

**Entrepreneurial Venture: Glyco Fresh Hope for Diabetic Individuals****Miss Rooth Rafique**

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**ABSTRACT**

Diabetes has emerged as a significant health concern in Pakistan, creating an increasing demand for accessible, convenient, and healthier food alternatives for diabetic individuals. Despite the availability of selected products such as sugar-free snacks, low-glycemic-index foods, and multigrain flour, the existing market provides limited options for ready-to-eat and partially prepared meals specifically designed to address the dietary needs of diabetic consumers. This business plan proposes Glyco Fresh, a diabetic-friendly food store designed to address this market gap by providing convenient, nutritious, and culturally appropriate food choices, including ready-to-eat parathas, diabetic-friendly beverages, traditional foods, and other partially prepared meals. The business idea emerged through an entrepreneurial opportunity-identification process in response to a social and consumer need. Glyco Fresh aims to reduce the inconvenience experienced by diabetic individuals, particularly older adults, who may face difficulties in preparing suitable meals while managing their dietary requirements. The proposed business integrates entrepreneurship with project management, quality assurance, innovation, and risk assessment to develop a sustainable and customer-oriented food venture. By combining health-conscious food options with convenience and accessibility, Glyco Fresh seeks to create social value while addressing an underserved market segment. The business model emphasizes product quality, customer needs, operational effectiveness, and risk management as essential components for successful implementation. Overall, Glyco Fresh represents an innovative entrepreneurial response to the growing demand for diabetic-friendly food solutions and offers potential for both commercial sustainability and positive social impact.

**Keywords:** Diabetes, Diabetic-Friendly Food, Entrepreneurship, Market Gap, Innovation, Project Management, Risk Assessment