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## **APENA KAREEM BOUNTY FARM BUSINESS PLAN**

### **Executive Summary**

Apena Kareem Bounty is an existing farm dedicated to the production of botanical perennials. Apena Kareem Bounty has been formed as an Oregon-based Limited Liability Corp. (L.L.C.) located outside of Ikeja, Lagos. Apena Kareem Bounty is working hard to become a leading producer of botanical plants for the natural supplement industry as well as plant nurseries. By leveraging a well thought out business plan executed by a skilled management team, Botanical Bounty will generate over 72,000,000 Naira in year three sales.

### **Keys to Success**

Apena Kareem Bounty has identified three keys that will be instrumental in their success. The first is the implementation of strict financial controls. By having the proper controls, production efficiency will be maximized. The second key will be the never ending pursuit for the industry's highest concentration levels of botanical ingredients in each plant. The third key is the recognition and implementation of the philosophy that 100% customer satisfaction is required to ensure a profitable business. Profits are a by product of satisfying customers, not the other way around.

### **Products**

Apena Kareem Bounty is a 10-acre farm that concentrates on the growing of botanical medicinals. Botanical Bounty has chosen five plant species that have significant market demand as well being well suited for growth in the Willamette River Valley. Botanical

Bounty 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**

Botanical Bounty 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. The market for natural supplements is quite exciting. Surveys show that over over 30% of Nigeria . population use dietary supplements. An estimated 115.3 million consumers buy vitamins and minerals for themselves, and 55.8 million purchase them for other members of their family, including children in Africa . Consumer surveys consistently find that nearly half of all Nigerians now use herbs - a statistic that is particularly remarkable when we realize that today's herbal products industry is just over a quarter century old.

### **Management Team**

Apena Kareem Bounty will be lead by the husband and wife team of David and Sue Adeniyi , David brings a wealth of business and project management skills to the company. While working at Yahoo!, David was responsible for the successful launch and market lead capture of Yahoo!'s driving directions section. Utilizing these skills, David will be responsible for the business operations of the farm. Sue, with a background of plant biology will be the driving force of the operation, growing the highest active ingredient content plants in the country. Additionally, because of her wealth of knowledge, she will be the leader of the sales department.

### **Financial Plan**

Botanical Bounty began as a hobby for David and Sue two years ago. Over the last two years they have worked out all of the bugs related to production. Additionally, they are

now quite hungry to succeed, creating one of the premier botanical perennial farms in the country. To finance our growth and full-time production, we need to purchase 12 Million Naira worth of new equipment as long-term assets. To that end, we are seeking a 2 Million Naira 10-year loan. Sales forecasts conservatively indicate that 70 Million Naira revenue will be generated in year two, rising to 90 Million the following year.

### **Objectives**

The Apena Kareem Bounty 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.

### **Mission**

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

### **Keys to Success**

Botanical Bounty 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 Summary**

Apena Kareem Bounty is an Oregon based perennial farm that grows a variety of botanical medicinal perennials. The company has been formed as an Oregon L.L.C. The farm has been in existence for two years now, initially operating as a hobby as rather than a profit producing business.

### **Company History**

Apena Kareem Bounty has been in operation for two years. Initially it was started as a hobby where Tinu could use her plant biology skills while covering some of the costs. The Adeniyi's were able to achieve this lifestyle due to a windfall that David received as a result of exercised stock options. After the second year, the Adeniyi's decided that although they had the money to live on for many years, it would be irresponsible to needlessly spend it so they got serious about the business and made a concerted effort to become profitable.

Apena Kareem Bounty has chosen the Gwarinpa River Valley as an ideal place to grow perennials. Apena Kareem Bounty has 10 acres of land which they use for production. During several of the winter months, production is moved into their green house for propagation. Apena Kareem Bounty employs a drip irrigation system for all of the plants.

### **Company Ownership**

Apena Kareem Bounty is an Oregon L.L.C. owned by David and Susan Adeniyi. The L.L.C. business formation has been chosen as a strategic way to shield the Adeniyi's from personal liability.

## **Products**

Apena Kareem Bounty 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. Botanical Bounty 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, echinoids, 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.

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