

07 | 2024

GREEN MARVEL Business Plan

Naturally Yours



Presented To:
Rueben Kgosiemang
&
Sello Ramokoka

Presented By: Ramoagi Segone

1 | Contents

<u>Overview</u>	03
<u>Message</u>	04
<u>Marketing</u>	05
<u>Products</u>	06
<u>Production & Delivery</u>	07
<u>Long Term Expenses</u>	08
<u>Short Term Expenses</u>	09
<u>Goals</u>	10

2 | Overview

Business Name:

Green Marvel

Location:

House 10135 Phezeka Street, Mantserre, Rustenburg

Legal Business Structure:

Proprietary Limited

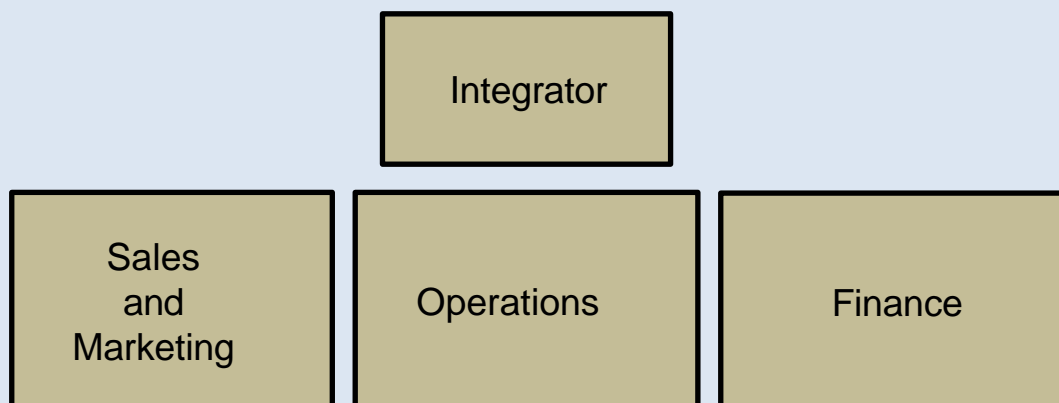
Brief description of what your company does:

Cosmetic company specialising hair care products.

Mission:

Using the spirit of Botho (Ubuntu) and always striving to cultivate oneness with nature, we are inspired by the synergism of man with nature. We combine the traditional knowledge of medicines with extensive modern scientific approaches to inspire natural healing. our aim is to aim to expand traditional knowledge systems and develop naturally inspired cosmetics products of unmatched efficacy while maintaining world-class scientifically proven quality standards.

Chart of Accountability:



3 | Message

The problem our company solves:

Hair and scalp issues, including alopecia, dandruff, irritation, rash, itchy scalp, hair loss.

Our customers should expect these results:

Our hair growth spray is formulated to enhance hair growth, moisturise the scalp, therefore remove dry scalp that causes irritation, and repairs hair loss; our hairfood strengthens hair to prevent hair breakage, while also nourishing, moisturising, and preventing hair discolouration.

This how we create the results:

We combine modern knowledge with traditional knowledge to make state of the art formulations that have centuries of efficacy and safety which is confirmed using scientific methods.

Our clientele include:

Females and males from 18 years to 50 years old

This is our motivation:

We merge traditional knowledge with modern knowledge systems to create, natural, healthy and organic solutions for hair treatment, which offers our organic client an option that does not harm the planet and is made from 100% organic ingredients.

Customers choose Green Marvel because of the following:

We use protect the planet by offering an organic and natural hair treatment solution.

Our proprietary system:

Our proprietary system offers hair maintenance products that promote rapid hair growth, eliminate dandruff, and nourish the scalp. The system also includes hair food that soothes scalp irritation, strengthens hair, and prevents breakage.

4 | Marketing

Our market demographics:

Adults females and males aged 18 - 50

Our market psychographics:

Our clients are health-conscious, appearance-oriented, quality seekers, eco-conscious and brand loyalists.

Estimated size of target market:

\$ 6.65 Billion

This is where our target market is found:

South Africa (Africa)

Visibility (brand awareness) strategy:

Social media, influencer agreements, google ads, word of mouth and pharmacy listing

Lead generation strategy:

Influencer agreements, target marketing (pharmacy), online advertising (google ads), referral programs, and social media advertising.

Conversion strategy:

We do follow-ups and ensure clients are happy, and track their before after images, we conduct surveys on the quality of the product, we are using secure payment methods, we implemented a first time buyer discount and an influencer code discounts, our website is user friendly and appealing to clients.

5 | Products

Primary Product:

Vitality Hair Spray

Result:

Rapid hair growth

Impact:

Positive customer feed back, repairing of hairlines and dandruff removal

Primary Product:

Nourishing Hairfood

Result:

Preventing strengthens hair and prevents decolourisation

Impact:

Prevents hair breakage, gives hair a natural shine and softens hair

6 | Production & Delivery

Production System:

At the beginning we start with quality control of raw material and ensuring ISO standards are maintained. Our raw materials and finished products are tested for stability and quality batch by batch. We inspect products regularly find lower quality. Our hydraulic extraction and grinding methods save time because larges batched are processed We maintain good communication and partnership with our suppliers, and ensure products are always available through good inventory management. To ensure demand is never above production we perform capacity planning and demand forecasting. We perform regular staff training for GMP, safety and keep our workers happy by awarding achievers. Our manufacturing is eco-friendly, we use recyclable materials and produce products efficiently. We have an extensive research and development for improving products and for new formulation that may target different sector or condition. We track our clients and keep asking about feed back and ensure that they are happy which has led to the development of flavours and scentless products for those with sinus problems. We Plan for events like ingredient shortage, and operation short comings are implemented to ensure seamless production.

Delivery System:

We have a simplified order processing and vigorous inventory monitory. Efficient workflow in the ware house; layout is planned according to product needs and packaging stations are closer to the both production line and storage. Our partnership with efficient and reliable courier ensure orders meet delivery schedules. Thanks to our couriers, our orders are tracked with simplicity and receive tracking information at every step. Our website has sections for complaints and suggestion to consider for implementation.

7 | Long Term Expenses (Capex)

Resources:

Land – preparation: R30 000.00

Fencing: R 50 000.00

Irrigation & drilling: R 60 000.00

Planting raw material: R 20 000.00

Tractor: R 250 000.00

Processing plant: R3 000 000.00

Total: R 3 410 000.00

Startup equipment:

Hydraulic press: R 150 000.00

Plant miller: R 80 000.00

Washer: R 50 000.00

Heat oven: R 40 000.00

Water tanks x 4: R 800.00 (customisation + R 15 000.00 x4)

Ultraviolet lights (sterilisation) x 3: R 25 000.00

UV bulbs (for water tanks): R 3 000.00

Scales (large and small): R3 000 + R6 000 = R 9 000.00

Extracting machinery & sonicator: R 60 000.00

Fridge: R 9 000.00

Magnetic stirrer: R 50 000.00

Vehicle: R300 000.00

Total: R 869 200.00

8 | Short Term Expenses Opex

Operational expenses:

Management: R500 000.00

General employees (gardening, cleaning, processing staff): R250 000.00

Electricity: R 5 000.00

Petrol: R15 000.00

Office equipment: R 7 000.00

Total: R 777 000.00

9 | Goals

First Year Goals:

Revenue: R 55 000,00

Profit: R20 000,00

Sales: R500 Units

Impact:

Small impact sales are in a local area and mostly family and friends

Development:

Expanding to different locations using word of mouth and promoters in social media

Five Year Goals:

Revenue: R 5 700 000,00

Profit: 2 500 000,00

Sales: 2200000 Units

Impact: National market expansion

Development: Acquiring a farm and building a processing plant

Contact us for
further inquiries

Info@greenmarvel.co.za
segonert@greenmarvel.co.za

081 752 3336

