**A BUSINESS PLAN OF A BOTTLE MAKING COMPANY AT AJEBAMIDELE, ADO EKITI, EKITI STATE BY HORLLARKUNLEH VENTURES.**

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**EXECUTIVE SUMMARY**

Over the years plastic bottles are cumbersome to recycle thereby incuring more cost for production and purchase by end-users. HORLLARKUNLEH enterprises is a resourceful enterprise which as come up with a special kind of palstic bottle named Alpha-solution with lasting efficiency in terms of cost, and recyclability.

**BUSINESS OVERWIEW**

In recent time people have shifted from the demanding for sachet water to demanding for Bottle water which is reffered to as table water in common parlance. This reason for the raise in demand for bottle water is because

* Bottle water can serve for a longer time without spilling.
* The water in a bottle can be stored without contamination with the outside environment.
* Bottle water can be moved from one place to another without it being spilled out.

Commonly, similar companies in the plastic bottle business uses polyethylene terephthalate without block copolymers are not added which does not make it capable of undergo recycling that is why HORLLARKUNLEH enterprises is coming up with the use bioplastics, PLA to be precise in the production of our new concept plastic bottle through a process of injection moulding. This product is capable of undergoing recycling up to a hundred times which makes it very efficient in terms of cost and recyclability.

**MARKET ANALYSIS AND COMPETITION**

Nigeria as a fast growing nation with the total population above 200 million people. Consumers that were initially craving for sachet water has moved into demanding for bottle water more. This reality has spawned a whole industry, one that grossed a staggering N938 billion at a time in Nigeria as estimated by Euromonitor, an international market research company. With the state of the present day environment influenced by the globally raging COVID-19 outbreak, the demand for bottle water as highly increased due to availabilty of people outside work environment. So there is need for more supplies of packaged bottle water.

In this market, the main competitors are EVA, CWAY, AQUAPAC, RUSH, NESTLE, SWAN, RAGOLIS, AQUADANA, MAB, and ASTRAL Bottle water companies and they are have been in the market over 2 decades. None of this listed competitors use any form of bioplastics, instead they use polypropylene terephthalate which does not last for a long time and cannot be recylcled. As a perfect competitor to them, HORLLARKUNLEH enterprises is coming up with the use bioplastics, PLA to be precise in the production of our new concept plastic bottle through a process of injection moulding. This product is capable of undergoing recycling up to a hundred times which makes it very efficient in terms of cost and recyclability.

**SALES AND MARKETING PLAN**

Going by the present market trend, Nigeria economy is gradually approaching recession due to the gloabal effect of corona virus outbreak which collapsed the four walls of our economy. HORLLARKUNLEH enterprises has strategised a perfect sales plan using the various methods;

* We will introduce the Alpha-solution plastic bottle made from PLA type of bioplastics, to major players in the water botlled water business such as EVA, CWAY, AQUAPAC, RUSH, NESTLE, SWAN, RAGOLIS, AQUADANA, MAB, and ASTRAL Bottle water companies.
* We will introduce the Alpha-solution plastic bottle made from PLA type of bioplastics, to minor players with opportunity of getting the plastic bottles on loan and other various flexible intallmental payment plan.
* We will freely transport the plastic bottles to various customers withouth incurring any charges on them in the future.
* We will offer the plastic bottle at 40% disount to bottling water companies.

**FINANCIAL PLANS**

Statistics have shown that the rate of consumption for bottled water doubled during this Covid-19 outbreak. This will increase our chances of making profits.

Expected of cost of production= N595,000 per 100,000 bottles

Expected selling rate= N59per bottle

Since cost of production for one bottle= N595,000/100,000= N5.95 per bottle and selling rate is N59 per bottle.

Therefore, profit per bottle= N59 - N5.95**= N53.05**

So for 100,000 bottles, profit = N53.05\*100,000 = N5,305,000

**CONCLUSION**

Conclusively, the alpha-solution plastic bottle from HORLLARKUNLEH enterpirise will yield more profit As calculated in the financial plans and going by the considerations, concentration of factors to improve the production for future recycling. This will also reduce large pollution in the community as a result of the recycling of used alpha-solution bottles.