



## BUSINESS PLAN

### ECO-FRIENDLY CHARCOAL BRIQUETTE PRODUCTION USING BIOMASS WASTE SUCH AS COCONUT SHELL

#### MISSION:

To sustain the environment due to the efficient burning rate and low emissions, to reduced health risks. We develop, manufacture and supply high-quality, Charcoal briquettes to the global markets.

#### VISION:

To be world leader of innovative, high-quality, Charcoal briquettes.





## Production of charcoal briquettes from biomass waste:

Biomass waste is clean, renewable and environmental friendly energy. It has very much less sulfur, nitrogen and ash, which cause SO<sub>2</sub> and NO<sub>x</sub> formation, compared to fossil fuels. Biomass is a huge energy resource since there are so many raw materials that can be used for energy such as coconut shell and saw dust, biomass is renewable energy as it is replenished on a shorter timescale than fossil fuels. Moreover, Thailand is endowed with large biomass resources. Generating energy from biomass could not only reduce the need for imported fossil fuels, but also increase job opportunities for the population.

## BACKGROUND

- Briquettes offer an opportunity for small enterprises: The production and sale of briquettes offers major income opportunities for entrepreneurs and participants in the supply chain. There is huge potential in the cooking and heating fuel market in Africa, and it is not difficult to establish a briquette production operation. In addition, the competition is fragmented and there are no major, branded briquette businesses that have cornered the market, said Sylvia Herzog, director of The Charcoal Project, a nonprofit focused on sustainable biomass solutions.
- Briquettes can help re-purpose waste: Briquettes fit nicely into circular bioeconomy approaches that aim to reduce waste and spur more sustainable bioresources and market-based practices, while sustaining rural-urban linkages.
- Briquettes offer multiple ecological benefits: The use of briquettes also has the potential to preserve forests.
- Briquette production can be profitable: Briquette making requires machinery, which is easy to obtain but is costly. But once the business is established, there is profit to be made. According to Matthew Owen of Chardust, using pre-carbonized waste helps save, as carbonizing is costly.
- Public awareness of the advantages of briquettes is vital: A solution to many of the challenges facing briquettes entering the market and becoming mainstream is in education, for consumers, for those wanting to enter into business and for institutions or investors looking to finance cleaner energy work.

## PROBLEMS/OPPORTUNITIES

### PROBLEMS



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- Competition with commercially improved fuel and modern technology
- **Lack of advance** Machines from china

## Steps to minimize risk

- Direct supply to restaurants, fast foods and hotels
- Partnership with government agencies who manage waste disposal. Agricultural wastes that are pre segregated from major markets can be delivered in our company site.
- Creating brand name and printing it in our packaging to introduce brand awareness. Collaborating with related product such as matches and lighter companies to offer it in conjunction with charcoal. For instance, a sack of charcoal briquette with one free lighter or match.
- Intensive research in global markets. Supplying to different restaurants, hotels, burger stands and non-brand conscious part of the market.

## OPPORTUNITY

- High cost of petroleum products
- Free advertising with government partnership
- New environmental consciousness that highlights conservation and emphasis on reusing of waste products.
- Globalization

## SALES FORECASTS/GOALS

The future trend in charcoal used domestically is difficult to forecast with precision due to inadequate statistics especially in Sierra Leone and other developing countries. But the steady growth of population and the rising price of oil and gas based energy causes the demand for charcoal in Sierra Leone and other developing countries to expand constantly. As per the statistics of Department of Energy the percentage share of household and businesses using



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charcoal as fuel is 90%, and that is 7,023,926.40 of the entire population of 8,779,908 (projected population of the Sierra Leone as of 2024 as per National Statistics Office). And households used at least 5kgs of charcoal per day. The demand for the entire country is 4,050,000 kgs per day. Smart Charcoal Briquette production Company will be able to supply only 624,000kgs per month which will increase by 5% every year. This is based on the capability of the company to supply the demand of the market.

Table 1

## Sales Forecast

UNIT SALES (KGS)	2025	2026	2027	2028	2029
	7,488,000	7,862,400	8,255,520	8,668,296	9,101,711
UNIT PRICE (KG)	10.00	10.00	10.00	10.00	10.00
TOTAL SALES	74,880,000.00	78,624,000.00	82,555,200.00	86,682,960.00	91,017,108.00

Table 2

## Cost of Good Per Piece

	Per piece
Customised bag	0.15
Coconut Shell	0.2
Utilities	0.02



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Binder Cassava Flowe	5.8
Labor	0.14
SLE	6.31

## MARKETING OBJECTIVES

1. To increase profit by 95% by partnering with different fast food chain company
2. To increase sales by 5% every year by offering charcoal in small packaging
3. To create brand recognition for charcoal products

## MARKETING PROGRAM

### 1. POSITIONING STATEMENT

General Marketing Objective(s):

- To build good image, increase product awareness and inform consumers about the effectiveness and benefits of the Smart Charcoal Briquette production carbonized charcoal briquettes.

Rational for objective(s):

- For the product to be trusted and to gain loyal consumers, the product must have to build good reputation and fully inform and aware the consumers about its existence.



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## Positioning Statement:

- To household and business, Smart Charcoal Briquette production is the brand of carbonized charcoal briquettes that is cost-effective due to it is cheaper, comes in small packs suited for daily earner's budget and burns longer and more steadily.

## 2. TARGET MARKET(S)

**Primary market:** Household dominates the whole population, price conscious population segment due to priorities and expenditures prefer buying in retain than in bulk.

**Secondary market:** Food and Beverage Industry

- Includes restaurant which uses charcoal products
- Includes liquor manufacturers in filtration and purification
- Profit oriented
- Price sensitive

### Metal Industry

- Price sensitive
- Profit oriented
- Uses charcoal for electroplating and metal purification processes

### Environmental sector

- Service oriented
- Environmental sensitive
- Aims to promote green environment
- Uses charcoal in spill cleanings, air and water purification, ground water treatment and large scale water filtration system.



### 3. PRODUCT STRATEGY

Carbonized charcoal briquette is a fuel and was used blast furnaces until the advent of coke. Today most charcoal is used for recreational, restaurant, and home cooking in the form of charcoal briquettes.

#### Product Objectives

- Carbonized charcoal can be developing to use as beauty ingredients in spas and salon. EX. Ponds facial wash with carbon
- Water filter

### 4. PRICING STRATEGY

- Brief Description
  - The company will use market penetration as a pricing strategy and retail pricing strategy to satisfy the customer in buying carbonized charcoal in lower price and at the same time to maximize the company's profit.
- Strategy

#### Market Penetration Pricing Strategy

- The price is set at a lower level to serve as an instrument for penetration mass market.

#### Retail Pricing Strategy

- The company will offer retailing strategy to encourage customer to buy carbonized charcoal.
- And also has a lower price that the customer can avail to products.

### 5. ADVERTISING STRATEGY



## A. NATIONAL ADVERTISING

- BRIEF DESCRIPTION

- The company use to advertise carbonized charcoal briquettes on the other on the National Public to attract the customer's attention through the use of Media and Print Advertising.

- OBJECTIVE

- Portray the company's goal and product for an attractive factuality.

- STRATEGY

- Radio Advertisement
  - Since charcoal is an industrial product the company used to advertise the product the company used to advertise the product in a radio so that there will be a large number of possible customer that will patronized the product.
- Newspaper
  - The company tried to use the newspaper because the company's target market preferred to use the newspaper as a result there would be a greater possibility that it will increase the customer's awareness.
- Online Advertising
  - Since the company undergoes global expansion, it is important that the product should be advertised globally through the use of the internet.





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- RATIONALE
  - To reach greater number of customer
  - To attract customer awareness
  - To enter the global market
- IMPLEMENTATION
  - Broadcast Advertising                      3 months
  - Print Advertising                              3 months
  - Online Advertising                            3 months

B. COOPERATIVE ADVERTISING offers small businesses the ability to reach a wider audience through partnerships with other businesses. By combining ad funds and ad creative, several small companies can purchase an advertising block that would normally be out of their individual price range. Advertising co-ops are typical among similar companies. For example, a hair salon might go into an ad co-op with a spa.

- Agreement between a manufacturer and a member of distribution chain (distributor, wholesaler, or retailer) under which the manufacturer shares a certain percentage of the member's advertising and promotion costs, or contributes a fixed sum.
- Agreement between two or more marketers with complementary products (such as cosmetics and toiletries) or different seasonal sales cycles (such as raincoats and winter coats) to promote or sell each other's products with their own.

## C. TRADE ADVERTISING



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- In order to attract client's Smart Charcoal Briquette Company will begin to contact organizations. Our sales representatives will be travelling at 4 conventions across the country within the 1<sup>st</sup> year of operations where we will be have booths to advertise our product.

## 6. PROMOTIONAL STRATEGY

### OBJECTIVE

- To initiate strong awareness about the launch of carbonized charcoal briquettes.

### STRATEGY

- Carbonized charcoal / Smart Charcoal Briquette production Company advertise in yellow pages, newspaper, radio and gov't publicity throughout the states.
- Incentives – as an extra incentive for consumer and potential customer to remember carbonized charcoal.
- Word of Mouth
- Brochures



## 7. FIELD SALES PLAN

Table 3

MEDIA	2025				N.Y. 2026
	Sept.	Oct.	Nov.	Dec.	
<b>Radio Commercial</b>					
* 1st wave					
* 2nd wave					
<b>E-Commerce</b>					
* 1st wave					
* 2nd wave					
* 3rd wave					
<b>Newspapers</b>					
* 1st wave					
* 2nd wave					

## 8. DISTRIBUTION STRATEGY

Objective: To establish direct contact with the target market

Strategy:

- Direct selling/Producer-Consumer-

This indicate that the company will built a store that directly sell to the consumer

- Producer to retailer



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This indicates that the company will sell to different retailer store then retailer will sell the product to the consumer.

## 9. PRODUCT SUPPORT

Objective:

- To gain customer's loyalty
- To establish good company reputation and image

Strategy:

- Giving free matches/lighters for every kilos of charcoal
- Free delivery for large amount of charcoal purchases by retailers and businesses
- Discount for advance payment

## TRAINING REQUIREMENTS

For Employee:

1. The company will conduct a seminar to employees for them to have an idea and knowledge regarding the product, included the rules and regulation of the company. Train them efficiently on how to product charcoal fastest but still in good quality
2. Joining seminars that will help the company to be more skillful and productive, also to build strategic alliances.
3. Social responsibility to have a strong relationship to customer

## MARKETING RESEARCH

Smart Charcoal Briquette Production Company will conduct market research every year:

- To identify the market range



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- To know the consumer buying behavior changes
- To enhance company competitive advantage
- To improve quality of the products
- To improve the distribution channel

## FINANCIAL SUMMARY

	2025		2026	
Sales Revenue	74,880,000.00		78,624,000.00	
Less: Cost of good sold	47,249,280.00		49,611,744.00	
Gross margin		27,630,720.00		29,012,256.00
Marketing Expenses				
Advertising	150,000.00		157,500.00	
Promotions	125,000.00		131,250.00	
Trade shows	125,000.00		131,250.00	
Training	115,000.00		120,750.00	
R&D	600,000.00		630,000.00	
Marketing Expense		1,115,000.00		1,170,750.00
Other Expenses				
Permit & Registration	50,000.00		50,000.00	
Sales forcecast	4,680,000.00		4,680,000.00	
Rent Expense	180,000.00		180,000.00	
Depreciation Exp- Trucking	40,000.00		40,000.00	
Depreciation Exp- Machine	32,000.00		32,000.00	



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Administrator	6,240,000.00		6,240,000.00	
Miscellaneous	50,000.00		50,000.00	
Total Expenses		11,272,000.00		11,272,000.00
Net Income		15,243,720.00		16,569,506.00

## SCHEDULES

JOB TITLE	Names of Staff	SCHEDULE
ACCEPTING ORDER	Zaniab Yambaso	Regular basis; 8 hours a day
ACCOUNTANT	Mariatu Tholley	Regular basis; 8 hours a day
PRODUCTION	Ibrahim Koroma	Regular basis; 8 hours a day
ADS AND PROMOTION	Samuel MJ Buanie	Regular basis; 8 hours a day
OFFICE STAFF	Haja Kamara	Regular basis; 8 hours a day



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