastructure, ease of import/export, customs clearance times, and language similarities.

3. Sociocultural Dimension: Looks at Hofstede's cultural variables, consumer preferences, average spending, and unemployment rates.
4. Regulatory and Legal Dimension: Examines how easy it is to comply with laws, protect intellectual property, start a business, and meet product standards.
5. Demand and Digital Reach Dimension: Considers market size, internet access, competition, consumer spending, and media availability.

Each variable was rated from 1 to 5 and given a weight depending on how important it is (in %). This gave us an overall score for each country, making it easier to decide which markets to prioritize.

Data Quality Check

We checked that the data was trustworthy, up to date, and relevant by comparing multiple sources. We only used data from official organizations, universities, market intelligence reports, and government agencies.

Study Limitations

This research doesn't include direct consumer studies (like surveys or focus groups). So, things like whether people will actually like the product or want to buy it still need to be tested later through pilot launches or product tastings in the target markets. Additionally, this research doesn't count with an actual product that could be tasted by the participants.

Conclusion

This method gave us a full picture of each potential market — from the business environment to culture and logistics. By combining reliable sources and using a well-structured evaluation system, we were able to make a solid, strategic decision about which countries are best for launching the product internationally.

PRODUCT FACTS.

Nimajumidi Flavored plantain chips bring you three tasty options for your day.

The first one has plantains with sour cream flavor, inspired by the typical taste from Colombia's northern region. This mix of tangy and salty touches creates a unique feeling in every bite.

The second flavor is hogao, a traditional Colombian sauce that people love. It mixes salty and sweet in a smooth way, making the taste even better.

The third flavor is chontaduro, a special fruit from Colombia's Pacific region. It's known as the "fruit of paradise" and has a sweet taste that not many people around the world have tried.

Each bag—whether individual or family size—brings you a little piece of Colombia. We use the best plantains, grown by local farmers without chemicals. They're handpicked and fried in Colombian palm oil. The flavors are added using a freeze-drying process under strict quality standards, so every chip gives you the best taste and experience.

JUSTIFICATION.

Product.

Green plantain is one of the best foods for the human body, especially because it's affordable and easy to find. Colombia is one of the top four producers of plantains in the world, which gives it a great chance to meet local demand and also show the world how versatile this food is.

There's a reason why green plantains are a basic part of Colombian kitchens and are getting more popular in other countries too. You can use them in many types of dishes, so people never get tired of them. They're also a great snack at any time of day, giving you energy and good nutrition.

Even though green plantains originally came from Southeast Asia, they arrived in the Americas thanks to Spain. Since then, they've become an important food in many families.

According to (El Pais, 2024), green plantains help with digestion, improve heart and muscle health, and are a strong source of energy. That makes them a great option for people who want to eat better, stay balanced, and enjoy healthy snacks or side dishes throughout the day.

Even if you don't know much about nutrition, it's easy to enjoy green plantains—they're tasty, simple, and special.

As (Nutrición Práctica, 2020) explains, plantains are rich in potassium, magnesium, vitamin C, folate, water, and calories. The healthiest way to eat them is by boiling them in water, but most people prefer them fried or cooked in an air fryer.

(El Pais, 2024) Among the greatest nutritional contributions of plantains, according to (Nutrición Práctica, 2020) are potassium, magnesium, vitamin C, folate, water, and caloric energy. To maximize their nutritional value, it is best consumed by boiling it in water, but the most popular way is to fry it in oil or air fry it. (Nutrición Práctica, 2020)

PESTLE ANALYSIS

Political

- **United States:** The country has a stable political environment, with a federal government that promotes international trade.
- **United Kingdom:** Despite Brexit, the country remains a major commercial and financial center.
- **France:** The country has a stable political environment, with a government that promotes innovation and entrepreneurship.

Economic

- **United States:** The country has a large and diversified economy, with a high GDP per capita.
- **United Kingdom:** The country's economy is diversified, with a significant services sector.
- **France:** The country has a mixed economy, with a significant public sector.

Social

- **United States:** The population is diverse, with a growing demand for healthy snacks.
- **United Kingdom:** The population is conscious of health and wellness, with a growing demand for sustainable products.
- **France:** The population values the quality and authenticity of food products.

Technological

- **United States:** The country is a leader in innovation and technology, with a developed e-commerce infrastructure.
- **United Kingdom:** The country has a developed e-commerce infrastructure, with a growing demand for online shopping.
- **France:** The country has a developed e-commerce infrastructure, with a growing demand for online shopping.

Legal

- **United States:** The country has a favorable legal environment for international trade, with free trade agreements with several countries.
- **United Kingdom:** The country has a favorable legal environment for international trade, with free trade agreements with several countries.
- **France:** The country has a favorable legal environment for international trade, with free trade agreements with several countries.

Environmental

- **United States:** The country has a growing awareness of sustainability and the environment.
- **United Kingdom:** The country has a growing awareness of sustainability and the environment.
- **France:** The country has a growing awareness of sustainability and the environment.

JUSTIFICATION FOR COUNTRY SELECTION

Based on the PESTLE analysis, the countries selected for plantain chips export are:

- *United States*: Due to its stable political environment, large and diversified economy, and growing demand for healthy snacks.

- *United Kingdom*: Due to its stable political environment, diversified economy, and growing demand for sustainable products.

- *France*: Due to its stable political environment, mixed economy, and appreciation for the quality and authenticity of food products.

The tariff heading for the product is 2008.99, which will allow us to comply with the import requirements in each destination country.

METHODOLOGICAL SUPPORT FOR THE BUSINESS PLAN OF NIMAJUMIDI IN THE USA

For the NIMAJUMIDI business plan, our plantain chips with flavors that we want to introduce in the US market, we will use a research strategy. This will help us understand how the market there is, who might be interested in our product, and if the business has a chance to succeed, using both what people tell us and concrete numbers to make good decisions.

Who are we going to sell to in the USA?

Mainly, we are thinking of:

Young people and adults (18-48 years) with a medium to high income level: These people usually look for new and high-quality snacks, and they may be attracted to our authentic and natural flavors. It should be easy for them to buy for themselves or for their family and to find them in various stores. At first, we will focus on large cities with a lot of people from different

backgrounds, and the idea is to grow as the brand becomes more well-known throughout the country. • Tourists: Both those coming from other countries and Americans who want to try different things can be a good market for snacks with unique flavors. • Gourmet and artisanal stores, supermarkets, and convenience stores: These are the places we need to be so that people can find us.

How are we going to get the information we need in the USA?

We are going to look for information and also talk directly to people:

Research on our own: o We will review reports on the snack market in the USA, looking at what is being sold, what flavors are popular both locally and what our competitors are. o We will look for data on how people live to know how big our market is, how much they earn, and what they spend on snacks. We will use data from the U.S. and other useful sources. o We will investigate how bananas and the oils used are produced and obtained, looking at international markets that sell to the USA. o We will analyze how existing snack brands, both large and small, market and distribute their products in the American market.

Research by directly asking people:

Interviews with potential customers and distributors:

We are going to talk to people we think might buy our chips to understand what flavors they prefer, how they snack, what they think about the idea of Latin flavors, how much they would pay, and where they would like to buy them in the USA. We will also reach out to people who could distribute or sell our products to see if they are interested and what they need.

Retail Observation:

We are going to go to supermarkets and convenience stores in the areas to see what snacks are available, where they are placed, at what price, and how people look at and buy them.

Surveys:

We will ask specific questions and pass them on to a group of people that represent our main customers to find out how many people prefer each flavor, if they would buy the product, how much they would pay, how often they eat snacks, and if they know our brand (once we have it). The surveys can be conducted online or in person.

Product Testing:

We will let people try our chips with different flavors to see how they feel about the taste, the texture, and how they look. We will ask them to rate different aspects of the product to gather more concrete data.

How are we going to analyze the information we gather in the USA?

We will analyze all the information we collect in different ways, depending on whether they are opinions or numbers:

Analysis

We will read and review what people tell us in interviews and focus groups to find recurring ideas, patterns in what they do, opinions, and what they think about the product and the snack market in the USA, paying attention to whether they like new or Latino flavors.

We will analyze how people talk to understand what they think about snacks and food, keeping in mind that there is a lot of cultural diversity in the USA.

We are going to calculate averages, the midpoint of the data, the most frequently occurring data, and how dispersed the survey and product testing data are to see preferences and whether people would buy.

We are going to use statistical tools to see if there are important relationships between different factors and to better understand our potential customers in the USA based on the information we have.

We are going to analyze how many similar products are being sold, what trends exist in the snack market in the USA, and what our competitors are doing to calculate how much we could sell of Nimajumidi.

Conclusion

With what people tell us and the numbers we obtain, we will have a clear and complete idea of what the market in the USA is like and whether our business has a future. What people think will help us understand why they believe in a certain way, and the numbers will help us confirm if those opinions are common and make more accurate calculations to adapt our product strategy, marketing, and how we are going to sell so that Nimajumidi succeeds in the United States.

MARKET STUDY

United States Market Overview

Table 1.

United States Market Overview

Category	Detail
Country	United States
Market Size	\$56.43 million USD (2024), including plantain chips
Market Share	More than 12%
Growth Drivers	<ul style="list-style-type: none"> - Health awareness: more people want gluten-free snacks due to stomach problems - Cultural diversity: people are curious about food from other countries because of immigration - Retail presence: stores like Trader Joe's and Walmart sell plantain chips

Note. Own made

Consumer segments

Table 2.

Consumer segments

Segment	Description
Ethnic Communities	People who prefer food they already know, like Hispanic immigrants.
Food Explorers	People who enjoy trying new food from different cultures.
Vegans and Vegetarians	More people want plant-based food for health and the planet.

Note. Own made

Flavor profile analysis

Table 3.

Flavor profile analysis

Flavor	Description
Hogao	A traditional Colombian sauce with ingredients common in Latin America. It feels familiar to Hispanic people.
Costeño Cheese	A salty and tangy cheese. Great for people who like cheesy snacks.
Chontaduro Sauce	A sweet and sour tropical fruit flavor. Good for people who like trying exotic food.

Note. Own made

Competitive landscape

Table 4.

Competitive landscape

Category	Details
Key Player: Barnana	Leading with innovative flavors and sustainable practices. Holds 22% of the global market share.
Key Player: Trader Joe's	Offers popular Sweet Plantain Chips. Highlights mainstream acceptance.
Key Player: Artisan Tropic	Known for simple, wholesome plantain chips. Recognized in SELF's 2023 Pantry Awards.
Market Trend: Flavor Innovation	Spicy and exotic flavors are introduced to attract diverse consumers.
Market Trend: Health Focus	Products emphasize being organic, non-GMO, and gluten-free.
Market Trend: Sustainability	Focus on eco-friendly packaging and ethical sourcing practices.

Note. Own made

TECHINAL STUDY

In our goal to reach the American's market, we need to take advantage to make a great and sustainable process. We need to look for processes that are friendly to the environment, local communities, and that keep us close to our consumers.

To do this, it's really important to build a production plant near the country's main seaports, which are also close to the main plantain-growing areas in Colombia.

As part of our business development, we’ve chosen to set up in Puerto Colombia, a town in the Caribbean Region and a port city that will surely send a bit of hope to many Latinos living in the United States with every plantain shipped. Its location is key, in the north of Colombia, where plantain production and consumption are high. This helps us lower production costs.

Our plant is over 2,000 square meters and includes storage silos, cooking areas, transport belts inside the facility, mixers, packing, and packaging stations.

The magic happens in two main areas: first, in the storage zone, where the plantains reach and keep their perfect ripeness; and second, in the cooking area, where each plantain is taken to its best flavor, with a touch of Colombia. This is where NIMAJUMIDI stands out by delivering quality and precision, which defines our brand.

We use the latest technology. Even though we still keep some manual, traditional processes, we improve efficiency by using data and managing resources like water, salt, flavorings, and oils well. Our cutting machines, fryers, hoppers, and conveyor belts are key parts of this process.

Working Plan

Table 5.

Working Plan

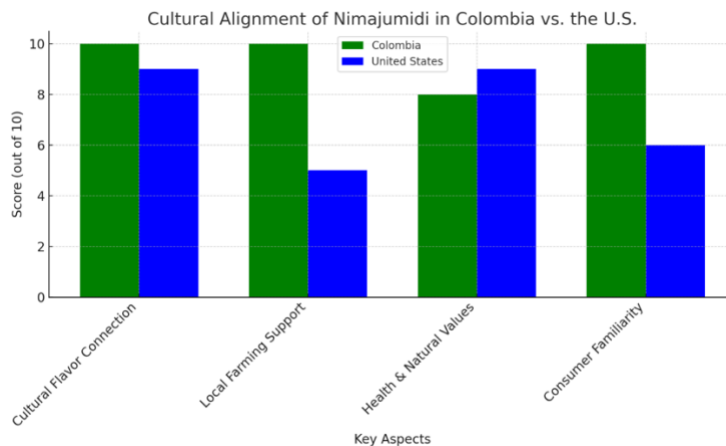
Initial Working Plan - Starting the Business			
Step	Main Activity	Estimated Time	Purpose
1	Legal Setup and Permits	2–3 weeks	Register the business, get tax ID (RUT), Chamber of Commerce registration, land use permit, and start INVIMA process.
2	Site Selection and Facility Setup	4–6 weeks	Buy or rent the land, build or adapt the production area, warehouse, offices, and restrooms.

3	Purchase and Installation of Equipment	3–4 weeks (can overlap with step 2)	Buy and install machines: peeler, slicer, fryer, oil extractor, packaging machine.
4	Hiring and Staff Training	2 weeks	Hire plant workers, supervisor, packers, cleaners, and security. Basic training in hygiene and safety.
5	Testing and Process Validation	2 weeks	Run tests on the machines, check production flow, quality, and sanitation processes.
6	Marketing and Brand Launch	2 weeks	Launch website and social media, prepare product samples, do tastings and promotions.
7	Start of Production and Distribution	From week 12	Officially begin production and sales through local stores, markets, and distributors.

Note. Own made

Figure 1.

Cultural alignment of Nimajumidi in Colombia Vs the U.S.



Note. Own made with research information.

Budget.

Our budget is an attached file of this text.

LAW STUDY

The development of the Nimajumidi business, an artisanal snack of flavored plantain chips, is the result of a group effort seeking to position a Colombian product with a cultural identity in international markets. Our team has identified several key factors that could significantly influence the success of the business, from a legal, economic, productive, cultural, and logistical perspective. Below is a detailed analysis of these factors, taking into account the regulations and requirements in both Colombia and the United States.

Legal Environment in Colombia (Domestic Production)

From the beginning, we understood that complying with legal regulations in Colombia is essential to ensure the product is marketed safely and efficiently. The first step in this process is sanitary registration with INVIMA (National Institute of Industrial Property), which establishes Resolution 2674 of 2013 as the key standard for the marketing of processed food products. This requirement not only requires us to register the product, but also establishes criteria to ensure the sanitary quality and traceability of each production batch. As a group, we understand that this is a rigorous process, requiring a production facility that meets all the necessary hygienic conditions.

In addition, we must consider the National Health Code (Congreso de la República, 1979), which regulates the production, marketing, and distribution of food in Colombia. This also involves ensuring that the labeling meets the requirements of the Consumer Statute (Congreso de la República, 2011), which regulates the labeling of food products, in order to provide consumers with clear and complete information about the ingredients, nutritional values, and warnings related to the product. This standard guarantees the protection of consumer rights and is key to establishing a relationship of trust with the market.

The Technical Regulation on Food Labeling (RTCA) also plays an essential role in the process. As a team, we recognize the importance of complying with labeling requirements, ensuring that the packaging includes all necessary details clearly and accurately, and that Good Agricultural Practices (GAP) are followed, which are essential to ensuring the highest quality plantain from the source.

Legal Environment in the United States

Internationally, one of the key objectives of this project is to export Nimajumidi to the US market, a significant challenge given the strict regulations imposed by the United States on the marketing of imported food products. The team has focused on analyzing the relevant regulations to ensure we can meet the requirements established by the FDA (Food and Drug Administration).

One of the most important laws is the Food Safety Modernization Act (FSMA), which regulates the registration of foreign plants and establishes food safety requirements. As a group, we understand that we must register the production plant in Colombia with the FDA and comply with food safety regulations, which include preventive controls to prevent risks in imported food products.

Additionally, the labeling must comply with 21 CFR Part 101, which requires product labels to be in English and contain detailed nutritional information, a list of ingredients, allergens, and any other health-related claims that must be scientifically supported. This requirement is crucial for the product to reach U.S. supermarket shelves, as U.S. authorities do not allow products that do not meet these standards to be marketed.

Another key factor we have considered is the need to comply with import procedures established by Customs and Border Protection (CBP). This involves ensuring that all products meet customs requirements, have correct tariff classification, and provide documentation of the product's origin. For this reason, we are also ensuring that the logistics process is well documented and transparent.

Finally, the team has also determined that it is necessary to register the Nimajumidi trademark with the United States Patent and Trademark Office (USPTO). This will not only protect our brand in that country, but will also allow us to consolidate the product's identity in the US market.

Economic and Production Factors

Colombia, as a plantain-producing country, offers a significant advantage in terms of raw material availability. However, as a team, we are aware that there are economic risks that can affect production stability, such as climate variability and price fluctuations of the market or the potential logistical difficulties in rural areas where plantains are grown.

Regarding production, it is important to keep in mind that, to obtain a quality product that can compete in international markets, it is necessary to implement processes such as freeze-drying or controlled dehydration of the plantain. This type of process requires an investment in specialized infrastructure, which represents an economic challenge for the project. The team has also identified that the cost of obtaining international certifications such as GMP (Good Manufacturing Practices) and HACCP (Hazard Analysis and Critical Control Points), necessary to access international markets, can be high, which directly impacts the final price of the product.

On the other hand, one of the biggest challenges we face in economic terms is the cost of international transportation, which includes not only shipping but also costs associated with cold storage, insurance, and maintaining product quality. To reduce these costs and increase competitiveness in the US market, we are evaluating different distribution models and partnerships with distributors specializing in Latin American products.

Cultural and Market Acceptance Factors

Regarding cultural aspects, we have identified that one of the main challenges will be the acceptance of traditional Colombian flavors in the US market. Flavors like hogao or chontaduro, although deeply representative of our culture, may not be immediately appealing to all consumers in the US, especially outside the Latin American niche.

As a group, we believe it is necessary to implement a gradual marketing strategy. First, we plan to introduce chips with more accessible flavors, such as sea salt or mild spicy, and then gradually incorporate more authentic flavors, such as hogao. In this way, we seek to educate American consumers about the cultural richness of our products while avoiding potential immediate rejection.

Furthermore, in a market like the US, where consumers are increasingly interested in healthy, organic, and natural products, we have decided to position Nimajumidi as an artisanal, healthy, and preservative-free snack option, taking advantage of the trend toward less processed foods.

Environmental Factors

Commitment to sustainability is another key aspect we've considered throughout this process. In the US, especially in markets like California, there is growing concern about the environmental impact of the products they consume. Therefore, it's essential that the product's ingredients and packaging are eco-friendly and sustainable.

Regarding the use of palm oil, if we decide to use it in the production of our chips, we must ensure that it is RSPO (Roundtable on Sustainable Palm Oil) certified. Otherwise, we could face pushback from more environmentally conscious consumers. We are also considering more sustainable alternatives, such as coconut oil or avocado oil, although these options may increase costs.

On the other hand, packaging is an aspect we cannot ignore. As a team, we are committed to using recyclable, biodegradable, or compostable materials to align with the expectations of responsible consumers and with environmental regulations in international markets.

Logistics and Distribution Factors

The export logistics process is an aspect we must address with great attention. The cost of international transportation, adequate storage to ensure product freshness, and customs procedures represent significant challenges. As a group, we have identified the crucial role of establishing relationships with reliable distributors in the U.S. specializing in Latin American products to facilitate distribution through the appropriate channels.

FINANCIAL STUDY

Snack Market Analysis in the U.S.

Market size: The U.S. snack market reached about USD 350.59 billion in 2024 and is expected to grow at a compound annual growth rate (CAGR) of 3.30% between 2025 and 2034.

Consumer preferences: There is a growing trend toward healthier snacks, with 45% of consumers looking for better options.

Competition: Big companies like PepsiCo, Mondelez, and General Mills dominate the market, showing high concentration and strong competition.

Cash Flow Projection

Estimated Revenue

Average sale price: Plantain chips are sold between USD 1.99 and USD 2.29 for a 6-ounce bag.

Estimated sales volume: Assuming a monthly sale of 10,000 bags, the monthly income would be: $10,000 \text{ bags} \times \text{USD } 2.14 \text{ (average)} = \text{USD } 21,400 \text{ per month}$

$\text{USD } 21,400 \times 12 \text{ months} = \text{USD } 256,800 \text{ per year}$

Estimated Costs

Production cost per bag: Includes plantain, oil, packaging, and labor. Estimated at USD 1.00 per bag.

Logistics and tariffs: Even though tariffs are 0%, we still need to cover transport, storage, and distribution. Estimated at USD 0.50 per bag.

Other operating costs: Marketing, sales, and general expenses. Estimated at USD 0.30 per bag.

Total cost per bag:

$$\text{USD } 1.00 + \text{USD } 0.50 + \text{USD } 0.30 = \text{USD } 1.80$$

Gross profit per bag:

$$\text{USD } 2.14 - \text{USD } 1.80 = \text{USD } 0.34$$

Total annual profit:

$$\text{USD } 0.34 \times 10,000 \times 12 = \text{USD } 40,800 \text{ per year}$$

Financing Options

Bank loans: Colombian banks can offer credit lines for exporters.

Angel investors or venture capital: Interested in emerging markets with high growth potential.

Government support programs: The Colombian government offers support to exporters, like export promotion programs.

Profitability Focus

Gross profitability:

$$\text{USD } 40,800 \div \text{USD } 256,800 \times 100 = 15.9\%$$

Estimated net profitability:

After taxes and other expenses, net profit could be between 10% and 12%.

Export Price and Logistics

Shipping costs: Depending on volume, shipping per 20-foot container is estimated at USD 2,000.

Customs clearance time: Usually takes 1 to 2 days in the U.S.

Logistics infrastructure: Score of 4.0 for port quality and 3.8 for ease of import/export procedures.

Strategy Tips

Product differentiation: Highlight features like USDA Organic and Non-GMO to attract health-conscious consumers.

Pricing strategy: Position the product in the USD 2.00–2.50 range, always considering production costs and market competition.

ATTATCHMENTS

1. Initial Investment Budget NIMAJUMIDI
2. Initial Working Plan – NIMAJUMIDI
3. Matrix_PESTLE 2025-2
4. Chips bag sketch – Made with AI Support
5. Autorización uso de contenidos
6. Descripción de documentos en el repositorio

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HACCP – Análisis de Peligros y Puntos Críticos de Control

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