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COURSE TITLE: INTRODUCTION TO
ENTERPRENEURSHIP

ASSIGNMENT : BUSINESS PLAN

Executive Summary

Wholesome Foods is a small farming business that deals with the exportation of local food stuffs to other countries or to Nigerians in diaspora.

The business owner, Kolade Oluwadamilola , started the business with the intention of providing to other countries the ability to make local Nigerian delicacies .

Objectives of Wholesome Foods

Wholesome Foods has been termed The Nigerian cuisine journey by different customers in different countries. The company's goal is to grow quality crops, harvest and sell to other countries world wide.

Customers

The target audience for Wholesome Foods is Nigerians in other countries or Citizens of other countries who want to try or enjoy Local Nigerian Delicacies without having to travel all the way back to the country to do so.

Future of the Company

Argo-based businesses are a fast-paced, evolving industry. In response to this climate, Wholesome Foods will offer other services, including Livestock or Animal based foods in the future.

Company Description

Mission Statement

To provide quality services to our clients that will help the Nigerian economy grow, through tourism and food culture, as it always said, the way to a persons heart is through their stomach.

Principal Members

Kolade Oluwadamilola — Owner, CEO

Damilola Adigun — Business Manager

Olamide Akin-ojo — Account Manager

Legal Structure

Wholesome Foods is a registered business located at Akure, Ondo State, Nigeria. All rights of trademarked logos and symbols belong exclusively to the company.

Market Research

Industry

Wholesome Foods has joined the Agro-based industry in Nigeria . Wholesome Foods plans to work with international Agro-based industries to provide their amazing services at places usually closer to home. Agro-based Companies structured like ours also have a history of working with state and federal government agencies. The Agro-based company is however still recovering from the economic recession brought about by the Corona Virus pandemic. However, when the

lockdown is completely removed, and life returns as it once was the industry will grow to once again reach and surpass it's previous growth projections.

Detailed Description of Customers

The target audience for Wholesome Foods is Nigerians in other countries or Citizens of other countries who want to try or enjoy Local Nigerian Delicacies,/Cousines without having to travel all the way back to the country to do so. Specifically, it specializes in the growth of Local Nigerian food stuffs and the export of the food stuffs to other countries.

Company Advantages

Because Wholesome Foods provides Food stuffs, as opposed to services , The company's products are always in demand and with high rate of revenue generated. Aside from that, the team is flexible, fast, can provide expert advice and can work on short deadlines, of delivery.

Regulations

Wholesome Foods must meet all Federal and state regulations concerning Food and Food stuff consumerism and distribution. Specifically, the lack of use of additives to the food stuffs, the addition of preservatives, the growth of genetically modified food stuffs and proper supply food chain.

Product Lifecycle

All produce are ready to be delivered and transported to clients, pending the demand of such goods.

Marketing & Sales

Growth Strategy

To grow the company, Wholesome Food will do the following:

- Network at various conferences across the country.
- Establish a company website that contains engaging multimedia content about our services.
- As the business grows, advertise in publications that reach our target industries

Communicate with the Customer

We Can Do It Consulting will communicate with its customers by:

- Using social media
- Providing contact information on the company website

How to Sell

Currently, the only person in charge of sales for Wholesome Foods is the business manager, Damilola Adigun. As profits increase, Wholesome Foods will look to add an employee to assist with account management/coordination. This individual will also provide company social media and online marketing support. The company will increase awareness to our targeted customers through online advertising, proactive public relations campaigns, and attending tradeshow.