Name: Fagboyo Fiyinfoluwa Favour

Matric No: 19/law01/269 (DIRECT ENTRY)

Fagboyo Botanics is an existing farm dedicated to the production of botanical perennials. Fagboyo Botanics aims towards planting nurseries and also becoming the top and leading producer of botanical plants for the raw supplement industry. By constructing a critically and detailed thought out business plan executed by a dexterous and proficient management team, Fagboyo Botanics will expectedly generate over Fifteen million naira in year two sales.

**Products**

Fagboyo Botanics is a 15 acre farm that concentrates on the growing of botanical medicinals. Fagboyo Botanics has chosen five plant species that have significant market demand as well being well suited for the rapid growth of plantation in the chosen geographical location . Fagboyo Botanics will feature: Echinacea - an immune system booster; Ginseng - a source of energy; St John's Wort - for mild depression; Skullcap- for inflammation; and Ginger - a stomach soother.

**Market**  
Fagboyo Botanics has three distinct customers: supplement companies, processors of botanicals for supplement companies, and nurseries that resell the plants. The first two customers purchase the plants for use in their products which they ultimately sell to the end consumer.

**Management Team**

Fagboyo Botanics will be managed and led by Mrs. Fagboyo Favour. Fagboyo Favour brings project and business management skills to the company. While working at Google , Fagboyo Favour was responsible for the successful launch and market lead capture of Google’s driving directions section. Utilizing these skills, Fagboyo Favour will be responsible for the business operations of the farm.

**Financial Plan**

To finance our growth and full-time production, we need to purchase 3 million naira worth of new equipment as long-term assets. To that end, we are seeking a 12 million naira 5-year loan. Sales forecasts conservatively indicate that fifteen million naira revenue will be generated in year two, rising the following year.

**1.1 Objectives**

The Fagboyo Botanics has identified several objectives for the business:

1. Become a leading supplier of botanical perennials for the health/vitamin industry.
2. Reach the point of sustainable profitability.
3. Enjoy work while making a good living.

**1.2 Mission**

It is Fagboyo Botanics’ mission to become the leading provider of botanical perennials to the health/vitamin industry. This will be accomplished by providing quality plants at fair prices while exceeding customer's expectations.

**1.3 Keys to Success**

Fagboyo Botanics will adhere to three keys that will be instrumental in its success:

1. Strict financial controls.
2. The never ending pursuit of the highest concentration of botanicals in every plant.
3. Ensuring that all customer's needs are met and they are satisfied with the purchased products.

**Company Ownership**

Fagboyo Botanics is a L.L.C. owned by Fagboyo Favour .

**Products**

Fagboyo Botanics offers a range of botanical perennials (plants where the root structure remains, allowing the plant to regrow every year). Botanical perennials were chosen for two main reasons. The first is the medicinal value that they offer, therefore the plants have a positive contribution to society by improving people's health. The second reason is that the market for medicinal herbs is a very strong industry with excellent growth, ensuring demand for their plants. The Company will offer the following excellent:

**Echinacea**Echinacea was used extensively by Native Americans and the early settlers also adopted its use. It has been used for years in alternative medicine to support the immune system, and to purify the blood, especially during season changes and during the cold and flu season. Scientific studies have confirmed the presence of natural chemicals, echinacosides, which increase white blood cell activity.

**Ginseng**  
Ginseng stimulates and increases endocrine activity in the body. Promotes a mild increase in metabolic activity and relaxes heart and artery movements. Stimulates the medulla centers and relaxes the central nervous system.

**St. John's Wort**  
St. John's Wort has been used as a medicinal for thousands of years, but has only recently been studied for its medicinal value. Now proven to have many highly active compounds including rutin, pectin, choline, sitosterol, hypericin and pseudohypericin. The flowers and leaves are medicinal as analgesic, antiseptic, antispasmodic, aromatic, astringent, cholagogue, digestive, diuretic, expectorant, nervine, resolvent, stimulant, vermifuge and vulnerary. Some compounds of the plant have been shown to have potent anti-retroviral activity without serious side effects and they are being researched in the treatment of AIDS.

**Skullcap**Skullcap is a powerful medicinal herb, it is used in alternative medicine as an anti-inflammatory, abortifacient, antispasmodic, slightly astringent, emmenagogue, febrifuge, nervine, sedative and strongly tonic. Some valuable constituents found in the plant are scutellarin, catalpol, other volatile oils, bitter iridoids and tannins. Scientific studies are proving this to be a valuable plant in many areas for mental disorders. Skullcap is used in the treatment of a wide range of nervous conditions including epilepsy, insomnia, hysteria, anxiety, delirium tremens, withdrawal from barbiturates and tranquilizers.

**Ginger**  
Ginger roots and dried herb are medicinal and edible, it has a spicy, hot, crispy, taste and can be eaten fresh in small quantities in salads, used as a relish, a condiment, or made into a sauce for meat, especially good on chicken, or used to make ginger candy. Widely used as an alternative medicine ginger contains the valuable constituent aristolochic acid, scientific study shows it to have anti-inflammatory, antiviral, antitumor activity, cures warts in some cases and is a broad-spectrum antibacterial and antifungal.

Fagboyo Botanics sells these excellent perennials in plant form for the botanicals to be extracted by their customers. The Company concentrates on producing the healthiest plants which have the highest concentration of active botanicals.