

"A man is  
great by  
deeds, not by  
birth"  
-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

**IIMK/CS/272/MM/2024/14**

March 2024

**iD Fresh: International Market Expansion**

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## **iD Fresh: International Market Expansion**

### **Abstract:**

iD Fresh, a food company, offered fresh and preservative-free idly and dosa batter, parantha, and other related food products with a very short shelf life. Founded in 2006 by Musthafa PC and his four cousins in Bengaluru, India. They faced a dilemma about delivering preservative-free products fresh to their international customers. iD Fresh had planned to venture into international expansion, specifically in the Middle East, which presented a set of distinct challenges. iD Fresh Food adjusted its product offerings, including frozen items, to align with the preferences of consumers in the region. An intriguing challenge was presented by the shorter shelf life that resulted from the considerable distance between manufacturing locations and the consumer market. The team considered whether the obstacle could be effectively addressed by implementing innovative solutions, like forming strategic partnerships with quick commerce platforms. As the company expanded into international markets, flexibility and market-specific approaches became necessary. Expanding its global reach, iD Fresh Food had to navigate these obstacles to maintain long-term success in international markets. It was unsure how to make significant strides in expanding its reach globally, particularly in the Middle East. The biggest challenge was to sell fresh, the rate of which would be very high and the easiest route was to follow the traditional approach which was to add preservatives and increase shelf life. This was not what Musthafa wanted to do because it was the unethical and unhealthy business practice.



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