

Entrepreneurship to Private Limited Company: SLN Coffee Pvt. Ltd. Co's Success Story on Creating a Successful Brand Levista

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ABSTRACT

Background/purpose: *The context in which entrepreneurship in the cultural and creative industries (CCI) occurs was the focus of this study. Entrepreneur inspiration is a type of motivation that allows creative ideas to be transformed into creative products. The company SLN Coffee Pvt. Ltd. Co., which started with the acquisition of a coffee plantation and later entered the trade of green coffee beans before becoming a brand coffee business in 2004, has experienced rapid and steady growth. This success can be attributed to a variety of factors worth discussing.*

Objective: *To examine the development of SLN Coffee Pvt. Ltd. Co. and the factors that contributed to this growth into a brand.*

Design/Methodology/Approach: *Information gathered from primary and secondary data is analyzed and presented. utilizing the SWOC framework, numerous scholarly articles, web articles, company websites, and interviewing techniques.*

Findings/result: *It has been found, findings of a study conducted using a variety of resources and the analysis of data, that competing in a market is a challenging endeavour that calls for the application of multiple methods and processes. creativity and innovation.*

Research limitations/implications: *The evaluation and solutions presented in this paper are only applicable to industries with a limited to similar business model, yearly revenue, and level of expertise to SLN Coffee Pvt. Ltd. Co.*

Originality/value: *This paper focuses on the various factors and scenarios that have enabled the SLN Coffee Pvt. Ltd. Co to grow and be labelled as a brand in the coffee industry.*

Paper type: *A Research Case study paper on journey of SLN Coffee Pvt. Ltd. Co in becoming the successful coffee Brand in comprehensive coverage of the coffee Industry.*

Keywords: SLN Coffee, Levista, Instant Coffee, Private limited company, innovative entrepreneurship, Business strategy.

1. INTRODUCTION :

Entrepreneurship is a primary concern area that has the ability to encourage the production of wealth and jobs in a unique and independent manner. Starting a new business is only one aspect of becoming an entrepreneur [1]. It refers to the entire process through which people learn about their options for empowering themselves, creating ideas, and exercising self-discipline and initiative [2]. In a larger sense, entrepreneurship aids young people in acquiring fresh knowledge and experiences that may be used to tackle a variety of other difficulties in life [3]. One component of becoming an entrepreneur is starting a new business. It refers to the entire process through which people learn about their options for empowering themselves, creating ideas, and exercising self-discipline and initiative [4]. In a larger sense, entrepreneurship aids young people in acquiring fresh knowledge and experiences that may be used to tackle a variety of other difficulties in life [5].

The SLN Group's history is a witness to the entrepreneurial spirit that first emerged 60 years ago. who planted coffee seeds to start the coffee industry, where his enthusiasm and inventiveness resulted in a well-known brand today. The SLN Group is the largest private sector company in the South, known for its various brands, products, and services. The SLN group began with the purchase of a coffee plantation [6].

SLN stands for **SATHAPPAN LAKSHMANAN NARAYANAN**, the initials of ancestors. In Chettiar Community, people refer to families by their initials. The SLN group is based in Kushalnagara Kodagu, India. The SLN Group's story is an example of entrepreneurship that began 60 years ago. Major coffee exporters SLN group entered the instant coffee market with the release of its brand-new product, 'Levista' from a small seed sown half a century ago after 20 years in the coffee sector. With its new brand, the firm anticipates top-line revenue to reach Rs 1,100 crore. The SLN Group has developed into a well-established tree with branches in a number of industries, including SLN Coffee, SLN Properties and Developers, SLN Plantations, SLN Timber, SLN Hospitality, SLN Education, and SLN Café [7].

2. RELATED WORKS :

In addition to being a popular beverage, coffee is also a precious commodity. The economics of the coffee industry have changed recently as a result of declining pricing on the global market. India is the only country in the world where coffee is grown under a "well-defined two-tier shadow canopy of evergreen legumes. These research contributions are examined and summarized in a descriptive and tabular format below.

Table1: Inputs from many academics for Coffee Industry.

S. No.	AREA	CONTRIBUTION	AUTHOR
1.	Sustainability Strategies	The coffee industry is confronted with a number of sustainability issues. We question whether addressing them will change the coffee industry as a whole or only result in market distinction. This paper also examines the sustainability initiatives to analyze how the coffee sector handles sustainability, Using analysis of the global value chain and stakeholder theory. The market can be differentiated through sustainability if forward-thinking companies create sustainability plans that are in line with their stakeholders and depend on value chain elements.	Bager, S. L. (2020). [8].
2.	Coffee Production and the Environment	Environmental sustainability has been discovered to be a win-win business strategy that benefits both the organization and the environment.	Reinecke, J. (2022). [9].
3.	Emergence of a Standards Market	It is discovered that the interaction between two antagonistic mechanisms—convergence and differentiation—promotes the continued coexistence of numerous standards in the global coffee business. Together, these mechanisms enable what we term "meta-standardization of sustainable behaviours," which enables the formation and survival of a market for standards. Although met standardization promotes convergence at the "rules of the game" level, it also permits differentiation at the attribute level, allowing parties to establish and uphold their own standards.	Reinecke, J., (2012). [10].

4.	Coffee-quality	New coffee markets that support smallholder enterprises and develop agroecological practices can pay premium rates for high-quality coffee. This study focused on the Relationship Coffee Model (RCM), a business model that promotes long-term partnerships between coffee purchasers and smallholders based on product quality. We investigated the impact of biophysical factors and farming methods on smallholders' capacity to engage in this paradigm.	Hernandez-Aguilera, J. N. (2018). [11].
5.	BUSINESS DEVELOPMENT STRATEGY	An alternate method to boost competitiveness that can aid the organization in terms of business development is anticipated to be presented by this study. 1) boosting the output of natural and honey coffee varieties 2) constructing a coffee center on a plantation to provide farmers with information and innovative media; 3) enhancing human resource competency in the plantation, post-harvest, and promotion areas;	Aknesia, V., (2015). [12].
6.	Coffee export marketing	In industrialized nations, strategic management models are increasingly used in the design of successful strategic planning programmes and as analytical lenses for organizational problems. These models are, however, rarely used in the trade and industry of developing nations. However, just a minor part (0.69%) of the world's export coffee market comes from Rwanda. If the role of export coffee to the country's economic perspective is to be reinforced, it is vital to understand the social, economic, cultural, institutional, and technical factors impacting the consuming subpopulations in these nations. Appropriate marketing strategies for these places are also explored.	Edward, M., Nathan, T. (2009). [13].

3. RESEARCH GAP :

This article focuses on SLN Coffee Pvt. Ltd Co's how as an entrepreneurship business originality and enthusiasm turn out to be a Beverage Brand. Numerous studies have been undertaken on entrepreneurship business in a variety of areas, but none of the studies have been done on the SLN Group of company.

4. RESEARCH AGENDA :

The study has following agenda:

- (1) What is the SLN – A success Story of Entrepreneurship Passion and Creativity?
- (2) How did SLN Coffee Pvt. Ltd. Co. develop to become a successful business in Karnataka, India?
- (3) What are the various SLN group Products and Services?
- (4) What is the company profile of SLN Coffee Pvt. Ltd. Co.?
- (5) What is the business strategy of SLN Coffee Pvt. Ltd. Co.?
- (6) What are the strengths, weakness, opportunities and challenges (SWOC) faced by SLN Coffee Pvt. Ltd. Co.?

5. OBJECTIVES OF THE STUDY :

1. To know the SLN Coffee Pvt. Ltd. Co's Success Story of Entrepreneurship Passion and Creativity on Creating a Successful Brand Levista.
2. To study the growth journey of the prosperous Indian firm SLN Coffee Pvt. Ltd.

3. To know the various SLN group Products and services.
4. To study the company profile of SLN coffee Pvt. Ltd. Co.
5. To analyze and know business strategy of SLN coffee Pvt. Ltd. Co.
6. To obtain a SWOC study and make suggestions.

6. METHODOLOGY :

This is an exploratory study based on both Primary data and Secondary data which gathered by interviewing officials from SLN Coffee Pvt. Ltd. Co., and also from SLN website, and news articles.

Table 2: An exploratory study based on Primary Data and Secondary Data.

Research Methodology			
This is an exploratory study based on Primary Data and Secondary Data			
Sl. No	Data	Information gathered	SLN officials
1.	Primary Data	<ul style="list-style-type: none"> • Interview Method • Focus Grouped Method 	<ul style="list-style-type: none"> • Mr. Venkatachalam Sathappan • Mr. Velayutham
2.	Secondary Data	<ul style="list-style-type: none"> • SLN website • News articles • Google scholar & • Google 	<ul style="list-style-type: none"> • SLN Website

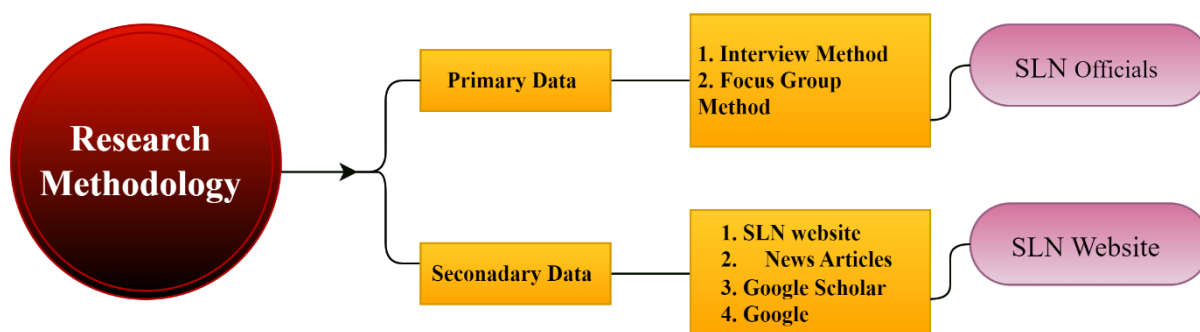


Fig. 1: Methodology

Source: Compiled by the Author

7. SLN – A SUCCESS STORY OF ENTREPRENEURSHIP PASSION AND CREATIVITY ON CREATING A SUCCESSFUL BRAND LEVISTA :

Coffee is the world's second most widely consumed beverage. It has become an essential part of our everyday lives [14]. Coffee aroma appears to be a relaxing, stress-free agent for people these days. What better way to bring a group of people together for a meeting, discussion, or to share a common interest than with a cup of coffee. People usually prefer going to coffee houses and cafes for the best coffee drinking experience [15]. As a result, in order to provide this aroma of coffee easily at home with a similar taste, **SLN Coffee Pvt. Ltd.** established itself as a promising company years ago with the goal of spreading pleasure to the masses all over the world. SLN Coffee's radiant spirit is like a perfect cup of coffee. Filling, hearty, fresh, wholesome, and satisfying It fulfils our commitment; we are steadfast in our commitment, clear in our ethics, committed to excellence, and gratifying in our responsibilities. Ethics, excellence, and accountability [16].

In the year 1956, This is the story of a man who used his determination, effort, and strong will to build a business empire while fighting against all odds. This is the story of a seed that flourished into a proud tree over the period of many years. The SLN Group's story is an example of 60-year-old entrepreneurship.

SLN which stands for **SATHAPPAN LAKSHMANAN NARAYANAN**, the initials of ancestors. In Chettiar Community, people refer to families by their initials. The SLN Group was established more than 50 years ago with the purchase of 1000 acres of coffee plantation from the Rajah of Chettinad by

the Late **Shri SLN Sathappa Chettiar**. He once more continued to thrive in the coffee industry, increasing capacity by establishing plantations on 100 acres in 1973 and 200 acres in 2003[17].

In 1997 SLN Coffee Company, the company expanded its business into trading in green coffee in a small scale, and the following year established an export facility under the name **SLN Exports** [18]. In the year 2000, SLN Coffee Company also established a curing facility with a capacity of 20,000 MT, as well as a coffee processing unit –

On April 21, 2004, the company's official name was changed from S.L.N. Exports Company to S.L.N. Coffee Private Limited and it was incorporated as a private company. In 2006, the SLN Group's comprehensive coverage of the coffee industry began a new chapter with the launch of the Instant Coffee Division. **SLN Coffee has finally become a Brand for 'LEVISTA COFFEE'**. In addition to exporting over 10,000 MT of green coffee each year, SLN Coffee Company is a large supplier of processed coffee (both roasted ground coffee powder and soluble (instant) coffee powder). The SLN Coffee now offers the full coffee experience, from the coffee farm to the cup [19].

The SLN Group has grown from a tiny seed that was planted half a century ago into a sturdy tree that has spread its branches over several industries. They started SLN Timbers in 2006. Starting in 2010 with the opening of SLN Eden Garden, S.L.N Properties & Developers was established. Additionally, they launched the educational arm, Nalanda Gurukula International Public School. The Group entered the retailing of petroleum products in 2013. The SLN group's luxury resort, Purple Palms Property & Spa, made its debut in 2016. The Levista Cafe launched its doors in 2022 to provide the best coffee for coffee aficionados. [20].

8. ABOUT GROWTH SAGA OF SLN COFFEE PVT. LTD. COMPANY :

The rapid growth of SLN Industries did not happen quickly or in a predetermined period of time. It has been a methodical procedure since its beginning in the late 1950s. The history of this gradual rise is described in the table below. [21].

Table 3: Growth saga of SLN coffee pvt. ltd. company

Year	Milestone
1956	The SLN Group began with the purchase of a coffee plantation. The purchase of a coffee plantation sparked the formation of the group.
1973	Escalating capacity by 100 acres of plantation.
1997	The company expanded into the trading of green coffee beans.
2000	A cure plant facility with a capacity of 20,000 MTs was established.
2004	On April 21, 2004, the company's official name was changed from S.L.N. Exports Company to S.L.N. Coffee Private Limited and it was incorporated as a private company.
2006	Established SLN Timbers
2008	Launched our Instant Coffee
2010	<ul style="list-style-type: none"> • S.L.N Properties & Developers was born with the launch of SLN Eden Garden. • Started Nalanda Gurukula International Public School, the educational wing
2013	The Group branched out into petroleum retailing.
2015	Awarded and certified for: <ul style="list-style-type: none"> • Hindustan Unilever Limited “Best Supply Partner” award for Cost Competitiveness2015 • IPC Award for “Best Pepper Farmers”- 2015 • FSSC 22000 Certification from Beureau-Veritas2015 • 23rd International Packaging and Food Processing Systems Exhibition- World Food Istanbul 2015

2016	A luxury resort, Purple Palms Resort & Spa was launched.
2017	<ul style="list-style-type: none"> We embarked on the business of spices trading. December 4th – Levista Instant Coffee was launched by SLN coffee in Tamilnadu. December 7th – Levista Instant Coffee was launched by SLN coffee in Karnataka
2021	The most recent Annual General Meeting (AGM) of S.L.N Coffee Private Limited took place on November 30, 2021, and its most recent balance statement was submitted on March 31, 2021, according to MCA data.
2022	Levista café opened its doors.

Source: Compiled by the Author

9. VARIOUS SLN GROUP PRODUCTS AND SERVICES :

From the modest seed sown half a century back, SLN Group is now a deep-rooted tree branched out into different domains such as SLN Coffee, SLN properties and developers, SLN plantations, SLN timber etc. the following table summarizes some of the many products and services of SLN group [22].

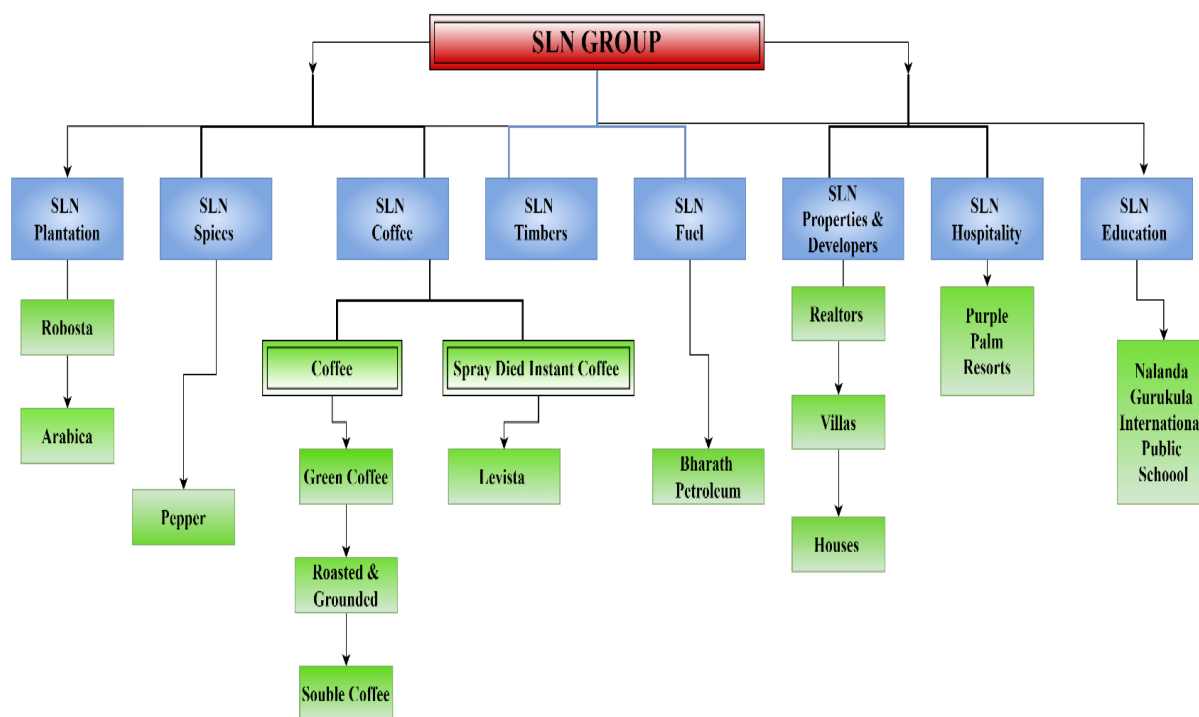


Fig. 2: SLN GROUP PRODUCTS & SERVICES

Source: Compiled by the Author

Table 4: SLN Group products and services.

SLN GROUP PRODUCTS AND SERVICES			
S. No	Brands	Description and Products	Contact / eService site
1.	SLN Plantation	They grow some of the finest and high-quality Coorg coffee berries, pepper, arecanut and vanilla	SLN Plantation, K. Chettalli, Somavarpet Taluk, Kodagu District, Karnataka

2.	SLN Coffee	A variety of coffee items are manufactured and exported by SLN Coffee Pvt. Ltd., including green coffee beans, flavoured coffee, Arabica roasted coffee beans, roast coffee, instant coffee, roast coffee beans, tea premix, flavoured instant coffee, coffee capsules, instant tea, filter coffee, and premix coffee.	SLN Coffee Pvt. Ltd. , P.B.No.47, KIADB Industrial Area, Kudlur, Kushalnagar – 571234, Kodagu District, Karnataka
3.	SLN Spices	SLN Group, has recently entered the spice trading business. The company has the infrastructure and vast capacity to produce, process, and export spices based on customer demand	
4.	SLN Fuel	SLN Group has also ventured into petroleum retailing where it stores quality fuels.	Sy. No. 88, Madapatna, Guddehosur Post, Kushalnagar - 571234 Kodagu District, Karnataka
5.	SLN Timbers	SLN group they also buy and sell legally logged trees under the banner of SLN Timbers.	
6.	SLN Properties & Developers	SLN Properties and Developers, who also provide complete infrastructure development services which is located in Bangalore.	Basavanahalli Village and Post Kushalnagar- 571234 Kodagu District, Karnataka
7.	SLN Hospitality	The SLN Group also extends its reach into the hospitality industry which is Purple Palm resorts. Considering the best accommodations in Coorg.	Purple Palms Spa & Resorts Guddehosur Post, Kushalnagar, Bollur, Karnataka 571234
8.	SLN Education	The SLN Group also expands into the field of education, and the NGIPS Public School is situated in Kushalnagara’s lovely and verdant Guddenahalli neighborhood.	Guddenahalli Koppa Post, Periyapatna Taluk, Near Kushalnagar, Mysore District - 571104, Karnataka, INDIA

Source: Compiled by the Author

1. SLN Coffee Plantation: With a combination of advanced technology and the wisdom of plantation workers who have been with us for decades, SLN coffee plantation has grown some of the finest Coorg coffee berries. Coffee plants are grown in the shade to ensure high quality, which translates into a good taste. Pepper, arecanut, and vanilla plants are also intercropped. To avoid chemical residues that affect the natural taste and aroma of coffee, it is ensured time-bound cultivation processes and use of organic fertilizers. They've also used cutting-edge Israeli drip irrigation technology for fertigation, which is unusual in other planting communities.

2. SLN Coffee: SLN Coffee Pvt. Ltd was founded in 1977 and is a manufacturer and exporter of a variety of coffee products, including green coffee beans, flavored coffee, Arabica roasted coffee beans, roast coffee, instant coffee, roast coffee beans, tea premix, flavored instant coffee, coffee capsules, instant tea, filter coffee, and premix coffee. SLN Coffee focus on meeting all customer expectations by giving them exceptional products that will satisfy them. In order to improve curing facilities, SLN Coffee concentrated on investing in cutting-edge technology and equipment. Currently, SLN Coffee offers 50,000 MTs annually to customers in more than 20 different countries. SLN Coffee has also earned IPC Awards from the International Pepper Community in Indonesia for being the best pepper producers in 2015.

3. SLN Spices (Pepper processing exports): SLN Coffee & Spices Exports Private Limited, a subsidiary of the SLN Group, has recently entered the spice trading business. SLN provides handpicked and sun-dried high-quality black pepper grown in their own plantations. The company has the infrastructure and vast capacity to produce, process, and export spices based on customer demand. The main goal is to focus on the resources and expertise on the food trade, where we they can establish themselves as a key player.

4. SLN Fuels: SLN Group has also ventured into petroleum retailing. SLN Group operates a state-controlled fuel station in India, where we store quality fuels allotted by Bharat Petroleum for the crowds passing through Kushal Nagar. They also have plenty of parking space and facilities for refreshing.

5. SLN Timbers: Though one of SLN's visions is to promote environmental balance, they also buy and sell legally logged trees under the banner of SLN Timbers. And the phrase "legally logged" is very important. They strive to cause no harm to people, society, or the environment.

6. SLN Education NGIPS (Nalanda Gurukula International Public School): Nalanda Gurukula International Public School is located in the beautiful lush area of Guddannahalli, Kushalnagar. The Nalanda Foundation aims to provide holistic education in a loving and caring atmosphere so that kids can grow up naturally and contentedly and gain wisdom, compassion, and intellect at every stage of their lives.

7. SLN Properties & Developers:

The gated community concept has been brilliantly implemented by SLN Properties and Developers, who also provide complete infrastructure development services in Bangalore International Airport-area Devanahalli and Coorg. Our goal is to provide luxurious residences that are completely comfortable. We think that the capacity for analysis, development, and delivery is the key to success.

8. SLN Hospitality:

The SLN Group also extends its reach into the hospitality industry. Considering the best accommodations in Coorg. Purple Palm Resorts, the largest resort of luxury in Coorg. Where You can choose between 68 exquisite rooms and suites at Purple Palm, as well as a sizable banquet space and other comforts that will make your stay unforgettable. Discover and enjoy Coorg with us in a way you've never done before.

10. SLN COFFEE PVT. LTD – INCEPTION :

SLN Coffee is one of the drinks that people drink the most of everywhere in the globe. One of the most consumed beverages in the world is coffee. Over 50 years of expertise in the coffee business, SLN Coffee has made your coffee our passion. From plantation to packaging, SLN Coffee has a history of providing the coffee experience that guarantees that our consumers love every cup - no matter where they are in the world [23].

SLN Coffee Pvt. Ltd. based in Kushalnagar (Karnataka, India), which offer their clients a range of reliable coffee products. SLN Coffee offers wide range of reliable coffee products such as Roasted Coffee Beans, Brown Coffee Beans, Raw Coffee Beans, Filter Coffee, Agglomerated Instant Coffee etc. SLN focused in investing in latest technology and machinery to improve curing facilities. SLN have invested in latest machineries which is state of the art which ranges from Roasters, grinders, centrifuges, pulverizes and can packing systems. The highest-quality products, loaded with all the nutritional benefits, are served by SLN Coffee. By following the proper export/import laws that the government has set, SLN Coffee is succeeding on the international market. By providing coffee lovers with their ideal coffee products, SLN Coffee envisions a wonderful future with a focus on quality and customer happiness.

Company Profile of SLN Coffee Pvt. Ltd.

Table 5: Company Profile of SLN coffee Pvt. Ltd. Co.

SLN COMPANY PROFILE		
Company Name	SLN COFFEE PRIVATE LIMITED	
SLN Full Form	SATHAPPAN-LAKSHMANAN-NARAYANAN	
Nature of Business	Exporter & Manufacturer	
Year Of Establishment	1977	
Directors of Company	Narayanan Sathappan, Naryanan Viswanathan	
Company Sector	Company limited by Shares	
Date of Incorporation	21-April-2004	
Class of Comapany	Private	
Total Number of Employees	101 - 500 Employees	
Location	Corp Office, P.B-No. 47. KIADB Industrial Area Kudlur, Kushalnagar Kodagu Karnataka- 571234	
Annual Turnover	Rs. 10-25 Crore	
Top Export Countries	Turkey, Russia, Qatar, Portugal, Palestinian National Authority.	
Roc	RoC-Bangalore	
Company Sub Category	Non-Govt Company	
CIN	U15492KA2004PTC033786	
Company Status	Active	
Registration Number	33786	
Business Type	→ Primary Business	Retailer
	→ Secondary Business	Manufacturer/ Exporters/ Wholesale Suppliers
Email	info@slncoffee.com	

11. WHAT INSPIRED SLN GROUP LAUNCH ITS OWN BRAND?

The SLN family has been operating coffee estates under the SLN Coffee brand for about 60 years. However, it was only in 1997 that they ventured into exports and there has been no looking back ever since. The largest coffee exporters in India are SLN Coffee, and our processing facilities can handle 8,000 metric tonnes of coffee each year. They believed it was the ideal moment to start their own brand after two decades of practical experience in the export industry, and as the majority of coffee drinkers

are young people, they chose to join the market with instant coffee. With instant coffee powder, they were confident they could dominate the market for youthful coffee drinkers. In this form, SLN Coffee began to expand and served as a model for becoming a brand [24].

12. BUSINESS STRATEGY ADOPTED BY SLN COFFEE PVT. LTD. CO. :

Around the world, there are several instances of prosperous enterprises. While having a strong staff and adequate funding have been key components in their success, there is one more element that guarantees that firms accomplish their goals: a fool-proof business strategy. Additionally, each business uses a different approach to attain its unique goals since each has them. [25]

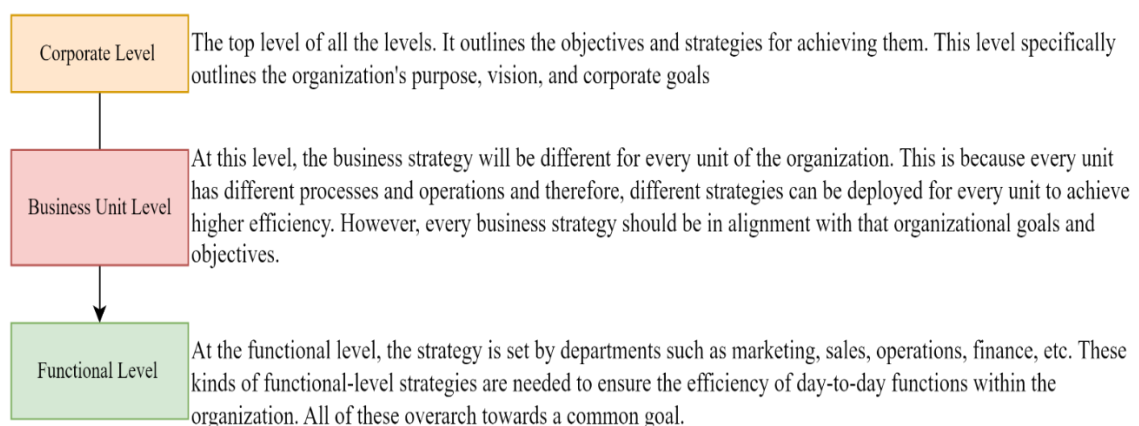
Although it is easy to describe, a brand may be identified by the way it is created and executed. A company's business strategy is made up of the choices and actions it makes to realize its larger goal. By knowing what a business plan is and how to implement one successfully, organizations may become market leaders in their area. Every firm is built on its business plan, and any errors might cause the goals of the organization to veer off course. [26]

Different Levels of Business Strategy: At every stage, a corporation employs a distinct set of business techniques. The many layers of business strategy are established by the objectives that are being pursued by each department of a corporation. Corporate strategy is separated into three stages based on accepted criteria. [27]



Fig. 3: Levels of Business Strategy

Source: Compiled by the Author



Source: Compiled by the Author

12.1 BUSINESS STRATEGY ADOPTED BY SLN COFFEE PVT. LTD. CO :

The demand for coffee has led to an expansion of the coffee market in India [28]. The daily food intake of an individual now includes coffee [29]. The degree of consumption is increasing as a result of consumers becoming aware of both domestic and global brands due to shifting cultural norms [30]. To overcome the demand of coffee lovers SLN coffee has adopted some of its business strategies. They are:

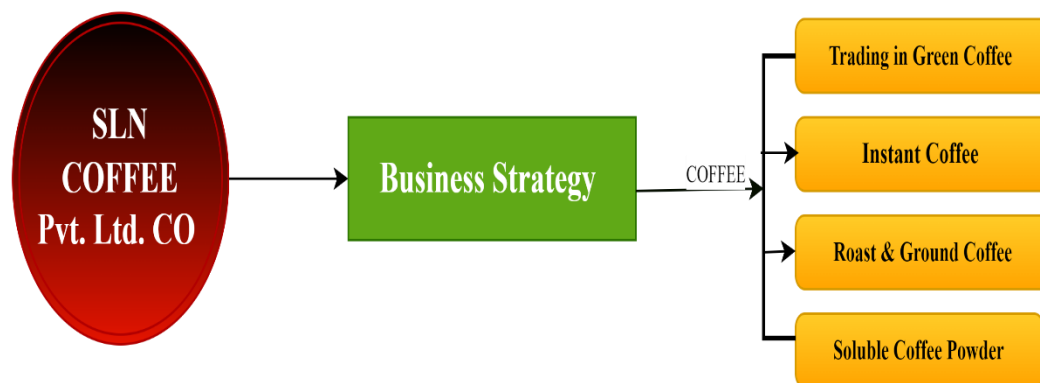


Fig. 4: BUSINESS STRATEGY ADOPTED BY SLN COFFEE

Source: Compiled by the Author

1. Trading in Green Coffee:

Trading in green coffee is one of SLN Coffee's business tactics. Most of India's top exporters and domestic coffee shops receive their premium green coffee from SLN. SLN is a significant player in the global coffee market and one of the top exporters of green coffee from India. With an annual production capacity of 30,000 MT, SLN provides high-quality green coffee to the majority of India's top exporters and local coffee shops. The business generates more than \$100 million in revenue annually [31].

2. Roast and Ground Coffee:

Apart from the trade in Green Coffee, SLN also have an end-to-end facility for the production of premium roasted and ground coffee, for connoisseurs of the coffee experience. The personnel at SLN are the best in the industry, and their engagement in the purchase of coffee beans is highly personal. Before the beans are even roasted, SLN selects only the best beans and puts them through a number of quality checks. [32].

3. Soluble Coffee Powder:

SLN reaches out to you in many ways. The most recent is a soluble coffee powder plant with a 7500MT capacity that was constructed on a vast 17-acre complex in Kushalnagar (Coorg), the birthplace of Indian coffee. The SLN Coffee company has committed itself to making sure that SLN Coffee products are the best in the soluble coffee market space by utilizing the very latest and most sophisticated Roasters, Grinders, Centrifuges, Pulverizes, and Can Packing Systems that have been imported from the very best manufacturers. With the help of an innovative Aroma Recovery System, each cup of instant coffee smells just as it should, and the state-of-the-art Spray Driers are designed to preserve every last trace of that delectable coffee flavour. From bean selection through completed product packaging, the soluble coffee factory is run under the strictest quality controls and environmental precautions with the goal of giving you the greatest coffee experience imaginable [33]

4. Instant Coffee:

In SLN, instant coffee has a coffee-based beverage that can be easily reconstituted by adding water in the form of a powder, granules, or concentrated liquid. Agglomerated instant coffee and spray-dried instant coffee are the two varieties of instant coffee available at SLN. The Agglomerated instant coffee To retain the flavor of the coffee and to ensure great solubility, the small particles from the spray drying process are next gathered into bigger particles using a rehydration process. With a minor increase in solubility, this results in a product that is more aesthetically beautiful. Spray dried instant coffee sprayed dry Our premium grade hand-picked Arabica and Robusta coffee beans are processed into our 100%

pure soluble coffee, which is then mixed in various amounts to suit different palates and retain the coffee's rich fragrance and flavor even after it has been drank. [34].

13. SWOC ANALYSIS ON SLN COFFEE PVT. LTD. CO. :

The most well-known method for auditing and analyzing the overall strategic position of the company and its surroundings is SWOC analysis [35]. Its main goal is to determine the tactics that will build a business model tailored to the company that will best match the resources and competencies of the organization with the demands of the environment in which the firm operates [36]. For SLN coffee Pvt. Ltd. Co., the following strengths, weaknesses, opportunities, and challengers are noted below done with focus group method. [37].

Table 6: SWOC Analysis of SLN Coffee Pvt. Ltd. Co.

SOWC ANALYSIS		
1.	STRENGTH	<p>Product: At SLN, quality coffee beans and high grade are used.</p> <p>Price: SLN Coffee is cheaper than well-known Brands.</p> <p>Packaging: Carefully labelled and designed to appeal to current taste.</p> <p>Instant coffee: Prepared from the choicest coffee beans, it has a fine grain size that offers a fast dissolution and unique creaminess.</p> <p>Strong Competitive Position: SLN is a significant player in the world coffee market and one of India's top exporters of green coffee.</p>
2.	WEAKNESS	<p>Competition: The coffee market is extremely competitive, which is dominated by more popular and known Brand.</p> <p>Price fluctuations: Prices for other supplies, such as foreign coffee beans, could rise.</p> <p>Decline in Global expansion: Global expansion of the business is greatly affected due to some divesting and relinquishing activities.</p> <p>Decline in production: This is especially seen in coffee plantation sector due to natural and less coffee production.</p>
3.	OPPORTUNITIES	<p>Acquisition of global Market: Growing Niche of coffee Drinkers.</p> <p>Business model: Opportunity to open franchising.</p> <p>Expansion: As a home-grown coffee brand, opportunities to expand and market locally and globally.</p> <p>Focus on potential business and customers: Through the target is global market, high level of focus is required on potential business and customers.</p> <p>New investments: SLN Coffee Co. should go far with new investments globally and become world leader.</p>
4.	CHALLENGERS	<p>Legal problems/ scams/ Controversies: SLN Coffee pvt. Ltd. Co. has faced problems in one way or the other which is the major challengers for its continuous growth.</p> <p>Tough competition in the global market: Though a brand on its own with all required capabilities, there is always a tough competition from like coffee beverages that come challenge for SLN Coffee.</p> <p>Stringent government policies: The regulating Government policies are always a hinderance and challenge for SLN.</p> <p>Increase in inflation: Increase Inflation rates are a concern when it comes to financial growth of the company.</p>

Source: Compiled by the Author

14. FINDINGS :

1. SLN Coffee Pvt. Ltd. based in Kushalnagar (Karnataka, India), which offer their clients a range of reliable coffee products.
2. SLN group has ventured into the instant coffee market with the launch of its brand-new product 'Levista'.
3. Today, SLN are one of the Top 5 exporters in India. SLN is one of the leading exporters of green coffee from India and a strong player in the global coffee market.
4. SLN Coffee offers wide range of reliable coffee products such as Roasted Coffee Beans, Brown Coffee Beans, Raw Coffee Beans, Filter Coffee, Agglomerated Instant Coffee etc.
5. The company has the infrastructure and vast capacity to produce, process, and export spices based on customer demand
6. SLN Coffee business is based on both primary and secondary business.
7. The SLN Group has grown into a deep-rooted tree that has branched out into various domains such as SLN Coffee, SLN properties and developers, SLN plantations, SLN timber, SLN hospitality, SLN education, and SLN cafe.

15. SUGGESTIONS :

The following suggestions are given in light of the SWOC analyses' challenges:

Despite the fact that legal troubles are rather typical in the sort of business empire that SLN Coffee Company operates in, it is better to handle such situations carefully because the brand image will undoubtedly be impacted.

- a) The level of competition in the sector of e-business is likewise rising daily. Therefore, greater creativity and innovation in e-business has to be developed.
- b) The SLN Group may also consider creating their own brand application and creating a more alluring promotion plan for attractive features.

16. CONCLUSION :

SLN Coffee Pvt. Ltd. based in Kushalnagar (Karnataka, India), which offer their clients a range of reliable coffee products. SLN Coffee offers wide range of reliable coffee products such as Roasted Coffee Beans, Brown Coffee Beans, Raw Coffee Beans, Filter Coffee, Agglomerated Instant Coffee etc. The SLN family has been operating coffee estates under the SLN Coffee brand for about 60 years. However, it was only in 1997 that they ventured into exports and there has been no looking back ever since. The largest coffee exporters in India are SLN Coffee one of top 5 leading exporters of green coffee from India and a strong player in the global coffee market. Wishing SLN Coffee Pvt Ltd many more successful years, and may the firm grow in the years ahead.

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