

**NAME; DIKE REBECCA**  
**MATRIC NUMBER;**  
**18/LAW01/071**  
**COLLEGE; LAW**  
**LEVEL; 200**

# COFFEE 'ND CHOCO

YOUR WAY TO GOODNESS

Business Plan  
26/04/2020

## CONTACT INFORMATION

Rebecca Dike  
rebeccadike55@gmail.com  
09066357807  
[www.coffeendchoco.com](http://www.coffeendchoco.com)  
468 Okpanam Road  
Asaba, Delta State

## TABLE OF CONTENT

### Executive Summary

- ◆ Opportunity
- ✓ Problem and Solution
- ✓ Target Market
- ✓ Competition
- ◆ Execution
- ✓ Marketing and Sales
- ✓ Operations
- ✓ Milestones and Metrics

### Company

- ◆ Overview
- ◆ Team

### Financial Plan

## EXECUTIVE SUMMARY

### **Opportunity**

#### PROBLEM SUMMARY

Coffee and Choco is aimed to provide pure and unrefined coffee beans and cocoa to manufacturers of either coffee or chocolate products, restaurants and cafes where this product are needed and to the public who want steady assurance that no chemical is used in the production of this goods. Coffee and Choco is an agricultural entrepreneurship enterprise that is made to gives products to the public with 100% guarantee that these products are organic and contain no pesticides as we aim in using the traditional mode of removing pests among these crops so as to avoid these crops getting exposed to these harmful pesticides.

Most of the citizens of Nigeria have decided that imported coffee and chocolates are the best as there is less risk of exposure some harmful fertilizers used and even if these chemicals were used, they believe that they have more finesse to remove the harmful substances before sending it down. We at Coffee and Choco aim at eliminating that problem as we aim to use standard fertilizers and avoid pesticides as it has proven to be hazardous to ones health.

Thus Coffee and Choco is a game changing enterprise in the aspect of Coffee beans and Cocoa in Nigeria.

#### SOLUTION SUMMARY

We aim to provide the very best quality coffee and cocoa without tainting kit with hazardous pesticides and products.

#### MARKETS

With the development of Nigeria, most cafes have been opened up and even before the development of Nigeria, most people have always enjoyed the taste of coffee and chocolate. This is the people we would bring our products in market for. We would be producing our very own coffee beans and planting cocoa in the most organic way possible so not just that coffee and chocolate manufacturing companies get this products without the high price of importation but also at the best quality and with minimal damage and non if possible.

CONFIDENTIAL ;

DO NOT DISSEMINATE AS THIS FILE CONTAINS CONFIDENTIAL INFORMATION AND TRADE SECRETS BAND SHOULD ONLY BE SHARE AMONG PEOPLE WHO THE INFORMATION CONCERNS.

## COMPETITIONS;

Our major competitions would be the foreign products, most Nigerians have decided that anything foreign is better than the local goods. But these foreign products do not provide assurance for a chemical free product which our company will do. We would provide products that are of almost the same quality with an assurance that they are pesticide free.

## WHY US?

We are well learned in the aspect of this business we are about to take on, we have steady access to organic manure, a crop scientist, a land that is ideal for these and also a vision and a goal. We have always wanted to build this, it been a dream and we have studied towards this. Our dedication to this business would not and cannot be matched.

## **Expectations**

### FORECAST

We have created a research about the prices of coffee beans and cocoa have have to an estimate of ₦ 6,300 and ₦ 8,000 per coffee bean bag and ₦ 165,727 per bag of raw cocoa. A 1 kg bag of ground cocoa powder is a ₦ 18,502. this are the current prices. A 70% profit is to be realized form this business per annum. We aim at also exporting within three years of emergence of this business. We also want to bring back the culture of exporting these products in Nigeria.

## **Execution**

### MARKETING AND SALES

#### Marketing Plans

We have built a connection of coffee and chocolate manufacturers around the country and plan to still reach to more through social media advertising and also word of the mouth as we produce our products, we can count on the people who are already receiving our products to spread the word of this enterprise by mouth and also have decided to have posters, online surveys and giveaways so as to draw attention to us.

#### Sales Plan

CONFIDENTIAL ;

DO NOT DISSEMINATE AS THIS FILE CONTAINS CONFIDENTIAL INFORMATION AND TRADE SECRETS BAND SHOULD ONLY BE SHARE AMONG PEOPLE WHO THE INFORMATION CONCERNS.

From the time we are reached by a potential customer, a profile will be created for these customer so as to easily track their orders and make it easier for them to reorder. As time pass, prices will be reduced for the customers and the more you buy with us or the bigger you buy the more you will be eligible for the silver, gold and platinum tickets. The silver ticket would be allow customers to actually reduce the price of all goods they would need by 20% but on the condition that they would request for not less than 100 bags of coffee a month, 30 bags of cocoa a month or 100 1 kg bags of ground cocoa a month continuously for 2 years to be able to upgrade to the gold ticket. At the gold ticket, the customers are free to buy these goods at the cost price without profit put on it and would have to have bought not less than 2000 bags of coffee, 500 bags of cocoa or 2000 1 kg bags of ground cocoa per year and by doing so for 6 years will land them the platinum ticket which will grant them access to these goods at seed price and free delivery within the Nation and can only hold this platinum ticket for a 5 years as long as they buy 100 bags of coffee, 30 bags of cocoa and 100 1 kg bags of ground cocoa per month.

## OPERATION

### Locations And Facilities

We have acquired 10 plots of land in the inside of Ondo state in Nigeria and plan to also have our office there the building plants to would be there too, Coffee and Choco will be in that piece of land. This land has already been bought and therefore no extra cost will be added to it. This land is far away from commercial areas so as to avoid the smokes and pollution for the busy life of these areas affect the crops in any way, we have decided to have a chemical free crop and that is what we aim to achieve.

### Technology

We have already adopted the use of the farmers app that allows farmers to be able to distinguish the issue that their crop might have and how to go about it the most organic way possible. Coffee and Choco will create an app for the selling of their product. This enables e-commerce and also allows the customers to also realize how close they are to having the tickets that can help them get better deals from us. We also will have steady access to internet services so we could also access to update by our crop scientist.

CONFIDENTIAL ;

DO NOT DISSEMINATE AS THIS FILE CONTAINS CONFIDENTIAL INFORMATION AND TRADE SECRETS BAND SHOULD ONLY BE SHARE AMONG PEOPLE WHO THE INFORMATION CONCERNS.

## Equipment and Tools

- Tractors
- ATV/UTV
- Farm Truck
- Wagon
- Mowers
- Backhoe
- Sprayers
- Irrigation system
- Sickle
- Rakes
- Harvesters
- Manure Spreaders
- Hydroponics
- Seed Drills
- Front-End Loader
- Cultipacker
- Plows
- Harrow
- Broadcast Seeder
- Transplanter
- Computers
- Air Conditions
- Water Heaters

## MILESTONES

We hope to commence this business by the beginning of the year, 2021, which is January 1<sup>st</sup>, 2021. we plan to start a new year with this product so for every year to come as the Lord grants us a new year in our life, He also grants us a new year in the family of Coffee and Choco. By 2035, January 1<sup>st</sup>, we also plan to start our exportation business, we would have a platinum ticket member by then and would have made the company's name a house hold name. By 2050, by the time have our name recognized abroad also, we then plan on creating our own coffee and chocolate.

Not just dealing in raw materials and at the same year we also plan to open up cafes in

CONFIDENTIAL ;

DO NOT DISSEMINATE AS THIS FILE CONTAINS CONFIDENTIAL INFORMATION AND TRADE SECRETS BAND SHOULD ONLY BE SHARE AMONG PEOPLE WHO THE INFORMATION CONCERNS.

Nigeria, where our coffee and chocolate will be introduced. No other coffee, neither will any other chocolate be sold there. As at 2054, we plan to open a cafe chain around the world.

## METRICS

By the time we are planning on expanding the land we have because lack of space to plant, our dreams have began. When we start producing 500,000 bags a month for each products we plan on selling, our dreams have started materializing. When we are start selling raw cocoa to Nestle Nigeria and they upgrade to a gold ticket member, we would understand that our dream of been know in Nigeria is almost within grasp.

Being recognized as an exporter of cocoa in Nigeria would be a nice addition and making a name for our selves out there will be a success point. Creating our cafes both home and abroad will be to us the pinnacle of Coffee and Choco

## Company

### OVERVIEW

This enterprise belongs solely to Miss Dike Rebecca and Miss Fort Rebecca. Miss Dike Rebecca own a 60% of this company to Miss Fort Rebecca's 40%. It is a joint business as they have both gone out of their way to prepare for this business. Miss Dike Rebecca is currently a student of the Afe Babalola University studying Law and Miss Fort Rebecca is also in the Afe Babalola University studying law. This ladies have created this business idea and own the business together.

### TEAM

#### Management Team

Dike Rebecca - Owner/CEO

A student who is currently studying law but has the managerial and business capacity to intend to start up this enterprise

Fort Rebecca - Owner/Manager

Also a student who is currently studying law but has the managerial and business capacity to intend to start up this enterprise

Linda Daniel - Crop Scientist

CONFIDENTIAL ;

DO NOT DISSEMINATE AS THIS FILE CONTAINS CONFIDENTIAL INFORMATION AND TRADE SECRETS BAND SHOULD ONLY BE SHARE AMONG PEOPLE WHO THE INFORMATION CONCERNS.



She has worked for the Divine Blessed Plantation, Ubuluku but has resigned in order to take on this project of Coffee and Choco

Martins Okeke - Computer Engineer

He will be the one in charge of any technological related issues as he has once graduated from ABUAD and was even called back as an Engineer

Sales Person

Farmers

### Advisors

Mr Dike and Mr Fort will be the major funders for this project, this project is in the hands of their daughters and was actually set out to build their children into children that will be business conscious and so as for them not to lose out later in future. Chimu Seeds too have decided in producing seeds for the first year as he has been promised a gold ticket from his first buy and Mr. Kanzu has promised to provide all the machinery needed to kick start this business as he wants unlimited supply of products he needs for the first 7 years of business.

Mrs. Ike has provided the land upon which Coffee and Cocoa will stand.

### **Financial Plan**

Starting off this business, calculating on the market research, we have estimated the building of Coffee and Cocoa to take about 25 million Naira and this is the building the administrative building. We wouldn't have to pay for the machinery, nor the seeds we use. Having contacted a job recruitment agency we have come to the realization that to employ the number of workers that would be enough for our first line of output, we would have to spend 12,000,000 naira a year as we plan on recruiting 25 people for 40,000 naira a year. By nine months after this has started, we would supply to Creamy Nigeria as their main supplier of cocoa is going out of business and also to All Shades of Alive as they also want to start a coffee product.

With the prices and the free seeds we could be guaranteed to make about 80% profit from our first production, not minding the cost of the Coffee and Choco building.

There are no loans taken in this business and this has given it a jump start as they would be loans to pay back and our main focus can be on producing more and advertising our goods.

CONFIDENTIAL ;

DO NOT DISSEMINATE AS THIS FILE CONTAINS CONFIDENTIAL INFORMATION AND TRADE SECRETS BAND SHOULD ONLY BE SHARE AMONG PEOPLE WHO THE INFORMATION CONCERNS.