

Omani Halwa

NEW BUSINESS OPPORTUNITY

Investing Proposal

It was mid-2024, and a business trip to Oman was proving to be more than just work. Amid the bustling markets of Muscat, we stumbled upon a treasure of taste: Muscat Halwa. Its rich aroma and unforgettable flavor instantly captured our senses. We knew we had to share this experience with friends and family back home.

However, as we packed our luggage, we faced a dilemma: halwa could only travel as a finished product. Once it was gone, so was the experience. This sparked a thought—what if this delightful taste could cross borders, not as a finished delicacy but as an experience that people could recreate in their own kitchens?

The idea became a mission. We sought the authentic recipe and tirelessly worked to adapt it into a versatile, easy-to-make format. After months of research and refinement, we created something special: a ready-made halwa powder. With this product, anyone could whip up a bowl of traditional Muscat Halwa for four people in just 15 minutes.

This isn't just a product; it's a story—a journey to bring the essence of Omani culture into the hands of people everywhere. In the following proposal, we'll delve into how this idea became a reality and why it's set to capture hearts and taste buds worldwide.

OUR STORY



At Sahi Rasa, we see the world as a canvas for innovation and opportunity. As a technology transfer company, we specialize in transforming ideas into impactful realities across a variety of industries worldwide. From concept to execution, we deliver turn-key projects that leave a lasting mark.

Our expertise spans product design, manufacturing, marketing, and commercialization. By uncovering the unique needs of different regions, we craft solutions tailored to local markets. Through meticulous research and commercial forecasting, we identify opportunities and collaborate with investors to bring projects to life — delivering outcomes that are both meaningful and sustainable.

Sahi Rasa is more than a company; we are a partner in progress. Our mission is to connect technologies, ideas, and investments to help communities thrive and industries evolve. With each project, we aim to redefine the boundaries of what's possible, blending technical expertise with cultural insight to create solutions that resonate globally.

our company
SAHIRASA.COM



In 1935, the notion of baking a bakery-quality cake at home seemed far-fetched. Yet, within a decade, the launch of semi-prepared cake mixes revolutionized the food industry, with over 200 companies bringing cake powders to market. These mixes became staples thanks to their ease of use, long shelf life, and portability, quickly transforming local recipes into global favorites through supermarket distribution.

Cake powders became more than a convenience—they bridged culinary traditions, turning regional desserts into global trends.

Now, it's time for another transformation. The idea is simple yet powerful: to introduce ready-made Omani halwa powder to both local and international markets. This product will bring the rich heritage of Oman's beloved dessert into homes worldwide, offering the same convenience and cultural connection that cake powders did nearly a century ago.

A BRIEF IDEA



A RECEIPT THAT HAS A SIGNATURE

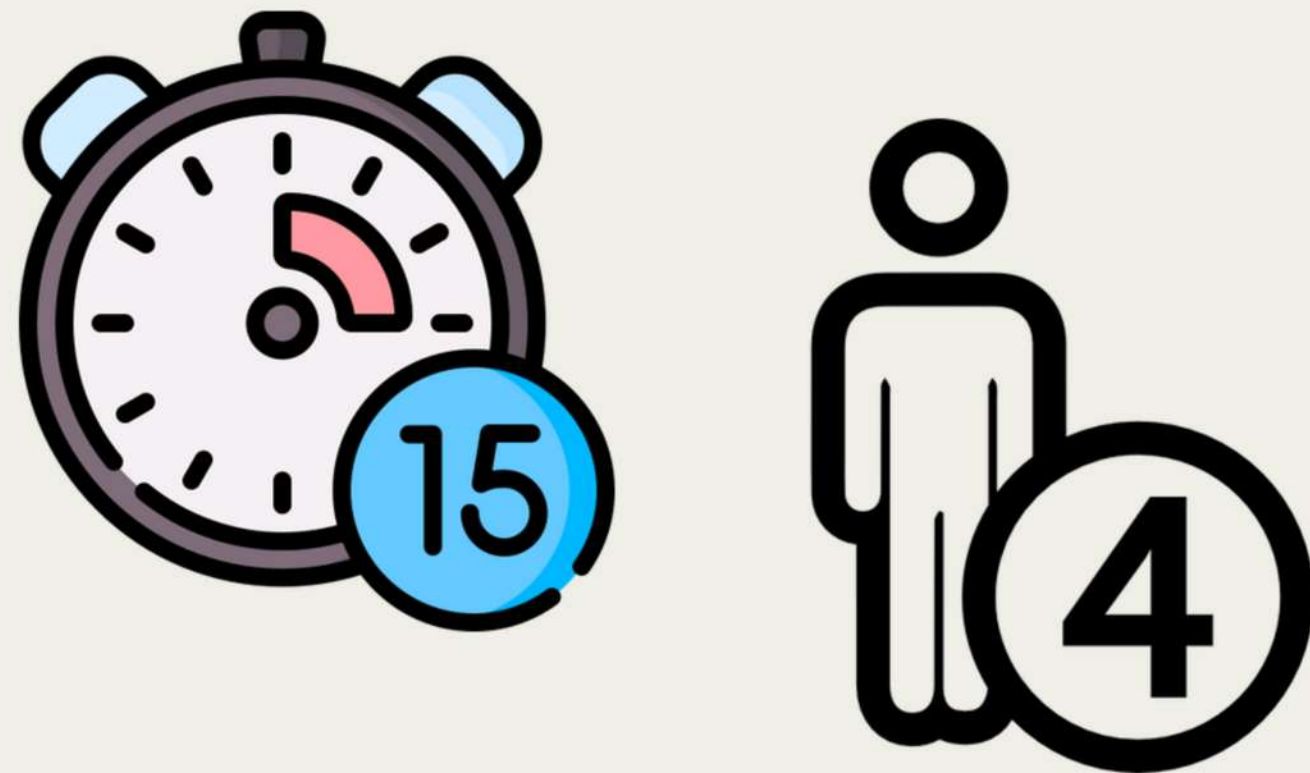


**Globalize your recipe with
your signature as a halva producer in Oman.**

**Typically, Omani halva is crafted from
a blend of sugar, cardamom powder,
saffron, rose water, starch, and ghee.
However, it can be transformed into a
variety of tastes and flavors.**

THE PRODUCT

Whip up a tasty batch of Omani halva in just **15 minutes**, perfect for pleasing **4 persons**, and don't forget to brew some delightful Omani coffee to keep the good vibes flowing!



Just add water and follow the instructions.



ALL IN ONE PACK

- Mix corn starch and cardamom powder
- The sachet contains a solution of saffron and rose water
- The sachet includes oil
- The sachet includes ready-made sugar caramel

+ Omani coffee powder as Gift

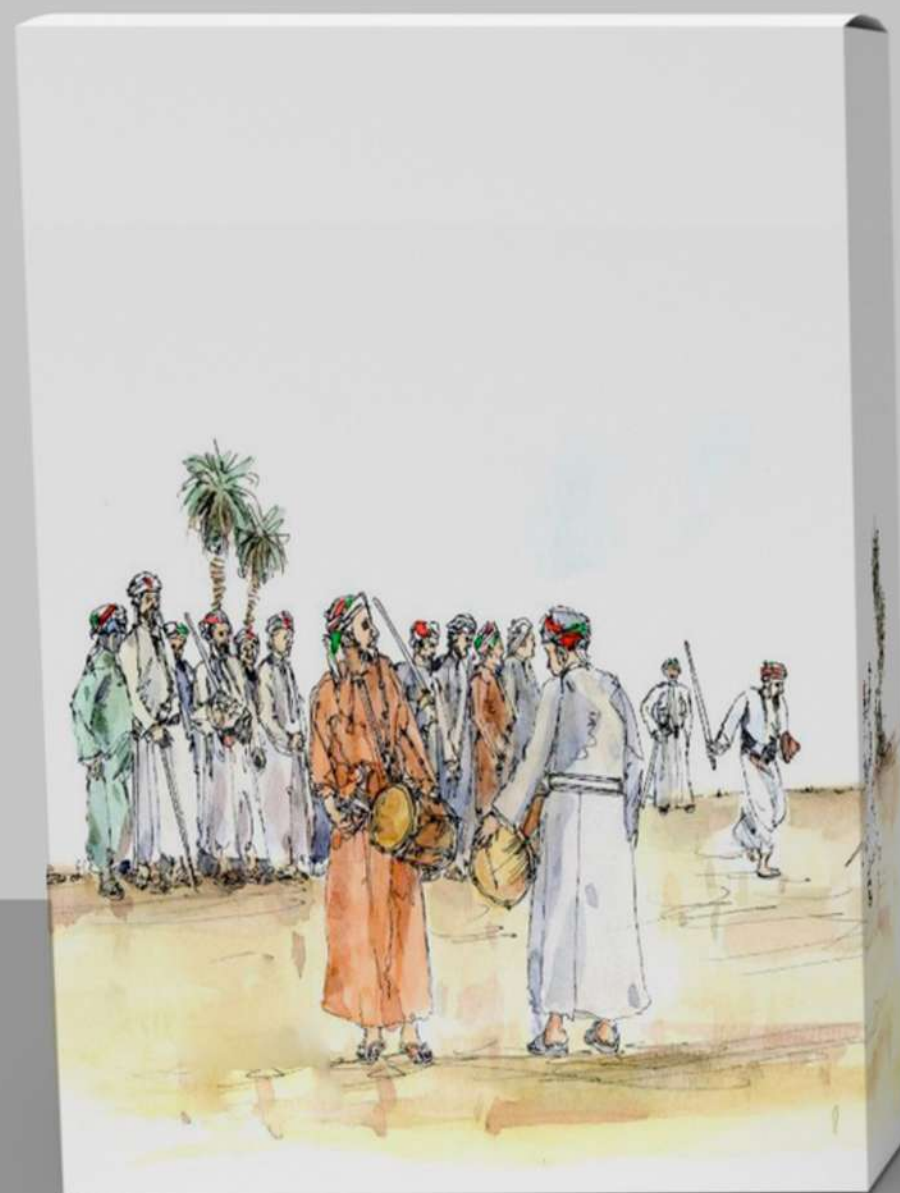


PRODUCT #1

The overall plan is designed as a prototype that has the ability to change its various elements.

The packaging of this product aims to introduce consumers and the market to this specific style of packaging. Over 90% of ready-made cakes and dessert items are offered in this type of packaging.





back



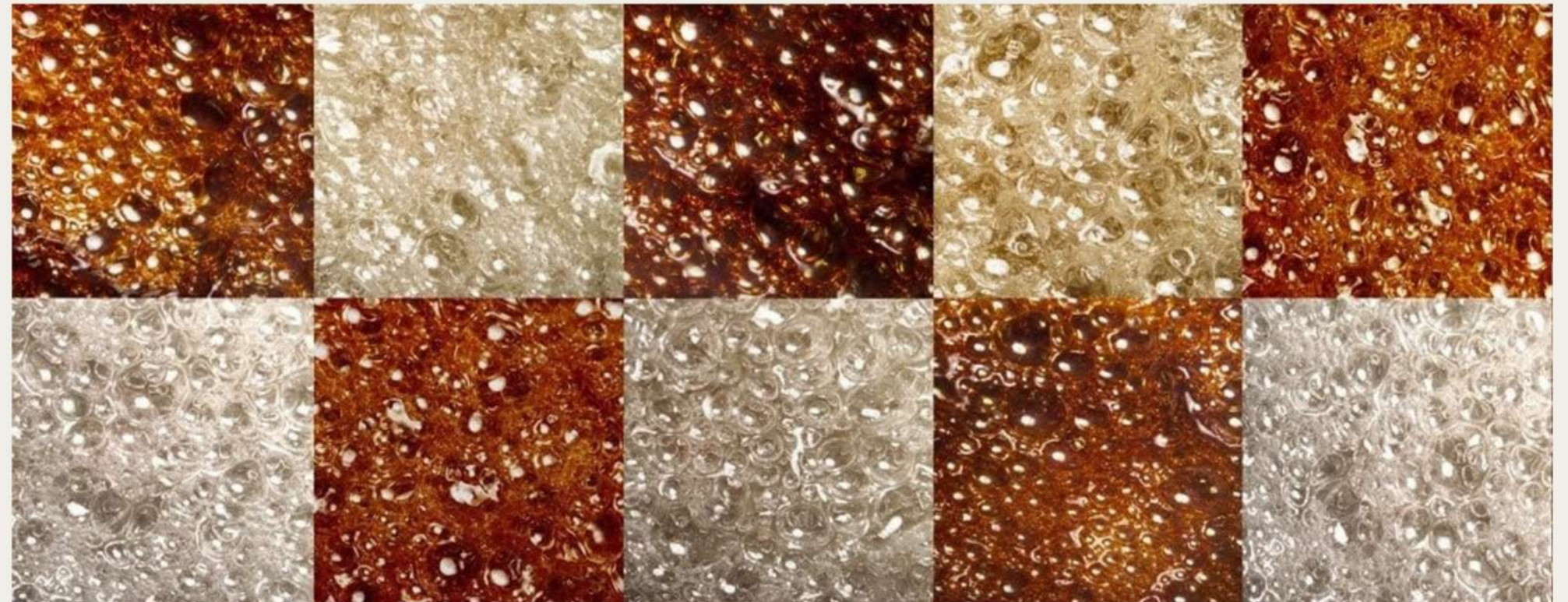
front



vegan halwa

PRODUCT DIVERSITY TO MEET THE MARKET NEED

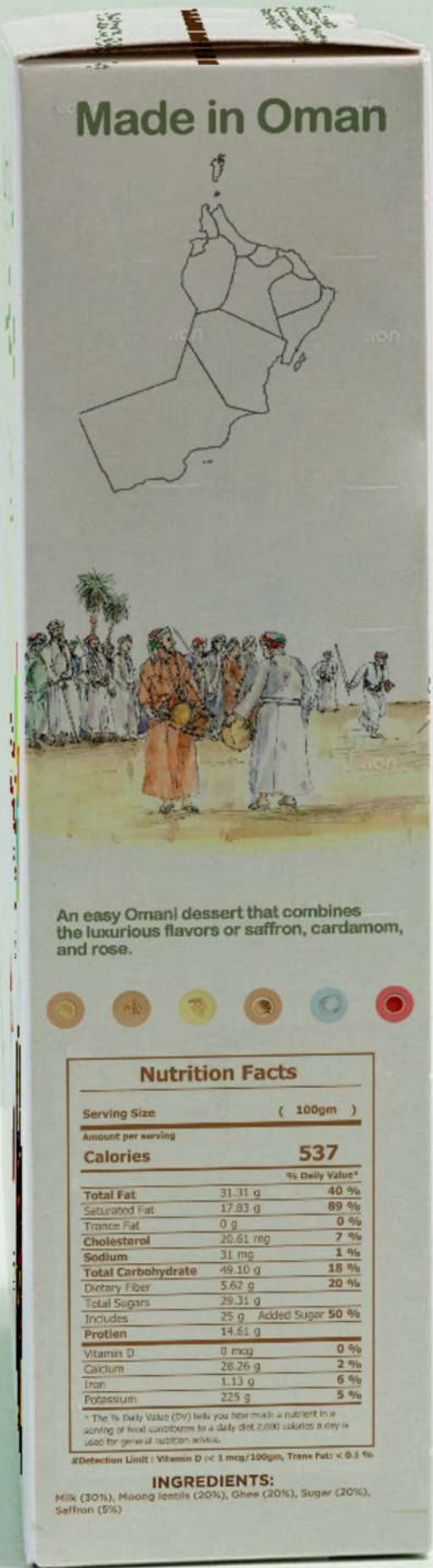
The product can be tailored into various flavors and colors, depending on the type of caramel color and spices that are utilized.



BUSINESS PROPOSAL

We recommend outsourcing the production of this product. With affordable labor, low energy costs, and high-quality raw materials available in Iran, you can have this product manufactured and shipped to you.

Alternatively, you could consider starting the production line for this product at your own facility.



Made in Oman



An easy Omani dessert that combines the luxurious flavors of saffron, cardamom, and rose.



Nutrition Facts		
Serving Size		(100gm)
Amount per serving		
Calories		537
% Daily Value*		
Total Fat	31.31 g	40 %
Saturated Fat	17.83 g	89 %
Trans Fat	0 g	0 %
Cholesterol	25.61 mg	7 %
Sodium	31 mg	1 %
Total Carbohydrate	49.10 g	18 %
Dietary Fiber	5.62 g	20 %
Total Sugars	29.31 g	
Includes	25 g Added Sugar	50 %
Protein	14.61 g	
Vitamin D	0 mcg	0 %
Calcium	28.26 g	2 %
Iron	1.13 g	6 %
Potassium	225 g	5 %

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

#Detection Limit : Vitamin D < 1 mcg/100gm, Trans Fat: < 0.5 %

INGREDIENTS:
Milk (30%), Maung lentils (20%), Ghee (20%), Sugar (20%), Saffron (5%)

SIZE OF MARKET



4 million tourists
in 2023 - Oman

61 million customers in Oman &
neighboring countries.

**The opportunity to
access the
international market.**

Local Distribution in Supermarkets

The product's longevity and cost-effective pricing will enable you to achieve strong nationwide distribution in Oman, as well as in neighboring countries like Qatar and the UAE.

Online sales

Good access online through Amazon UAE and international payment gateways can help in the global development of this product



THE NUMBERS

\$221,000

*Minimum invest in production line
option 1*

\$115,000

*Minimum invest in out sourcing
option 2*

\$10,000

Trial investing



PRODUCTION LINE

option 1

You can invest in the production line of this product in Oman. As Sahi Rasa company, we will be with you from the beginning to the end of the investment and the start of production. turn-key



OUTSOURCING

option 2

As an active company in the industry, we are ready to produce this product for you with your brand and recipe and deliver it in Oman.



PATH TO INVESTING

First call **1**

You received this proposal means that you are at this stage.

Negotiations **2**

At this stage, we have conducted more negotiations together and have become more familiar with each other's demands and requests.

Bussines Plan **3**

At this stage, we have reached the conclusion of the negotiations, we are familiar with your investment method, we will formulate the business model based on your request, and you will be provided with much more realistic figures, such as profit and loss, ROI, Capital, financial cash flow and...

Contract **4**

At this stage, we have reached the conclusion of the negotiations, we have become familiar with your investment method, so a contract is concluded between us.

Start **5**

At this stage, your investment has taken a practical form. The production timeline has become clearer and you are waiting for the first product.

Thank you!

WHAT DO YOU THINK ABOUT THIS OPPORTUNITY?

We are looking forward to hearing your opinion on this matter. Please let us know your opinion.

**SAHI
RASA**

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