

People's Democratic Republic of Algeria
Ministry of Higher Education and Scientific Research
University of Ibn Khaldoun-Tiaret



Faculty of Economic Sciences,
Business and Management
Sciences.
Department of Management
Sciences.

Field: Economic, Commercial
and Management Sciences.
Branch: Management
Sciences.
Specialization: Business
Administration.

Master Degree Thesis.

BOOST & Build Case Study

submitted by :

Raba Rania

superivised by :

Dr. Anwar Sekiou
lecture professor

BOARD OF EXAMINERS:

Members	Name and surname	Rank and institution
Chairman	Mr. Seddi Ali	Professor at Ibn Khaldoun University.
Examiner	Beladjine Khaldia	Professor at Ibn Khaldoun University.
Supervisor	Anwar sekiou	Assistant Professor, Grade B

Academic year: 2024- 2025

Acknowledgement:

What began as a challenge now concludes as a testament to perseverance, faith and grace.

First and foremost, all praise and gratitude belong to Allah for granting me the strength, patience and guidance to complete this thesis.

I would like to express my gratitude to my thesis Advisor Dr. Anwar Sekiou for his guidance, patience and insightful feedback throughout this process.

My sincere thanks also extend to all my professors and teachers who have shaped my academic journey with their knowledge and dedication.

My deepest and most heartfelt gratitude goes to my beloved mother; your prayers carried me through every challenge and your support gave me all the strength I needed to get where I am now. I would not be able to accomplish this work without your unconditional love and your encouragement.

To my father, I am deeply grateful for your constant support, sacrifices and encouragement throughout my academic journey. Your unwavering belief in me gave me strength to complete this work.

To my precious sisters; Lamis, Hadil and Manel. You were my pillars offering laughter during stress, patience during my absences and strong support at every turn. This achievement is as much as yours as it is mine.

To my dearest friend Lydia, words cannot capture how grateful I am for your presence in my life and academic journey, you were my anchor in moments of doubt and the reason I never felt alone in this process, your constant support made this achievement possible.

To my treasured friends; Fany, Amira, Ines, Ikram, Kawther, Marya, Narimen and Faten. Knowing each of you has been the most precious reward of this journey, you transformed this academic pursuit into something far greater than a degree, I am immensely thankful for having you in my life.

To my gym community and my volleyball teammates, thank you all for being my stress relief. I am endlessly grateful for our shared moments of joy mixed with hard work.

CONTENTS

Faculty of Economic Sciences, Business and Management Sciences.	I
Acknowledgement:	II
figures :	V
the tables :	VI
Chapter 1:	3
Introduction:	3
Our project idea	4
The global protein drinks market:	10
International protein shakes brands:.....	11
our team:	16
Our goals :	19
Chapter 2	21
The nature of our innovative aspects:	21
Our innovative aspects:	22
Chapter 3	30
Market segment coverage :.....	30
1.The potential market :	30
2-Our target audience:	31
Usage:	34
Marketing Channels:	34
Competitive intensity measurement:	34
❖ obstacles for foreign brands:	35
Local production limitations:	37
SWOT analysis for the available protein shakes brands in Algeria	38
The marketing strategy:	43
Chapter 4:	53
Production strategy and organization.	53

The production:.....	53
Our workforce:	57
Our Partners:.....	58
Chapter 5	63
1) The balance sheet:	63
3)- Detailed Distribution of Employee Compensation by Function	65
4)-Monthly Sales Volume and Revenue Estimation	66
5)- Five-Year Financial Projection and Investment Profitability Assessment: 67	
Chapter 6 :	71
The prototype :	71
Our visual identity	72
The conclusion	74
The references :	75
List of annexes:	78
Algerian Protein-Rich Products.....	80
Abstract.....	87

figures :

Figure 1:Our niche’s expertise at the gym	4
Figure 2: difficulties to meet daily protein intake for gym members.	5
Figure 3: The global protein beverages market 2023-2032	7
Figure 4: The growth of protein beverages market 2018-2034	11
Figure 5: Net sales by product- Premiere protein 2020	15
Figure 6: Our innovative aspects.	22
Figure 7: Our potential market.	31
Figure 8: the purchasing habits of our target audience.	33
Figure 9: The usage of our product.....	34
Figure 10: Obstacles for foreign brands to enter the Algerian market.....	35
Figure 11: Algerian inflation rate- percent.....	36
Figure 12: CPI food and non alcoholic beverages monthly in Algeria.....	37
Figure 13: Reasons why Algeria lack homegrown brands.	37
Figure 14: SWOT analysis for F&H brand.	39
Figure 15: SWOT analysis for Hipro Danone protein shakes.	41
Figure 16: Challenges in proetein shake availability in Algeria.....	43
Figure 17: Pricing comparison between Boost&Build and F&H.	45
Figure 18: Pricing comparison between Boost&Build and Hipro Danone.	46
Figure 19: Pricing comparison between Boost&Build and Applied Nutrition....	46
Figure 20: Danette protein shake characteristics.	47
Figure 21: Pricing comparison between Boost&Build and other international brand.....	47
Figure 22: Men membership on goldengym throughout the year 2024.	48
Figure 23: Women membership on goldengym throughout the year.....	49
Figure 24: Gym centers in Tiaret.	49
Figure 25: Number of gym centers in tiaret.....	50
Figure 26: Laboratories in Algeria.....	54

the tables :

Table 1: GoldenGym memberships on 2024,.....	48
Table 2: Content creators in the sport industry.	51
Table 3: comparison between the algerian laboratories.	55
Table 4: comparison table of drinks manufacturers in Algeria.....	56
Table 5: Our workforce.....	58
Table 6: The balance sheet.	63
Table 7: Monthly operating expenses.	64
Table 8:salaries of our employees.	65
Table 9: sales volume.	66
Table 10: 5 years result after investment.	68

The First chapter

Chapter 1:

Introduction:

With the rising prevalence of chronic diseases linked to poor nutrition and lifestyle disorders along with mental health issues, awareness of healthy nutrition and sports has grown significantly. Consumers are now more proactive in seeking functional foods and active lifestyle that support long-term well-being .

However, when it comes to nutrition, protein is the most important nutrient athletes and fitness enthusiasts need but many commercially available healthy products remain problematic, often containing excessive additives, refined sugars, or low-quality protein sources that contradict the reason of their existence.

This disconnect between supply and demand reflects a broader structural issue within Algeria's agri-food and nutritional supplement industries , a lack of local innovation, industrial investment, and awareness about the potential of this growing market.

This discrepancy highlights a critical gap in the market: the need for accessible, clean-label healthy products that align with genuine nutritional science rather than marketing trends.

The absence of a strong domestic production of high protein products is not only an economic limitation but also a public health and consumer satisfaction concern. Locally made products could better address the specific nutritional habits, spending capacity, and cultural expectations of Algerian consumers while supporting the national economy by creating jobs, reducing imports, and stimulating industrial diversification. Unfortunately, until now, this potential remains largely untapped.

This thesis aims to explore this problematic in depth, analyzing why Algeria has not yet developed a competitive local protein shake industry despite a clear market demand, and how this gap presents a valuable opportunity for us as an innovative local brand to emerge and fill this void. By understanding the causes, challenges, and opportunities of this production shortfall, this research hopes to contribute to both academic knowledge and practical business solutions in the field of nutritional products in Algeria.

Our project idea

Through our product, we are entering the health and fitness industry , our target audience is mainly focused on athletes and fitness enthusiasts or even health conscious individuals seeking a convenient amount of protein daily .

The reasons that led us to think about creating this product :

The idea for this venture came after the observation of the limited availability of health-focused beverages in Algeria, despite the growing interest in fitness and wellness this caused a frustration for fitness enthusiasts, athletes, health-conscious individuals to find products high in protein that doesn't compromise taste or quality.

So every athlete or anyone who goes to the gym regularly is always in search of protein in every product they get to eat and this is exactly what made us wonder if they easily can reach the grams of protein they are supposed to take which led us to conduct a brief study on the people who train constantly and aim to enhance their physique.

We had the chance to question 115 gym member with different training backgrounds:



Figure 1:Our niche's expertise at the gym

source: compiled by the student based on the financial study.

This chart summarizes the background of every member at the gym (men and women) , The largest segment in the chart represents the new members who

signed up for the gym, which reflects a positive shift towards fitness and healthy lifestyle and this indicates :

- a rising health consciousness (physical and mental health).
- Disposable income growth.
- emphasis on body image driven by cultural ideas.

in order to justify the existence of our product we had to understand and identify the specific challenges Algerian athletes and the sports enthusiasts face in meeting their daily protein intake requirements , we directly sought their insights . Below, we share their firsthand perspectives:

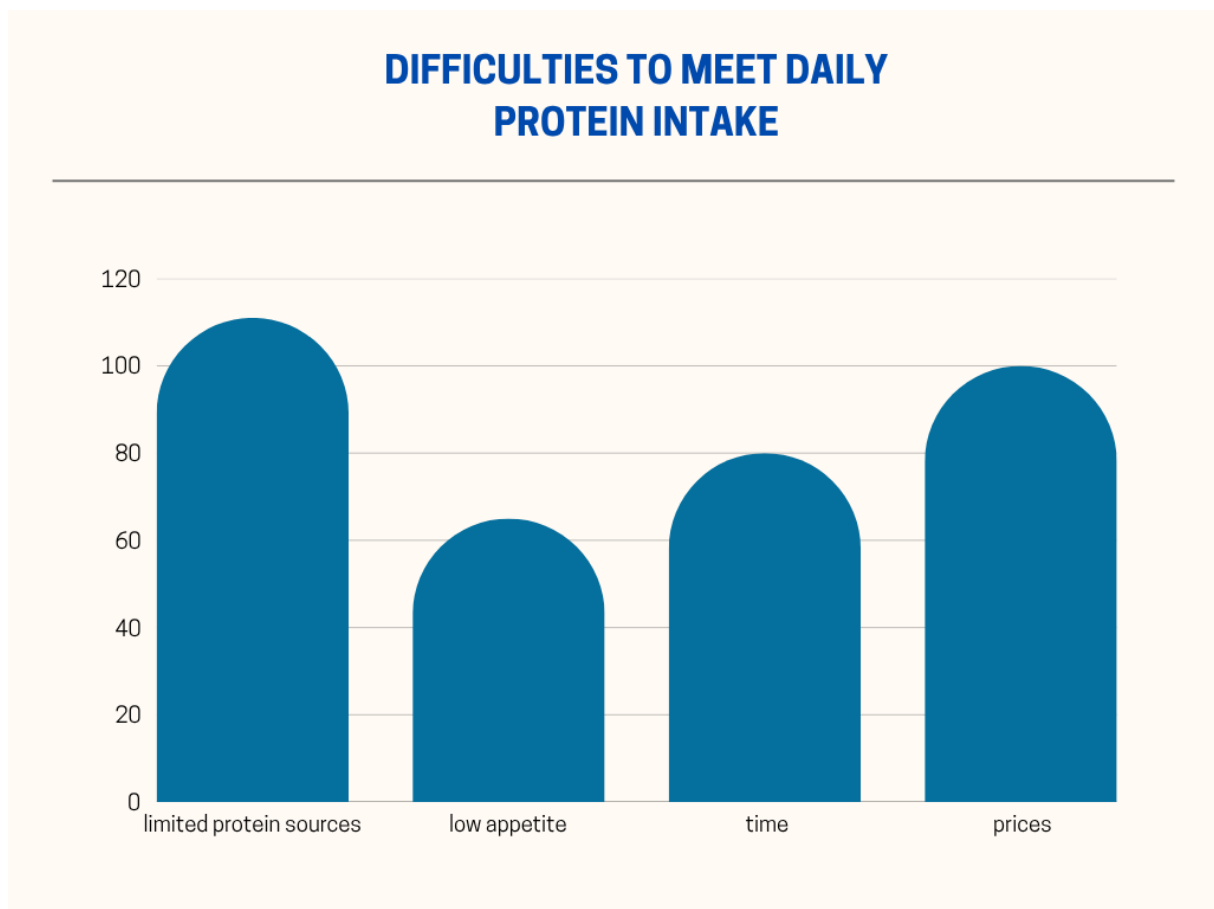


Figure 2: difficulties to meet daily protein intake for gym members.

source: compiled by the student based on the financial study.

With the possibility of giving multiple responses, we observe in the chart above, the highest number represents the limited options of proceeded protein sources for Algerian in general but more specifically for Algerian athletes and those who are passionate about fitness and well-being, this creates significant opportunities for us to solve this problem by providing a healthy protein source as a beverage with different flavors.

The second highest number goes to the financial constraints, as shown in the chart above, high prices emerge as a major barrier for Algerian athletes specifically those aiming to increase muscle mass , this gap underscores demand for cost-effective nutritional options tailored to Algerian economic landscape.

The third highest number is attributed to the lack of time to cook a proper meal high in protein, which poses a major challenge for athletes during work or study hour , which make proper and consistent diet seem nearly impossible to achieve , so having a quick and easy snacks high in protein available in the Algerian market is the only solution for this problem.

finally, the last constraint for gym goers was the low appetite which is a huge challenge for those trying to maintain their muscle mass and even harder if they are training to increase it.

huge part of the bodybuilders started their fitness journey because they were underweight struggling with low appetite and we can imagine how hard it is for them to get enough protein through the day in order to build muscles. And on top of that, protein powders are often priced beyond the reach of the Algerian consumer, we had dozens of conversations with local gym-goers and athletes, they expressed their frustration over the lack of affordable, convenient protein options so this is one of the very serious barriers to healthy eating in Algeria and this , prompted us to consider creating a protein shake that is budget and nutritious at the same time to give a chance for those with limited budget to experience the healthy lifestyle and get to their targeted physique .

This venture is not just about creating a profitable business, it's about making healthy nutrition accessible to everyone, regardless of their income level .

But there are even more reasons that made us think about creating our protein beverages that fall into the next points:

- Busy professionals often face challenges to maintain a healthy diet particularly when it comes to meeting their daily protein requirements, some of them cancel the idea of staying healthy because cooking a meal rich in protein like grilled chicken or fish can be time consuming with the long working hours , the daily meetings and tight deadlines it would be time consuming and ordering food every day for every meal is not the best solution because it would be very expensive and even then , it is hard to ensure the meal is rich in protein and well balanced. Many restaurant meals lack the nutritional quality needed for a healthy lifestyle. Also, professionals usually eat while working or take quick snacks between tasks but most of the available ones in the Algerian

market are low in protein and high in unhealthy fats and sugar leading to energy crashes and health problems. We thought about this category to make them stick to their healthy lifestyle.

it is nutritious, quick , portable , convenient , cost-effective and reduces the reliance on unhealthy options .

- As we all know breakfast is often called the most important meal of the day and this is exactly what studies have proven, the breakfast breaks the overnight fasting period providing the essential nutrients to replenish the energy that the body needs to function through the day but unfortunately, the Algerian breakfast consists of a strong coffee paired with sugary sweets, sadly this type of breakfast is culturally ingrained but this is what brought us to the idea of creating an Algerian healthy protein shake with different flavors to make the Algerian breakfast healthier . also, the bodybuilding community and fitness enthusiasts won't struggle anymore to include protein in their breakfast especially for the ones who find cooking in the morning very hard due to time constraints and their busy life so it is the best solution for them .
- Algeria represents a unique and untapped opportunity for ready-to-drink (RTD) protein beverages. Unlike more saturated markets in Europe or North America. The growing health and fitness awareness among Algeria's young and dynamic population, coupled with increasing urbanization and disposable incomes, makes this an ideal time to introduce a high-quality RTD protein beverage.

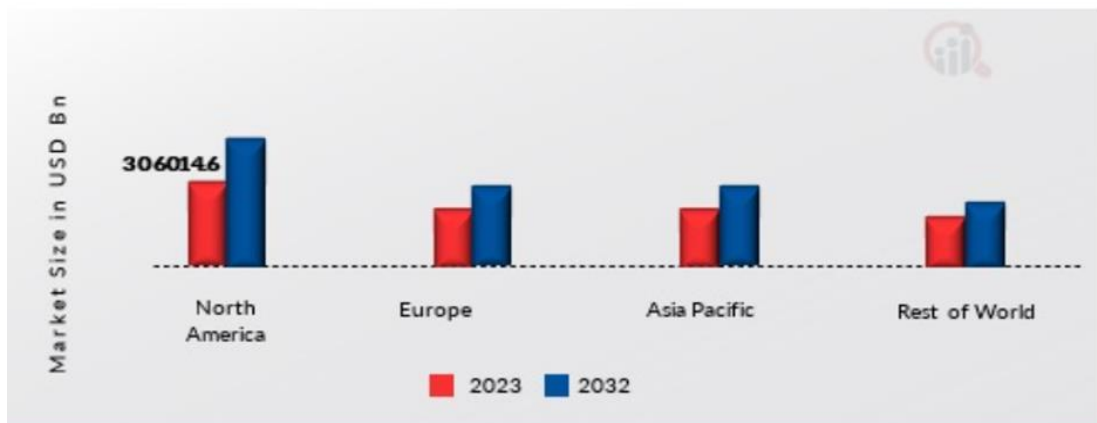


Figure 3: The global protein beverages market 2023-2032

Source: Primary Research, Secondary Research, MRFR Database and Analyst Review.

As we can see Algeria is included in the very least percentage of RTD protein beverages market share which shows that protein shakes are almost not available in Algeria which highlights the daily struggle Algerian bodybuilders are facing to get to their fitness goal or to keep a healthy diet. Our idea to focus on Algeria stems from recognizing the lack of accessible, affordable, and nutritious options for consumers who are increasingly seeking.

Not only that, but we can take the North American and European market and their strategies as a guidance.

Protein is not just another nutrient but it plays a crucial role in building and maintaining muscle mass, making it a key nutrient for anyone looking to increase muscle size, strength, or overall fitness. Eating adequate amounts can help maintain muscle mass and promote muscle growth during strength training¹.

Studies have shown that the current recommended dietary allowance (RDA) is 0.8 grams of protein per kilogram of bodyweight, meanwhile the endurance or strength athletes should take 1.2 to 2 grams of protein per kilogram of body weight daily².

Protein is essential for building muscle because it provides the building blocks (amino acids) your body needs to repair and grow muscle fibers after exercise. With strength training, small tears in the muscles will be created. Protein helps fix these tears, making the muscles bigger and stronger over time.

This product is not suitable only for the individuals with low bodyweight who want to build muscles and get muscular but also for the ones with overweight trying to lose weight and build muscles.

It is well established that under most conditions, protein is more satiating than carbohydrate or fat which makes protein play a key role in supporting weight management and overall health.

Protein reduces levels of the hunger hormone while boosting the appetite-reducing hormones. By reducing hunger and increasing satiety, eating more protein may help the individual struggling with over-weight naturally lose weight³.

Moreover, eating enough protein is important for healthy bones. In fact, about 50% of bone is made of protein. A 2022 review in 1,570 participants ages 68 to 75 years found that increased protein intake played a significant role in improving bone density lowering the risk of osteoporosis and bone fractures. This is especially important for people experiencing menopause or those who have an eating disorder⁴.

An increasing number of studies have investigated the association between protein intake levels and Hypertension related parameters. Large cohort

¹ Kris Gunnars, BSc — 10 Science-Backed Reasons to Eat More Protein-February 18, 2025-healthline.com -

² Int Soc Sports Nutr. - protein and exercise- 2007 Sep- pmc.ncbi.nlm.nih.gov

³ Kris Gunnars, BSc — How Protein Can Help You Lose Weight Naturally- May 29, 2024-healthline.com

⁴ J Cachexia Sarcopenia Muscle- Protein intake and bone mineral density: Cross-sectional relationship and longitudinal effects in older adults -2023 Feb- pmc.ncbi.nlm.nih.gov

studies and meta-analyses have provided encouraging results, showing that people with high protein intake display low Blood Pressure values⁵.

Proteins provide the main building blocks for tissue growth, cell renewal, and repair during wound healing⁶.

Furthermore, protein provides a steady source of energy and helps stabilize blood sugar levels, preventing energy crashes, produce neurotransmitters, which regulate mood, focus, and cognitive function; promotes healthy skin, hair and nails.

Moreover, Proteins are the building blocks of antibodies, which help fight infections and keep the immune system strong.

Nevertheless, it's important to note that millions of people worldwide don't get enough protein due to food insecurity. The effects of protein deficiency and malnutrition range in severity from growth failure and loss of muscle mass to decreased immunity, weakening of the heart and respiratory system, and death⁷.

Through this product , people now can take protein as quick snack with only 1 gram of sugar which makes this product ideal for those monitoring their sugar intake such as individuals on low-carb diets, or those managing blood sugar levels due to diabetes. In Algeria, the prevalence of diabetes continues to increase, reaching 14.4% in the population between the ages of 18 and 69 years⁸.

In 2023, Algeria imported \$932M in Raw Sugar, becoming the 9th largest importer of Raw Sugar in the world. At the same year, Raw Sugar was the 5th most imported product in Algeria. Algeria imports Raw Sugar primarily from: Brazil (\$931M), France (\$331k), Belgium (\$90.5k), Colombia (\$83.5k), and Italy (\$45.7k)⁹.

As a consequence ,Algerian regulations have been adapted to reduce the amount of sugar in certain products, but unfortunately, they are not always respected by producers, laments Sami Koli, Director General of Regulation and

⁵ Hruby A., Jacques P.F. Dietary Protein and Changes in Markers of Cardiometabolic Health across 20 Years of Follow-up in Middle-Aged Americans. Public Health Nutr. 2018

⁶ The Effect of a Compound Protein on Wound Healing and Nutritional Status _ Xue Wang 1, Zhangping Yu 1, Shengnan Zhou 1, Shiwei Shen 2, Wei Chen - 2022 Mar 24

⁷ Song M, Fung TT, Hu FB, Willett WC, Longo VD, Chan AT, Giovannucci EL. Association of animal and plant protein intake with all-cause and cause-specific mortality. JAMA internal medicine. 2016 Oct 1

⁸ Belhadj, M.; Arbouche, Z.; Brouri, M.; Malek, R.; Semrouni, M.; Zekri, S.; Nadir, D.; Abrouk, S. BAROMÈTRE Algérie: Enquête nationale sur la prise en charge des personnes diabétiques. Méd. Mal. Métab. 2019, 13, 188–194.

⁹ oec.world_raw sugar reporter.

Organization of Activities at the Ministry of Commerce. "We have noticed that some products contain 12 grams of sugar, exceeding the legal limit of 8 grams¹⁰" he explains.

Boost and build shake is less sugary which makes it very suitable for athletes who are depriving themselves from snacking because of the unhealthy snacks that are available in the Algerian market because they are loaded of sugar .

This product has only 105 calories, it provides a significant amount of protein without excessive calories, making it an excellent meal replacement or snack for those in a calorie deficit. it's a healthier alternative to sugary drinks or high-calorie snacks, helping individuals stay on track with their weight loss goals.

So, this protein shake will not only deliver a good amount of protein but also very low in calories which help athletes to gain or maintain lean muscle without gaining excess fat.

Furthermore, this product comes with different flavours such as chocolate, vanilla and strawberry. Maintaining sweetness without adding sugar or calories. It has thick texture but not too heavy, by using natural thickeners which makes it creamy, smooth and very enjoyable to drink, It has a light, refreshing mouth feel, and remains well-mixed without separation. The beverage is easy to drink, offering a pleasant, indulgent experience while delivering high protein and minimal sugar. Supporting repeat consumption, It emphasizes a balance of taste and nutrition, it is very similar to milkshakes and smoothies prepared at home but the good news about this protein shake is , it is shelf-stable and comes with the least possible amount of sugar .

The global protein drinks market:

Protein Energy Drinks industry is projected to grow from USD 48.5 Billion in 2024 to USD 86.11 Billion by 2034, exhibiting a compound annual growth rate (CAGR) of 5.80% during the forecast period (2024 – 2032)¹¹.

¹⁰ Reportage de smail mimouni chaine 3 – radioalgérie.dz

¹¹ Snehal Singh | protein-energy-drinks-market- www.marketresearchfuture.com/reports/21823-march2025

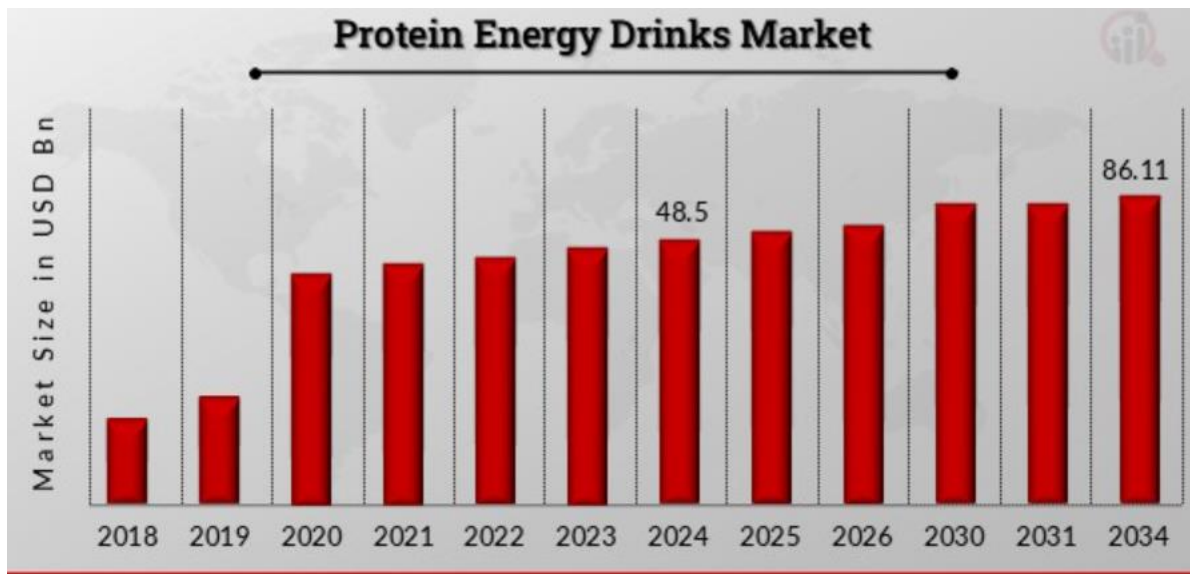


Figure 4: The growth of protein beverages market 2018-2034

source: Primary Research, Secondary Research, MRFR Database and Analyst Review.

(RTD) protein beverage market is experiencing an explosive growth, driven by increasing consumer demand for nutritional products. This trend is fueled by the rising awareness of fitness, wellness, and the importance of protein in maintaining a healthy diet and specifically to gain muscles.

International protein shakes brands:

1) Ripple:

Was founded in late 2014 by serial entrepreneurs Neil Renninger and Adam Lowry, Emeryville, CA-based Ripple Foods utilizes novel technology that strips out unwanted components (color/flavor) from commercially available plant protein isolates to yield 'Rippstein', a neutral-tasting protein that can be incorporated into foods and beverages in high quantities. "Ripple growth is outpacing the category by 3x" claimed Flanagan who said Ripple had seen sales grow 20% year on year in measured retail channels in the year to date vs 6% growth for the overall plant-based milk category¹².

According to a November 29 SEC filing first reported by Forbes, Berkeley, California-based Ripple Foods has raised \$49.2 million from a total offering of \$55.4 million via a combination of equity, debt, and securities that can be obtained in the future through the exercise of an option or warrant¹³.

¹² Elaine Watson-pea-protein fueled Ripple Foods raises \$60m in series E, plans move into overseas markets-foodnavigatorusa.com-03rd January 2024.

¹³ Douglas Yu- Ripple Foods Raises \$49 Million In Fresh Funding-forbes.com- Nov 30, 2023, 11:32pm

Pea milk maker Ripple Foods has raised \$49 million in a new round, taking its cumulative funding to more than \$274 million¹⁴.

The round follows a \$60 million series E in late 2021 led by Rage Capital (now Bloom8), Ajax Strategies, and S2G Ventures; a \$55.8 million series D in 2020; a \$65 million series C in 2018; a \$30 million series B in 2016; and a \$13.6 million series A in 2015¹⁵.

2) OWYN:

Was founded in 2016 by husband and wife duo Kathryn Moos and Jeff Mroz, and has grown to be the first plant-based ready-to-drink protein beverage in multi-channel markets within the US¹⁶.

Launched in 2017, OWYN markets a core five-SKU line of RTD protein shakes made with 20 grams of plant-based protein, a “Pro Elite” line made with 35 grams of protein, and zerosugar meal replacement beverages and protein powders , OWYN debuted as a DTC brand and has since adopted an omni-channel sales strategy emphasizing brick and mortar retail. The shift in focus has paid dividends. OWYN is carried by Kroger, Publix, Target, Walmart and Whole Foods and is outselling protein stalwarts, including Muscle Milk, according to SPINS data. The company projected \$85 million in 2023 revenue and is on track to generate \$350 million by 2025¹⁷.

OWYN has raised a total funding of \$10M over 4 rounds¹⁸. OWYN is the fastest growing RTD protein shake brand in the market and enhances Simply Good Foods’ portfolio with further diversification and provides the Company with a greater presence within the RTD protein shake portion of the nutritious snacking category. The addition of OWYN builds on Simply Good Foods’ leadership position within the nutritional snacking category¹⁹.

3) Fairlife protein shakes:

Fairlife Milk, founded in 2012 by Mike and Sue McCloskey, is a dairy product that offers high-protein, ultra-filtered milk with enhanced nutritional benefits.

They partner with Select Milk Producers, a cooperative committed responsible

¹⁴ Elizabeth Flood- Plant-based milk maker Ripple Foods raises another \$49M on heels of innovation- fooddive.com- December 05, 2023.

¹⁵ Elaine watson- Plant-based milk maker Ripple Foods raises \$49m on back of ‘explosive growth’ in kids’ products- agfundernews.com- November 30, 2023 .

¹⁶ Kyra Petticrew, owyn-grow-category-share-with-perpetua-and-target ,perpetua.io,4 juin 2021.

¹⁷ Ray Latif |How OWYN Went From DTC Upstart To An \$85M Omnichannel Giant Killer- tasteradio.com-April 4, 2023 at 11:15 am.

¹⁸ OWYN funding & investors – tracxn.com- April 27, 2025

¹⁹ Total MULO Dollar Sales for the 52 Week Period Ending 3/24/24.

farming. They introduce products that meet consumer demands for higher protein and lower sugar while maintaining high animal care and sustainability standards. Fairlife's rigorous filtration techniques set new industry standards, enhancing milk's nutritional profile. Their holistic approach to dairy farming includes state-of-the-art technology and best practices in animal welfare. Their farms in Indiana and upstate New York use automated systems for efficiency and hygiene. Their proprietary ultra-filtration process concentrates proteins, resulting in milk with 50% more protein, 30% more calcium, and less sugar than conventional milk. Fairlife's commitment to environmental sustainability is holistic, with innovative packaging solutions that are recyclable and biodegradable²⁰.

The Rise of fairlife Protein Shakes:

In 2020, Coca-Cola fully acquired Fairlife for an initial \$980 million — an acquisition that has far exceeded the soda giant's expectations due in part to social media popularity in the health and wellness space. While Americans face higher food prices and a pullback in their spending, they're still drawn to Fairlife's ultra-filtered system that draws out lactose and sugar but doubles the protein. In 2022, Coca-Cola announced that Fairlife's sales surpassed \$1 billion. The success is driven by Fairlife's Core Power protein shake brand, which remains a popular staple at many grocery stores and does not have many direct market-leading competitors²¹.

Fairlife protein shakes are known for their high protein content, low sugar content with the creamy texture, and variety of flavors, such as chocolate, vanilla, and strawberry²².

The Fairlife brand can be found in 80% of supermarkets in the United States, a feat achieved in a short five years' time. Products sport eye appealing packaging similar to minimalistic brand styles associated with healthy and dairy free products. The brand has expanded beyond protein packed milk into ice cream and protein shake lines. As a result, Fairlife has become a kid-approved, mom-friendly and fitness favorite option consumers are willing to spend money on, even if it is twice as expensive as traditional milk²³.

The shakes quickly gained popularity among athletes, fitness enthusiasts, and everyday consumers looking for a convenient and nutritious snack or meal replacement. Their success is partly due to fairlife's reputation for quality and innovation in the dairy industry.

²⁰ The Journey of Fairlife Milk: From Farm to Your Fridge-thebullvine.com-Tuesday, July 16th, 2024

²¹ Ramishah Maruf, Coca-Cola leans on fancy milk to grow past soft drinks-cnn.com- Sun February 16, 2025

²² fairlife.com-products.

²³ Michelle Klieger- Fairlife: A Business Model of the Future-May20,2025

4) Premier protein:

Premier Protein drinks are a popular line of protein shakes known for their high protein content, low sugar, and convenience. They are marketed as a nutritious option for people looking to supplement their diet with additional protein, whether for fitness, weight management, or general health.

Premier Protein has accelerated efforts to expand its portfolio of high protein products across new product forms. The brand expanded into protein powders and refreshing protein beverages and launched a new nutrition bar line in our year ended September 30, 2019. Premier Protein's powder portfolio consists of 100% whey protein products that contain 30 grams of protein and three grams of sugar. In refreshing protein beverages, Premier Protein launched a Clear 20 gram protein drink with 90 calories and 0 grams of sugar. Our Premier Protein Clear beverages are positioned as thirst quenching, functional products that deliver to consumers refreshing protein beverages with no sugar. Refreshing protein beverages is an emerging space in the convenient nutrition category. As of September 30, 2019, Premier Protein's portfolio includes a nutrition bar offering 30 grams of protein and three grams of fiber with no artificial sweeteners. The nutrition bars deliver high protein, great-tasting portable nutrition. We also expanded the portfolio in our year ended September 30, 2019 to deliver a new indulgent 20 gram protein nutrition bar with superior taste and texture to appeal to more mainstream consumers.

Internationally, Premier Protein can be found in major Canadian retailers and recently has expanded its high protein offerings into Europe. Premier Protein also is sold in the club channel in Mexico, Japan and Korea²⁴.

Premier Protein shakes are known for containing 30 grams of protein per serving, 1 gram of sugar, and 160 calories. They are also fortified with vitamins and minerals, making them a popular choice for meal replacement or post-workout recovery.

The brand offers a wide range of flavors, including Chocolate, Vanilla, Caramel, cookie dough ,cake batter ,café latte, banana, cookies &cream, cinnamon roll , , chocolate peanut butter and Peaches & Cream. They also have limited-edition and seasonal flavors²⁵.

Premier Protein drinks are marketed to a broad audience, including fitness enthusiasts, busy professionals, and older adults looking to maintain muscle mass²⁶. The brand emphasizes convenience and affordability.

²⁴ ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934
For the fiscal year ended September 30, 2019

²⁵ Premier Protein Official Website - Products.

²⁶ www.premierprotein.com

Premier Protein shakes are widely available in major retail stores like Costco, Walmart, and Target, as well as online platforms like Amazon. Their accessibility has contributed to their popularity.

Premier Protein has consistently been one of the top-selling protein shake brands in the U.S. In 2020, BellRing Brands reported that Premier Protein accounted for a significant portion of its revenue growth²⁷.

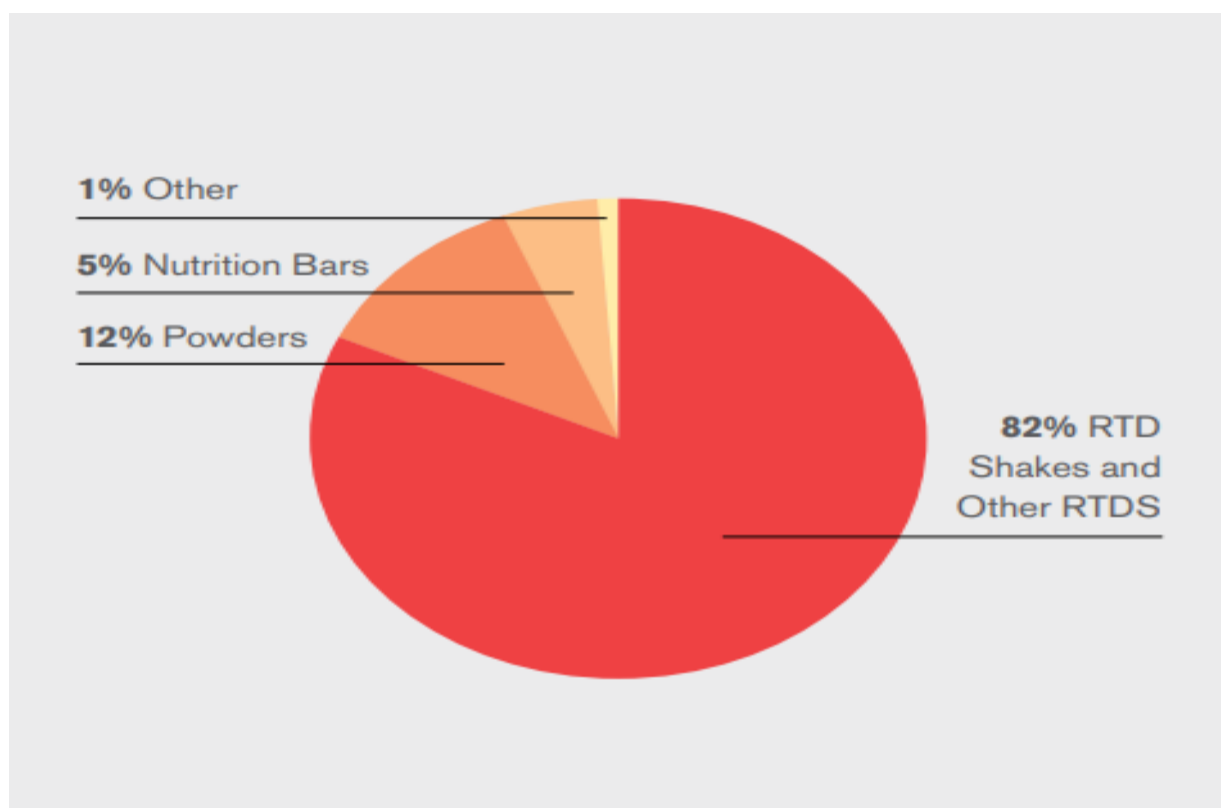


Figure 5: Net sales by product- Premiere protein 2020

source: BellRing Brands Annual Report 2020.

As we notice on the chart above RDT shakes took the largest segment on the net sales by products.

On 2024, Premier Protein net sales increased 20.3%, driven by 19.5% volume growth and 0.8% increase in price/mix. Premier Protein RTD shake net sales increased 20.7%, driven by 19.6% increase in volume and 1.1% increase in price/mix. Volume gains were driven by organic growth and distribution gains²⁸.

²⁷ BellRing Brands Annual Report 2020.

²⁸ ST. LOUIS, Nov. 18, 2024 (GLOBE NEWSWIRE) -- BellRing Brands, Inc. (NYSE:BRBR) ("BellRing")

our team:

❖ Raba Rania :

the founder and creative director :

had the chance to study in ENSSEA , the high school of statistics and applied economics at Kolea-Tipaza which was the first step to learn about statistics and economics.

Obtained License degree in financial management in 2023 and a master degree in business management at Ibn Khaldoun university which allowed her to:

- understand finances on a deeper level by making smart and successful investments.
- manage any kind of business through spotting shortages before happening and find solutions.
- master cash flow.
- know when seek investors or take loans.
- learnt how to talk the money language which allows to pitch meetings confidently with investors.
- understand how to make the right pricing for any product and identify hidden costs.
- know how to do business plans and identify when a crisis hits to protect the business from crushing out.
- having the ability to do business analysis.
- learnt exactly when to expand and how to make profit.
- being able to gather and use data in my favor.
- make market analysis.
- use organizational behavior tactics to attract top talents.
- know how to crush conflicts and motivate employees.
- had a clear vision on how companies scale multiple times.
- understand branding and make a successful marketing strategy.
- work under pressure.

An internship at BNA:

- applied the knowledge in real banking operations.
- learnt about financial products , risk management and regulatory compliance.
- improved financial analysis and data modeling.
- built a professional network by connecting with bankers and analysts.
- improving soft skills such as teamwork, problem solving and working under pressure.

And different roles such as:

1. A community manager:

Which was mainly the bridge between the brand and organization because of:

- Interacting with clients and followers.
- Content creation.
- Managing discussion and manage orders.
- The opportunity to shape the brand's voice.
- Communicating and getting more knowledge about different platforms.
- Being able to do data analysis.
- Learning improving knowledge about helpful tools for graphic design, voice over, video editing.

2. a customer service role:

Had the chance to be in this position for a year which was a chance to enhance certain skills along this year such as:

- Communication: improved active listening and professional writing.
- Managing difficult situations with customers through patience and empathy.
- Improved the ability to finish tasks quickly.

3. Fitness coach :

This position was a great opportunity to:

- Learn how to manage large groups and build a personal brand.
- Developed communication skills with emotional intelligence.
- Learn more about nutrition.
- Understand people in the fitness and health industry.

And different types of courses such as :

- Digital marketing.
- Facebook ads.
- English.
- Communication.
- Entrepreneurship.
- E-commerce.
- Creating a website.

the role of Raba Rania in Boost&Build company:

Make the business plan.

Leading the group towards our goals.

Chase new opportunities.

Hire new candidates.

Secure investors and scale the business.

Combining leading with creativity.

Work on the brand identity.

Work on making strategic partnerships.

❖ The second member of the group is **Aribi Mohamed**, with a master degree in food quality control and several experiences in different manufactures such as Raja FOOD manufacture , Magimix Algeria and Rouiba.

His role in boost&build team:

Develop the formula of our product.

Responsibility of product testing.

recipe compliance verification.

accompanies with the lab team to ensure the formula's success.

❖ **Anwar Sekiou :**

Lecturer Professor of Management at Ibn Khaldoun University of Tiaret (IKUT), the organizational manager of Techno Foster Incubator at (IKUT) University.

With a Ph.D. in Business Administration and Corporate Governance, specializes in family firms and small business governance.

published two papers in Finance and Business Economics Review, one highlighting the limitations of traditional scientific research tools, and the other examining the reality of social and environmental responsibility in SMEs.

business consultant, a moderator and a motivational speaker, delivering organizational management and human resources management programs for the public sector. I am fluent in Tamazight, Arabic, English, and French.

Obtained multiple certifications in leadership development, English proficiency, and speaking skills.

The role of Anwar Sekiou in Boost&Build:

Anwar sekiou will be the Head of Corporate Affairs / Government & B2B Relations Manager because of :

His academic Credibility , As a professor and researcher, he will master negotiation with manufacturers, laboratories, sports federations, and health agencies from a position of authority.

his incubator Experience allows his to connect with startups and partnering with gym chains, supplement distributors.

Through his multilingual & Cross-Cultural we can expand the brand in North Africa, Europe, or Francophone markets.

Our goals :

- Establish a profitable business.
- Make our products accessible in every Algerian region and achieve national recognition.
- Support physical and mental health by offering a low-sugar, high-protein ready to drink beverages that supports fitness, muscle recovery, and overall well-being.
- Build a recognizable and strong brand in the fitness industry.
- Sell through supermarkets, hypermarkets, retail stores, gyms, supplements stores .
- Establish brand loyalty by developing a loyal customer base with a high repeat purchase rate .
- Provide a convenient and accessible source of protein, especially in big cities where busy lifestyles may cause poor dietary habits.
- Educate Algerians and raise awareness about the benefits of low-sugar, high-protein diets and invite them to change their unhealthy nutrition habits .
- Adapt the product to local tastes and preferences by incorporating flavors or ingredients that resonate with Algerian consumers.
- Export our product to the neighboring countries in north Africa .
- Incorporating different but familiar flavors while maintaining the same amount of protein.

The second chapter

Chapter 2

The nature of our innovative aspects:

Innovation in the nutritional supplement industry, and particularly in the protein shake sector, must be understood as a multidimensional process that goes far beyond the simple act of manufacturing a food product. In the context of Algeria, where the market for locally produced protein supplements is virtually nonexistent, innovation becomes not only a competitive advantage but a necessary foundation for success.

1)- Technological innovation :

Technology in particular, plays a transformative role in this process. One of the most significant areas of innovation lies in the integration of technology across every stage of production and consumption. Modern technological solutions make it possible to optimize protein extraction methods, ensuring higher purity and better bioavailability which means that the body can absorb and use the protein more efficiently. In addition, technological innovation allows for advanced quality control systems that guarantee the safety, consistency, and traceability of every batch produced. This is particularly important in a market like Algeria's, where consumers are becoming increasingly aware of food safety standards but often distrust imported or poorly labeled products. Furthermore, our technology innovation extend to the consumer interface, QR code systems for product traceability, and digital platforms offering personalized nutrition advice and recipes to create a more engaging and reliable relationship with the customer. This technological layer of innovation transforms the protein shake from a simple food item into an integrated health solution that fits into the modern, connected lifestyle of young Algerian consumers.

2)- nutritional innovation:

Innovation cannot stop at technology alone. One of the persistent criticisms of protein supplements globally is that they are often unpleasant to consume , too many artificial flavors, powdery textures, or overly sweetened which is the opposite of the purpose of their existence . This opens a second, equally important dimension of innovation: sensory and taste quality. In the Algerian context, where culinary traditions are rich and deeply rooted, offering protein shakes that incorporate familiar, local flavors could make the product far more attractive and culturally acceptable.

In addition to that, we will focus on the nutritional value by making this product high in protein but low in calories which is very rare to find in the Algerian market.

Our innovative aspects:

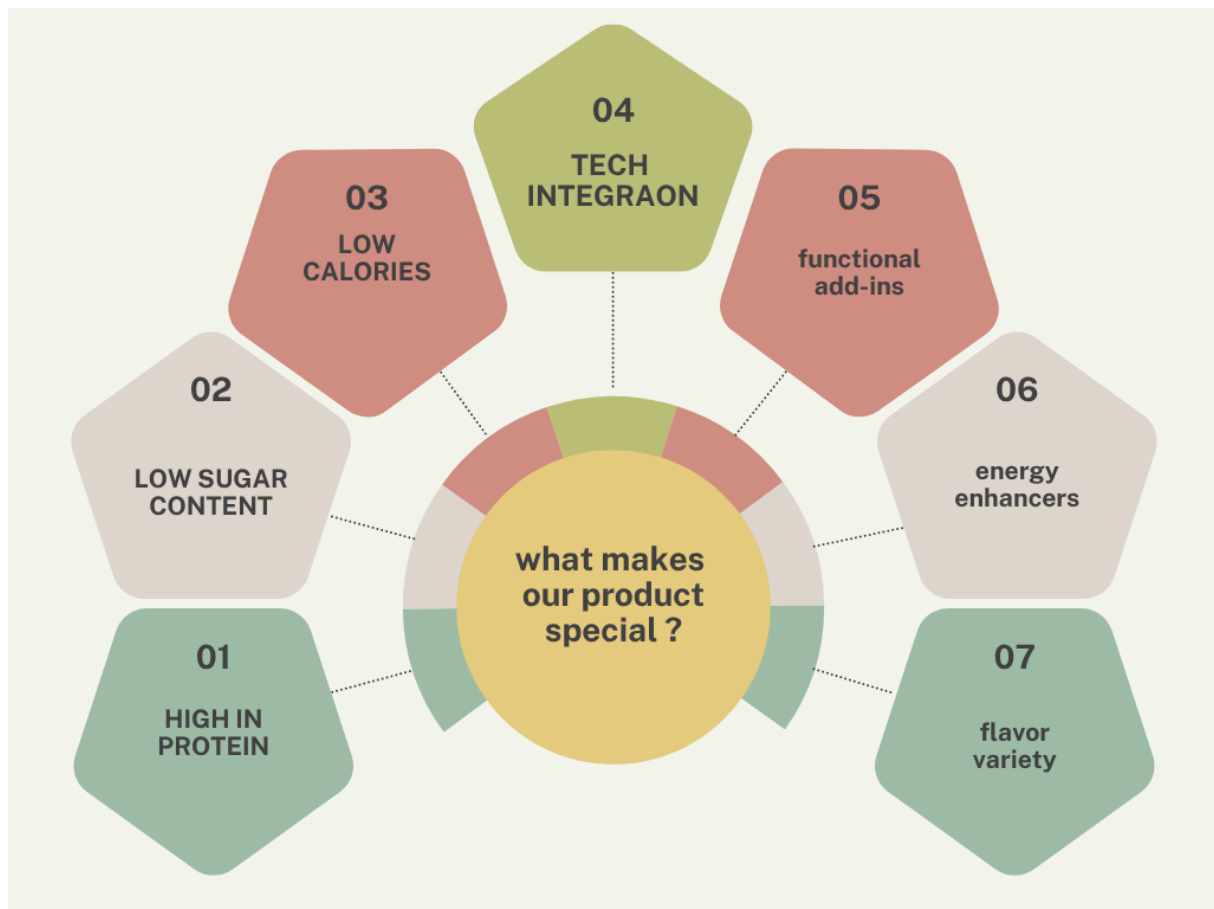


Figure 6: Our innovative aspects.

source: compiled by the student based on the financial study.

Low Sugar Content (1g):

Including just 1 gram of sugar into a protein shake can be a groundbreaking innovation for a brand in the health and fitness industry, as it builds a solid balance between taste, nutrition, and Algerian consumer demand for tastier and healthier options. In a market saturated with unhealthy snacks that often rely on excessive sugar to enhance flavor, this simple approach sets the brand apart by prioritizing clean, transparent nutrition without neglecting how it tastes. The incorporation of 1 gram of sugar shows a commitment to catering to athletes and health-conscious consumers who are increasingly concern of the huge amounts of sugar hidden in the Algerian snacks and their health risks, such as weight gain, insulin spikes and so on.

Especially with the high amounts of sugar in beverages with their very low nutritional value, it's important to mention that sugar-sweetened beverages

(SSBs) are the largest source of added sugar in the diet and a large body of evidence supports a strong link between intake of sugar sweetened beverages and weight gain²⁹.

But this insignificant but calculated amount of sugar make this beverage enjoyable, urging consistent consumption as well as customer loyalty , while still aligning with low-sugar diets helping diabetics to feel more comfortable eating snacks and athletes to have low-sugar products to rely on in their diets . Furthermore, this innovative aspect establishes the brand as a leader in the movement toward conscious nutrition where every ingredient provides a purpose and nothing is added pointlessly. By optimizing this selling point, the brand can reach a broad audience, from athletes looking for healthy products in the market to enhance their performance to everyday consumers looking for nutritional options.

Ultimately, 1 gram of sugar symbolizes the brand's commitment to quality, innovation, and attention to athletes needs making it a powerful differentiator in the Algerian market.

Low Calorie (105 calories):

A calorie is a unit for measuring energy, This unit helps measure the energy we get from food and the energy we use doing various activities³⁰.

Energy requirements vary markedly from about 1,000 to more than 3,200 calories a day depending on age, sex, weight, physical activity, disorders present, and the rate at which people burn calories (metabolic rate).

When the supply of energy,the number of calories consumed in foods exceeds the body's immediate needs, the body stores the excess energy. Most excess energy is stored as fat. Some is stored as carbohydrates, usually in the liver and muscles. As a result, weight is gained³¹.

in the Algerian market , Unhealthy snacks are deceptively high in calories while offering minimal to no nutritional value and Regular consumption of these snacks can lead to weight gain .Despite knowing the negative health effects, many people frequently consume unhealthy snacks due to a combination of convenience, psychological factors, and societal influences. One major reason

²⁹ Malik V.S., Pan A., Willett W.C., Hu F.B. Sugar-sweetened beverages and weight gain in children and adults: A systematic review and meta-analysis. Am. J. Clin. Nutr. 2013.

³⁰ Katie Grace Carpenter-calorie-www.snexplores.org-January 8, 2024 at 6:30 am .

³¹Shilpa N Bhupathiraju,calories,www.msdmanuals.com, Feb 2023

is that pushed us into thinking about creating this product is the lack of high protein beverages low in calories.

A 105-calorie protein shake is the best snack anybody can have especially for those on calorie-restricted diets, trying to lose weight or maintain their muscle mass without increasing the fat percentage in their bodies as it helps to reduce the overall calorie intake by being a satisfying snack or meal without consuming so many calories like any other snack found in the Algerian market moreover it is a convenient way to meet daily nutritional requirements especially for active individuals who struggle to find time to cook meals with low calories or fitness enthusiasts who strive to find snacks low in calories .

Flavor Variety:

People usually crave some different flavors like chocolate or vanilla or caramel. but unfortunately it seems impossible to satisfy their cravings without ruining their diets because all the available products in the Algerian market are either tasty but unhealthy or healthy but don't really taste good .and this is exactly what make people break their diets and get tired of the healthy lifestyle quickly and easily, there are even some individuals think being on a diet means depriving themselves and never enjoying food again , so this obstructs their to achieving their goals , but this won't be the case with our various delicious flavors.

Offering different flavors keeps the product exciting and caters to diverse taste preferences. Not only that, but we offer tailored products for the Algerian consumer to align with local tastes by incorporating familiar flavors such as dates , coffee , orange ,....

Different flavors can also be associated with different nutritional benefits which keeps the product interesting for so many fitness enthusiasts.

High in protein:

Protein is a vital micronutrient; it plays a critical role in building and repairing tissues and maintaining muscle mass, and supports muscle growth.

This protein shake is the best option for post-workout recovery to accelerate muscle repair, It is also valuable for weight management, as protein increases satiety, reduces hunger, and helps maintain lean muscle mass during calorie restriction.

It is really difficult for athletes to find a high protein snack in the Algerian market to complete their diet or to take it as a fast post-workout meal because most of the time they are busy or too tired to cook after their workout and with the busy life nowadays it'd be preferable to find a ready to drink beverage

high in protein available at the gym to stop worrying about the post-workout meal as it is the most important for building muscles.

After exercise, our muscles require the amino acids from protein to initiate recovery and growth processes. These amino acids not only stimulate muscle remodeling, but act as building blocks for new muscle tissue³².

Our product is basically a snack but high in protein and this is exactly what gym-goers are always looking for.

Having full accessibility to a high protein snack makes life so much easier for an athlete or a busy individual, this ready to drink beverage offers a practical solution to ensure adequate protein intake without the need for extensive meal preparation.

It is beneficial also for older adults, as they can help combat age-related muscle loss and support overall health. Our product is a powerful tool for enhancing health, performance, and well-being in a fast-paced world.

Ready-to-Drink Convenience:

A shelf-stable, ready-to-drink beverage is a practical option unlike fresh foods that requires direct consumption or refrigeration and has a limited lifespan. This product can last for months without spoiling, this makes it perfect for travel and emergency cases where access to a fresh meal high in protein is not possible. It can be stored in gym bags or desks for a long time without worrying about our nutrition or ruining our diet with unhealthy snacks, it is also a good option for quick and nutritious breakfasts as people are always in a hurry to leave their houses in the morning. Moreover, this beverage can enhance incomplete meals easily because of its RTD convenience in case the meal lacks essential nutrients like protein without adding too much calories.

Also, it is hard for the athletes who are in universities and colleges to meet their daily protein goal as they are studying most of the time but now they can take our ready to drink beverage in their bags and have 25grams of protein in less than one minute.

Our product's portability ensures that gym-goers always have a reliable source of protein anywhere they go supporting muscle recovery and growth.

Tech integration:

In our protein shake there will be a QR code. When scanned it leads to a page where the customer can have access to all the information about each ingredient, macros and recommended ways to consume our product to show transparency and build trust in our product's quality.

With this QR code our customers will be able to unlock endless customizable recipes tailored to their dietary goals whether they're looking for muscle gain,

³² The role of protein in the body's recovery process-<https://www.danonerresearch.com/August 1, 2024>

weight loss, or simply a nutritious meal replacement, like high protein desserts and healthy snacks tested and verified by our team to enhance user experience and encourage creativity to keep our customer engaged and loyal to our brand over time. Also, this option allows our customers experience new healthy and tasty snacks so they don't get bored of the usual flavors.

Through this QR code our customers get also to see exclusive and detailed workouts recommended by fitness influencers with an intense expertise in the fitness industry who consume our products along with nutritional tips by experts and nutritionists to raise awareness and invite more people to start the active lifestyle but on top of that, to build a strong bond with our customer.

There will also be an option in our website to make it easier for our customers to find the nearest shop or gym to their area where they can find our products. If our customers have any ambiguity they can ask our nutritionist chatbot and they will get the answer immediately with the help of the artificial intelligence.

Functional Add-Ins :

Our brand offers multiple kinds of protein shakes with varied add-ins such as :

Adaptogens:

Soviet toxicologist Nikolai Lazarev first used the term “adaptogens” in 1947 to refer to substances that might improve stress tolerance. Adaptogens are plants that assist our bodies in managing stress, balancing hormones after a stressful event, and maintaining homeostasis within the body. These substances include herbs, roots, and other plant products (such as mushrooms)³³.

ashwagandha :Ashwagandha is a small shrub that has been used in Ayurvedic practices for centuries. It is considered a powerful adaptogen that may help the body cope with stress by supporting balanced Cortisol levels³⁴.

it is purported to have neuroprotective and anti-inflammatory activities and is used to treat stress, anxiety, insomnia, fatigue, pain, skin diseases, diabetes, arthritis, and epilepsy. It is also used as a general tonic to increase energy, reduce fatigue and counteract the effects of aging³⁵.

It was recently reported that consumption of this herbal extract significantly increases maximum oxygen uptake (VO_{2max}) which helps the muscle to grow and some previous work has shown that the administration of Ashwagandha

³³ Ms. Simran Vichare,adaptogens- nutritionmeetsfoodscience.com -october 31,2023

³⁴ Written by Dr. Aric D. Cox DC, Adaptogen Herbs: Evidence, Medicinal Benefits, & More,upahealth.com-- February 20, 2025

³⁵ National library of national medicine-LiverTox: Clinical and Research Information on Drug-Induced Liver Injury -ashwagandha-December 3, 2024.

during a program of resistance training improves the strength and muscular power³⁶³⁷.

Our protein shakes brand thought about all the limitations that are facing athletes like the uncontrolled stress and insomnia and added adaptogens to solve these problems because of its ability of reducing cortisol which will enhances muscle growth and gives better results by speeding recovery, boosting strength and optimizing hormones.

There is also Eleuther , it is a plant that people traditionally used as an immune system booster and a general stimulant. It increases energy, improves cognitive function, and more³⁸.

A study from 2020 looked into the effects of Eleuthero supplementation can help to enhance physical performance. Previous research suggested that Eleuthero can help to improve cardiovascular function, enhance endurance, and alter metabolic functions, such as fat utilization³⁹.

There are so many other adaptogens such as Rhodiola,Rheishi, Neurasthenia and Asian ginseng they all support fatigue management and muscle recovery for having a natural potential in combatting stress and insomnia and this is what makes our product even more innovative and useful.

Energy Enhancers:

Intense workouts deplete glycogen stores (Glycogen is a form of glucose, a main source of energy that the body stores primarily in the liver and muscles.) and strain muscles in order to get to the replenishment phase and build muscles by taking protein but many athletes struggle with exhaustion afterwards, to solve this problem for our customers, we thought about incorporating natural energy boosters such as B-vitamins alongside with caffeine alternatives like green coffee extract , guarana , spirulina or raw honey without adding sugar.

This approach will not only refuels the body quicker but also it bridges the gap between muscle recovery and the need for a fast energy lift , ideal for busy individuals to make it easier for them to bounce back for life responsibilities , it

³⁶ .Wankhede S., Langade D., Joshi K., Sinha S.R., Bhattacharyya S. Examining the effect of Withania somnifera supplementation on muscle strength and recovery: A randomized controlled trial. J. Int. Soc. Sports Nutr.

³⁷ Ziegenfuss T., Kedia A., Sandrock J., Raub B., Kerkick C., Lopez H. Effects of an Aqueous Extract of Withania somnifera on Strength Training Adaptations and Recovery: The STAR Trial. Nutrients. 2018;10:1807. doi: 10.3390/nu10111807.

³⁸ Medically reviewed by Kerry Boyle D.Ac., M.S., L.Ac., Dipl. Ac., CYT – written by Jennifer Huizen and Mandy French –medicalnewstoday.com— Updated on October 17, 2024.

³⁹ Takeshi Hashimoto , Yoko Okada , Atsushi Yamanaka , Natsuhiko Ono , Keisuke Uryu , Isafumi Maru -The effect of eleutherococcus senticosus on metabolism-associated protein expression in 3T3-L1 and C2C12 cells- 2020 Sep;24(3):13-18. doi: 10.20463/pan.2020.0016. Epub 2020 Sep 30.

is a functional upgrade of the traditional protein beverages that are taken as a post workout meal.

We even thought about offering protein shakes with different designs for special occasions like Ramadan or Eid l'fitr and Eid l'Adhaa or even protein shakes designed for women that incorporate beauty boosters such as collagen and biotin to support them to stick to their promised plans or even for the ones who have never got into the fitness world, gets motivated to start the healthy lifestyle without thinking about being deprived of snacks during these multiple special occasions through the year , this product will not set the Algerian apart from his culture but in contrary , it will make life easier and healthier while keeping the same culture.

the third chapter

Chapter 3

Market segment coverage:

1.The potential market :

The rising health awareness and trends among consumers makes this product crucial in their diet especially for beginners who have a hard time to get used to cooking their meals every day for multiple times or not able to stop consuming sweet snacks, this product will be their way to go as a post workout meal because it is easy to take and delicious.

- Busy office workers usually would like to take snacks when they are working or studying. But most of the available ones in the market are unhealthy and harmful in the long term, but our product combine between nutritional value and a great taste to make the idea of snacking not as bad as it used to look like.

This product is positioned as a delicious and an indulgent snack.

- so it also can be used by those who don't necessarily prioritize health but do care about taste and instant gratification so they would enjoy it as a sweet and quick treat.
- Students who want quick and filling beverage that tastes like dessert but very satisfying or even gamers and binge-watchers might prefer a creamy protein shake over a soda or chips for a late-night snack. Since these consumers aren't motivated by fitness or the healthy lifestyle, their motive to buy our product will be the great taste and ability to reach satiety quickly.
- Parents who are concerned about their kid's health and would like to provide the healthiest snacks to them. They would be happy to see our product in the supermarket's shelf instead of the sugary harmful beverages that are one of the reasons why children nowadays have diabetes.
- When someone loses his appetite because of an illness, fueling his body can be a real challenge, our protein beverages play a vital role in such situations by providing an easy to digest option with a delicious taste without feeling overwhelmed by large options.

Offering a quick balanced and nutritious beverage might be the solution to fight low appetite to help sick people combat the fatigue and maintain their strength energy levels due to the high percentage of protein while keeping hydrated and satisfied.

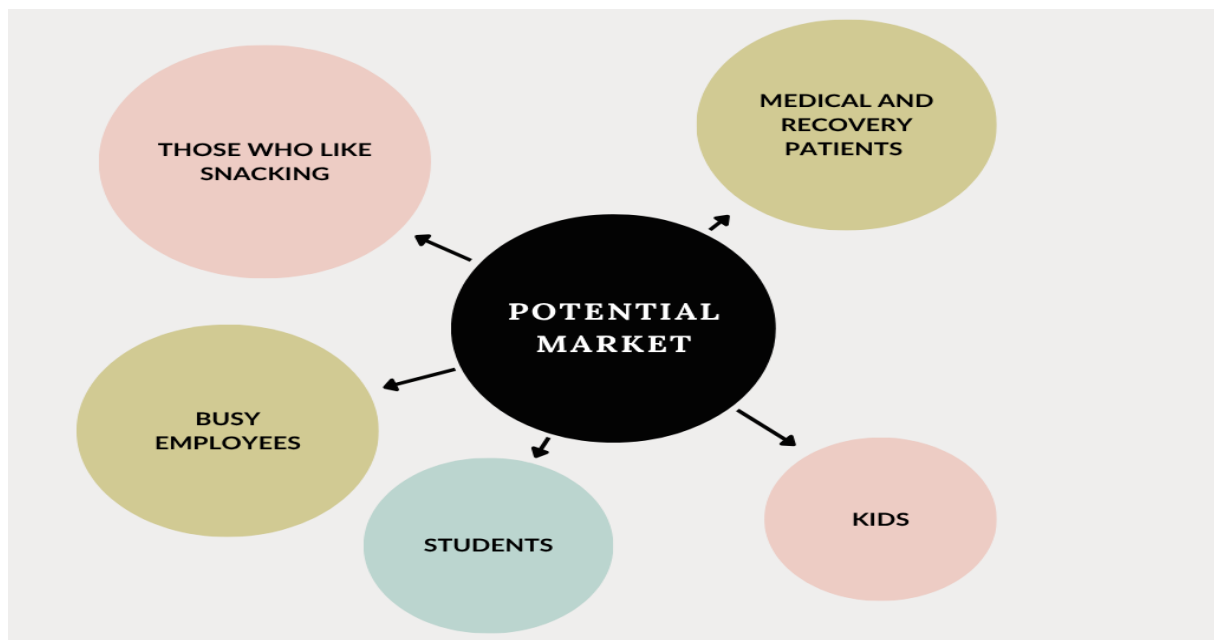


Figure 7: Our potential market.

source: compiled by the student based on the financial study.

2-Our target audience:

Our target audience exhibits recognizable behaviors based on their nutritional needs that align with their ultimate fitness goals, they are highly disciplined and prioritize their nutrition as food plays a crucial role in maximizing strength and results overall.

Because ingesting protein during the recovery period (postexercise) led to accelerated recovery⁴⁰.

Therefore, bodybuilders and fitness enthusiasts place such a strong emphasis on the daily consumption of protein for its key role in muscle repair and growth.

Regardless of the individual's fitness goal is to grow muscles or to lose weight, protein is a crucial nutrient in both cases. In the scenario of weight loss

⁴⁰ D Travis Thomas , Kelly Anne Erdman , Louise M Burke - Position of the Academy of Nutrition and Dietetics, Dietitians of Canada, and the American College of Sports Medicine: Nutrition and athletic performance. Medicine & Science in Sports & Exercise. 2016;48:543.

protein, a high-protein diet can help with weight loss by making the individual feel fuller as it also prevents muscle breakdown during calorie restriction⁴¹. Conversely, for those who aim to gain muscle mass, the consumption of protein repairs muscle tissue which leads to building muscles.

Specifications of our target audience:

Age:

- 14-40 years old, mainly focused on fitness and bodybuilding.

Gender:

- Both genders.

Income level:

- Middle to upper-middle class.

Occupation:

- Athletes and fitness enthusiasts.
- Students seeking an adequate amount of protein.
- Busy individuals looking for quick and convenient nutrition.

Psychographic specifications:

Lifestyle:

Gym goers or fitness enthusiasts typically follow a highly disciplined lifestyle that revolves around fitness, recovery and nutrition.

Their training is usually well structured and requires a lot of energy so they tend to put their workouts first and plan their daily routine upon this.

Recovery is equally important for bodybuilders they give precedence to sleeping as much as lifting because it's exactly when the progress happens. Because without proper rest, the bodybuilder risks of a burnout. Therefore, his body won't be able to rebuild to come back stronger.

Nutrition is often considered more critical than training itself because every meal is supposed to be strategically and meticulously planned ensuring it focuses on the essential muscle-building nutrients to support muscle growth.

Their shopping

Interests:

They have a wide range of interests that align with their fitness lifestyle, they extend beyond just going to the gym to lift weights or running on a treadmill for some minutes. Their interests frequently complement their fitness goals such as nutrition and healthy food, workouts programs, supplements and

⁴¹ Martha Anne Tudor- Medically Reviewed by Melinda Ratini, -High-Protein Diet for Weight Loss. webmd.com- April 16, 2025.

vitamins ,bio-hacking (cold showers , red light therapy sleep tracking) , lifting more weights ,high protein meals, hydration, sports, managing stress and anxiety ,getting stronger, gym trends on social media and healthy lifestyle overall.

Values:

Our niche prioritize physical well being to build strength and mobility besides enhancing mental health because it reduces stress (source) it's their outlet to beat frustration and anxiety plus the ones with chronic diseases source; they are highly disciplined and determined to their goals which makes their routine very structured and organized ; they often push through discomfort for long term results ; this mindset may spills over into other areas of life such as work , studies and personal life. Bodybuilders see the gym as their peaceful space where they can become a better version of themselves so they are always ready to learn or try new things in order to get to their final destination. Physical achievements make them feel more confident.

Gym-goers often encourage and help each other therefore so many fitness enthusiasts prefer group classes because they feel more comfortable around like-minded people with the same goals.

Behavioral specifications:

Purchasing Habits:

- Looks for products high in protein.
- Pays attention to the exposed products at the gym and shops there.
- Compares brands based on protein amounts, source of protein, taste and price.
- Ready to try new products high in protein.
- Would invest in products with high quality to get good results.



Figure 8: the purchasing habits of our target audience.

source: compiled by the student based on the financial study.

Usage:

- It will be used as a post workout meal.
- It can be used as a quick snack.
- It completes a meal for the convenient nutrition it provides.
- Increases satiety.
- Builds muscles and supports recovery.
- It can be used as an alternative of the traditional and non healthy beverages.

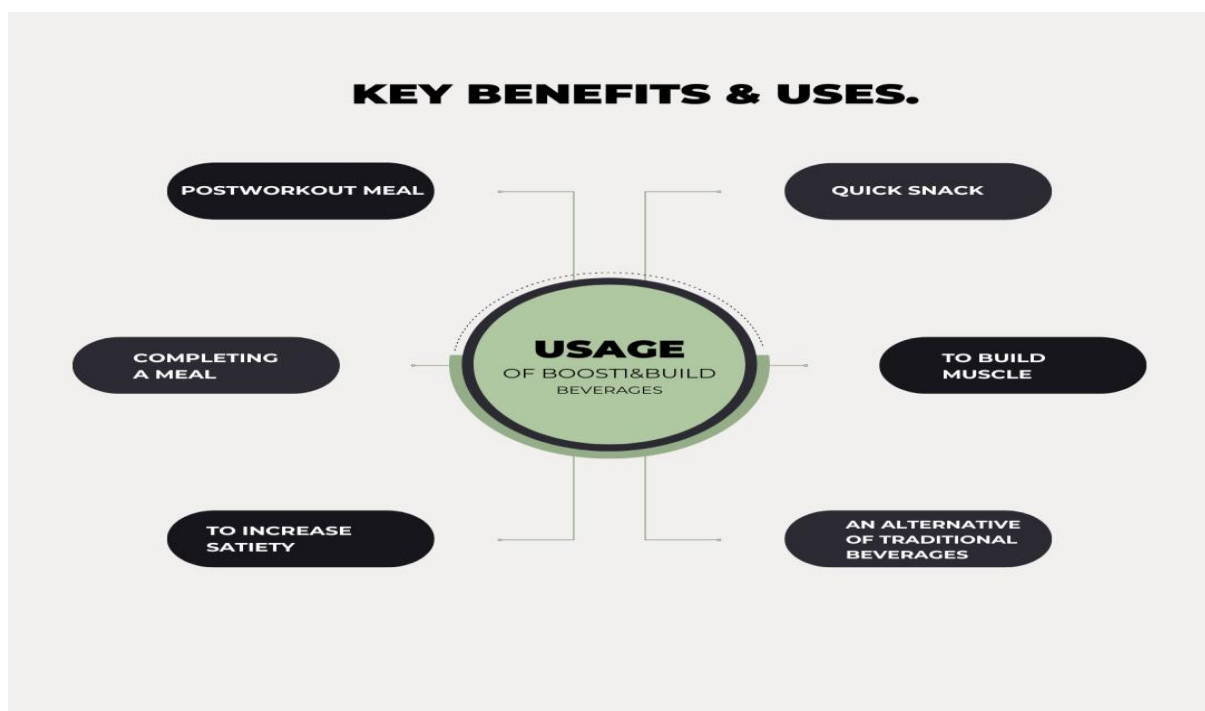


Figure 9: The usage of our product.

source: compiled by the student based on the financial study.

Marketing Channels:

Social Media: Facebook, Instagram, TikTok, YouTube (fitness influencers, athletes and ads)

In-Store: supermarkets and hypermarkets, gyms, supplements shops.

Competitive intensity measurement:

The limited presence of protein shakes in the Algerian market can be attributed to several challenges .

❖ obstacles for foreign brands:

Algeria has a strict import regulations and taxes, making it super hard for the international brands to enter in the Algerian market.

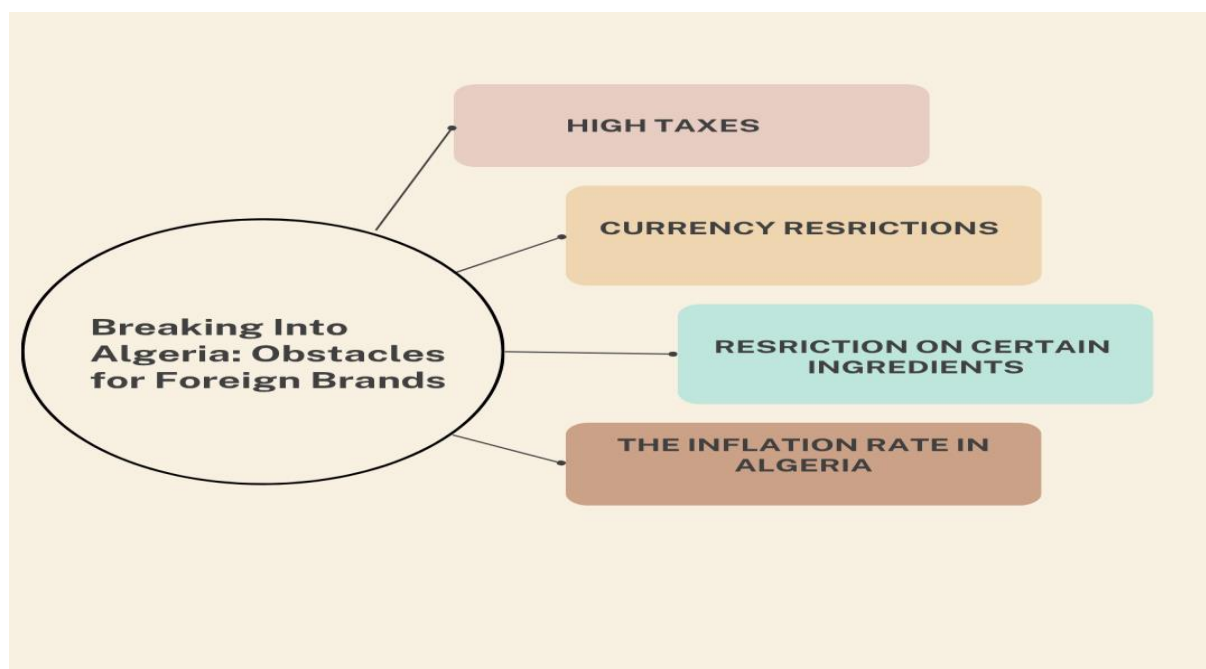


Figure 10: Obstacles for foreign brands to enter the Algerian market.

source: compiled by the student based on the financial study.

Currency restrictions: it is often called exchange controls are government-imposed limitations on the purchase and/or sale of currencies . can impact both individuals and businesses, particularly those involved in international transactions.

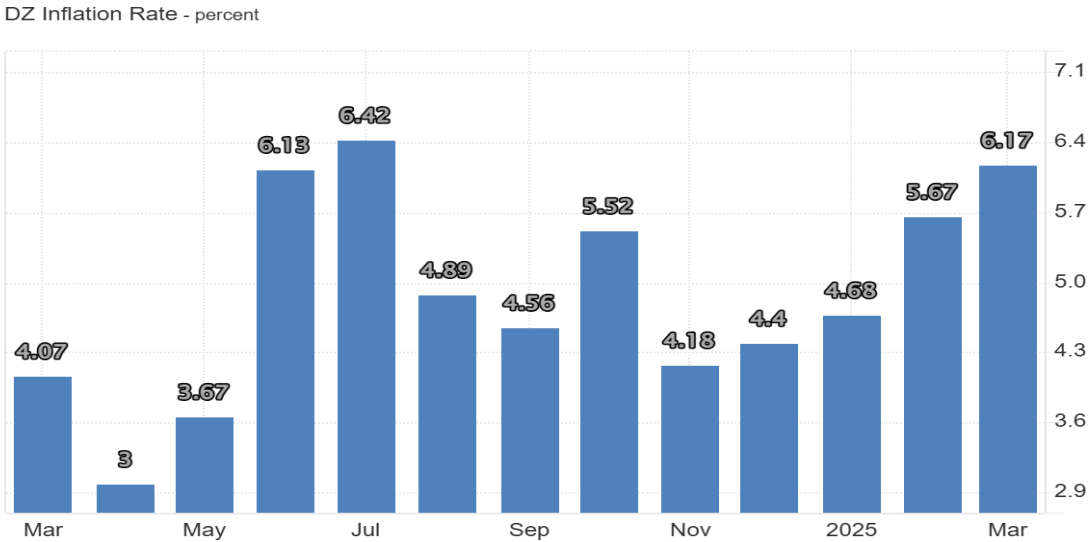
Governments may implement these controls for various reasons, including managing trade competitiveness, stabilizing the exchange rate, and limiting capital flight. These controls allow countries to better stabilize their economies by limiting in-flows and out-flows of currency, which can create exchange rate volatility.

Restriction on certain ingredients: the Algerian regulation is immensely severe towards ingredients in any type of product to ensure every product is Halal.

Exchange Controls: Exchange controls are government-imposed limitations on the purchase and/or sale of currencies. These controls allow countries to better stabilize their economies by limiting in-flows and out-flows of currency, which can create exchange rate volatility⁴².

⁴² by Will Kenton –exchange controls: Meaning & How Companies Get Around Them By Will Kenton
Updated February 22, 2021

The inflation : Algeria’s annual inflation rate accelerated to 6.17% in March 2025 from 5.67% in the previous month. This marked the highest inflation rate in eight months, mainly due to rising costs for food & non-alcoholic beverages (5.97% vs 5.29% in January) and health & hygiene (3.29% vs 3.15%). On a monthly basis, consumer prices rose by 1.93% in March, following a 0.77 % increase in February⁴³.



Source: tradingeconomics.com | Office National des Statistiques (ONS)

Figure 11: Algerian inflation rate- percent.

source: compiled by the student based on the financial study.

the chart above demonstrates that the inflation is continuously increasing going from 4.68 on January 2025 to 6.17 on march 2025 which justifies the increasing numbers on the CPI (consumer price index : measures the change in the prices paid by consumers) which is shown in the chart below :

⁴³ tradingeconomics.com

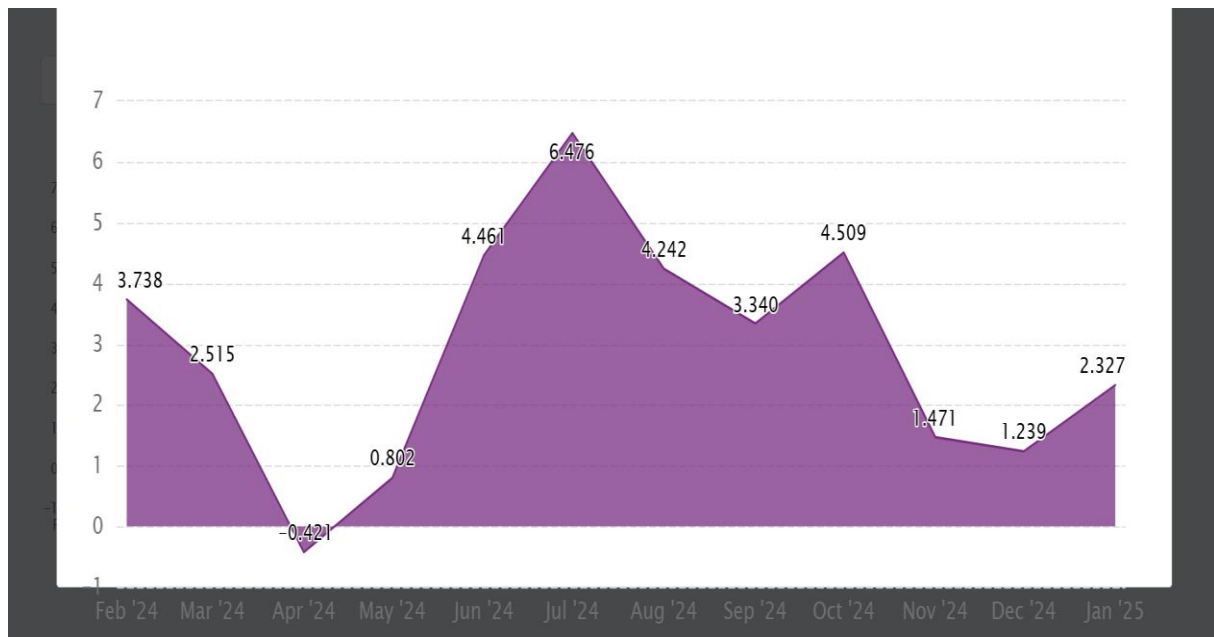


Figure 12: CPI food and non alcoholic beverages monthly in Algeria.

source : ceicdata.com

Food and Non Alcoholic Beverage Change was reported at 2.327 % in Jan 2025. This records an increase from the previous number of 1.239 % for Dec 2024. as a result, the purchasing power of the Algerian citizen is gradually decreasing which makes investing in Algeria very much harder rather than investing in other areas with a lot more stabilized economy.

Local production limitations:

the local production of protein shakes is so rare due to the lack of expertise, awareness .

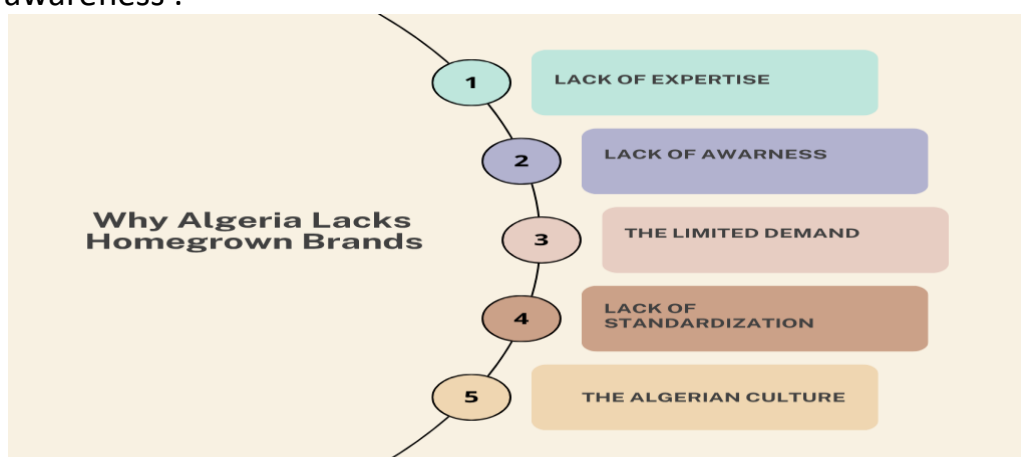


Figure 13: Reasons why Algeria lack homegrown brands

source : compiled by the student based on the financial study.

Lack of Standardization: Standardization is the process of developing, promoting and possibly mandating standards-based and compatible technologies and processes within an industry. Standardization involves the normalization of previously customized or disparate approaches to processes and technology. It provides rules, processes, guidance, templates, statistics and other data to establish and enforce consistent quality and conformity in how specific activities should occur within an environment. Standards are used with nearly all technologies. They ensure all players in an industry build products and services, and perform activities consistently and in compliance with specific rules and guidelines⁴⁴.

the lack of standardization is mainly a result of the low production of any type of a product of service which makes it less seen by the government.

The Algerian culture: Algerians generally rely on home-made food, and this is because of the less supply of this certain type of products because the young people in Algeria are open to try new products because of social media trends . Nevertheless, there are some brands available in the Algerian market such:

SWOT analysis for the available protein shakes brands in Algeria

1.F&H :

F&H is an Algerian brand founded in 2021, dedicated to fitness and health.

They offer different products such as peanut butter , protein bars ,energy drinks,dessert, granola, mass gainers,whey protein and milkshakes.

The F&H products are usually found in supplements stores and some gyms .

But the dessert , peanut butter and milkshakes are available in some supermarkets⁴⁵ .

Their milkshake have 4 flavors :

- Vanilla
- Chocolate
- Caramel
- Cappuccino
- Raspberry

It contains:

- 15g of protein per serving (250ml)
- 10g of sugar
- 150cal

SWOT analysis for F&H brand :

⁴⁴ standardization by paul kirvan Published: May 09, 2023 on techtaget.com

⁴⁵ fand.market

We witnessed through social media F&H is quite famous in the Algerian market nevertheless, it is not available in all stores. but it allows them to sign partnerships with influencers and athletes.

The prices are affordable (150 DA) compared to the imported products according to the Algerian consumer, but unfortunately it contains a lot of sugar and very low amount of protein with not a very satisfying taste.

Moreover, their customer service is quite low and unresponsive .

But their established presence may allow them to expand distribution in other regions in the near future, also their expertise enables them to reformulate their product and work more on it.

However, influencers criticism and the rising awareness towards the danger of sugar stays a big threat to F&H brand as well as the new competitors with better taste and quality.

In addition to the new Algerian regulations towards the allowed amount of sugar in beverages noting that, According to the Algerian Organization for Consumer Protection and Guidance (APOCE), the average annual sugar consumption per person in Algeria is estimated at 42 kg, compared to a global average of around 23 kg per year. Meanwhile, the World Health Organization (WHO) recommends that an individual's annual sugar intake should not exceed 10 kg⁴⁶.

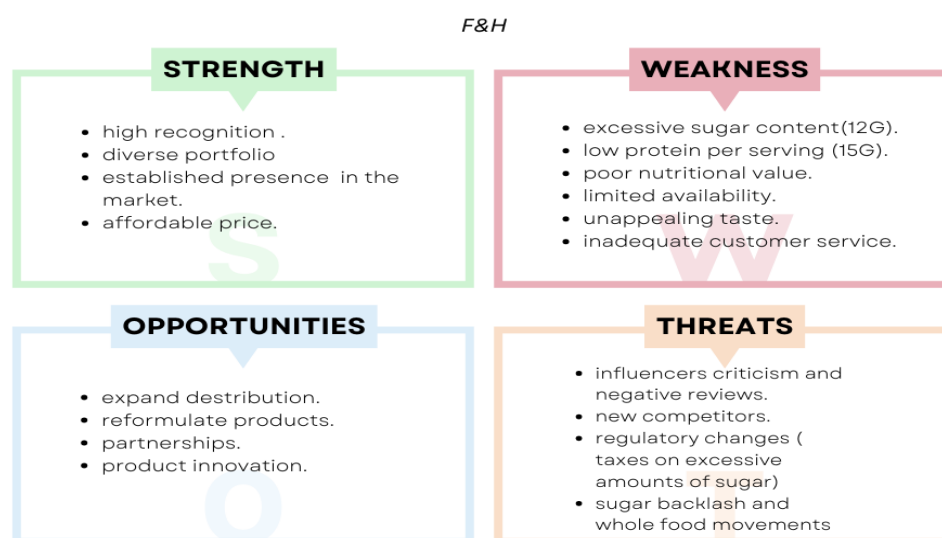


Figure 14: SWOT analysis for F&H brand.

source: compiled by the student based on the financial study.

⁴⁶ The Algerian individual consumes 42 kg of sugar annually-Elbilad.net

2.Hipro danone:

The hipro protein shake belongs to the ancient French brand “Danone”. It was introduced in 2017 in middle east and Egypt targeting sports nutrition market⁴⁷. by 2018-2019 it was expand to some countries in north Africa (morocco and Tunisia) , by 2020 Danone reformulated the product into new reduced sugar versions⁴⁸.



The hipro protein shake contains 25g of protein per serving (330ml) and 7g of sugar, Danone offers different flavors such as :

- Chocolate.
- Coffee.
- Strawberry.
- Banana.
- Vanilla.

In Algeria, it is rare to find the hipro protein shake available in Algeria due to its price regardless of Danone’s brand background . it goes from 700da to 900da which is super expensive to an Algerian consumer.

Also , 7g of sugar for a health-conscious consumer is not acceptable even if it provides 25g of protein,Especially for diabetic people.

Nevertheless ,Danone is a globally trusted food and beverage brand with a strong reputation for health-focused products,with 100 years of experience in dairy and wellness products sold in over than 100 countries with strict quality control.

However, Algeria is increasingly seen as a strategic market by foreign and local investors with a population of 45 millions , vast natural sources and a huge consumer base . Algeria stays a good opportunity for hipro to grow more.

⁴⁷ danone annual report 2017.

⁴⁸ Danone annual report 2020 .

SWOT analysis for Hipro Danone :

hipro Danone

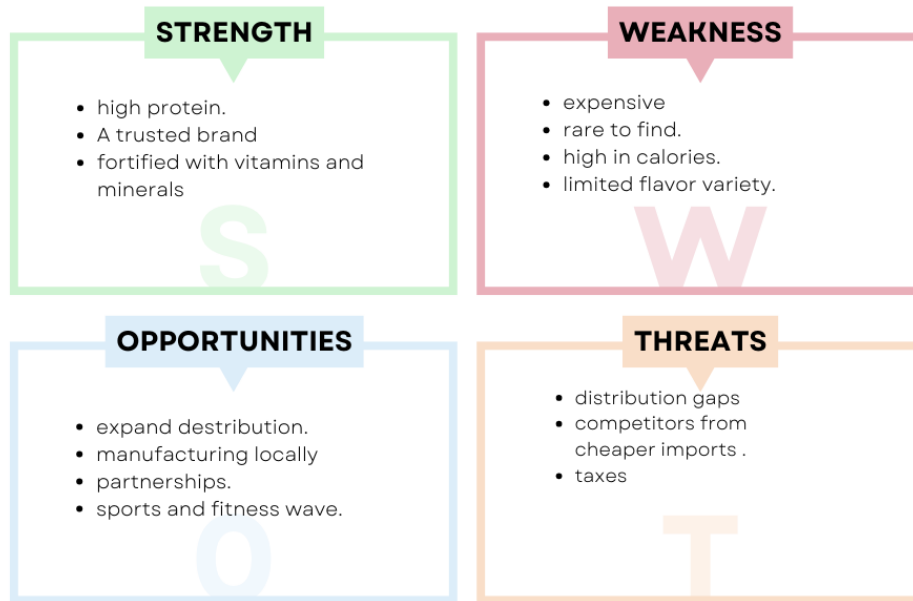


Figure 15: SWOT analysis for Hipro Danone protein shakes.

source: compiled by the student based on the financial study.

The protein shake market in Algeria presents consumers with a difficult trade-off: while foreign brands like Optimum Nutrition and Dymatize offer superior quality with high-purity whey isolates, scientifically optimized formulas, and third-party testing for safety, their exorbitant prices (3-4 times international rates due to import taxes and middlemen markups) and limited availability through unofficial channels make them inaccessible to most. On the other hand, local Algerian brands, though more affordable and widely available in gyms, often compromise on quality using ingredients, excessive fillers, and lacking proper testing, resulting in inferior muscle-building results and potential digestive issues. This stark contrast leaves Algerian fitness enthusiasts caught between unaffordable authenticity and subpar local alternatives, with no optimal solution until regulatory reforms and better manufacturing standards emerge.

There are some similar brands such as Milkyway , Applied nutrition, Danette ... They are all high in protein but ever more expensive than the hipro protein shake and equally or even more rare to find in stores in Algeria due to several factors such as :

Import restrictions :

In January 2019, the government introduced the Provisional Additional Safeguard Duty (DAPS) duty regime for 1095 products. This measure is

intended to promote domestic production and reduce expenditures on foreign products, and DAPS duties range from 30 to 200 percent⁴⁹.

This is exactly what makes most of the imported goods overly expensive but especially the international protein shakes brands.

Currency devaluation:

The continued devaluation of the Algerian dinar against the US dollar and other currencies has effects on the economic and financial situation, especially social, by increasing inflation due to the weakness of the manufacturing system outside the hydrocarbon sector and the elevated prices of consumer goods imports⁵⁰.

Bureaucratic hurdles:

The Algerian inefficient bureaucracy creates major barriers for international protein shakes brands, with excessive customs documentation, unpredictable taxes, and slow Ministry of Health approvals , often discourage foreigners to invest in the Algerian market .

Distribution & Logistics Issues:

A Major Barrier for International Protein Brands in Algeria Because of the weak Retail Infrastructure for Sports Nutrition Products and limited Specialized Stores supplement shops and sports nutrition retailers are concentrated in major cities (Algiers, Oran, Constantine), with almost no presence in smaller towns or rural areas.

Counterfeit & Expired Stock Mixing: Frequent delays at customs and ports further degrade the quality of the product by making their shelf-life even shorter.

This causes so many problems such as :

- Black market sellers: In Algeria, the absence of official distribution channels and high import barriers have fueled a thriving black market for protein shakes, where informal sellers often operating through social media, gym networks and supplements shops. These middlemen source products illegally from Europe or neighboring countries, bypassing customs and taxes, then sell them at inflated prices (200-300% markups) with no quality control. Many of these shakes are counterfeit, expired, or improperly stored, posing health risks to consumers.
- Monopoly pricing power : as a result of the limited competition among authorized distributors.
- Local alternatives with low quality.

⁴⁹ Last published date: 2023-01-31 -www.trade.gov (Algeria country commercial guide) .

⁵⁰ Effects of currency devaluation on buying power in Algeria-AKILAL Nassim*Université d'Alger 1 Benyoucef Benkhedda –Algeria-15/12/2024

- Makes the international brands of protein shakes unaffordable for most - Algerians.
- Encourages consumers to seek cheaper but riskier alternatives.

Challenges in Protein Shake Availability in Algeria

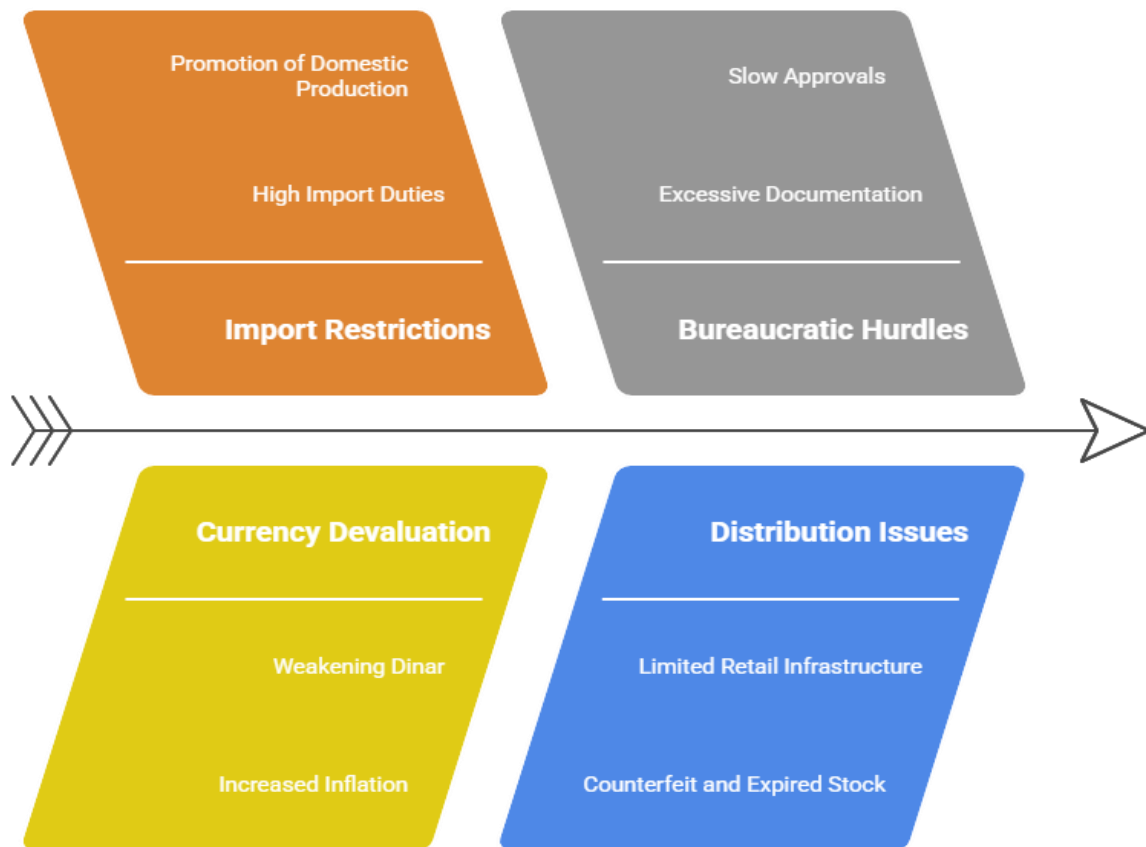


Figure 16: Challenges in protein shake availability in Algeria.
source : compiled by the student based on the financial study.

The marketing strategy:

Our product:

In today's fast-paced world, maintaining a healthy and active lifestyle is more important than ever. Whether for an athlete seeking a specific goal, a fitness enthusiast striving for gains, or someone simply looking for a nutritious snack.

At Boost & Build, we believe in fueling ambition with a nutritious protein shakes that deliver delicious taste, recovery and wellness benefits.

Our 250ml ready-to-drink (RTD) beverage contains 25G of whey protein with natural add-ins providing a mix of a delicious taste and a nutritious option to make snacking more beneficial and guilt-free for athletes. Not only that, with the lowest possible calories, suitable for those who want pure protein without

the extra calories, we offer maximum nutrition with minimal calories. Our carefully crafted formula cuts out unnecessary fillers and sugars.

Our protein shake contains only 1g of sugar per serving. Boost & build healthy beverages are designed to meet modern nutritional standards while maintaining excellent taste. This low-sugar composition aligns with current health guidelines recommending reduced sugar intake for better metabolic health. By minimizing sugar without compromising flavor, we provide a scientifically balanced option for health-conscious consumers seeking a good amount of high quality protein.

To accommodate diverse taste preferences and nutritional needs, we offer a diverse selection of protein shake flavors, ranging from classic options like chocolate and vanilla to innovative options such as blueberry and cookies, while maintaining our unique nutritional standards of low sugar and high protein content.

This variety not only enhances consumer satisfaction and adherence to supplementation regimens, but also allows for dietary personalization, whether seeking post-workout recovery, meal replacement, or simply a flavorful, nutrient-dense beverage. Our ready to drink protein shake is a perfect fit for any diet plan because every athlete's preference matters.

We offer unique selling proposition based on our market research which involved distributing 300 surveys to fitness enthusiasts and athletes, receiving 170 responses, revealing 61 clear and consistent demand:

- high protein content.
- Minimizing calories.
- low sugar content.

This data-driven formulation directly addresses the expressed need for an efficient protein source without unnecessary and empty caloric ballast.

the absence of diversity of products when it comes to high protein content.

Their frustration of exceed amounts of sugar and empty calories content in the Algerian products.

We combined real feedback from athletes with proven nutrition science to deliver our product apart from conventional options that often compromise nutritional purity for taste or cost.

▪ Pricing:

When choosing a protein shake, athletes deserve maximum protein, minimal sugar, and fair pricing, without compromising quality.

Here's how we stack up against local and international brands:

Local brands:

Our protein shake is priced at 200DA for 25G of protein compared to F&H's 150DA option for 15G of protein.

our product delivers significantly better value and performance benefits. For just additional 50DA, athletes receive 25g of high-quality protein per serving, a 67% increase over F&H's 15g offering. This means our consumer will pay only 8DA per gram of protein with our product versus 10DA per gram with Fitness&Health. making ours actually more cost-effective gram-for-gram. The additional 50DA investment get to the consumer 10 extra grams of high quality and muscle-building protein per serving with just 1g of sugar. Meanwhile Fitness&Health brand offers 12g of sugar per serving which fundamentally contradicts its reason for existing.

Boost&Build vs F&H pricing		
Characteristic	Boost and Build	F&H
 Protein	25g	15g
 Sugar	1g	12g
 Cost	200DA	150da

Figure 17: Pricing comparison between Boost&Build and F&H.
source: compiled by the student based on the financial study.

This pricing structure reflects our commitment to delivering maximum nutritional benefit at the most efficient cost-per-gram of protein.

Comparison with international brands:

When comparing our brand to international brands , Boost and Build stands out as the winner in terms of affordability, nutritional value, and health benefits. Boost and Build proves to be the most cost-effective option delivering better protein quality at the lowest price possible with a minimal amount of sugar. For

just 200 DA per 250ml bottle, you get 25g of protein and only 1g of sugar, while competitors charge significantly more for worse nutritional value.

1) Hipro Danone Protein Shake:

Hipro Danone proteine shake costs 1100 DA for 25g of protein and 7g of sugar, which means it is 275% more expensive per gram of protein than our protein drink.

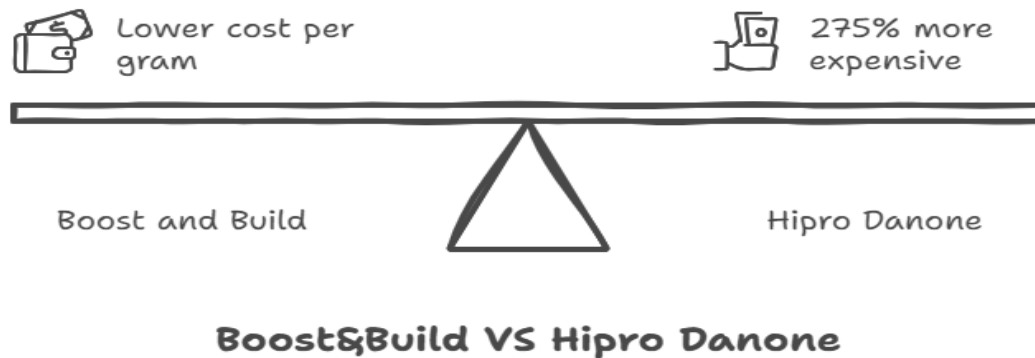


Figure 18: Pricing comparison between Boost&Build and Hipro Danone.

SOURCE: source: compiled by the student based on our study.

Additionally, Applied Nutrition's 500ml bottle provides 42g of protein for 750DA which seems like a great deal but if a customer buys two bottles of Boost & Build (500ml total), they get 50g of protein for just 400 DA .That means we offer 19% more protein for 47% less cost while getting just 2g of sugar total compared to Applied Nutrition's 17g which is not healthy at all.

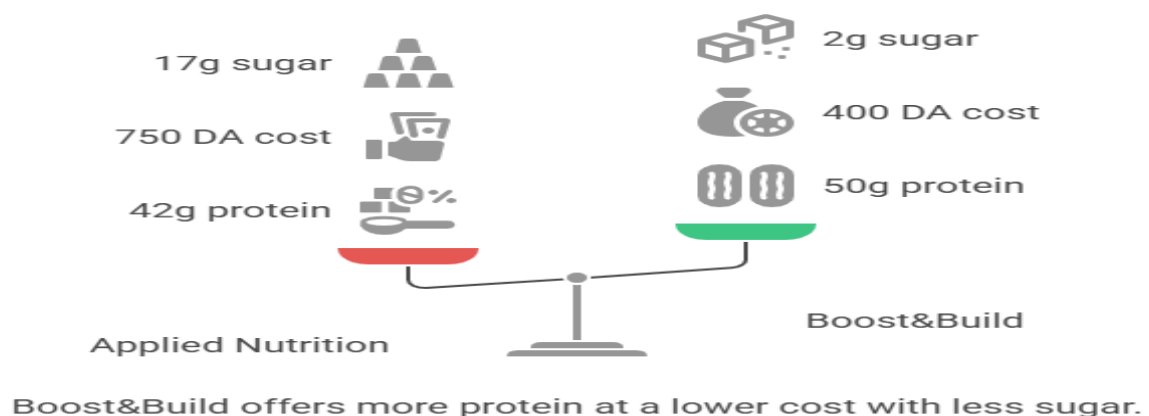


Figure 19: Pricing comparison between Boost&Build and Applied Nutrition.

source: compiled by the student based on our study.

Meanwhile, Danette, it costs 850 DA for 16g protein and 47g sugar (500ml). it is not even a viable protein supplement, it's more of a sugary dessert for it's shocking content of sugar but also stays more expensive for the Algerian consumer.

Characteristic	Danette
 Price	850 DA
 Protein	16g
 Sugar	47g
 Volume	500ml

Figure 20: Danette protein shake characteristics.

source : compiled by the student based on our study.

Boost and Build is the best option for athletes in terms of delivering the highest amount of protein with the lowest price possible in the Algerian market.

pricing comparison between Boost&Build and other international brands

Characteristic	Boost and Build	Hipro Danone	Applied Nutrition	Danette
 Affordability	Winner	expensive	Moderate	Expensive
 Nutritional Value	Best	Worse	Good	Worst
 Health Benefits	Best	Worse	Moderate	Worst

Figure 21: Pricing comparison between Boost &Build and other international brand.

source: compiled by the student based on our study.

- place:

The nutritional supplement industry has experienced remarkable growth in Algeria in recent years, driven by increasing health consciousness and expanding fitness culture. Particularly in Western Algeria, the fast increase in the number of members in gyms and fitness centers presents a powerful opportunity for our protein shake distribution. This shows the market potential of this region through a structured analysis of current fitness trends and gym membership statistics.

Here are some data we gathered from fitness centers in Tiaret:

Golden gym memberships on 2024:

Months	Men	women	Total
January	216	112	328
February	210	95	305
March	189	86	275
April	150	78	228
May	187	90	277
June	212	95	307
July	208	84	292
August	197	75	272
September	181	76	257
October	181	73	254
November	159	70	229
December	153	75	228

Tableau 1: GoldenGym memberships on 2024,

Source:Golden gym-Tiaret.

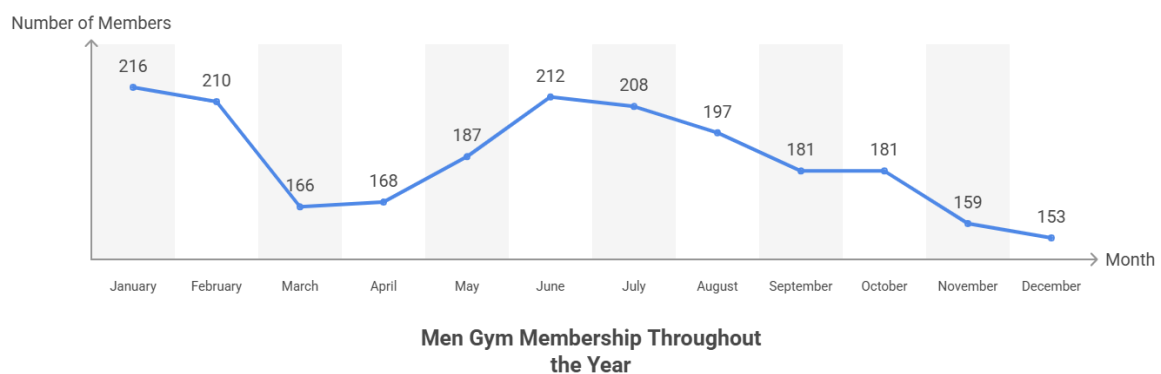


Figure 22: Men membership on goldengym throughout the year 2024.

source : GoldenGym-Tiaret

roughout

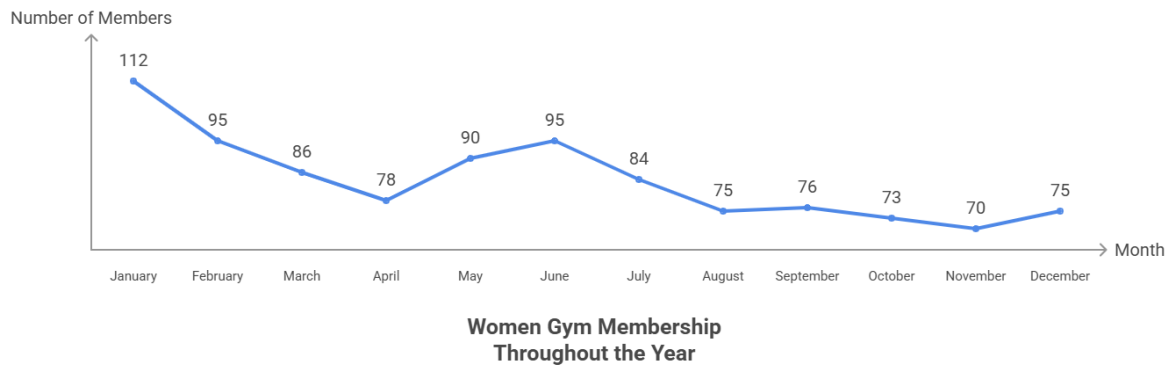


Figure 23: Women membership on goldengym throughout the year.

source : GoldenGym-Tiaret

This is the data visualization we got from the golden gym showing their membership throughout the year which reveals key opportunities to strategically market and sell our protein shake at Golden Gym.

In addition to Golden Gym , there are several gym and fitness centers in Tiaret:



Figure 24: Gym centers in Tiaret.

Moreover , market mapping indicates an unusually high concentration of fitness centers all over the Western Algeria such as Oran, Sidi Bel Abbès, and Mostaghanem.

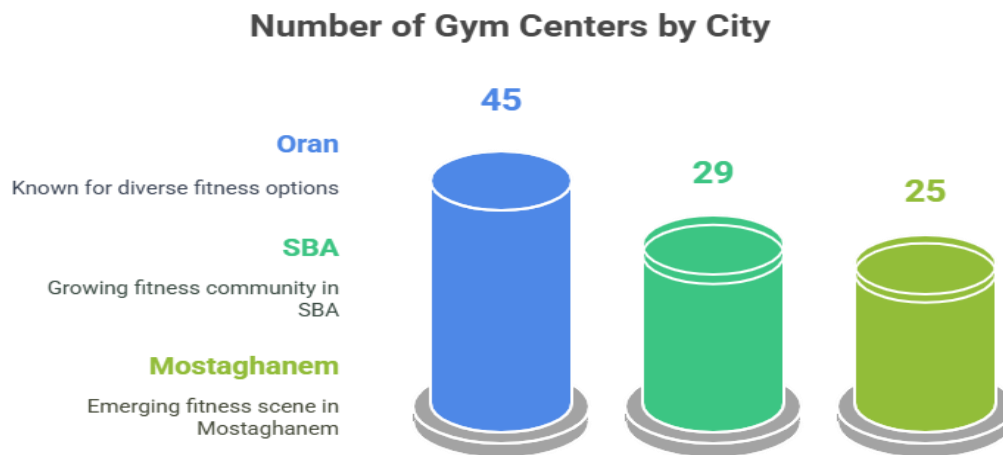


Figure 25: Number of gym centers in tiaret.

source : compiled by the student based on our study.

With numerous gyms operating in this area, each serving an estimated from 80 to over 300 member per month, there is a clear potential for selling our product in this area.

- **Promotion:**

In order to promote our product we choose to mark our presence on line and off line in order to reach our audience all over the western Algeria.

On line:

To establish a powerful online presence for our protein shake brand, we'll implement a digital strategy across social media that is based on :

Content marketing:

Content marketing will be the backbone of our digital strategy to promote our product through educating and engaging with our audience and ultimately drive profitable customer actions. Unlike other advertising ways that may look like a hard sell, we will build stronger relationships by offering values and solving their common problem.

To make people engage with our posts on social media we will be focusing on creating some type of discussion with our audience through comments and direct messages.

Our marketing team will be driving innovation for our brand by trendsetting strategies to connect deeply with our audience. Our approach will be tapping into emerging fitness trends not only to make people purchase our product but

also to encourage them to start being active and to promote awareness by launching different challenges such as sharing recipes using our products or athletes filming themselves doing any gym or calisthenics exercise showing our product and the most entertaining or impressive entry wins a personalized box of our protein shakes with their name printed in every bottle , this strategy adds exclusivity and motivates people to share their experiences by participating in our challenges with no specific exercises required to make the gym journey more enjoyable.

And , to make sure we are targeting the right audience on social media, we will rely on facebook and TikTok ads that are powered by artificial intelligence to detect all the people that are interested in the healthy lifestyle through their engagement with fitness centered posts . Our approach combines daily engaging content on Instagram and TikTok to keep transparency and build trust.

Partnerships:

We aim to partner with trusted influencers in the fitness industry ,high qualified trainers and athletes in Algeria based on people’s feedback and the results they have accomplished through the years .

Fortunately, lately in Algeria we have seen an increased number of fitness influencers in Algeria with huge numbers of followers on Instagram such as:

Name	Number of followers	Occupation
Imane khelif	1.9M	Athlete
Samir benaissa	839K	Fitness coach
Mohamed belili	705K	Athlete
Coach sahi	538K	Fitness coach
Fethi addani	589K	Fitness coach

Tableau 2: Content creators in the sport industry.

These numbers of followers creates a great potential for us to partner with these athletes and influencers in order to promote our product in the fitness industry.

We have other strategies to reach the fitness community in real life to promote our product such as dropping off samples at local supplements shops and gym centers, sponsoring sports and fitness events, partner with sports clinics.

the fourth chapter

Chapter 4:

Production strategy and organization.

The production:

To successfully bring our ready to drink (RTD) protein beverage to market , we will implement a very structured plan with multiple phases that brings together scientific expertise and industrial-scale production capabilities.

Our plan starts with partnering with an accredited and specialized food science laboratory to develop and test our formula, ensuring we deliver superior nutritional value stability and full compliance with international food safety standards.

Their role is all about micronutrient balancing, stability studies to determine shelf life, and rigorous quality control assessments. The lab will also handle all necessary regulatory documentation and certifications, ensuring our product is halal.

we have identified the following accredited laboratories capable of validating our product's formulation, safety, and performance:

Labs in the Algerian market



Figure 26: Laboratories in Algeria.

source: compiled by the student based on our study.

But , to determine the most suitable laboratory to work with, we have set this comparison based on testing capabilities, turnaround times, cost efficiency, and accreditation.

Laboratory	Key Strengths	Limitations	Best For	Estimated Cost
Laboratory PRIMEVERE	- Government-backed - Comprehensive food safety testing	- Longer turnaround times - Bureaucratic processes	Regulatory compliance & shelf-life studies	(Moderate)
Laboratory Kherra eurl	- Gold-standard microbiological testing -iso certified	- Limited physicochemical analysis - Higher costs for niche tests	Pathogen screening & allergen detection	(Higher)

Laboratory	Key Strengths	Limitations	Best For	Estimated Cost
Laboratory fatmi hassina	- Specialized in nutraceuticals - Precise active ingredient quantification	- longer turaround - Limited scalability	Bioactive compound validation	(Moderate)
Laboratory el fath	- Advanced powder analysis (solubility, particle size) - Fast technical reports	- No microbiological testing - Small sample capacity	Powder functionality & texture optimization	(Budget-friendly)
Darinmoub lab	- ISO-certified - Customizable test panels - Faster turnaround	- Higher costs for full panels - Variable equipment quality	Rapid commercial testing & sensory evaluation	(Premium)

Tableau 3: comparison between the algerian laboratories.

source: compiled by the student based on our study.

Afterwards, we will work with an established and a certified contract manufacturer with extensive experience in RTD (ready-to-drink) beverages production.

The selection process will emphasize on manufacturer with the right expertise in powder blending and packaging alongside rigorous quality assurance. Contract terms will focus on favorable conditions including reasonable minimum order quantities to allow for market testing, flexible production timelines, and clear intellectual property protections for our proprietary formula. Before full-scale production, Small quantity trial will first confirm that our lab formula translates to commercial production, with adjustments made as needed to ensure commercial viability.

The entire process from the very fresh start of lab development to our first commercial launch is estimated to take approximately 6-9 months including the testing phase with regular progress reviews to ensure delivering high quality protein that meets consumer expectations for taste, texture and nutritional benefits .

Here's a comparison table of drinks manufacturers in Algeria:

Manufacturer	Strengths	Weaknesses	Estimated Cost (per 1000 units)
Aqua safia sarl	- High-quality ingredients - ISO-certified	- Higher cost - long term contract	expensive
L'exquise	- Affordable - Good packaging options. -iso certified.	- Longer lead times - low quality packaging.	Budget friendly
Marouani groupe beverages sarl	- offer minimum order quantity - Eco-friendly packaging.	- Small production capacity - Higher MOQ (Minimum Order Quantity)	expensive
Conbimed sarl	- offer low MOQ - Strong distribution network - Competitive pricing	- Mixed quality control reviews - Requires long-term contract	Budget friendly
Ria Food Amalou sarl	- High-speed production -Fast turnaround time. - Low MOQ	- Uses some synthetic additives - Customer service delays	moderate

Tableau 4: comparison table of drinks manufacturers in Algeria.
source: compiled by the student based on our study.

Based on this comparison highlighting their strengths, weaknesses, and estimated costs of production:

We chose to work with Conbimed Sarl , CONBIMED SARL is a leading Algerian beverage manufacturer headquartered in the industrial zone of Aïssa Benh'mida, Didouche Mourad. Established as SARL, with a capital of 100 million DZD and a workforce of 1,000 to 4,999 employees, the company specializes in producing fruit juices and dairy beverages. With its large-scale production capabilities, CONBIMED serves both domestic and potential export markets. The company's industrial facility is strategically located near Algiers, enabling efficient logistics and distribution. Its strengths include high production capacity, experienced workforce which make them our ideal partner to bring our idea to life , their background ensures they deliver high quality beverages with a flawless packaging.

The production and delivery timeline depends on several factors:

Initial setup (production scheduling) → takes 2-3 weeks.

Manufacturing:

Small batches (1000 unit) are less prioritized, they take over 5 weeks meanwhile the large ones (over 50000 unit) take from 3 to 4 weeks .

Delivery → 1-2 weeks.

Production Payment Policies of CONBIMED SARL and options:

CONBIMED SARL typically requires a 30-50% upfront deposit to initiate the production process with the remaining 50-70% due upon completion before delivery. But for small batches, Conbimed requires full payment in advance. Payments are commonly made via bank transfer, check or cash.

Our workforce:

In order to minimize costs when launching our business , outsourcing production to a specialized laboratory and a manufacturer is far more cost effective than establishing our own facility. nevertheless , we offer a wide range of jobs to build a dynamic team to drive our brand's growth, here are the key roles we are creating :

THE JOB	THE TASKS	THE REQUIREMENTS
Stock manager	Lead the stock team and manage relationships with distributors. track stock levels of ready to sell protein shakes (by batch-flavor). rotate stock (FIFO=first in, first out) and monitor expiration dates. Work on preventing overstocking or stockouts. Handle returns ,lost shipments.	License or master degree in business. 2-5 years expertise in stock management. Ability to lead and manage a group of people. Ability to solve problems quickly and work under pressure. Analytical mindset.
Warehouse associates	Organize products in the warehouse (by expiration,	Physical stamina. basic computer skills .

	flavors..) Prepare shipments for retailers ,supplements shops, gyms. Daily check of quantities and unloading deliveries. Record manually the stock movements and update quantities after sales and reporting damaged or missing goods.	teamwork and effective communication. Paying attention to details.
Customer service support	Receive calls and take orders. Orient clients.	Professional speaking and active listening. Fluent in French and English. High communication skills.
Social media manager	Lead social media seek partnerships with influencers and athletes. Work on our on line presence. optimizing ads performance.	e-marketing degree , able to connect with our audience through his creativity, ability to edit videos and pictures.

Tableau 5: Our workforce

source: compiled by the student based on our study.

Our Partners:

1)-**Laboratory:** In order to ensure our beverage is nutritionally optimized with the right blend of vitamins, minerals, protein and other functional ingredients

to meet our customer's needs, while conducting rigorous safety, purity and efficiency.

This partnership builds a sense of trust at every level delivering transparency and proven efficacy which shows that our protein shake is not just another product on the shelf but a scientifically validated with a high quality formulation to foster a long-term loyalty.

This partnership will be offering the best protein shakes with irresistible taste delivering perfect sweetness making sure it is very appealing to our consumers, but to more enjoyable we will offer different flavors through the upcoming years with the help of this laboratory that will develop unfamiliar flavors to the Algerian culture.

We will set goals and timelines to make our brand stand out in the Algerian market keeping our product very nutritious and essential in every Algerian athlete's diet. this partnership will show that we prioritize consumers safety over any other goal.

2)-Manufacturer: Our partnership with a certified manufacturer to transform our lab-developed formulation is the final crucial link in bringing our beverage to life, combining scientific rigor with industrial excellence. We chose to work with this manufacturer for the decades of expertise they have accumulated through the years with the premium equipments that would cost a lot to replicate. Also their workforce is such a great advantage, the expertise of their food scientists and engineers optimize every step to make sure the final product is exactly as requested.

By collaborating with this manufacturer we will skip the 2-3 years needed for construction and regulatory approvals. Moreover, this enable us to start with the minimal quantity at first for testing without spending a lot of money.

This manufacturer have established great networks to the sources of the ingredients we need for our protein shake that might take us years to have.

This manufacturer offers a minimal order quantity of 6000 unit per month which translates to selling approximately 190 units per day which is very realistic and applicable for a new brand in the market and as our business grows and get the popularity it deserves, we will order larger quantities with lower prices as it mentioned in the manufacturer's regulatory.

3)-Gyms and supplements shops:

Collaborating with gyms and supplements shops gives us a direct access to our target audience and instant credibility. we will strategically place our products exactly where fitness enthusiasts and body builders shop especially after finishing a tiring workout session all what they will look for is a quick load of protein . so gyms are not just retail locations but it is where workouts turn into sales .

For us, gym centers are not just a place where we sell our products, but it is where the real influence happens, clearly not every coach is an influencer but surely every gym has a coach and a whole staff. we will use gyms as a marketing spot by negotiating placing our in exchange of free 50 protein shake bottle for the gym staff, this will raise our product recognition through visibility and availability at the gym all the time. Along with that, our product will be recommended directly by gym staff and coaches to their clients because they clearly want to increase their sales, this strategy will be applied with supplements shops too in order to build strong links with our network.

4)-Influencers: We will strategically collaborate with influencers in the sports and health industry whether it is an athlete, a coach or those who promote wellness through healthy recipes or even nutritionists.

These collaborations will turn our beverage from a product into a movement by leveraging their audience aiming to leave high impact which may make our product a necessity for those who track their protein intake daily.

We will also focus on partnering with micro influencers to minimize marketing costs while keeping our product seen by our target audience on line.

5)- Potential interested banks: Potential Interested Banks

Banks represent strategic financial partners capable of supporting the long-term development of our protein shakes brand. Through tailored financing solutions such as working capital loans, investment credits, or equipment leasing, banks can provide the liquidity necessary for scaling production capacities, optimizing the supply chain, or expanding distribution networks. In addition to financial products, banks can offer valuable business advisory services, assisting in risk management, export financing for potential international expansion, and cash flow optimization. Establishing a solid relationship with banking institutions also enhances our brand's financial credibility, which is essential when negotiating with suppliers, clients, or other stakeholders.

6) – private investors: Private investors, whether individual angel investors or venture capital firms, play a critical role in fueling growth by injecting capital in exchange for equity or convertible debt. Beyond financial resources, investors often bring industry expertise, strategic insight, and an extended network of contacts. Their involvement can open doors to new distribution channels, international markets, or partnerships with established players in the food and beverage sector. Moreover, experienced investors can offer guidance in refining our business model, improving governance structures, and preparing for future fundraising rounds or potential exits, such as mergers or acquisitions.

Their confidence in our project can also serve as a powerful signal of credibility to the broader market.

7)- **Algerian Startup Fund (ASF):** The Algerian Startup Fund (ASF) is an essential institutional partner that supports innovative local businesses with high growth potential. As a dedicated mechanism for fostering entrepreneurship, ASF can provide non-dilutive funding, seed capital, or grants to accelerate product development, market entry, and brand positioning. Furthermore, the fund offers access to valuable services such as mentorship, incubation programs, networking events, and partnerships with research institutions. ASF's endorsement would significantly enhance our brand's visibility within the national ecosystem, attract further private and public investors, and provide legitimacy when entering negotiations with large retailers or export markets. Their support aligns perfectly with our ambition to create a locally sourced, high-quality protein shake brand that meets both domestic and international demand.

8)- **Techno Fooster:** Techno Fooster plays a pivotal role as a technological and financial enabler for the initial development phase of our protein shakes brand. Their commitment to financing the first production and formulation tests represents a critical stepping stone toward validating our product concept and optimizing its nutritional, taste, and shelf-life characteristics. This early-stage support reduces the technical and financial risks associated with R&D, allowing us to refine our recipes, packaging design, and production processes before scaling to larger volumes. In addition, Techno Fooster's expertise in food technology and industrial testing provides valuable insights that can improve product quality, compliance with health regulations, and market fit. Their involvement not only accelerates our go-to-market timeline but also strengthens our credibility when approaching investors, banks, and public funds for subsequent funding rounds.

The fifth chapter

Chapter 5

1) The balance sheet:

ASSETS	AMOUNT	LIABILITIES	AMOUNT
FIXED ASSETS	300000	EQUITY	600000
SOFTWARE	50000	EQUITY	600000
COMPUTER EQUIPEMENT	140000		
OFFICE FURNITURE	110000		
CURRENT ASSETS	400000	CURRENT LIABILITIES	400000
MERCHANDISE INVENTORY	400000	INVENTORY	400000
CASH SETS	300000	CASH LIABILITIES	0
CASH	300000		
TOTAL ASSETS	1000000	TOTAL LIABILITIES	1000000

Tableau 6: The balance sheet.

source: compiled by the student based on the financial study.

The balance sheet shows that this business is financially balanced.

On the assets side, the company holds fixed assets worth 300,000, consisting of:

- Software (50,000): includes customer management systems and sales processing tools essential for operational efficiency.
- Computer and IT Equipment (140,000): necessary for business management, online marketing, and logistics control.
- Office and Store Furniture (110,000): for furnishing our production space and customer area.

Additionally, the business maintains current assets totaling 400,000, which primarily comprise inventory (raw materials like protein powder, supplements, packaging), ready for production and sale. The business also has a cash reserve of 300,000, reflecting strong liquidity to manage operational needs.

On the liabilities side, the company is financed through 600,000 of owner's equity, demonstrating significant self-investment. Short-term liabilities amount to 400,000, representing supplier credit for raw materials.

Notably, the business holds no long-term debt, implying financial stability and independence.

2)- Detailed Breakdown of Monthly Operating Expenses:

EXPENSES (monthly)	AMOUNT
PRODUCT	480000
EMPLOYEES SALARIES	245000
INVENTORY (stock purchases)	50000
TRANSPORTATION COSTS	50000
OTHER EXPENSES	15000
TOTAL	840000

Tableau 7: Monthly operating expenses.

source: compiled by the student based on the financial study.

This table presents the main monthly costs of running the protein shakes business. Since production is fully outsourced to a specialized manufacturer and laboratory, our focus is more on commercial, operational, and distribution activities rather than direct production. Let's detail each cost item based on this real model:

1. Product – 480,000 DA

This is the cost of finished protein shake products that we purchase directly from the contracted manufacturer and laboratory.

Because these companies handle the entire production process : formulation, ingredient sourcing, manufacturing, quality testing, and packaging. We pay them per unit of finished product, ready to sell. This saves us from the need to operate a factory but comes with a cost per product that covers their expertise and service.

This is our main expense because we rely on external specialists to ensure that our product is safe, certified, and of premium quality, matching market expectations.

2. Employees' Salaries – 245,000 DA

These salaries cover our internal team including marketing staff, salespeople, logistics coordinators, administrative personnel, and our small management team overseeing the manufacturer relationship.

3. Inventory (Stock Purchases) – 50,000 DA

This cost covers storage and stocking of finished products purchased from the manufacturer.

Because inventory management ensures continuous availability of products in the market, avoiding shortages that could harm reputation and sales.

4. Transportation Costs – 50,000 DA

These are the costs to move products from the warehouse

5. Other Expenses – 15,000 DA

This includes general business overhead such as office rent, utilities, internet, business insurance, minor maintenance, digital services .

6. Total Expenses – 840,000 DA

This is the total monthly cash outflow required to keep the business fully operational and competitive in the market.

Production risks and complexity are outsourced to experts , reducing our operational burden and ensuring product quality and regulatory compliance.

We focus spending on marketing, distribution, and brand building — the real levers for growth in the protein shake market.

Inventory and transport are budgeted to ensure market availability without overstocking or delivery delays.

Salaries cover a lean but effective team; essential for managing relationships with producers, suppliers, and customers.

3)- Detailed Distribution of Employee Compensation by Function

EMPLOYEES	SALARIES
WORKER	35000
WORKER	35000
STOCK MANAGER	45000
RECEPTIONIST	35000
SUPERVISOR	45000
SOCIAL MEDIA MANAGER	50000
TOTAL	245000

Tableau 8:salaries of our employees.

source: compiled by the student based on the financial study.

A detailed salary structure supports all critical roles:

Production (2 workers): Ensuring protein shakes are consistently made to quality standards.

Stock Manager: Controls the high-value inventory.

Receptionist & Supervisor: Handle administration and oversight.

Social Media Manager: A strategic role since protein shakes thrive on health trends pushed through Instagram, TikTok, and influencers.

Each salary serves a justified operational purpose, and no unnecessary positions inflate costs.

4)-Monthly Sales Volume and Revenue Estimation

SALES PRICE (MONTHLY)	180
SALES PER DAY	190
NUMBER OF DAYS	30
TOTAL OF SALES	1026000

Tableau 9: sales volume.

source: compiled by the student based on the financial study.

Selling Price: 180 DA/unit

Daily Sales: 190 units

Monthly Revenue: 1,026,000 DA

This sales forecast is reasonable and conservative because:

Only 190 shakes/day in a city market is realistic .

Pricing (180 DA) is competitive yet profitable, reflecting market research and consumer affordability.

Monthly revenue far exceeds operating costs.

Shows capacity to generate over double the monthly cost , ensuring sustainability.

Turnover monthly: 1026000.

Turover annually: 12312000.

TAX: 10 per cent.

Result before tax= 2232000

Result after tax= 2008800

we notice a strong yearly net profit confirms that the business can grow, reinvest, or reward shareholders.

5)- Five-Year Financial Projection and Investment Profitability Assessment:

Colonne1	Colonne2
INVESTMENT	60000000
DEPRECIATION	5YEARS
DISCOUNT RATE	3%
CORPORATE TAX (IBS) 19 %	19%

Tableau 10: five years financial projection.

source: compiled by the student based on the financial study.

This long-term view is crucial to prove project viability,

Colonne1	Colonne2
SALES PRICE	150
NUMBER OF SALES PER DAY	600
DAYS	360
TURNOVER	32400000

Tableau 11: the annual turnover.

source: compiled by the student based on the financial study.

the price of the product goes down to 150DA because we will be producing large quantities as we grow our business and deliver to other states.

Variable costs =16200000

Fixed costs= 600000

and as a consequence we get to :

Colonne1	Années 1	Années 2	Années 3	Années 4	Années 5
TURNOVER	32400000	38880000	46656000	55987200	67184640
(-) VARIABLE COSTS	16200000	19440000	23328000	27993600	33592320
(-)FIXED COSTS	600000	600000	600000	600000	600000
(-)Amortization	1200000	1200000	1200000	1200000	1200000
RESULT BEFORE TAX	14400000	17640000	21528000	26193600	31792320
CORPORATE TAX (19%)	2736000	3351600	4090320	4976784	6040540,8
RESULT AFTER TAX	11664000	14288400	17437680	21216816	25751779,2
(+) AMORTIZATION	1200000	1200000	1200000	1200000	1200000
NET CASH FLOW	12864000	15488400	18637680	22416816	26951779,2
DISCOUNTED NET CASH FLOWS	12489320,4	14599302,5	17056117,4	19917050,7	23248841,5
CUMULATIVE DISCOUNTED NET CASH FLOWS	12489320,4	27088622,9	44144740,3	64061790,9	87310632,4

Tableau 12: 5 years result after investment.

source: compiled by the student based on the financial study.

year Revenue & Cost Projection:

-Year 1 Revenue: 32,400,000 DA

-Year 5 Revenue: 67,184,640 DA

Revenue grows consistently: showing excellent market expansion potential.

Profit Before and After Tax:

-Year 1 Net Profit After Tax: 11,664,000 DA

-Year 5 Net Profit After Tax: 25,751,779 DA

Profit almost doubles in 5 years, a sign of strong operational leverage.

Cash Flow Analysis:

Net Cash Flow grows from 12M to 26M DA annually.

Discounted Net Cash Flows (DCF) used to adjust for time value of money

Cumulative Discounted Cash Flows after 5 years: 87,310,632 DA, exceeding the investment (60M DA) by 27M DA.

Colonne1	Colonne2
INVESTEMENT	60000000

Tableau 13: the investment amount.

source: compiled by the student based on the financial study.

Colonne1	Colonne2
NET PRESENT VALUE	27310632,43
PROFITABILITY INDEX	1,455177207

Tableau 14: NET present value and Profitability index.

source: compiled by the student based on the financial study.

Profitability Indicators:

Indicator Value:

-Net Present Value (NPV) 27,310,632 DA

-Profitability Index (PI) 1.455 (>1)

An NPV > 0 and PI > 1 proves the business will create value and should be financed.

An NPV of 27M DA signals excellent return potential compared to the market.

In this financial evaluation, two essential profitability indicators were used to assess the viability and attractiveness of the protein shake project: the Net Present Value (NPV) and the Profitability Index (PI).

The Net Present Value (NPV) is a measure that reflects the difference between the present value of expected cash inflows and the present value of cash outflows over the project's lifetime. In simpler terms, it shows the net financial gain the business is expected to generate, after considering the time value of money (meaning that money earned in the future is worth less than money earned today). In this case, the calculated NPV amounts to 27,310,632 DA, a positive and substantial value. This means that, after covering all investment costs and operational expenses over the 5-year period, the project is expected to generate more than 27 million DA in additional value for its investors. An NPV greater than zero is a fundamental signal of profitability and feasibility; it means that the business not only recovers its initial investment but also produces a surplus, making it an attractive and worthwhile venture.

The Profitability Index (PI), meanwhile, measures the ratio between the present value of future cash inflows and the initial investment. A PI greater than 1 indicates that the project will return more than every dinar invested. Here, the calculated PI is 1.455, meaning that for every 1 DA invested, the business is expected to generate 1.455 DA in present value terms, a clear sign of strong profitability. This exceeds the minimum threshold ($PI > 1$) required to justify financial investment, and further confirms the project's capacity to create value over time.

In summary, both indicators provide consistent and positive conclusions: this protein shake project is not only profitable but also financially sound and appealing to investors. The high NPV demonstrates excellent earning potential, while the PI above 1 confirms the business's efficiency in generating value relative to its initial cost. Together, these results offer convincing financial justification to proceed with the launch of the business.

The sixth chapter

Chapter 6 :

The prototype:

We aim to deliver a good combination of delicious beverage with a great nutritional value designed for athletes and sports enthusiasts which got us to this final result:



Figure 27:b=Boost&Build prototype.

source: made by our graphic designer-Aymen Bouarara.

We went through multiple operations to turn a few ingredients to this beverage bottle. As it was mentioned previously, our collaborations with the laboratory and the manufacturer ease the production phase without compromising taste, nutrition or quality.

the laboratory is the backbone of our product development ensuring our formula delivers not only a great taste and 25G of protein but also setting our customers health and safety our first priority, by leveraging expertise and advanced science with modern technology it all makes our product sustainable and trusted by the gym community along with the busy professionals and health-aware individuals.

Choosing to work with a manufacture offers numerous advantages for us as a new beverages brand that aims for allowing people to go through the experience of staying healthy but keep enjoying their snacks with the different and delicious flavors which is guaranteed because of their expertise and strategic network that they have worked on through the years.

Another key benefit that pushed us to think about signing a contract with a factory is saving time and minimizing costs per unit.

This manufacture offers packaging solutions as well which eliminates the need to coordinate between multiple vendors and eradicates back and forth communications reducing complexities and shipping delays so this way we free up time and accelerates our launch.

Our visual identity

In order to show our identity through our packaging we hired an exceptionally talented group specialized in the graphic design, who managed to bring our brand's vision to life with stunning creativity and precision.

We made sure our packaging aligns with our brand identity to make it visually linked to the reason why our brand exists as well as our values, the design was crafted with the mindset of the gym-goers and athletes ensuring every detail resonates with their lifestyle and their goals.

Our packaging doesn't just hold the product but it speaks athletes and gym goers-language to stop them mid stride at first glance even if our product is next to other products from other brands on the same shelf.

the muscular figure on the label is what will catch their attention and choosing it to be on the center of our products packaging was carefully planned to be a part of our identity because we, as a protein shakes brand, promote discipline, strength, resilience and power. the strong silhouette on our bottle represents a symbol of the commitment and perseverance required to forge a strong self and body which will make the consumers think about their goals every time they see it and maybe even motivates them to make an instant purchase.

we insisted on highlighting 25G PROTEIN in bold and eye catching typography that dominates the visual hierarchy. The protein content is the hero of our packaging and also the most crucial ingredient in our product because gym goers usually read labels but most importantly, their eyes lock onto this specific metric first , so by adding the clear and short phrase of "25G PROTEIN" we drag their attention even more and at the same time we eliminate the hesitation to buying our product so this strategy will increase our sales effortlessly because our product will promote itself on every shelf whether it is in stores or gym centers or ever hypermarkets where athletes go shopping intentionally to find more products high protein in order to add them to their diet.

Speaking of packaging and our identity, we selected a certain list of colors that allude strength, discipline and resilience regardless of the different flavors we always show our identity through our palette colors.

We decided to keep the black edges of the bottle for all types of flavors we have, because this color carries powerful symbolism that stands for power , authority, minimalism and resilience.

The color black carries a profound emotional impact in our design , it conveys power , dedication ,athleticism aligning with fitness goals and premium quality. As it also creates a sharp a clean look, Emphasizing on showing clarity and focus which translates our product's purity and high quality in a simple way, adding black edges into our packaging is a very good idea to let the other colors pop out whilst keeping the design uncluttered to make all the focus falls into our logo that is the most eye catching point for our target audience.

To make our clients live the full experience of drinking our beverages, we thought about taking them to different worlds with every flavor we offer. And since we used the black edges along with the simple muscular figure in the middle of the bottle, it would be easier for us to play with the colors to represent every flavor and differentiate one from another.

The conclusion

In this thesis, we have presented the development and strategic planning behind our protein shake brand, built from the ground up with a clear vision to offer a high-quality, reliable, and health-conscious product to the market. From the outset, we focused on establishing a strong marketing strategy that accurately reflects our target audience's needs and differentiates our brand in a competitive landscape. By identifying key positioning points and leveraging modern marketing tools, we have laid the groundwork for a brand identity that is both compelling and sustainable.

The process of bringing the product to life involved partnering with a certified manufacturer and laboratory, ensuring that our protein shakes meet rigorous quality and safety standards. This collaboration not only guarantees consistency in production but also supports future scalability as the brand grows.

To validate the feasibility of this venture, I conducted a detailed financial study which shows that the brand is not only economically viable but also holds strong potential for profitability and long-term success. With realistic projections, controlled costs, and a growing market demand, the financial outlook supports the strategic direction I have taken.

In conclusion, this project reflects our commitment as a talented and well educated team to building a meaningful, results-driven brand from both a creative and business perspective. With a solid foundation in place supported by strategic planning, a reliable production pipeline, and financial viability, we are confident in the future growth and success of my protein shake brand.

The references :

1. ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934 For the fiscal year ended September 30, 2019
2. Belhadj, M.; Arbouche, Z.; Brouri, M.; Malek, R.; Semrouni, M.; Zekri, S.; Nadir, D.; Abrouk, S. BAROMÈTRE Algérie: Enquête nationale sur la prise en charge des personnes diabétiques. Méd. Mal. Métab. 2019, 13, 188–194.
3. BellRing Brands Annual Report 2020.
4. by Will Kenton –exchange controls\;Meaning & How Companies Get Around Them By Will Kenton Updated February 22, 2021
5. ceicdata.com
6. D Travis Thomas , Kelly Anne Erdman , Louise M Burke - Position of the Academy of Nutrition and Dietetics, Dietitians of Canada, and the American College of Sports Medicine: Nutrition and athletic performance. Medicine & Science in Sports & Exercise. 2016;48:543.
7. danone annual report 2017.
8. Danone annual report 2020 .
9. Douglas Yu- Ripple Foods Raises \ \$49 Million In Fresh Funding- forbes.com- Nov 30, 2023, 11:32pm
10. Effects of currency devaluation on buying power in Algeria-AKILAL Nassim*Université d'Alger 1 Benyoucef Benkhedda –Algeria-15/12/2024
11. Elaine watson- Plant-based milk maker Ripple Foods raises \ \$49m on back of ‘explosive growth’ in kids’ products- agfundernews.com- November 30, 2023 .
12. Elaine Watson-pea-protein fueled Ripple Foods raises \ \$60m in series E, plans move into overseas markets-foodnavigatorusa.com-03rd January 2024.
13. Elizabeth Flood- Plant-based milk maker Ripple Foods raises another \ \$49M on heels of innovation- fooddive.com- December 05, 2023.
14. fairlife.com-products.
15. F\&H official website.
16. Int Soc Sports Nutr. - protein and exercise- 2007 Sep- pmc.ncbi.nlm.nih.gov
17. J Cachexia Sarcopenia Muscle- Protein intake and bone mineral density: Cross-sectional relationship and longitudinal effects in older adults -2023 Feb- pmc.ncbi.nlm.nih.gov

- 18.Katie Grace Carpenter-calorie-www.snexplores.org-January 8, 2024 at 6:30 am .
- 19.Kris Gunnars, BSc — 10 Science-Backed Reasons to Eat More Protein-February 18, 2025-healthline.com -
- 20.Kris Gunnars, BSc — How Protein Can Help You Lose Weight Naturally-May 29, 2024-healthline.com
- 21.Kyra Petticrew, owyn-grow-category-share-with-perpetua-and-target ,perpetua.io,4 juin 2021.
- 22.Last published date: 2023-01-31 - www.trade.gov (Algeria country commercial guide) .
- 23.Malik V.S., Pan A., Willett W\,C., Hu F.B. Sugar-sweetened beverages and weight gain in children and adults: A systematic review and meta-analysis. Am. J. Clin. Nutr. 2013.
- 24.Martha Anne Tudor- Medically Reviewed by Melinda Ratini,-High-Protein Diet for Weight Loss.webmd.com-April 16, 2025.
- 25.Medically reviewed by Kerry Boyle D.Ac., M.S., L.Ac., Dipl. Ac., CYT – written by Jennifer Huizen and Mandy French –medicalnewstoday.com— Updated on October 17, 2024.
- 26.Michelle Klieger- Fairlife: A Business Model of the Future-May20,2025
- 27.Ms. Simran Vichare,adaptogens- nutritionmeetsfoodscience.com - october 31,2023
- 28.National library of national medicine-LiverTox: Clinical and Research Information on Drug-Induced Liver Injury -ashwagandha-December 3, 2024.
- 29.oec.world_raw sugar reporter.
- 30.OWYN funding & investors – tracxn.com- April 27, 2025
- 31.Premier Protein Official Website - Products.
- 32.Ramishah Maruf, Coca-Cola leans on fancy milk to grow past soft drinks-cnn.com- Sun February 16, 2025
- 33.Ray Latif |How OWYN Went From DTC Upstart To An \\$85M Omnichannel Giant Killer- tasteradio.com-April 4, 2023 at 11:15 am.
- 34.Reportage de smail mimouni chaine 3 – radioalgérie.dz
- 35.Shilpa N Bhupathiraju,calories,www.msmanuals.com, Feb 2023
- 36.Snehal Singh| protein-energy-drinks-market-www.marketresearchfuture.com/reports/21823-march2025

37. Song M, Fung TT, Hu FB, Willett WC, Longo VD, Chan AT, Giovannucci EL. Association of animal and plant protein intake with all-cause and cause-specific mortality. *JAMA internal medicine*. 2016 Oct 1
38. standardization by paul kirvan Published: May 09, 2023 on techtager.com
39. ST. LOUIS, Nov. 18, 2024 (GLOBE NEWSWIRE) -- BellRing Brands, Inc. (NYSE:BRBR) ("BellRing")
40. Takeshi Hashimoto , Yoko Okada , Atsushi Yamanaka , Natsuhiko Ono , Keisuke Uryu , Isafumi Maru -The effect of eleutherococcus senticosus on metabolism-associated protein expression in 3T3-L1 and C2C12 cells- 2020 Sep;24(3):13-18. doi: 10.20463/pan.2020.0016. Epub 2020 Sep 30.
41. The Effect of a Compound Protein on Wound Healing and Nutritional Status _ Xue Wang 1, Zhangping Yu 1, Shengnan Zhou 1, Shiwei Shen 2, Wei Chen - 2022 Mar 24
42. The Journey of Fairlife Milk: From Farm to Your Fridge-thebullvine.com- Tuesday, July 16th, 2024
43. The role of protein in the body's recovery process- <https://www.danoneresearch.com/August> 1, 2024
44. Total MULO Dollar Sales for the 52 Week Period Ending 3/24/24
45. tradingeconomics.com
46. Wankhede S., Langade D., Joshi K., Sinha S.R., Bhattacharyya S. Examining the effect of Withania somnifera supplementation on muscle strength and recovery: A randomized controlled trial. *J. Int. Soc. Sports Nutr.*
47. Written by Dr. Aric D. Cox DC, Adaptogen Herbs: Evidence, Medicinal Benefits, & Morerupahealth.com-February 20, 2025
48. Ziegenfuss T., Kedia A., Sandrock J., Raub B., Kerksick C., Lopez H. Effects of an Aqueous Extract of Withania somnifera on Strength Training Adaptations and Recovery: The STAR Trial. *Nutrients*. 2018;10:1807. doi: 10.3390/nu10111807.

List of annexes:

المنتجات الجزائرية الغنية بالبروتين

من خلال هذا الاستبيان، نحاول معرفة احتياجات الرياضي الجزائري ورأيه حول المنتجات الغذائية المتوفرة في السوق الجزائري.

❖ ما هي مدة تدريبك؟

☐ من شهر إلى ستة أشهر.

☐ من ستة أشهر إلى سنة.

☐ من سنة إلى سنتين.

☐ أكثر من سنتين.

❖ ما هو هدفك الحالي؟

☐ التضخيم

☐ التنشيف

☐ المحافظة على الوزن الحالي

❖ ما هو استهلاكك اليومي للبروتين بالغرام؟

.....

❖ ما هي الصعوبات التي تواجهها في الحصول على احتياجاتك اليومية من البروتين؟

☐ ضعف الشهية

☐ الوقت

☐ الأسعار

☐ قلة المنتجات الغنية بالبروتين

❖ ما هي المنتجات الجزائرية الغنية بالبروتين التي تستهلكها؟

- ☐ Whey Protein
- ☐ Mass Gainer
- ☐ Beurre de cacahuète
- ☐ Milkshake
- ☐ Crème Dessert
- ☐ أخرى:

❖ ما هي الماركات الجزائرية التي تستهلكها؟

.....

❖ هل تجد هذه المنتجات بسهولة في السوق؟

- ☐ نعم
- ☐ لا

❖ ما هي إيجابيات هذه المنتجات؟

.....

❖ ما هي سلبيات هذه المنتجات؟

.....

❖ ما هي المنتجات التي تود أن تكون متوفرة في السوق الجزائري؟

.....

❖ قدم انتقاداً حول المنتجات الجزائرية الموجهة للاعبين كمال الأجسام:

.....

Algerian Protein-Rich Products

Through this survey, we aim to understand the needs of Algerian athletes and their opinions regarding the nutritional products available in the Algerian market.

❖ How long have you been training?

- ☐ From 1 month to 6 months
- ☐ From 6 months to 1 year
- ☐ From 1 year to 2 years
- ☐ More than 2 years

❖ What is your current goal?

- ☐ Bulking
- ☐ Cutting
- ☐ Maintaining current weight

❖ What is your daily protein intake (in grams)?

.....

❖ What difficulties do you face in meeting your daily protein needs?

- ☐ Poor appetite
- ☐ Lack of time
- ☐ High prices
- ☐ Lack of protein-rich products

❖ Which Algerian protein-rich products do you consume?

- ☐ Whey Protein
- ☐ Mass Gainer
- ☐ Peanut Butter
- ☐ Milkshake
- ☐ Dessert Cream
- ☐ Other:

❖ Which Algerian brands do you consume?

.....

❖ Do you easily find these products in the market?

- ☐ Yes
- ☐ No

❖ What are the advantages of these products?

.....

❖ What are the disadvantages of these products?

.....

❖ What products would you like to see available in the Algerian market?

.....

❖ Provide a critique of Algerian products targeted at bodybuilders:

.....

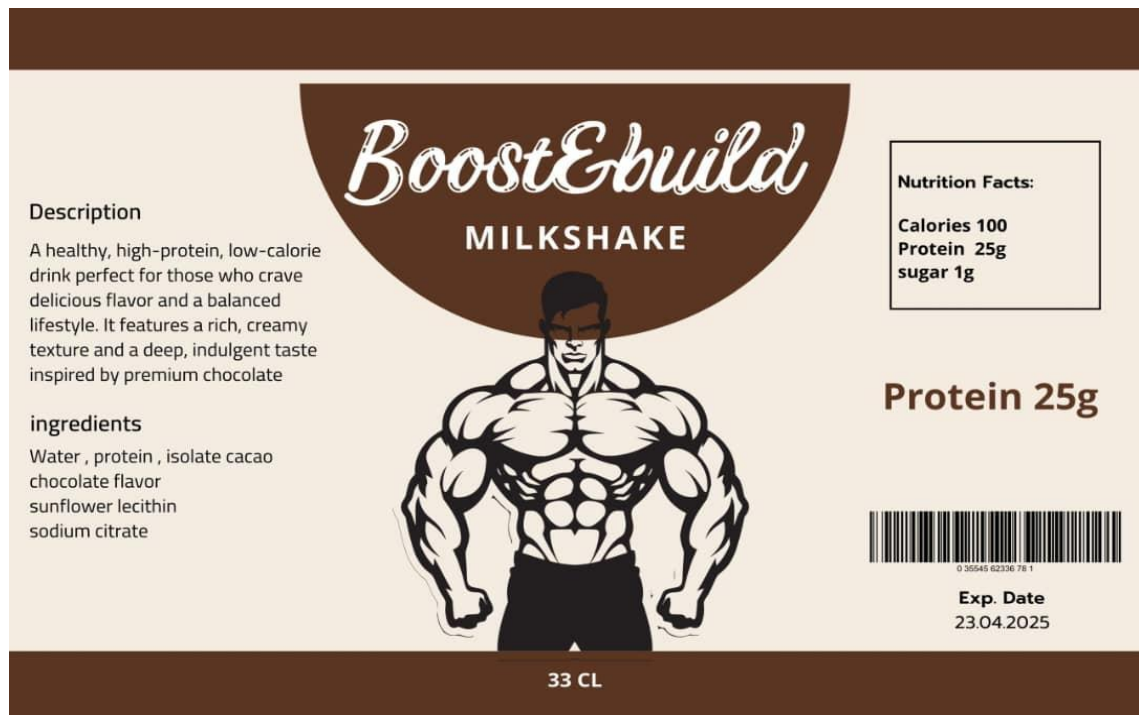


Figure 28: Boost&Build protein shakes Official design.

source: made by our graphic designer-Aymen Bouarara.



Figure 29: an imaginary version of our product.

source: made by our graphic designer-Aymen Bouarara.



Figure 31:Boost&Build beverage-vanilla flavor
source: made by our graphic designer-Aymen Bouarara.



Figure 33:Boost&Build beverage-Caramel flavor.
source: made by our graphic designer-Aymen Bouarara.



Figure 32:Boost&Build beverage-Strawberry flavor.
source: made by our graphic designer-Aymen Bouarara.

Abstract:

The demand for health-oriented food products, particularly protein-enriched shakes, is experiencing significant growth worldwide, including in emerging markets such as Algeria. This thesis examines the potential for developing a competitive protein shakes brand within the Algerian market, where increasing health awareness, a rising number of fitness enthusiasts, and evolving consumer preferences are creating new opportunities for functional food products. Despite this promising context, the sector remains underdeveloped, with limited local production and strong reliance on imported brands that often fail to meet the specific tastes and price expectations of Algerian consumers.

The study highlights the strategic importance of establishing a local protein shake brand that combines nutritional quality, affordability, and cultural relevance. Key challenges identified include limited industrial infrastructure for protein processing, insufficient consumer education on the benefits of protein supplementation, and the need for supportive financial mechanisms for startups in the food and beverage sector. The research also emphasizes the role of partnerships with financial institutions, investors, technological incubators, and public funds in overcoming these barriers and scaling production capabilities.

Through a review of market trends, consumer behavior, and business ecosystem dynamics, this thesis provides insights into how a protein shakes brand can successfully position itself in Algeria's growing health food market, while contributing to local economic development and dietary innovation.

Keywords: Protein shakes , protein , beverages, RTD.