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## **BUSINESS PLAN FOR FRUTA BOUNTY FARM CORP.**

### **EXCECUTIVE SUMMARY**

Fruta bounty is an upcoming farm dedicated to the production of fruits that are prennials. Fruta bounty will be formed as a private company in Nigeria. Fruta bounty will work hard to become one of the leading producer of fruits for markets, restaurants and fruit juice companies. Through a thorough business plan, Fruta will be able to generate over 3,000,000 in three year sales.

### **COMPANY SUMMARY**

FRUTA Bounty is an upcoming company. The idea behind this business is to sell healthy fruits to the public.

### **MISION**

Our mission is to be a major supplier to Chi limited, Shoprite, Eko market, Onitsha market, Eko hotel's restaurant and Cocacola

### **OBJECTIVES**

1. Become a leading supplier
2. Reach the point of sustainable profit
3. Enjoy work while making a good living

## **KEYS TO SUCCESS**

Three keys were discovered that will be instrumental in Fruta Bounty's success;

The first is the implementation of strict financial controls. By having proper controls, production efficiency will be maximized.

The second key is the recognition and implementation of the philosophy that 100% customer satisfaction is reached so as to ensure a profitable business. Profits are a by-product of satisfying customers and not the other way round.

The third key is finding new ways to improve the business as time goes on.

## **PRODUCTS**

Fruta Bounty is a 7 acre farm that concentrates on the growing of perennials. Fruta Bounty has chosen seven fruits that have significant market demand, as well as being well suited for growth in Nigeria. The seven fruits are; lemon, grape, lime, apple, pear, banana and pawpaw.

Lemon: lemon is a beneficial citrus fruit. It aids weight loss, it reduces cancer risk and prevents kidney stone.

Grape: Grape is from the berry family. It is packed with nutrients, especially vitamin C and K. It also reduces cholesterol level.

Lime: Lime is also a citrus fruit. It is a good source of antioxidants. It boosts immunity and promotes healthy skin

Apple: Apple is good for weight loss, one's heart and it reduces the risk of diabetes

Banana: Banana is botanically a berry. It contains nutrients that moderate blood sugar level. It also improves digestive health

Pawpaw: Pawpaw helps in weight loss, boosts immunity and helps ease menstrual pain.

Pear: Pear is a mild sweet fruit that provides fiber, encourages detoxification, and also fights the effects of free radicals.

## **FINANCIAL PLAN**

To finance this farm's growth and full-time production, we need to purchase 2,000,000 naira worth of new equipments as long term assets, meaning we need a loan of 10,000,000 naira.

### Sales Strategy

Products will be mainly sold through wholesale marketing. As in the past, live shipments will be delivered by contract carriers in special oxygenated tanks carrying 8,000 fruits or more, and will be continued as demanded. Smaller, more local orders will significantly increase the overall sales when the 300-450 live fruit carrying tank system is put into service.

The company's average sales cycle from first contact to closing of the sale is approximately 3 to 12 days for vegetable products. Fruta Bounty plans to shorten this cycle. Furthermore, the company estimates that from first contact to sale conclusion, the cycle for fresh strawberries will run 3 days or less. Composted products sale cycle should run from 3 to 12 days.

USE OF FUNDS	COST
Land	8,000,000
Equipment	2,000,000
Salaries	500,000
Marketing and promotion	200,000
Transportation	1,500,000

Miscellaneous	1,000,000
Total	20,200,000

## **MARKET**

Fruta Bounty will have four distinct customers; fruit juice companies, shopping malls, local markets and restaurants.

## **MANAGEMENT TEAM**

Fruta Bounty will be lead by me and a few of my very close friends that are capable of handling a business.

## **MARKET ANALYSIS SUMMARY**

We have been able to identify four main customer groups; fruit juice companies, shopping malls, local markets and restaurants. The customer segments are distinct enough to be able to target each one differently.

### **Regions**

The major regions that will be focused on for distribution are Lagos state, Imo state, Kano state, Rivers state and Delta state.

### **Market Segmentation**

#### **Fruit Juice Companies**

This customer group purchase fruits for the production of their fruit juice. There are a lot of these companies in Nigeria, but some are larger than others.

#### **Shopping malls**

This customer groups purchase fruits in medium quantities, then sell to consumers.

### Local Markets

This customer group is the largest group. They purchase in large quantities and sell to consumers and retailers.

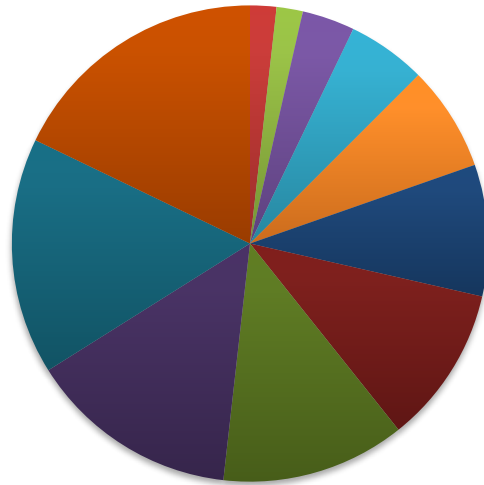
### Restaurants

They purchase the smallest quantity of fruits. They serve these fruits as dessert or use them for the production of other desserts such as ice creams and cakes.



Projected Profit And Loss

# Sales



■ Jan ■ feb ■ march ■ april ■ may ■ june ■ july ■ august ■ sept ■ oct ■ nov ■ dec