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PREPARE A BUSINESS PLAN ON A CHOSEN AGRICULTURAL ENTERPRISE

The standard content of a business plan includes:

1. General company description
2. The opportunity
3. Industry and market
4. Your strategy
5. The team
6. A marketing plan
7. Operational plan
8. Financial plan
9. Exclusive summary
10. Appendix

Company Description

We are a manufacturer well equipped with fully-automatic production line, the sterilization system and aseptic filling line. In pursuing state-of-the-art technology, Fresh Juice offers a variety of products including fruit and vegetable juice, concentrated juice, jam, konnyaku, bakery jam and fruity powder, etc. Being a professional beverage ingredients supplier, we select only the finest ingredients in the world and combine them with cutting-edge production techniques. Offering customers exclusive and customized formulae which fulfill their cost and quality requirements.

Our company service motto is to be the most popular supplier to provide natural and healthy beverage ingredients by inspiring creativity and optimizing customer experience in mass culture.

Fresh Juice builds strategic partnerships with superior fruit processing and production bases in over twelve countries and regions worldwide and nearly twenty provinces in Mainland China. With high quality standards for raw materials selection, we provides concentrated juices, fruit pulps, fruit jams, mouth-feel graininess and fruit powder to food processing industry like juice producer, dairy confectionary and jelly manufacturers. Fresh Juice acts as agents for prominent international fruit processing enterprises such as Brazil's Citrovita orange juice and India's Alphonso mango juice. We introduce orange, lemon and grapefruit juice from Gan-Shmuel, red and white grape juice from Spanish Julian-soler, etc. Fresh Juice is capable of integrating the best ingredients from the global supply chain and produce excellent products sharing to our consumers.

Being the leading supplier in food service industry, Fresh Juice constantly cooperates with high-end catering chain systems and international raw materials processing giants. We devote great efforts in sustaining quality and product stability, researching in market trends and promoting featuring products in a way towards natural, healthy, nutritious and delicious.

Opportunities

There are a lot of opportunities involved in this business which are;

Open a Fruit Juice Bar:

Opening a fruit juice bar is another cool and popular juice related business idea that any serious minded entrepreneur can successfully start and make cool cash from. It is a business that requires little training and skills to set up and manage.

If you are looking towards starting this type of business but you don't have the skills, you can quickly learn the skills; it is likely not going to take you more than a week to learn how to make different types of fresh fruit juice or even smoothies. Even if you don't have the required capital to rent and equip a shop, you can operate a mobile fresh fruit juice shop. A mobile fruit juice shop will give you the opportunity to change location per time and to go to places where you know you are likely going to generate sales.

Start a Commercial Fruits and Vegetable Farming Business:

The fact that major fruit juice production companies need a constant supply of fresh fruits from commercial fruit farms makes those who own commercial fruits and vegetables farms stakeholders in the business value chain of juice production.

So, if you are looking for a juice related business idea for 2020, then you should consider starting a commercial fruit and vegetable farming business. Aside from supplying fresh fruits to fruit juice production companies, you can as well sell your fresh fruits in farm markets within your location or community

Open a Juice Add-Ins Shop:

You can open a store where juice add-ins, such as soy milk, whey powder, green tea and herbal or nutritional supplements et al can be retailed to consumers. When it comes to retailing stuffs like juice add-ins, you can decide to repackage them in smaller quantities that can make it easier for people with little income to purchase. Just ensure that your shop is strategically positioned and you won't struggle to keep the business afloat.

Start Supplying Fresh Fruits to Juice Manufacturing Plants:

Another juice related business idea and opportunity for 2020 that an aspiring entrepreneur who is looking towards launching a business should consider starting is to supply fresh fruits to juice manufacturing plants. The fact that fresh fruit is a major ingredient when producing juice makes the fresh fruits supply business highly profitable. If you want to maximize profits in this business, then you should ensure that you own your own fruit plantation and spread your distribution network.

Start Fresh Juice and Smoothie Delivery Services:

Fresh juice and smoothie delivery services is all about helping people make and deliver fresh fruit juice and smoothie at different locations. It could be homes, offices, hospitals, camp grounds et al. You will be the middle man between juice and smoothie bars and the consumers.

For example, there are offices where it is not economical to set up a fresh juice stand in their canteens; what such offices do is to source for people who can help them run errands as regards delivery of fresh juice and smoothies.

This type of business is simple to start and it requires little or no startup capital. So if you are looking for a low budget juice related business idea and opportunity, then you should consider registering your own fresh juice and smoothie delivery services.

Start Mobile Fruit Juice Truck Business:

Mobile fruit juice and smoothie truck business is designed to service areas where it might be difficult to quickly construct the conventional fruit and smoothie bar; areas such as carnival sites, construction sites, sporting event centres, camp grounds, beaches etc.

Mobile fruit juice and smoothie trucks also take advantage of places like campuses, office complexes, military bases, mechanical village, industrial parks, farmer's markets, cinemas, and religious centres to sell their fresh juice and smoothie drinks. They know that they are likely going to get enough customers that will patronize their products. Etc

Industry and market

Overall in the global fresh juice sales, orange juice is the leading market segment, which accounts to be more than 35% of the sales.

Over the years, when compared soft drinks, juices have been given more attention as a healthy drink. The aerated soft drinks are slowly getting replaced by sparkling juices, which contain only natural sugars and are free from high fructose corn syrup. At present, there is huge demand for juice brands because they are economical, contains vitamins and minerals and are low in calories when compared to soft drinks.

The fruit juice market gives tough competition to other beverage markets such as bottled water, ready-to-drink, sports drink, herbal drinks and energy drinks. In spite of economic recession throughout the world, juice consumption had recorded strong sales in developed and developing markets. There is a huge demand for juices, particularly fruit juices mainly because of the increasing consumer awareness of the health benefits of consuming fruit juices, which will provide a balanced diet. Overall in the global fresh juice sales, orange juice is the leading market segment, which accounts to be more than 35% of the sales, as per the report given by Global Industry Analysts.

In 2010, the global juices industry was around \$84 billion, out of which 100% fruit juice market was the leading market segment, accounting to around \$26 billion and contributed 30% of the overall market in terms of value. Between 2010 and 2015, the global juice market growth is expected to reach more than \$92 billion, as per the data given by Market Line.

In 2011, the French juices market had total revenues of \$3.9bn. Between 2007 and 2011 the market had a compound annual growth rate (CAGR) of 6.4% and during the same period, the market consumption volumes had increased with a CAGR of 4.5% and had reached a total of 2,183.4 million litres by the end of 2011. For the five year period between 2011 and 2016, the performance of the market is predicted to decline, with an estimated CAGR of 4.8% and by the end of 2016, the market value is expected to reach \$5.0 billion, as per the report given by Market Line.

Among all the other regional markets, Europe is considered as the single largest fruits and vegetable juice market. Asia-Pacific region is forecast to have a CAGR of 6.3%, between 2009 and 2017. In the global juice market, fruit juices is the largest product category, mainly

because of the huge consumer demand for chilled ready to serve juice, as per the report given by Global Industry Analysts.

By 2015, the global fruit and vegetable juice market is expected to have a growth in terms of volumes, reaching around 65 billion litres, mainly because of the increased consumer awareness about the nutrition that is required to maintain good health, as per the data given by Global Industry Analysts. This is the juices industry trends that was recorded since 2015, the trends were very high as at then making the industry in this year 2020 even more popular.

Strategy

There are a number of drinks, in the drink industry. They are really divided into various branches. Discussing the juice industry, they include natural juices and man-made juices or the man made ones. Folks have a number of tastes plus they vary from person to person.

The fruit juice industry has lots of companies. They include Vadilal, Jumpin, Kissan, Danico Foods Ltd, Dansa Foods Ltd, Druk, Tropicana, Dangote Group of Companies etc. as the market is growing and so is the demand from the general public, so that it compels the companies to bring out new and new products every once in a while in order to focus on the requirements and requirements of the general public. We change the perception of the general public. It had to improve itself from drinks for kids to a drink for adults. For this it came out with lots of marketing campaigns and other strategies to be able to support itself on the market and protect frooti from engaging in the declining stage of product life cycle.

Positioning is a new approach to communication, advertising and marketing. It is an organized system for finding a screen in the mind of your potential customer in order to put effectively over there a product - a merchandise, a service, a corporation, or a person - against its main challengers. This system is dependant on the concept that communication can only just take place at the right time and under the right circumstances. Your brain accepts only that new information which fits its present state. It filter systems out the rest. Quite simply, positioning is a process by which a mental health "anchor" has been put into the minds of prospects so that they come to choose one specific person or company over another by knowing that, theirselves and customers are in good hands.

i. Vision

The vision of this new business activity is to become the leader of a fruit juice bar concept in Nigeria and overseas while providing to customers comfortable places to chill or spend time with their lovers.

ii. Mission

Our mission will focus on democratizing fruit juice products to the general public, make them more accessible and available also, boosting the needs to consume fruit juice products by giving customers new varieties of juice cocktail and taste.

a) Objectives

The main objectives is to attract more people to buy fruit juice products while taking good care of their health conditions and also to achieve the highest performance

in fruit juice business through progressive objectives

such as:

- To provide to customers, products will be above their expectations.

- To create a community network where customers will exchange and share their experiences.
- To help our partners to produce the best quality of fruit products.
- To become the market leader of the fruit juice bar and establish a strong brand as a good reference in Nigeria.

Team

Chief Executive Officer – CEO (Owner):

- Accountable for increasing management’s effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions.
- Responsible for creating, communicating, and implementing the organization’s vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization’s strategy.
- Responsible for fixing prices and signing business deals
- Responsible for providing direction for the business
- Creating, communicating, and implementing the organization’s vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization’s strategy.
- Responsible for signing checks and documents on behalf of the company
- Evaluates the success of the organization

Shop Manager

- Responsible for overseeing the smooth running of the fruit juice shop
- Part of the team that determines the quantity of fruit juice that are to be produced
- Maps out strategies that will lead to efficiency amongst workers in the fruit juice shop
- Responsible for training, evaluation and assessment of bar workers
- Ensures operation of equipment by completing preventive maintenance requirements
- Ensures that the fruit juice shop meets the expected safety and health standard at all times.

Human Resources and Admin Manager

- Responsible for overseeing the smooth running of HR and administrative tasks for the organization
- Enhances department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments
- Defines job positions for recruitment and managing interviewing process
- Carries out induction for new team members
- Responsible for training, evaluation and assessment of employees
- Oversees the smooth running of daily office activities

Sales and Marketing Manager

- Manages external research and coordinates all the internal sources of information to retain the organizations' best customers and attract new ones
- Identifies, prioritizes, and reaches out to new partners, and business opportunities et al

- Responsible for supervising implementation, advocate for the customer's needs, and communicate with clients
- Develops, executes and evaluates new plans for increasing sales
- Documents all customer contact and information
- Represents the company in strategic meetings
- Helps to increase sales and growth for the company

Accountant/Cashier

- Responsible for preparing financial reports, budgets, and financial statements for the organization
- Provides managements with financial analyses, development budgets, and accounting reports.
- Responsible for financial forecasting and risks analysis.
- Performs cash management, general ledger accounting, and financial reporting
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls
- Ensures compliance with taxation legislation
- Handles all financial transactions for the organization
- Serves as internal auditor for the organization

Distribution Van Drivers:

- Delivers customer's orders promptly
- Runs errand for the organization
- Any other duty as assigned by the sales and marketing executive and shop manager

Greeters/Customer Care Officer/Table Attendant

- Opens the door and welcomes customers

- Ensures that customers feel relaxed and at home
- Handles customers' enquiries
- Assesses customers' needs and preferences and make recommendations
- Serves customers in a friendly manner
- Demonstrates a thorough knowledge of fruit juice menus and promotions
- Handles any other duty as assigned by the shop manager

Cleaners:

- Responsible for cleaning the shop facility at all times
- Ensures that toiletries and supplies don't run out of stock
- Any other duty as assigned by the bar manager.

Market plan

Marketing is the organization expression to consumers, it expressed the company commercial activities in the way where company transmits its plans from the scratch to the end product while ensuring a positive image to the public simply is a research of a best-selling proposition. In this case the understanding of marketing plan and strategy is very important.

A good marketing plan, most content an understanding of marketing environment, based on the study of the organization's market, the business environment, trends, economic situation, and the social and political, moreover an understanding of marketing activity.

Marketing is a combination of activities behind the product, price, place, promotion, Product, people, physical evidence, process, packaging.

A product is a piece of physical evidence, it defines anything produce to solve a need or a want, in retails product represent merchandise, they can also be called material when purchasing as raw materials. Price, it is the value of a finished product, is one of the strategies behind a company's profitability, it combining certain elements in respect with the nature of the business, competitor, cost and supply. Place as physical structures identify the place where the product will expose, is the consideration of the facade plan where to sell and why to sell there. Nowadays the place in marketing mix has gone digital, and talk about the company website. Promotion is applied on the company ability to promote earning new attention, space, from new audience market or existing market, focusing on specific target through the means of advertisement, personal selling, public relation or referrals.

Operational plan

Good business operations come from the assets processed by a particular business. In the case of the business, the operational activities are like the furniture of the whole business process including supporting acts such as inbound and outbound logistics, procurement and customer service. Therefore, the strategic approaches of the new business activity will basically be aligned accordingly to the requirement of operational activities although there will be many parameters to analyze while implementing other complex strategies with regard to either performance or growth of our business, the operations will always be the main concern since the performance of the entire business model depend totally on it.

Financial plan

- The Total Fee for Registering the Business – \$750.
- Legal expenses for obtaining licenses and permits as well as the accounting services (software, P.O.S machines and other software) – \$1,300.
- Cost for hiring Business Consultant – \$2,500.
- Insurance (general liability, workers' compensation and property casualty) coverage at a total premium – \$2,400.
- Cost for payment of rent for 12 months at \$1.76 per square feet in the total amount of \$75,600.
- Other start-up expenses including stationery (\$500) and phone and utility deposits (\$2,500).
- Operational cost for the first 3 months (salaries of employees, payments of bills et al) – \$70,000
- The cost for start-up inventory (raw materials and packaging materials et al) – \$10,000
- Storage hardware (bins, racks, shelves) – \$3,720
- The cost for counter area equipment (counter top, sink, ice machine, etc.) – \$9,500
- Cost for juicers – \$20,000
- Cost for store equipment (cash register, security, ventilation, signage) – \$13,750
- Cost of purchase of distribution vans – \$20,000
- The cost for the purchase of furniture and gadgets (Computers, Printers, Telephone, TVs, Sound System, tables and chairs et al) – \$4,000.
- The cost of launching a website – \$600
- The cost for our opening party – \$5,000

- Miscellaneous – \$5,000

We would need an estimate of \$200,000 to successfully set up our fruit juice company

Executive Summary

Dimma fruit Juice Company is a licensed fruit juice business that will be based both outside and within Nigeria. We are a unique fruit juice brand because we do not just sell assorted fresh fruit juice, but we will also offer consultancy services in line with our area of business.

dimma Fruit Juice company, is own and managed by Miss Onyejuruwa Nancy an Engineer who studies at Afe Babalola University . She has over 5 years of hands on experience working for some of the leading brands in the fruit and smoothie bar industry.

Due to our corporate business goal of becoming one of the top 5 fruit juice and smoothie bar companies, we are willing to go the extra mile to invest in some of the finest professionals we can find and also we have set plans in place to acquire the best of equipment when it comes to setting up a standard fruit juice shop.

Our bar and will be customized to fit into the kind of ideas we have of how a first class fruit juice shop should look like. When it comes to hygiene, we have put plans, process and structures in place that will ensure that we are always at the top of our game. We have been able to secure permits from all relevant departments in and outside Nigeria.

Dimma Fruit Juice Company, is set to redefine how fruit juice business should be run, not just in Nigeria, but outside. This is why we have put plans in place for the continuous training of our staff and we will also liaise with stakeholders in the industry to contribute our quota in the way juice making equipment should be designed to meet the ever changing demands of the industry.

The demand for fresh fruit juice is not going to plummet any time soon, which is why we have put plans in place to continue to explore all available markets around the cities where our chains of fruit juice shops are going to be located and ensure that we create a wide range of distribution channels. With that, we know that we will be able to maximize profits in our business.

Our strongest selling point at Dimma Fruit Juice Company, is the unique taste of the different types of fresh fruit juice that we sell. There is hardly any customer that will taste any of our products who would not want to come back and make more purchase.

Dimma Fruit Juice Company, will at all times demonstrate her commitment to sustainability, both individually and as a firm, by actively participating in our communities and integrating sustainable business practices wherever possible. We will ensure that we hold ourselves accountable to the highest standards by meeting our client's needs precisely and completely.

Our plan is to position the business to become a leading brand in the Juice and Smoothie Bar industry in the whole of Africa, and also to be amongst the top 5 fruit juice brand in the world within the first 10 years of starting our business.

This might look too tall a dream but we are optimistic that this will surely come to pass because we have done our research and feasibility studies and we are confident that Nigeria is the right place to launch this type of business before spreading to countries.

Appendix

Marketing Research Data

As an initial stage of our business we actually follow some existing group of juice companies in our countries. The main command of our business plan based on the DIMMA group of industries. We followed them to prepare our new business invention. We research their marketing strategies in different formulas like we have collect data from website and observing the customer market.