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The standard contents of a business plan includes;

1. Company description
2. The opportunity
3. Strategy
4. The team
5. Marketing plan
6. Operational plan
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DIMMA FRUIT JUICE COMPANY

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 vegetables 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 strategic partnership 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 provide 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- shmel, red and white grape from Spanish Julian-soler, etc. Fruit juice is capable of integrating the best ingredients from global supply chain and produce excellent products sharing to our customers.

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's 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 Fruit and Vegetable Farming Business:

The fact that major fruit juice production companies need a constant supply of fresh fruits from commercial fruits 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 2020/2021, 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 farms 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 can be retailed to customers. 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 purchase, just ensure that your shop is strategically positioned and you won't struggle to keep the business afloat.

Start Supplying Fresh Fruit to Juice Manufacturing Plants:

Another juice related business idea and opportunity for 2020/2021 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, etc.

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. 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, 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 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 itself 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 challenges. This system is dependent 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 filters 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, their selves 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 love ones.

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:

1. To provide to customers, products will be above their expectations.
2. To create a community network where customers will exchange and share their experiences
3. To help our partners to produce the best quality of fruit products.

4. To become the market leader of the fruit juice bar and establish a strong brand as a god reference in Nigeria.

Team

- i. Chief executive officers- CEO(owner):
 - a. Responsible for fixing prices and signing business deals
 - b. Responsible for providing direction for the business
 - c. 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.
- ii. Shop manager:
 - a. Responsible for overseeing the smooth running of the fruit juice shop
 - b. Part of the team that determines the quantity of fruit juice that are to e produced
 - c. Maps out the strategies that will lead to efficiency amongst workers in the fruit juice shop
 - d. Responsible for training, evaluation and assessment of bar workers
 - e. Ensures operation of equipment by completing preventive maintenance requirements
 - f. Ensures that the fruit juice shop meets the expected safety and health standard at all times
- iii. Distribution Van Driver
 - a. Delivers customer's orders promptly
 - b. Runs errand for the organization
 - c. Any other duty as assigned by the sales and marketing executive and shop manager
- iv. Customer Care Officer
 - a. Opens the door and welcomes customers
 - b. Human Resources and Admin Manager

- a. Responsible for overseeing the smooth running of HR and administrative tasks for the organization
- b. Responsible for administering payrolls
- c. Ensures compliance with taxation legislation
- d. Handles all financial transactions for the organization
- e. Serves as internal auditor for the organization

Market Plan

Marketing is the organization expression to customers, 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 important.

A good marketing plan, most content are 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, and packaging.

Financial plan

- i. The total fee for registering the business -\$750
- ii. Legal expenses for obtaining licenses and permits as well as the accounting services (software, P.O.S machines and other software)- \$1,300
- iii. Cost for hiring business consultant- \$2,500
- iv. Insurance(general liability, workers' compensation and property casualty)coverage at a total premium- \$2,400
- v. Cost for payment for rent for 12 months at \$1.76 per square feet in the total amount of \$75,600

- vi. Other start-up expenses including stationery(\$500) and phone and utility deposits (\$2,500)
- vii. Operational cost for the first 3 months(salaries of employees, payments of bills- \$50,000)
- viii. Miscellaneous- \$90,000

Executive Summary

Dimma fruit juice Company is a licensed fruit juice business that will be based on both outside and within Nigeria. We are a unique fruit juice brand because we do not just sell assorted fresh fruit juice, but we 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 Bablola University. She has 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.

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.