

help



# help

**BUINESS PLAN**

1 | Page

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with the author's advisor(s). No one may share its contents or ideas with third parties without the express written consent of the plan author.

## CONFIDENTIALITY AGREEMENT

The undersigned reader acknowledges that the information provided by My Help Health Ltd in this business plan is confidential; therefore, reader agrees not to disclose it without the express written permission of My Help Health Ltd.

It is acknowledged by reader that information to be furnished in this business plan is in all respects confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of same by reader may cause serious harm or damage to My Help Health Ltd.

Upon request, this document is to be immediately returned to My Help Health Ltd.

Signature

My Help Health Ltd.

Name (typed or printed)

February, 2021

Date

## Table of Contents

Confidentiality Agreement.....	2
1.0 Business Overview .....	6
1.1 Executive Summary .....	6
1.2 Business Model.....	11
1.3 Risks Management .....	11
Goal and Objectives.....	12
Our Goals.....	12
Our Objectives .....	13
1.4 Success Factors.....	14
1.5. Core Values.....	16
1.6 Guiding Principles .....	17
2.0 Company Overview .....	18
2.1 Company Summary .....	18
2.2 Mission Statement.....	21
2.3 Vision Statement .....	21
2.4 Company's Description .....	21
2.5 Ownership.....	22
2.6 Owner's Biography .....	22
3.0 Invention Overview .....	24
3.1 Product description .....	24
3.2 What make our Product Unique .....	26

4.0 Market Research Analysis.....	27
4.1 Market Research Summary.....	27
Source Type Insights.....	29
Distribution Channel Insights .....	30
End-use Insights .....	30
Regional Insights.....	31
UK market overview.....	33
4.2 Market Segmentation .....	34
4.3 Competitor's Analysis.....	34
4.4 SWOT Analysis.....	36
5.0 Strategy and Implementation Plan .....	37
5.1 Competitive Strategy .....	37
5.2 Marketing Strategy .....	38
5.3 Pricing Strategy.....	40
5.4 Exit Strategy .....	40
5.5 Milestones Checklist.....	41
6.0 Management Summary.....	42
6.1 Management Description .....	42
6.2 Management Structure .....	44
Financial Plan .....	45
Financial Overview.....	45
Profit and Loss.....	46

Cash Flow Statement.....	48
Balance Sheet.....	50
Break-Even Analysis.....	51

## 1.0 BUSINESS OVERVIEW

### 1.1 EXECUTIVE SUMMARY

The success and growth of any business; particularly Health and wellness sector largely depend on a viable business model and feasible operation methods. The health and wellness company sector's ever-changing landscape makes it difficult for Health and wellness operators/providers to operate effectively. In reason of this, the role and importance of a Health and wellness company cannot be overemphasised. The only major issue is that most Health and wellness companies lack the required expertise or provide services that lack affordability.



My Help Health Ltd is a Health and wellness company located at 275 New North Road, Suite 1065, London N1 7AA United Kingdom. My Help Health Ltd knows the usefulness of Hemp and its extraction processes to humans, and they have extracted different products like CBD oil,

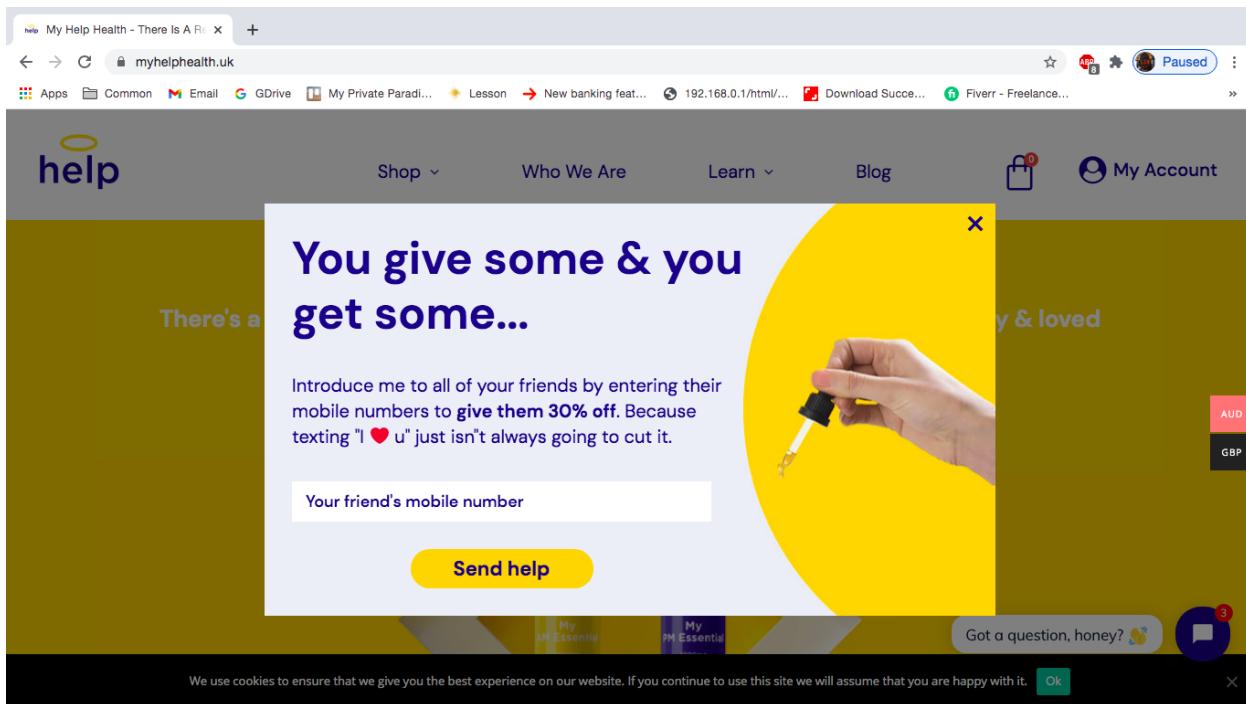
CBD Beauty & Skincare, CBD Paste, CBD Pain Relief, and lot more for human use. CBD has been studied for its potential role in easing symptoms of many common health issues, including anxiety, depression, acne, and heart disease. For those with cancer, it may even provide a natural alternative for pain and symptom relief. Human biology shows that within our bodies is an Endocannabinoid System consisting of receptors that play a key role in regulating sleep, mood, pain, appetite, stress, and overall everyday experience. CBD helps these receptors do what's needed in order to regulate and stimulate all kinds of beneficial changes throughout the body.



The National Institute of Health's database lists just over 250 studies involving CBD as a treatment for conditions as varied as insomnia, infantile spasms, epilepsy, arthritis (as well as other

inflammatory medical conditions), and Parkinson's disease. Furthermore, not only has CBD also proven itself to be a successful treatment for depression, anxiety, and stress; according to a study published in Neurotherapeutics, CBD shows huge promise to reduce cravings among people addicted to opioids.

My Help Health Ltd is currently testing different formulations for each new product to find the best one. We have a clear focus on natural & organic ingredients, quality, and transparency, and we will only ever release the best product and best formulation to market. Under the tutelage and leadership of a determined and united team of management staff; we are expertly led by an open-minded individual whose dedication to helping others achieve their goals in an extremely important part of our passion. Our My Help Health team studied science and genetics to create a range of one-stop-shop CBD products that answers all of our wellness prayers in one bottle. Our investigations and research led us to discovering cannabinoids and how they interacted with our body's endocannabinoid system. By only extracting the non-psychoactive cannabinoid compound, CBD, from the hemp plant, we found that we were able to empower our products with its full, natural medicinal power.



With many years of experience in the Health and wellness industry, we provide quality CBD products with a high level of expertise. At My Help Health Ltd, even with the constant and consistent change in the Health and wellness sphere, we ascertain that our customers are provided with the necessary and needed services. Providing effective, efficient, and customer-focused solutions is our paramount goal.

A key factor of business we shall not handle with levity is customer satisfaction. We will ensure the highest quality of services at all times to meet or surpass our customer's expectations. We will ensure that every customer's needs and requests are duly and properly understood to understand the best angle to come in and offer our services. All our services will be tailored and specifically designed to meet customers' requirements and needs. Up-to-the-minute and workable CBD

product plan will be laid down as elementary as possible for customers to easily comprehend and implement for the company's success and growth.



We promise to be honest with you. You deserve traceability and transparency. That means we'll show you the research and be clear about how established it is. At My Help Health we will always share our research, studies, sources, and suppliers. An honest, traceable CBD product that's backed by real science, real people, test results, and a visible supply chain.

Paramount marketing strategies proven to boost business publicity and awareness will be carried out to ensure the necessary awareness and advertisement is achieved for our company both locally and nationally. Digital methods, as well as conventional strategies, will be implemented in reaching

our target audience. Social media platforms will be fully utilised; search engine optimisation will also be leveraged on.

## 1.2 BUSINESS MODEL

The business model is developed from the understanding that there is a growing need for quality and premium CBD products through well-structured and easily practicable measures; and there exists a substantial opportunity to cater to these needs, adopt innovative concepts, and generate huge revenue.

The business model is to leverage the CBD products and services landscape and innovative nature of MY HELP HEALTH LTD to turn the table to its favour and rake-in significant revenue. The revenue stream will be mainly from our operation in the CBD product and services. Additional revenue will be generated from the traffic drawn through our website.

## 1.3 RISKS MANAGEMENT

MY HELP HEALTH LTD is not exempted from the risks every Health and wellness business is exposed to. With the emergence of our company, the possible risks are, wide acceptability as a viable substitute for others, capital injection to launch and stabilise business growth and the need for a positively strong marketing program.

Different strategies will be put in place to ascertain that our business risks are controlled or minimised. These strategies include;

- Investing sufficient funds into the business to meet all required business operation requirements.
- Adopting effective strategies to promote our business and general services
- Minimising overhead costs, which increases the bottom-line profit
- Building strategic and symbiotic partnerships with necessary companies.
- Building a sufficient customer base
- Providing a constant and effective communication link

## GOAL AND OBJECTIVES

### OUR GOALS

The goal of every business is to be successful. By success, it means a large customer base, constantly increasing patronage, and hence, rapid business growth.

- MY HELP HEALTH LTD's paramount goal is to provide effective, efficient, and customer-focused solutions.
- Our goal is also to run a business that will not only succeed in revenue and size but will also have a landmark impact locally and nationally.
- Encourage investment in CBD products innovations and solutions
- To act like an owner with a long-term perspective and a strategic vision anchored in strong core values

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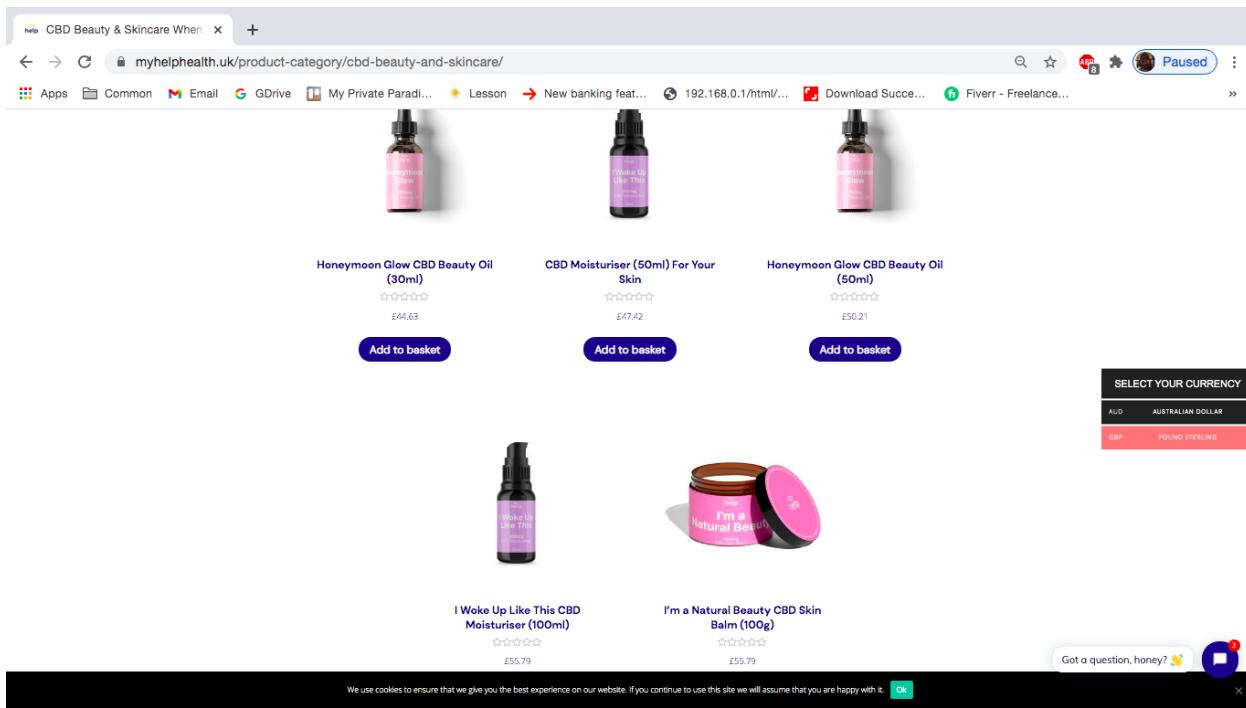
## OUR OBJECTIVES

MY HELP HEALTH LTD has set the following objectives for the first three years of the launch of our business:

- To generate a substantially significant revenue at the end of the first year of operations
- Produce a positive return on investment (ROI) for our business by the end of the second year
- To capture a large percentage of UK at the end of the third year.
- Maintain a steady growth in sales volume that will sustain the business long-term

### Our long-term objectives

- To promote and enhance CBD products and services business in every ramification through premium quality and well-structured services/measures.
- To become a CBD products company tagged with excellence and quality
- Establish a minimum of 95% customer satisfaction rate to establish long-term relationships with our customers and create word-of-mouth marketing.
- To achieve a consistently increasing marginal profit
- To achieve a payback on investment within 5 years
- To always increase our profit margin through an increase in sales, the frequency of sales.



## 1.4 SUCCESS FACTORS

A critical success factor that is pertinent to the growth of our business is the number of customers we are able to attract with our quality services. Our effort as a company will continually focus on increasing and improving our customer base. This would easily be achieved through ascertaining the following:

- ❖ **Fluid Transition:** We will ensure that we flow with the trends and stay relevant in the CBD products and services market where we operate, so as to stay up-to-date, and promote our business practices by integrating more innovative and creative service methods.
- ❖ **Improvements:** In an effort to earn and maintain an impeccable image, we will always look for innovative and creative methods towards improving our services. We will not slow down

a bit in our pursuit to always satisfy our customers with new, modern and innovative methods and approaches towards delivering quality CBD products and services.

- ❖ **Knowledge about the Industry:** We aim to continue to update our knowledge with the latest and most profitable industry techniques and ideas in compliance with local and international industry standards by keenly following the trends and learning from established players and bringing about new ideologies.
- ❖ **Communication:** We will adopt a flawless communication channel to all customers, enabling excellent business transactions and a platform to make inquiries and provide solutions to them instantly.
- ❖ The management team's experience and skills are sure bet to provide the best CBD products experience and set a pace in the industry.
- ❖ Complying with all relevant regulations of the States Regulatory Boards.
- ❖ Executing sales and marketing plan which will build customer awareness, customer discovery and customer loyalty.
- ❖ Continuously measure, monitor and evaluate marketing metrics, loyalty program and Sales KPIs to make tweaks, improvements and refine processes
- ❖ Continually learn from customer's feedback

## 1.5. CORE VALUES

At MY HELP HEALTH LTD, we will uphold premium and distinct values such as:

- ♣ Effective Services
- ♣ Efficient Solutions
- ♣ Integrity
- ♣ Honesty
- ♣ Customer-focused analysis
- ♣ Trust
- ♣ Quality
- ♣ Affordability
- ♣ Accessibility
- ♣ Excellent customer relationship
- ♣ Accountability
- ♣ Reliability
- ♣ Professionalism
- ♣ Creative
- ♣ Efficiency
- ♣ Quality of service

- ♣ Responsiveness
- ♣ Conducive environment
- ♣ Punctuality and Timeliness
- ♣ Flexibility
- ♣ Continuous Improvement
- ♣ Development of People
- ♣ Social responsibility and ethics

## 1.6 GUIDING PRINCIPLES

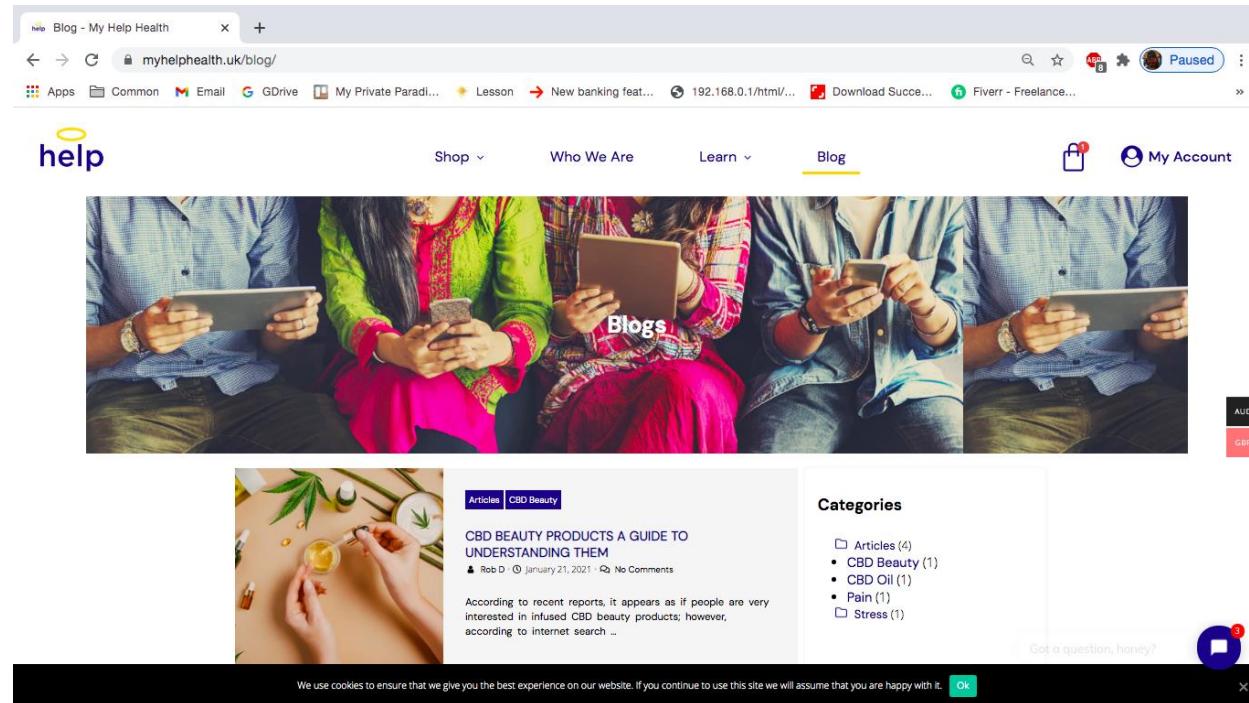
The following are the principles that guide MY HELP HEALTH LTD, collectively as a company and as an individual associated with MY HELP HEALTH LTD.

- We will be true to ourselves and our aspirations.
- We will plan for success and execute the plan.
- We will build enduring and meaningful relationships.
- We will communicate with clarity and professionalism.
- We will cultivate a winning culture.
- We will provide an affordable and sustainable living, serene and fun-filled environment for customers and employees alike.
- We will delight our customers by providing quality services through continuous innovation and creativity in line with the best global practices.

## 2.0 COMPANY OVERVIEW

### 2.1 COMPANY SUMMARY

My Help Health Ltd is a Health and wellness company located at 275 New North Road, Suite 1065, London N1 7AA United Kingdom. The natural plant compound CBD is one of many beneficial cannabinoids found in the hemp plant, best known for its balancing and calming effects. Unlike its cannabinoid cousin, THC, CBD is non-psychoactive, which means you get all the hemp plant help without the “high”. CBD has the potential to help support and maintain balance in your mind and body, by working with your internal endocannabinoid system. This system helps control bodily functions such as appetite, mood, immune response, pain, and sleep patterns.



The screenshot shows a web browser window with the URL [myhelphealth.uk/blog/](http://myhelphealth.uk/blog/). The browser's address bar and various icons are visible at the top. The website itself has a header with the 'help' logo and navigation links for 'Shop', 'Who We Are', 'Learn', and 'Blog'. The 'Blog' link is underlined and highlighted. Below the header is a large, colorful photograph of four people sitting together, each looking at a different electronic device (a tablet, a smartphone, another tablet, and a smartphone). A semi-transparent white box covers the middle portion of the photo, containing text. The text reads: 'Blogs' in large blue letters, followed by 'Articles | CBD Beauty' in smaller text, and a snippet of an article about CBD beauty products. To the right of the photo is a sidebar with a 'Categories' section listing 'Articles (4)', 'CBD Beauty (1)', 'CBD Oil (1)', 'Pain (1)', and 'Stress (1)'. At the bottom of the page is a black footer bar with a cookie consent message and a 'Got a question, honey?' button.

My Help Health always believed that mothers know best. That's why our CBD is expertly crafted by a team of scientists and health professionals with Mother Nature in mind and heart. Our mission is to empower people with the true, pure power of nature. My Help Health will focus on translating operational excellence into strong financial results and return on investment for shareholders. We are a team of diligent professionals who aim to provide the top-quality services to our corporate clients worldwide. We aim to exceed client expectations by giving the best of our services that we provide. We strive to attend the highest level of courtesy and service to customers and each other.



We will provide CBD products management services along with a consulting experience like no other. Drive economic growth and enhance the quality of life by providing safe, versatile, and active services. Provide efficient and fiscally responsible management as a vital community partner. We

deliver a positive, reliable experience to each and every one of our clients while offering exceptional value in the marketplace and setting the standard for professionalism in the CBD products and services we provide.



In addition to operating our business profitably, we strive to operate it responsibly both for our clients and our employees, for whom our goal is to provide a safe and secure work environment. We believe in creating and delivering value to our customers, employees, and shareholders is fundamental to our business.

## 2.2 MISSION STATEMENT

MY HELP HEALTH LTD's mission is to be the most trusted, reliable CBD Company in the UK with our prime objective to be global with a brand that you will recognise and love.

## 2.3 VISION STATEMENT

Our vision is to be established and trusted as the preferred CBD online seller of the very best in CBD oils and Skin Care in the UK. We desire to be a leader in innovation, service, and quality, to be among the most admired and respected CBD companies in our industry.

## 2.4 COMPANY'S DESCRIPTION

**Company Name:** MY HELP HEALTH LTD

**Founders/CEOs:** John Alexander James Carter

**Legal Status:** LTD

**Location:** 275 New North Road, Suite 1065, London N1 7AA United Kingdom

**Website:** <http://www.myhelphealth.uk/>

**Mail:** [John@myhelphealth.uk](mailto:John@myhelphealth.uk)

## 2.5 OWNERSHIP

MY HELP HEALTH LTD is owned by John Alexander James Carter. He is a passionate and open-minded individual who is supported by an incredible team of online specialists and brand marketers in the CBD space specifically with CBD consultants from the USA to help us along on our journey.

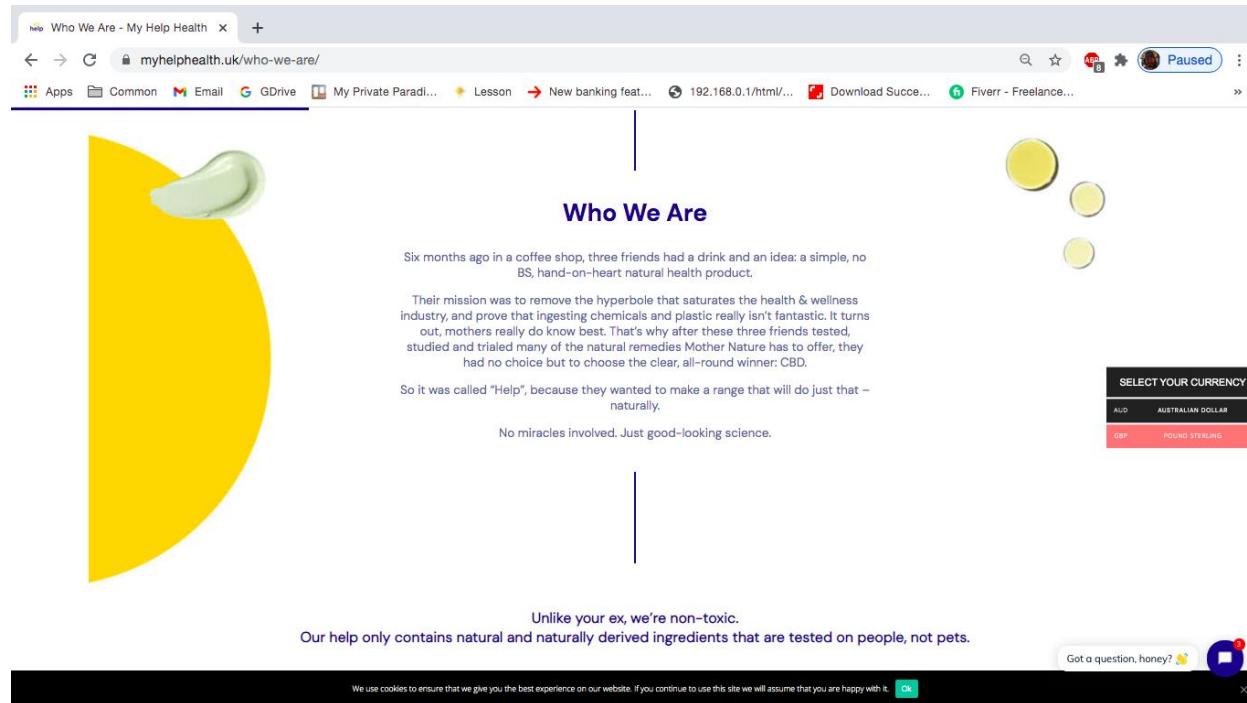
## 2.6 OWNER'S BIOGRAPHY

John Alexander James Carter are the founders of MY HELP HEALTH LTD, a CBD product company serving the greater London, UK

It might sound like an unusual recipe for entrepreneurial success, but the idea of creating a CBD brand first came into our minds when I was talking to my friends, and now co-founders, about my previous experience with severe anxiety and how it has, unfortunately, become such a widespread pandemic.

I really opened up to them and explained how, on my first visit to talk to a doctor about this weird, constant stomach-knotting, overthinking feeling I was experiencing, I was immediately recommended an anti-depressant medication. Given the long list of side effects and warning of an emotionally turbulent 3-month medication adjustment period, I was extremely hesitant to start taking an anti-depressant. Consequently, I started deeply researching the pharmaceutical and anti-depressants market. I quickly learnt that the entire \$1.3 trillion industry was simply a black box, and that most companies in the space weren't really caring about the types of ingredients that were

going into their products, or the side effects. I was left with the feeling “there has to be a much better way”. In the end, I decided to decline the medication, and instead visited a psychologist for counselling and started researching natural anxiety medications.



After months of reading and analysing a mountain of scientific research papers, I decided to give CBD oil a go. I tried so many different brands and different strengths and found that there was a huge quality inconsistency between CBD brands. Some worked, some didn't, and some were mediocre in-between. I also noticed that each CBD brand I bought from claimed to “rigorously test” their products to ensure consistently high quality, but they didn't publish the results of each batch test. So how would I know if the product quality is actually any good... or if the product batches are really even being tested at all? It was when I said this, that a sudden lightbulb moment

happened in all our brains, and we looked at each other wide-eyed and excited, knowing that we could do better. We could give people the honest, transparent help they need and deserve.

We really saw an opportunity to launch an amazing CBD product and a hand on heart, no-BS CBD brand, that cut through the jargon and unnecessary, blurring confusion that dominated both the CBD and health/beauty industry at the time.

To put it simply, we crafted our product range and created our brand because we want to bring the medicine to the people. That's why we called it Help... because that's exactly what we do.

## 3.0 INVENTION OVERVIEW

### 3.1 PRODUCT DESCRIPTION

We enhance clients' health, wellness, and confidence by providing the highest customer service degree, using innovative techniques and superior products. We will always go above and beyond industry expectations to provide professional, high-quality services to everyone within and outside of our community. We want to make people feel good about themselves inside and out and make sure that we do everything we can to accommodate our clients' needs so that they feel as much a part of My Help Health Ltd family as we do. We will deliver quality that is unbeatable in this area. Our principle is to focus on our employees' constant training, so they are always up to date with the newest trends and techniques. We want to be known for being the ultimate professionals.

The screenshot shows a web browser window with the URL [myhelphealth.uk/product-category/cbd-oil/](http://myhelphealth.uk/product-category/cbd-oil/). The page displays several CBD oil products from the 'My Essential' range. Three products are prominently featured at the top: 'My AM Essential: CBD Oil 1000mg (50mL)' (5 stars, £78.11), 'My PM Essential: CBD Oil 1000mg (50mL)' (5 stars, £78.11), and 'My AM Essential: CBD Oil 2000mg (100mL)' (5 stars, £136.70). Each product has a 'Add to basket' button below it. To the right, there is a 'SELECT YOUR CURRENCY' dropdown menu with options for AUD (Australian Dollar) and GBP (Pound Sterling). A message bar at the bottom left says 'We use cookies to ensure that we give you the best experience on our website. If you continue to use this site we will assume that you are happy with it.' with 'OK' and 'X' buttons.

Our rigorous testing process – test, re-test, and then test again. We don't take ourselves too seriously, but we're serious about the right things – one of those being total transparency. Before Help reaches your hands, we formally test every batch produced with an official, third-party laboratory to ensure purity, quality, and consistency in every product. Every batch comes with a Certificate of Analysis verifying that the help you've received is crafted by us, with only the finest quality, natural ingredients. Our products include;

- CBD Oil
- CBD Beauty & Skincare
- CBD Paste
- CBD Pain Relief



## 3.2 WHAT MAKE OUR PRODUCT UNIQUE

### 1. Our sourcing

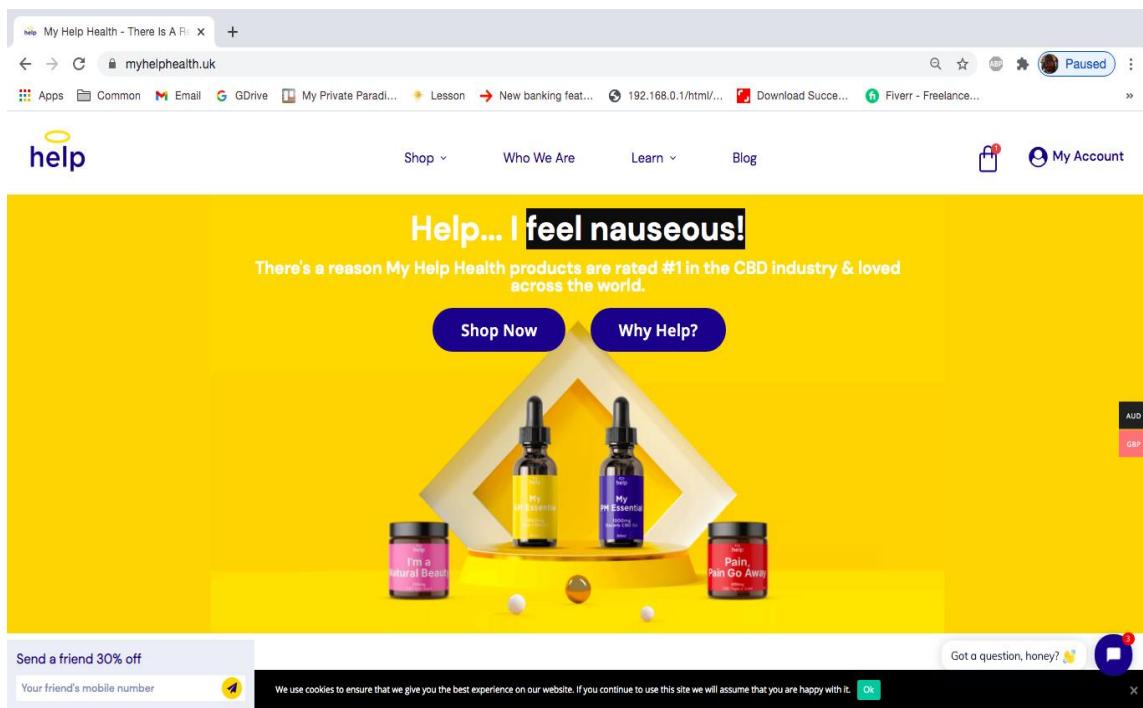
The CBD extract in all of our products is grown under the sun's natural glory with care and is hand-picked by expert hemp farmers, who're passionate about and practice organic farming processes. Our whole-plant, full-spectrum approach means that our products contain additional, non-psychoactive cannabinoids and terpenes found naturally in the hemp plant for maximum benefit. We use coconut MCT oil – a fat-burning, metabolism-revving fatty acid superfood – as the carrier oil to stabilise and increase the CBD's bioavailability.

### 2. Our Extraction

With our focus always being on pure and potent quality, we saw it best to use a pressurised CO<sub>2</sub> extraction method to pull CBD and other beneficial phytocannabinoids from the hemp plant, using specially-crafted equipment. The cannabinoids produced are potent and free of chlorophyll and other chemicals. No nasties, just goodies.

### 3. Our Formulation

Less is more. What we leave out is just as important as what we put in. Our formulation philosophy is about what you need – and not overwhelming your body with the things you don't. Our products are formulated with only the purest ingredients and without the use of chemicals, fillers, flavours, or unnecessary fluff.



## 4.0 MARKET RESEARCH ANALYSIS

### 4.1 MARKET RESEARCH SUMMARY

The global cannabidiol market was valued at USD 4.6 billion in 2018 and is expected to grow at a compound annual growth rate (CAGR) of 22.2% from 2019 to 2025. The demand for cannabidiol (CBD) for medical and wellness purposes is high due to its healing properties, which is the key factor driving the growth of the market. Moreover, growing product adoption and utilisation owing to government approvals is a major factor anticipated to drive the demand for cannabidiol infused products.

Out of all cannabinoids, cannabidiol is most commonly used for medical purposes due to the absence of psychoactive effects. CBD oil is used in several medical applications such as treatment

of anxiety and depression, stress relief, diabetes prevention, mitigation of pain, alleviation of cancer symptoms, and acne reduction. The global CBD market is anticipated to grow at a lucrative rate over the forecast period owing to the growing adoption of CBD-based products for treating various medical conditions.

Cannabidiol is one of the main cannabinoids extracted from the hemp plant, which is primarily found in the Cannabis Sativa plant. In the past couple of years, the use of cannabidiol is legal in several countries across the globe for industrial applications such as personal care and cosmetics, pharmaceuticals, and food and beverages as it was found to be safe for human consumption when consumed in the prescribed proportion.

Cannabidiol has become the latest consumer trend, which is a result of the increasing number of social media influencers promoting the benefits of cannabis, marketing initiatives by the industry participants, and growing application areas. Subsequently increasing product options such as skincare, cosmetics, haircare, intimate lubricants, pharmaceuticals, gummies, pills, infused beverages, and other products are also driving the market for cannabidiol.

Increasing awareness about the therapeutic benefits of cannabidiol has influenced people to buy CBD based products, irrespective of their cost. Mainstream retailers are now focusing on selling CBD-based products, as these have a higher profit margin. Various health and wellness retailers such as CVS Health, Rite Aid, and Walgreens Boots Alliance have decided to sell CBD-based products. Moreover, CVS Health is planning to sell CBD topicals through its 800 stores, and

Walgreens Boots Alliance is planning to sell CBD containing topicals in 1500 of its stores in the U.S.

On the other hand, the presence of stringent regulations and the high cost of CBD products are some of the major factors restraining the growth of the market for cannabidiol. Moreover, the absence of legalisation programs in several Asian and African countries is another key factor impeding the growth of the CBD market.

### SOURCE TYPE INSIGHTS

Based on source type, the CBD industry specifically accounted for the largest revenue share in 2018 valued at USD 3.9 billion, owing to the increasing adoption of refined CBD products coupled with the growing legalisation of Medical Cannabis. Furthermore, the high efficacy of pure hemp Co2 extracted derived CBD as one of the pivotal factors for the segment's large share. CBD-products are available in dispensaries as well as government-approved pharmacies and stores. These products include oils, tincture, concentrates, capsules, and topical solutions such as slaves, lip balms, and lotions. It also includes edibles such as baked goods, coffees, chocolates, gums, and candies.

The rising adoption of CBD-infused products derived directly from the hemp plant for medical and wellness purposes is another major factor projected to foster the growth of this segment over the forecast period. Hemp-derived CBD finds its application in various sectors such as pharmaceuticals, personal care and cosmetics, nutraceuticals, and food and beverages. The demand for CBD-infused personal care and cosmetics products is rising owing to its anti-inflammatory,

anti-ageing, and antioxidant properties. Numerous skincare and cosmetic brands are involved in the production of hemp-derived CBD products. Therefore, the above mentioned factors will be responsible for the fastest growth rate of this segment over the forecast period.

## DISTRIBUTION CHANNEL INSIGHTS

Based on the distribution channel, the cannabidiol market is segmented into Business to Consumer (B2C) and Business to Business (B2B). The B2C segment comprises of hospital pharmacies, retail pharmacies, and online stores. The B2C segment accounted for the largest revenue share in 2018 and is expected to grow at a lucrative rate over the forecast period. The ease of availability of these products to the consumers is one of the key factors driving the growth of this segment. Moreover, increased adoption of CBD oil and tinctures for personal and medical applications available through pharmacies, retail stores, and online stores is expected to increase the growth of this segment over the forecast period.

In the B2C segment, hospital pharmacies dominated the market in 2018 owing to the higher consumption of cannabidiol-infused medicines in hospital pharmacies. Moreover, the legalisation of cannabidiol infused pharmaceuticals for various medical conditions has influenced the demand for these products, which, in turn, has supported the growth of the hospital pharmacies segment.

## END-USE INSIGHTS

The medical segment dominated the market in 2018, with a revenue share of 44.5%, and is expected to grow at a lucrative growth rate over the forecast period. The large share has attributed to factors such as rising use of CBD for medical conditions such as epilepsy, schizophrenia, chronic

pain, sleep disorders, and symptoms of multiple sclerosis. Moreover, people suffering from chronic pain are now opting for CBD-based products to manage associated conditions, which is expected to fuel market growth over the forecast period.

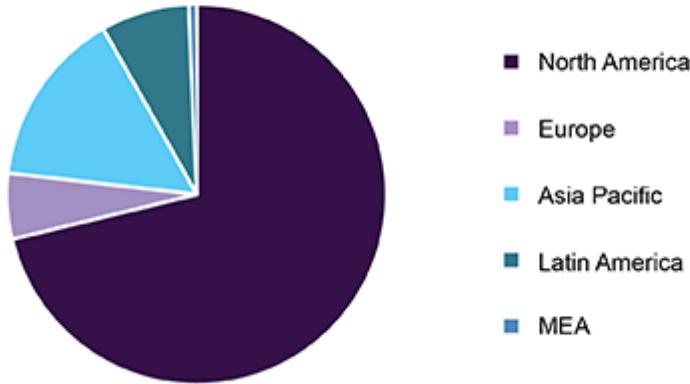
The pharmaceutical segment is anticipated to witness the highest growth rate over the forecast period. Companies manufacturing CBD infused pharmaceuticals for treating various medical conditions such as epilepsy and multiple sclerosis (MS) symptoms are anticipated to boost the growth of this segment. Furthermore, major players such as Charlotte's Web; GW Pharmaceuticals plc; Isodiol International Inc.; and CannaHealth, are using cannabidiol for manufacturing soft gel capsules and tinctures are also influencing the growth of this segment.

## REGIONAL INSIGHTS

In 2018, North America accounted for the largest market share and will continue to retain its leading position in the market. The increasing legalisation of medical cannabis in independent states of the U.S., the liberalism of government regulations regarding the same, and an overall increase in the acceptance of cannabidiol for pharmaceutical, wellness, and personal use are some of the major factors driving the growth of the region. Furthermore, the implementation of the Farm Bill in the U.S., allowing hemp-derived CBD is also supporting the growth of the market in the region. Moreover, Canada has legalised the production and sale of both CBD and THC potent marijuana for medical purposes. Therefore, the availability of CBD based products in the country is also supporting the growth of the market in the region.



Global cannabidiol (CBD) market share, by region, 2018 (%)



Source: [www.grandviewresearch.com](http://www.grandviewresearch.com)

The Asia Pacific market is anticipated to witness the fastest growth over the forecast period owing to the setup of hemp manufacturing plants, especially in China. China is the largest hemp cultivator in Asia and cultivates nearly half of the world's hemp production. The country also exports nearly 90% of its products to the U.S., Germany, U.K., Netherlands, and Japan. Moreover, players in end-use industries such as personal care and cosmetics are targeting the emerging economies to improve their profitability and sales. Therefore, the growing focus of cannabidiol based product manufacturers' in Asia Pacific countries and the growing legalisation of cannabis for medical purposes in these countries are some of the major factors driving the growth of the market.

## UK MARKET OVERVIEW

There is no definitive cause behind the recent growth in the CBD market. Changes to legislation in certain jurisdictions and the isolation of the cannabinoid cannabidiol (CBD) as a medicine and food ingredient are likely to have contributed, as well as the increased awareness among the public of its perceived wellbeing benefits.

The market is currently worth £300 million in the UK, a figure that is expected to more than triple in the next five years. That equates to a £1 billion market in CBD alone by 2025. The number of CBD oil users also doubled from 125,000 to 250,000 between 2017 and 2018. High street chains such as Holland & Barrett, Boots and Lloyds Pharmacy are all stocking CBD products as they provide the most accessible products for both producers and consumers.

All CBD oils incorporated into high street products are imported into the UK, predominantly from the US and Eastern Europe. It is questionable whether all these imports go through the rigorous testing process required here to confirm compliant levels of controlled substances.

Tests have found that up to 62% of UK high street products that were analysed did not contain the CBD content indicated on the product labels. Others were found to have unacceptable levels of controlled substances, such as THC. Many producers are, therefore, turning to self-regulation and independent verification to ensure compliance and a quality product.

Extraction of cannabidiol compounds is highly regulated, meaning such markets are largely inaccessible. Yet this makes the UK an attractive prospect for those capable of overcoming

regulatory barriers, owing to the reduced competition in this country. Those who obtain a licence to extract and utilise cannabidiol compounds for medicinal or scientific purposes are few and far between and so the production is likely to be a high value product.

## 4.2 MARKET SEGMENTATION

Market segmentation is one of the pivotal keys that would ensure optimal success for MY HELP HEALTH LTD. This is because the market segmentation defines our target market which therefore helps in creating compelling and positioning messages for CBD products. Our business will be segmented in respect to the various CBD products business in the Health and wellness industry.

## 4.3 COMPETITOR'S ANALYSIS

There are various online CBD Companies in the UK. To our knowledge, there are very few CBD products companies with our capabilities. They are considered competitors because they are established and have spent a considerable amount of time operating in the industry; but we are not deterred by this as we are compelled from our capability to provide premium quality services. Our services will also encompass affordability with latest and modern service methods. It is without a shadow of a doubt that word-of-mouth recommendations are generated from our travel concierge services quality content.

Showing all 2 results Sort by price: low to high ▾

**Pain, Pain Go Away CBD Topical Pain Balm (50g)**  
★★★★★  
\$69.99

**Pain, Pain Go Away CBD Topical Pain Balm (100g)**  
★★★★★  
\$129.99

**SELECT YOUR CURRENCY**

AUD	AUSTRALIAN DOLLAR
GBP	POUND STERLING

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The possibility of the emergence of other companies is not without our notice also. We believe there will be an imitation of business brand and operations in the nearest future. However, we are determined to maintain a level of operation standard and keep portraying our company as the best in what we do. We will also flow with the market trend, stay up-to-date and implement these new trends so as to keep abreast of the latest development and improve our services on all fronts in the industry.

## 4.4 SWOT ANALYSIS

The SWOT analysis includes the Strength and Weakness possessed by MY HELP HEALTH LTD and the Opportunities and Threat we face as challenges as we go into day-to-day activities and business operations.

### Strength

- Highly experienced, credible and determined owner
- United and reputable management team
- CBD products that encompass excellence and high standard
- Competitive and affordable pricing system for easy and quick market penetration
- Our unshakable plan to create a business model that attract prospective customers
- The innovative and timeless approach towards operating a CBD products business
- Businesses location in an area with high business activities

### Weakness

- Building a cycle of customers may take time
- New business in an area dominated by competitions
- Growth may be the slow due presence of giants in the market

### Opportunities

- Opportunity to operate a CBD business online that has the due service of others well being and happiness as the forefront of there mission.

## Threats

- The possibility of business imitation
- The need to grow rapidly over the next 3-5 years
- The necessity to secure substantial capital injections to foster growth
- Economic downturn

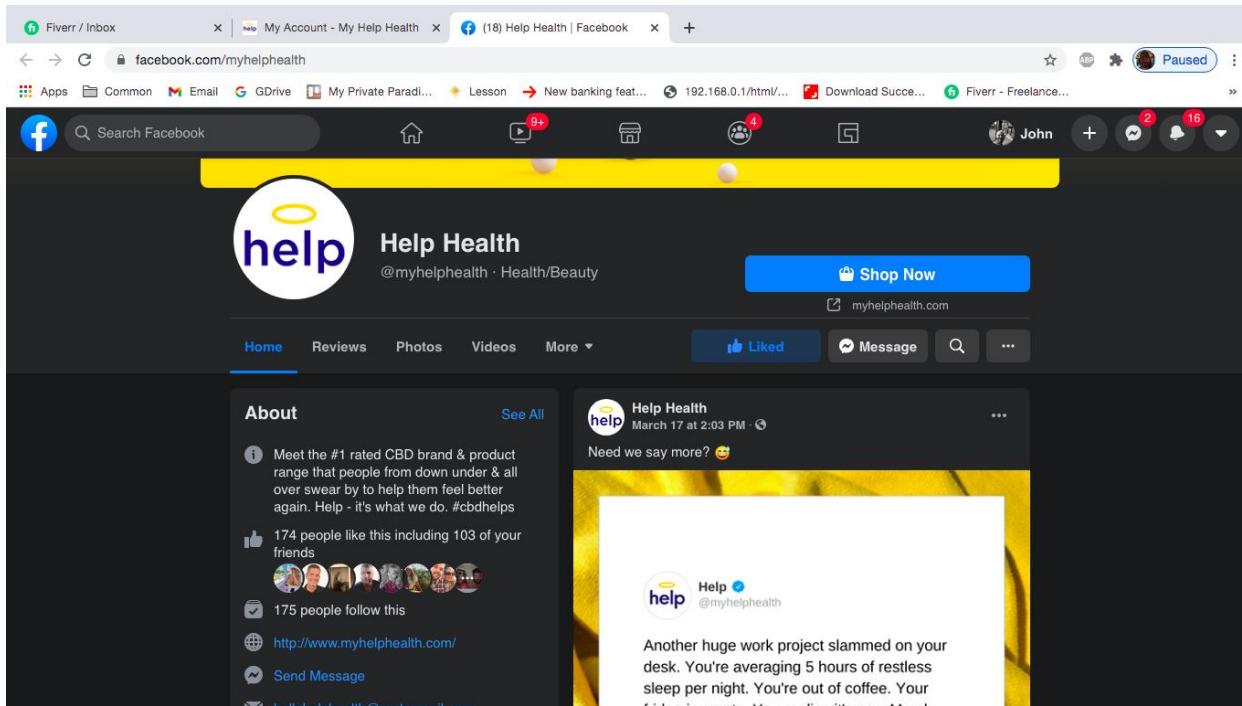
## 5.0 STRATEGY AND IMPLEMENTATION PLAN

### 5.1 COMPETITIVE STRATEGY

Our competitive advantages are the factors that differentiate the company from competitors. MY HELP HEALTH LTD will differentiate itself from the competitors with the following:

- Quality services
- The guaranteed high rate of satisfaction
- Specifically, personalised CBD products
- Comfortable price
- Excellent customer service
- Utilising data and statistics to provide high class information to CBD products businesses
- Social experience and enjoyable workplace for staffs
- Modern equipment and facilities that are proven for promoting business practices.

MY HELP HEALTH LTD will use these above factors to the company advantage in order to achieve our set goals and become the best CBD products company in London, UK.



## 5.2 MARKETING STRATEGY

### Marketing Objectives

Our overall advertising and promotional objectives at MY HELP HEALTH LTD are;

- Acquire customers and generate sales.
- Position ourselves as the market leader.
- Increase company awareness and brand name recognition in London, UK.
- Sway customers from competitors to our agency
- Collect market research to create immediate and long-term marketing plans.
- To partner with relevant businesses and companies who would allow us to work with them and become their official partner which will in turn favor our business purpose and growth

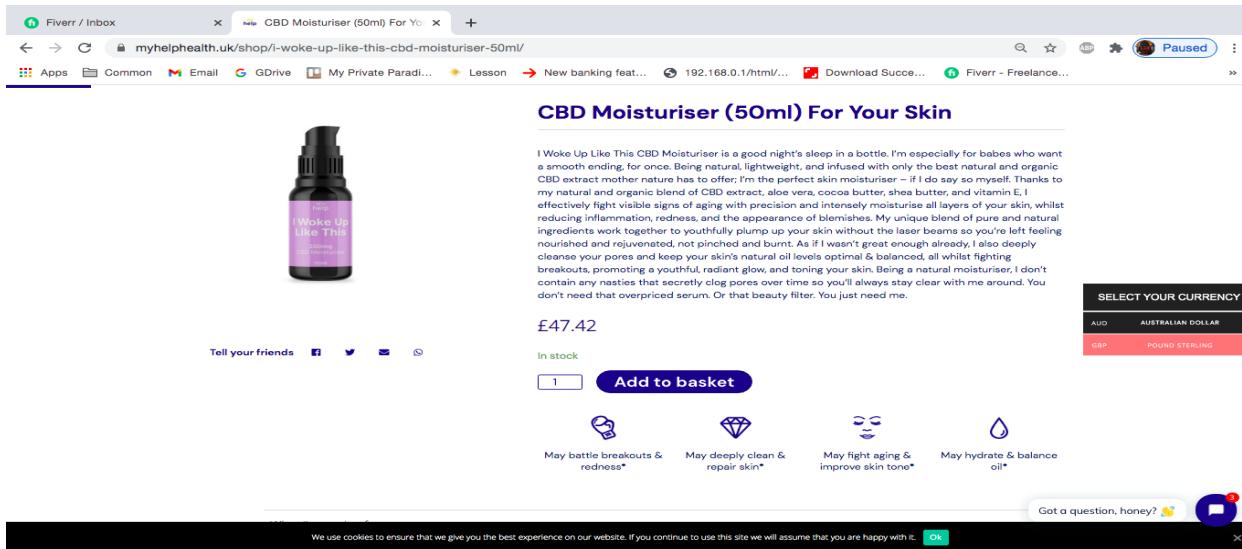
## Marketing Activities of MY HELP HEALTH LTD

The following are the marketing strategies which MY HELP HEALTH LTD will adopt:

- Extensively utilise word-of-mouth advertisement – interacting with everyone that comes in contact with us and visits our agency
- Utilising friends and family to promote awareness for the business
- Leveraging social media platforms to build awareness
- Engaging in social media giveaways
- Active involvement in local events, parties, and other activities that can promote our business
- Getting online reviews
- Sharing our expertise freely but consciously
- Expanding our networks of contact and prospective customers
- Leverage digital marketing platform such as using Social media like Facebook, Twitter, Instagram, Tumblr, etc. – by creating pages on these social media channels and flooding them with creative contents, stories, and testimonials.
- Utilising Google AdWords
- Engage a professional script writer to create fascinating promotional scripts and ad copies for advertisement

## 5.3 PRICING STRATEGY

Although, we will be providing services of the highest quality and professional standard only, they will still represent a great value for their prices. Our pricing system is based on what is obtainable in the industry. We have no intentions of hiking prices. We will be flexible with our prices as they are subject to change at any time. We will keep a close check on competitors, and charge a more affordable fee than what they charge in an effort to keep serving our customers. We will not compromise the standard of our services in a bid to sell at an affordable rate.



## 5.4 EXIT STRATEGY

The owner of MY HELP HEALTH LTD; John Alexander James Carter has an utmost confidence in the business and believes that it will be profitable and successful based on the market need for the business as well as the viability of the selected location. However, if the business fails, John Alexander James Carter will take the following measures:

- Re-strategize, analyse the reason for the initial failure and preparedly venture into it again
- Sell the business out to a company or individual interested in buying
- Get help from family and friends to repay all outstanding debts if there is any

## 5.5 MILESTONES CHECKLIST

Checklist	Progress
Business Name Availability Check	Completed
Business Registration	Completed
Creating of the website and other online platforms	Completed
The opening of Corporate Bank Accounts:	Completed
Opening Mobile Money Accounts	Completed
Application and Obtaining Tax Payer's ID	Completed
Application for business license and permit	Completed
Purchase of Insurance for the Business	Completed
Renting our Business flagship facility	Completed
Conducting Feasibility Studies	Completed
Writing of Business Plan	Completed
Drafting of Employee's Handbook	Completed

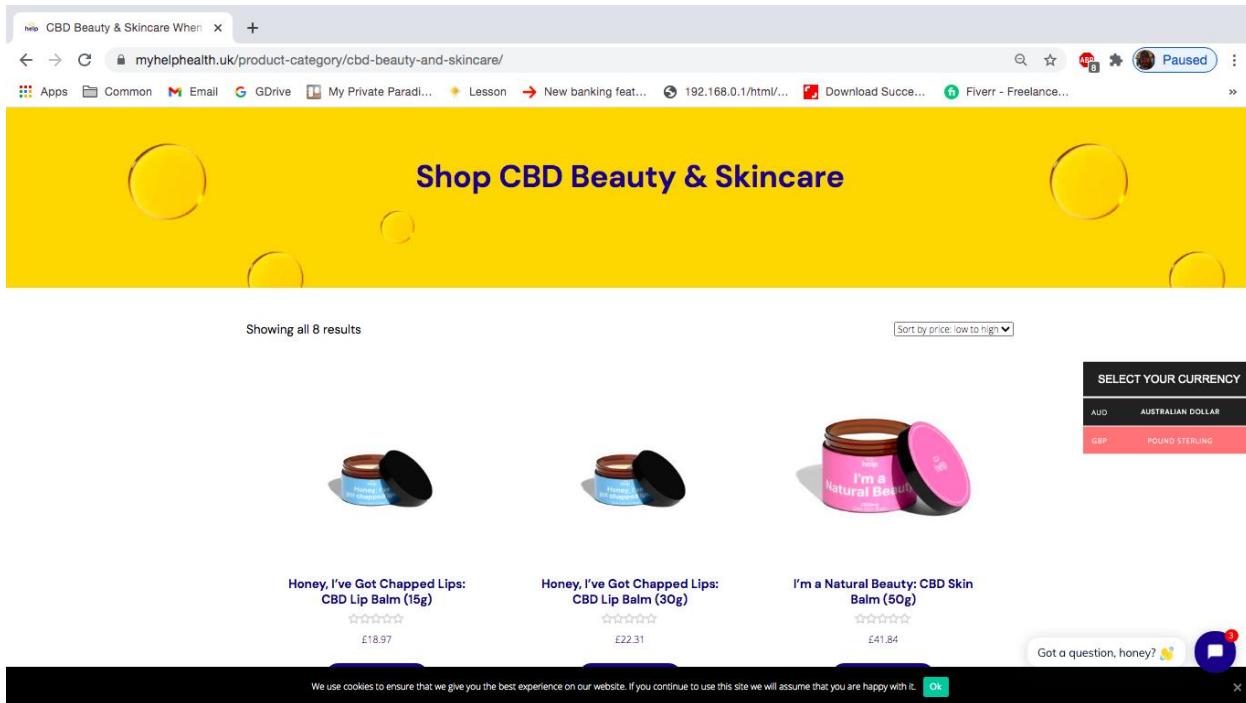
Drafting of Contract Documents and other relevant Legal Documents	Completed
Design of The Company's Logo	Completed
Graphic Designs and Printing of Packaging Marketing / Promotional Materials	Completed
Recruitment of employees	Completed
Purchase of the needed furniture, electronic appliances et al	Completed
Creating Official pages on social media platforms	Completed
Creating Awareness for the business both online and offline	Completed
Opening / launching party	Completed

## 6.0 MANAGEMENT SUMMARY

### 6.1 MANAGEMENT DESCRIPTION

Having the right business structure is very important to us at MY HELP HEALTH LTD so we have laid the right plans that will ensure that our foundation is not only right but stays true to our core values, mission and vision as a company. We are sourcing for and will hire competent professionals who are diligent and true to work ethics into the various positions we have in our business.

One of our prime intentions as a UK company is to be the most reliable CBD Company that customers can count on. We aim to do this by creating value for our client by providing service that exceed our customers' expectations. Our staff will also have the expertise and experience required to work in the CBD industry with duty of care and education at the forefront of their minds at all times. We strongly feel as a company that the right education around dosages especially will help encourage the customer to be loyal and purchase the 2nd time and hopefully long after that.



## 6.2 MANAGEMENT STRUCTURE

Our business is guided by a team of experienced management staffs with years of experience in the industry. They will be tasked with different responsibilities in the business and will make key decisions together. However, the founder and co-founder, John Alexander James Carter in particular; will be tasked with the following roles and responsibilities;

### **Roles and Responsibilities of the Owners/CEOs – John Alexander James Carter**

- ✓ Dictating the direction of the business
- ✓ Cross-checking the effectiveness of sales and marketing plan
- ✓ Signing documents relating to the business
- ✓ Identify problems, make decisions, and evaluate the result
- ✓ Periodically evaluate performance and develop action plans.
- ✓ Developing monthly sales plan
- ✓ Organising meetings with different bodies regarding the business
- ✓ Preparing materials relating to the business
- ✓ Successfully implement company policy
- ✓ Develop strategic plans
- ✓ Maintain an effective management team

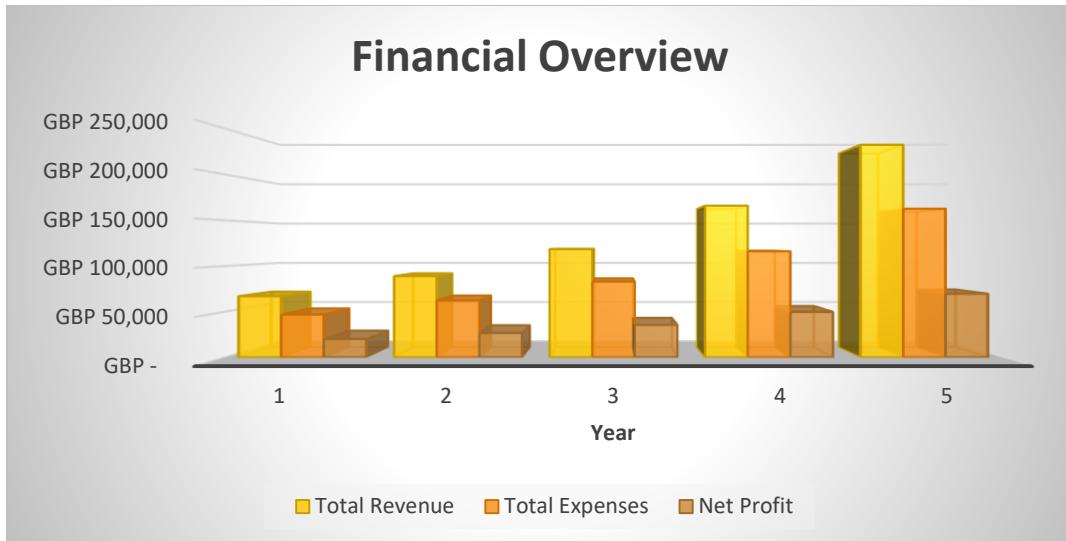
## 7.0. FINANCIAL PLAN

The following section contains the financial information for **MY HELP HEALTH LTD.** Tables and charts show annual projections for the first five business years.

### FINANCIAL OVERVIEW

Below is the financial overview showing the profitability of the business as the sales increases with little change in the cost. The profit is seen to increase with sales.

Financial Overview		Year 1	Year 2	Year 3	Year 4	Year 5
<b>Total Revenue</b>	GBP	GBP	GBP	GBP	GBP	GBP
	67,000	89,000	118,500	165,900	232,260	
<b>Total Expenses</b>	GBP	GBP	GBP	GBP	GBP	GBP
	46,900	62,300	82,950	116,130	162,582	
<b>Net Profit</b>	GBP	GBP	GBP	GBP	GBP	GBP
	20,100	26,700	35,550	49,770	69,678	



## PROFIT AND LOSS

The below table is the profit and loss projection for the first five business years. The sales are seen to increase each year, causing a considerable increase in the net profit too.

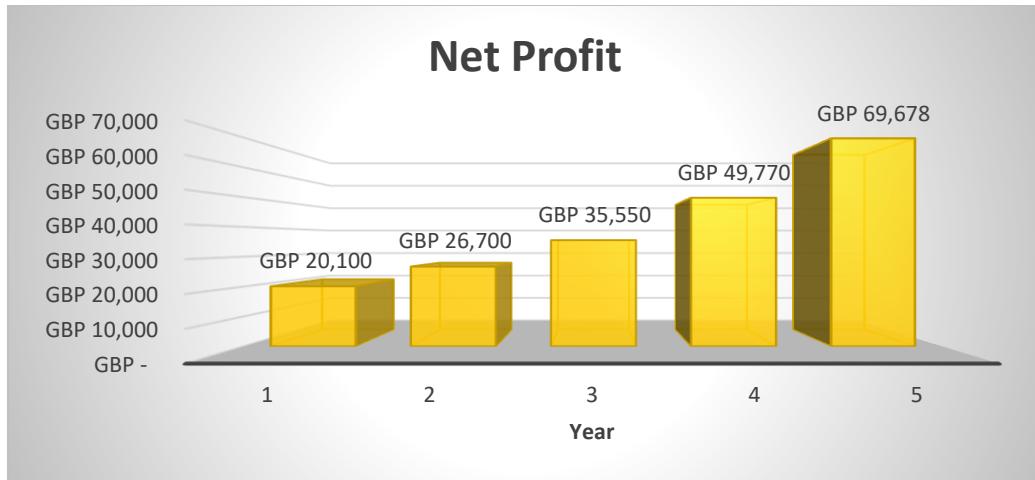
Profit and Loss					
	Year 1	Year 2	Year 3	Year 4	Year 5
	GBP	GBP	GBP	GBP	GBP
Sales	67,000	89,000	118,500	165,900	232,260
Total Sales	67,000	89,000	118,500	165,900	232,260
Total Cost of Sales	26,800	35,600	47,400	66,360	92,904
Gross Margin	40,200	53,400	71,100	99,540	139,356
Gross Margin %	60%	60%	60%	60%	60%
Operating Expenses	20,100	26,700	35,550	49,770	69,678

Total Operating Expenses	20,100	26,700	35,550	49,770	69,678
Operating Income	20,100	26,700	35,550	49,770	69,678
Operating Margin	30%	30%	30%	30%	30%
EBITDA	20,100	26,700	35,550	49,770	69,678
Net Profit	GBP	GBP	GBP	GBP	GBP
	20,100	26,700	35,550	49,770	69,678
Net Profit/Sales %	30%	30%	30%	30%	30%

From the above analysis, the business is projected to generate total revenue of **GBP67,000** in the first year of business activities. Every business always aspires to increase its sales. With the marketing strategy adopted, it is assumed that this will yield an increase in the subsequent years of business operations, thereby, causing the revenue for each year to increase too.

The volume of revenue influences the profit that will be made during the year, therefore revenue generated in the course of running the business results in an increase in profit made by the business after taking care of all expenses.

#### Chart: Profit and Loss



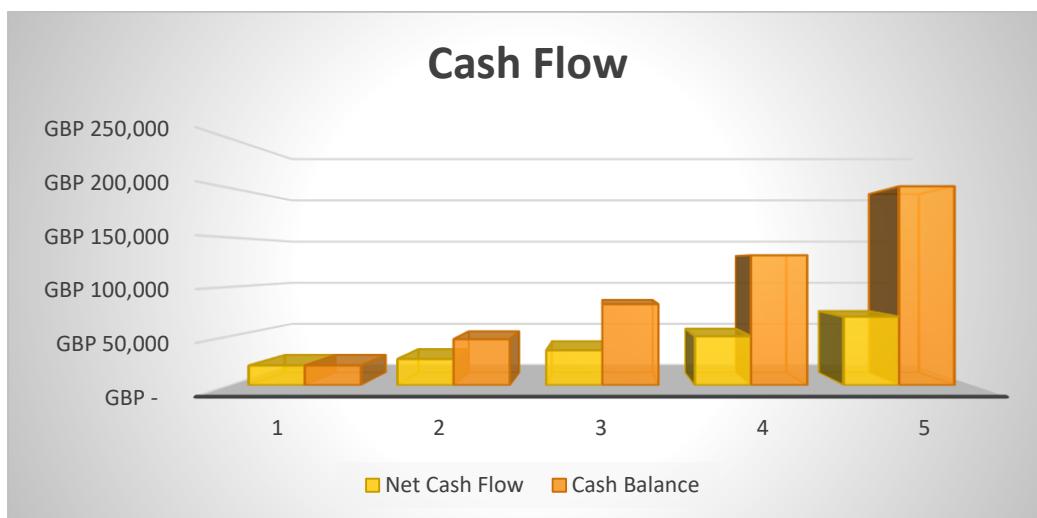
## CASH FLOW STATEMENT

Below is cash flow statement projection for five years showing the movement of cash within the business.

Cash Flow					
	Year 1	Year 2	Year 3	Year 4	Year 5
	GBP	GBP	GBP	GBP	GBP
<b>Cash Sales</b>					
	67,000	89,000	118,500	165,900	232,260
<b>Subtotal Cash</b>					
<b>From Operations</b>	67,000	89,000	118,500	165,900	232,260
<b>Subtotal Cash</b>					
<b>Received</b>	67,000	89,000	118,500	165,900	232,260
<b>Expenditures</b>	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Total Cost of Sales</b>	26,800	35,600	47,400	66,360	92,904

Total Operating Expenses	20,100	26,700	35,550	49,770	69,678
Subtotal Spent on Operations	46,900	62,300	82,950	116,130	162,582
Subtotal Cash Spent	46,900	62,300	82,950	116,130	162,582
Net Cash Flow	GBP 20,100	GBP 26,700	GBP 35,550	GBP 49,770	GBP 69,678
Cash Balance	GBP 20,100	GBP 46,800	GBP 82,350	GBP 132,120	GBP 201,798

Chart: Cash Flow



The graph above shows an upward movement of closing cash balance which indicates that there is an increase in cash balance at the end of every period.

## BALANCE SHEET

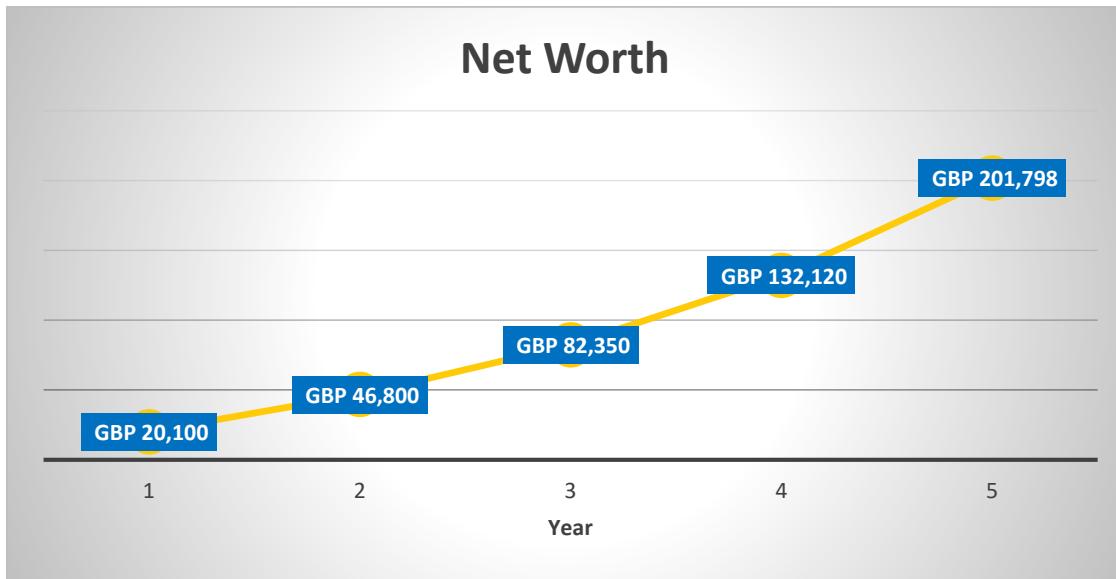
Below is the financial forecast of the balance sheet for the business. The below table shows the steady growth in the net worth of the organisation, this shows that the business is profitable from year one.

Table: Balance Sheet

Balance Sheet						
	Starting Bal.	Year 1	Year 2	Year 3	Year 4	Year 5
	GBP	GBP	GBP	GBP	GBP	GBP
Cash assets	-	20,100	46,800	82,350	132,120	201,798
Total Assets	-	20,100	46,800	82,350	132,120	201,798
Retained Earnings	0	20,100	46,800	82,350	132,120	201,798
Earnings	0	20,100	26,700	35,550	49,770	69,678
Total Capital	-	20,100	46,800	82,350	132,120	201,798
Total Liabilities and Capital	-	20,100	46,800	82,350	132,120	201,798

Net Worth	GBP -	GBP 20,100	GBP 46,800	GBP 82,350	GBP 132,120	GBP 201,798

Chart: Net Worth



## BREAK-EVEN ANALYSIS

Break-even is the point where the business neither makes profit nor loss. This means that at break-even, the business is only able to pay up its expenses both fixed and variable cost without any excess. The essence of break-even is to determine the number of sales that could lead to profitability

Breakeven Analysis					
	Year 1	Year 2	Year 3	Year 4	Year 5
Fixed cost	GBP 20,100	GBP 26,700	GBP 35,550	GBP 49,770	GBP 69,678
Variable Cost %	40%	40%	40%	40%	40%
Gross Margin %	60%	60%	60%	60%	60%
Break Even Income	GBP 33,500	GBP 44,500	GBP 59,250	GBP 82,950	GBP 116,130
Revenue	GBP 67,000	GBP 89,000	GBP 118,500	GBP 165,900	GBP 232,260

The business is seen to break even in the second year of business activities. This means that there must be more than GBP33,500 worth of sales yearly before any profit can be recorded. The above analysis can be seen in the below graph showing the breakeven income and revenue.

