



Pitch deck



About us

ST FOOD BASKET is a “Food Bounty” business and an aspiring food supply chain which seeks to provide staple food items like; Yam, Rice, beans, plantain, local rice, etc. in bulk quantities so it comes cheaper, targeting the local environment and also making item like yam available off season.





Problem

Spiking food prices

The problem which the business seeks to solve is to combat the spiking prices of everyday food stuff with the present harsh economic realities

Food availability to Consumers

Making good quality of food available and affordable to the layman

Connecting Markets and farm to households

This process involves drawing a connecting line from household and communities to farms and local markets

Solution



A food bounty

Establish a food bounty business which offers affordable prices to consumers

Quality food Source

Source best quality of food from farms and local markets

Sales to Consumers

Selling fresh produce from markets and farm to businesses, households and individuals

Business Description

Nature of Business

A foodstuff supply business specializing in staples like yam, rice (local and processed), beans, and plantain.

Vision Statement

To become a major provider of affordable and quality food staples in the region, addressing food accessibility challenges.



Yam



Beans



Rice



Plantain

Mission Statement

To bridge the gap in food affordability by sourcing directly from farmers and local markets, ensuring the availability of quality staples at reduced costs.

Objectives

- Source 60% of products directly from farms
- Establish relationship with local artisans and farmers
- Achieve a 20% profit margin while maintaining affordability
- Expand operations to other states within two years

Key Values:

Quality, community, Sustainability, Innovation and Customer satisfaction



What the business offers.

Business Concept & (Unique Selling Proposition (USP): By Food Bounty, we mean; making the food items available in abundance at prices which reflect generosity. Therefore, we will be sourcing in bulk and providing high-quality foodstuffs at affordable prices to combat spiking food prices.

Value Proposition:

- > High-quality foodstuff.
- > Bulk buying at reduced costs.
- > Transparent sourcing practices to ensure quality.

Marketing Plan



Promo Sales

Promotional sales to boost the awareness of the business



Awareness Creation

Word-of-mouth referrals in the local community. Social media presence. Flyers and Posters



Partnership

Partnerships with small businesses and food vendors in the community

Target Market





Company overview

Sales Channels

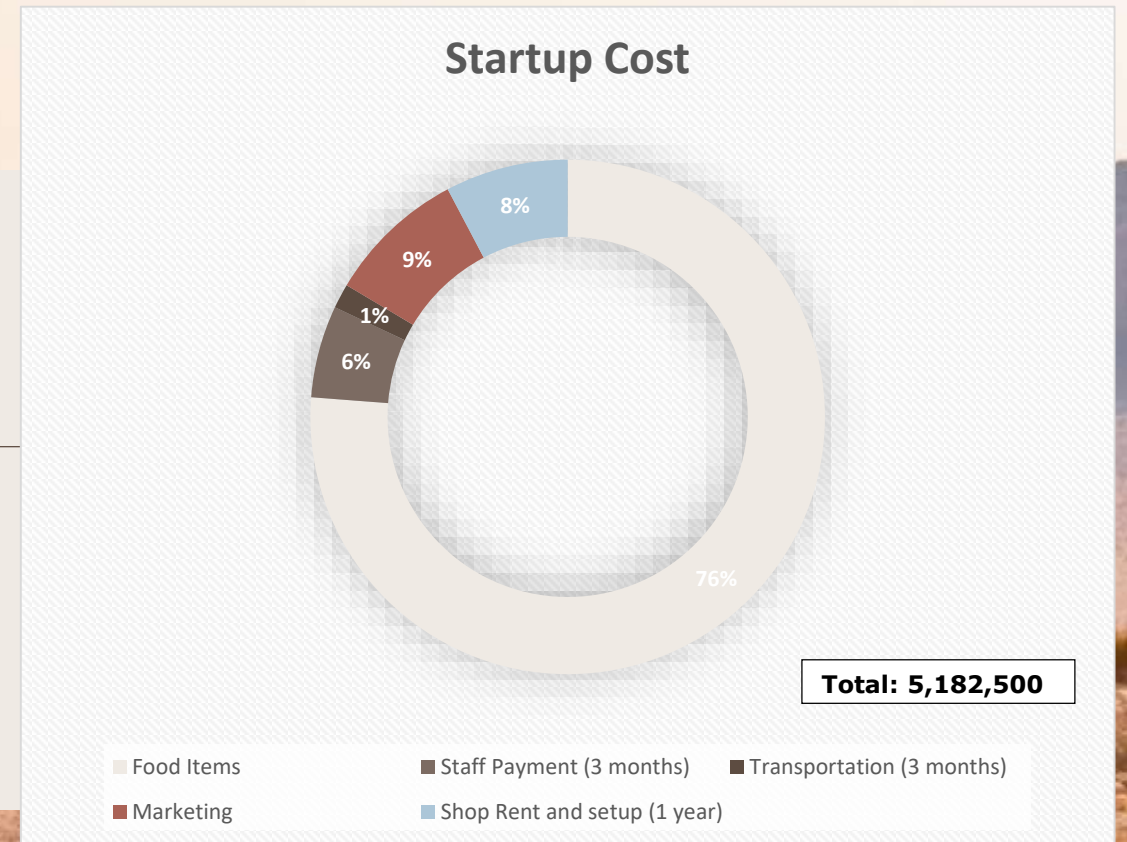
- Direct sales at the storefront.
 - Bulk delivery services.
-
- Collaboration with farm-to-market
-

Location: No 58 Community Road, Newsite Ijegan-Imore,
Satelite Town Lagos State.



Financial plan - Start-up

| Item | Cost (₦) |
|---------------------------|-----------|
| Food Items | 3,950,000 |
| Staff Payment (3 months) | 300,000 |
| Transportation (3 months) | 80,000 |
| Marketing | 452,500 |
| Shop Rent (1 Year) | 400,000 |
| Total Initial Cost | 5,182,500 |



Financial Projection (₦): 3 years

| Year | Annual Revenue | Operating Costs | Net Profit |
|------|----------------|-----------------|------------|
| 1 | 20,000,000 | 17,440,000 | 2,560,000 |
| 2 | 23,000,000 | 19,184,000 | 3,816,000 |
| 3 | 27,600,000 | 21,486,080 | 6,113,920 |

Setup Timeline Overview

The setup of the business for launch is projected to take about one month or less for full launch and operation.

Key Milestones for Launch of Business





Stella Ezeani

Manager



David Obiajulu

Associate Manager



Chiamaka Ezeani

Marketing Associate



Rajesh Santoshi

VP Marketing

Meet the team

WE HELP BUSINESSES GROW AND NURTURE A CONSUMER-FIRST MINDSET.

Summary

ST foods seeks to establish a food bounty business to make staple food stuff like yam, bean, rice and plantain available at affordable price, connecting local communities and households to farms and market with quality produce.

We have crafted out ample financial and marketing plan to ensure success of our venture with our team of managers and will work with the stated timeline to ensure proper execution.



Thank you

ST Food Basket

GENEROUSITY MAKING FOOD ITEMS AVAILABLE IN ABUNDANCE AT PRICES WHICH REFLECT

+2347025286279

stellaezeani@gmail.com

