ACADEMIC ADVISOR

CERTIFICATE COURSE

FOOD PRODUCT DEVELOPMENT & ENTREPRENEURSHIP

From Food Idea to Business Opportunity

Course Code: AD-C03-2401

Academi Advisor (Pvt) Ltd

ACADEMIC ADVISOR

About Us

Academic Advisor (Pvt) Ltd is an education and professional development company dedicated to empowering individuals through knowledge, guidance, and meaningful learning experiences. We provide educational guidance, professional development, and entrepreneurship programmes that transform aspirations into opportunities.

Vision

"Empowering the Nation Through Education"

Mission

We empower students with accurate information, personalized guidance, and real opportunities to make informed educational and career decisions. By challenging misconceptions and promoting diverse pathways, we help every student discover their potential and build a successful future.

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Introduction

Discover how to transform a food-related idea into a potential marketable product and business. This practical course introduces food product development, market opportunities, food safety, and essential entrepreneurial skills to help you take your first steps towards food business success.

12 Learning Hours

4 Live Online Sessions

Expert Resource Persons

Course Objectives

- Identify and evaluate food business opportunities.
- Understand the fundamentals of food product development.
- Learn about food safety, regulations, labelling, costing, and marketing.
- Develop and refine a food product or business idea.

Who Can Join?

- Aspiring food entrepreneurs
- University students & graduates
- Existing food business owners
- Small and medium-scale food business operators
- Individuals with innovative food product ideas
- Professionals interested in food entrepreneurship

Course Content

DAY 01

01. Opportunity Discovery & Idea Validation

1.1 Emerging Trends in the Food Industry

1.2 Sri Lankan Market Opportunities

1.3 Identifying Market Opportunities

1.4 Idea Generation Techniques

1.5 Idea Screening & Validation

1.6 Feasibility Assessment

1.7 Developing a Value Proposition

1.8 Practical Exercise

DAY 02

02. Food Product Development & Prototype Design

2.1 Product Development Process

2.2 Product Design

2.3 Raw Material Selection

2.4 Product Formulation

2.5 Product Processing

2.6 Product Quality Evaluation

2.7 Sensory Evaluation

2.8 Packaging Basics

2.9 Practical Activity

Course Content

DAY 03

03. Food Regulations, Quality Assurance and Compliance

3.1 Food Laws in Sri Lanka

3.2 Product Approval Pathway

3.3 Food Labelling

3.4 Food Safety Systems

3.5 Product Testing

3.6 Packaging and Storage

3.7 Sustainability

DAY 04

04. Commercialising Your Food Startup

4.1 Business Model Development

4.2 Business Registration

4.3 Intellectual Property

4.4 Basic Financial Planning

4.5 Tax Awareness

4.6 Branding and Marketing

4.7 Funding Opportunities

05. Final Assignment

Assement Criteria

The assesment of the above is through a practicle assignment.

Assessment Mode	Marks (%)	Weightage (Out of 100)
Individual Assignment	75%	75%
Attendance	25%	25%

Have a Food Business Idea?

Every successful food business begins with an idea. Learn how to explore that idea, develop a food product concept, understand essential requirements, and evaluate its commercial potential.

WHY JOIN THIS COURSE?

- Explore food industry trends and market opportunities.
- Understand the fundamentals of food product development.
- Learn about food safety, regulations, and labelling.
- Discover the basics of costing, branding, and marketing.
- Build a foundation for your food business journey.
- Turn your passion for food into an opportunity to innovate.

E-Cetificate Will be Provied

LIVE ONLINE SESSIONS
4 Sessions | 1 Course

NOV. 01	NOV. 07	NOV. 08	NOV. 13
6.30 – 9.30 PM	6.30 – 9.30 PM	6.30 – 9.30 PM	6.30 – 9.30 PM

Register Now

Course Fee : **4500/=**

Undergraduates : **3800/=**

077 64 23 453

info@academicadvisor.lk

Contact Us.

Let’s Build a Better Future Through Education

Whether you are looking for educational guidance, career development, professional training, or entrepreneurship programs, Academic Advisor (Pvt) Ltd is here to help you explore the right opportunities and take the next step with confidence.

Contact Us...

Academic Advisor (Pvt) Ltd.

Wata Mawatha, Navinna, Maharagama.

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