



WELCOME

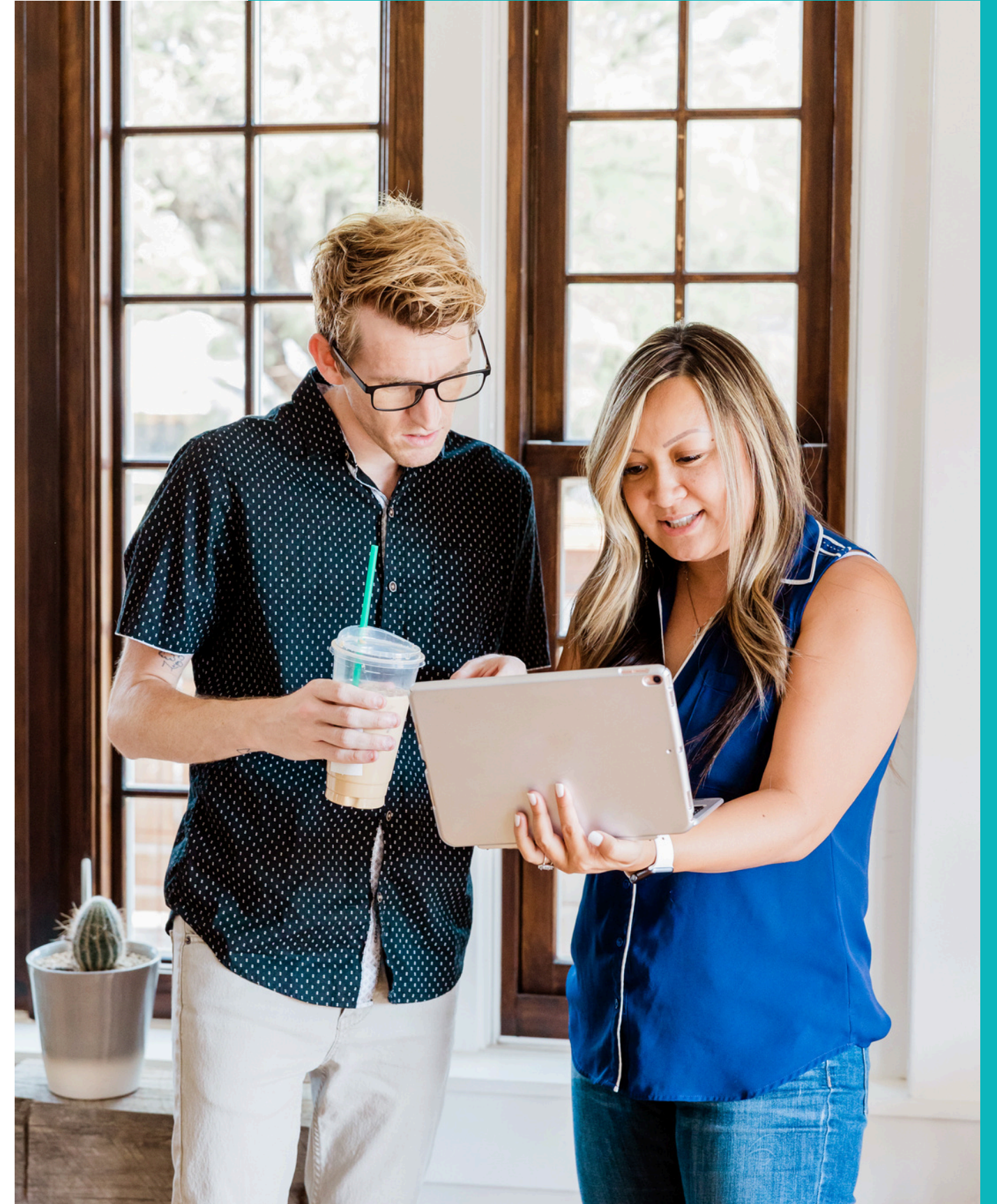
HIBISCUS TEA



Flower Source

We have few to non hibiscus flower sources.

This not only makes it more difficult to continue with production but causes failure due to different taste.



One farm produce

What my company requires is a one farm product that will be our supplier

We have different farms that supply the flowers though not in enough quantity and they vary in taste.

If we can solve this problem by gaining a contract with one credited and certified farm this problem is surely solved.



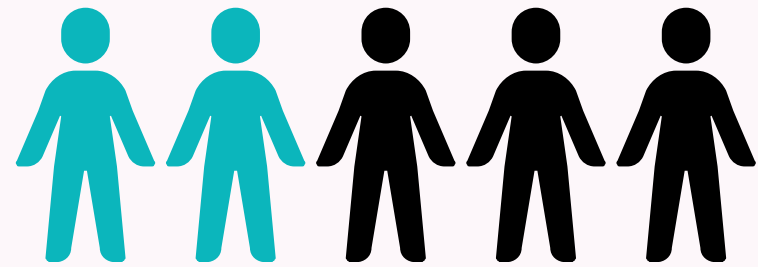
Product



Use of the flowers

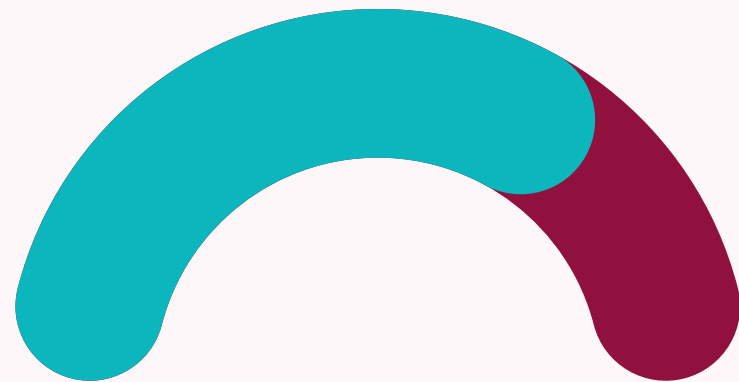
- We make tea
- Beauty_products
- Addition of flavour in food production

Target Market



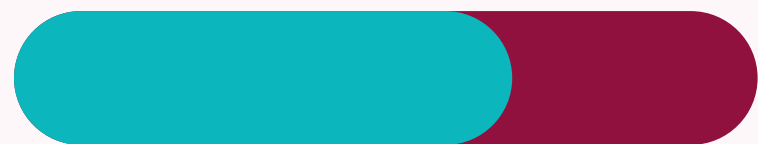
2 out 5

Men will likely drink the tea



95%

Of the women will use it as a beauty product.



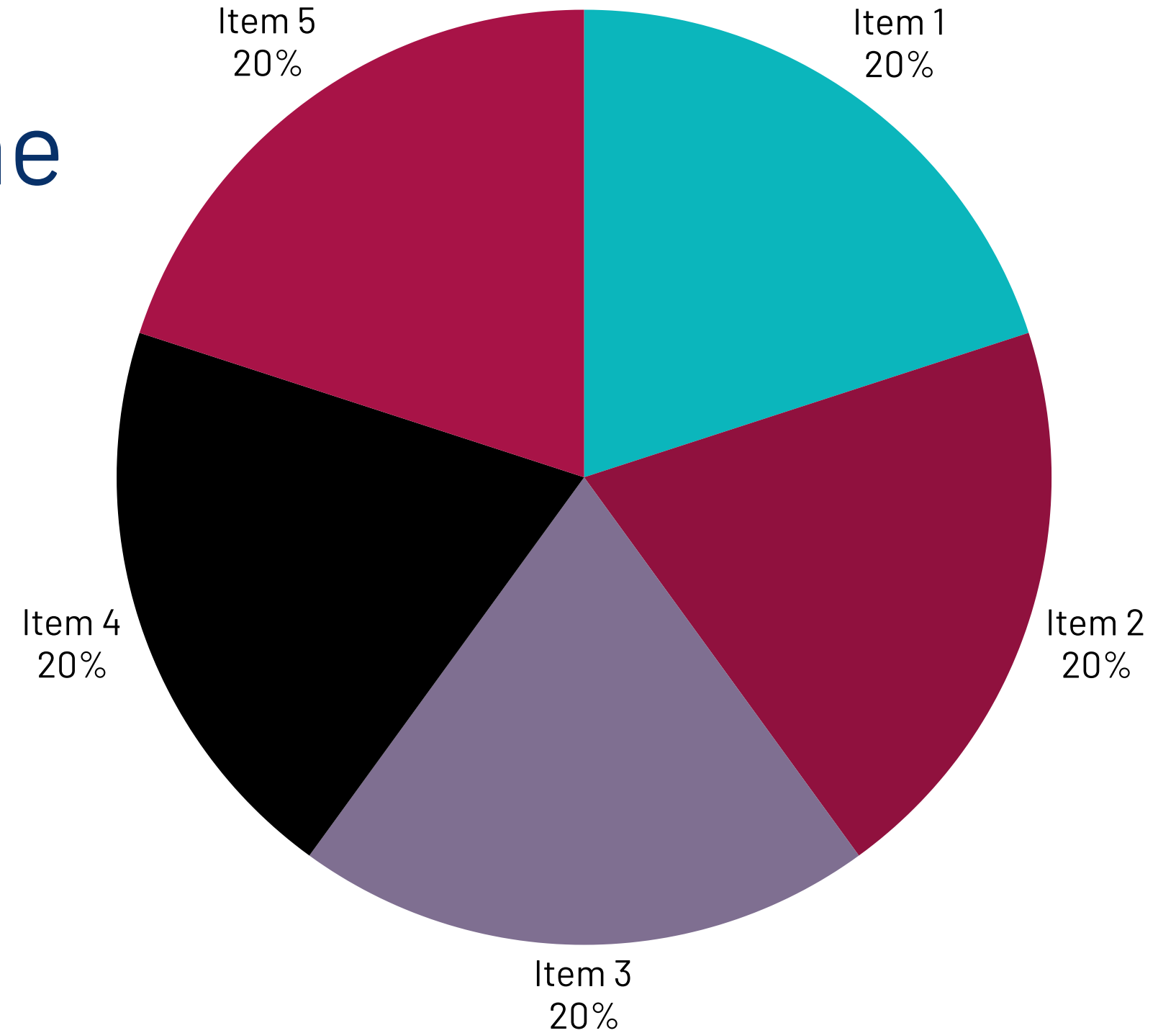
123 million

This can most likely indicate our first yearly revenue in the use of making tea.

Market Size

Portions in accordance with the product useage;

1. Tea
2. Face masks
3. Food additive
4. Snack
5. Unacceptable variable



Competitors

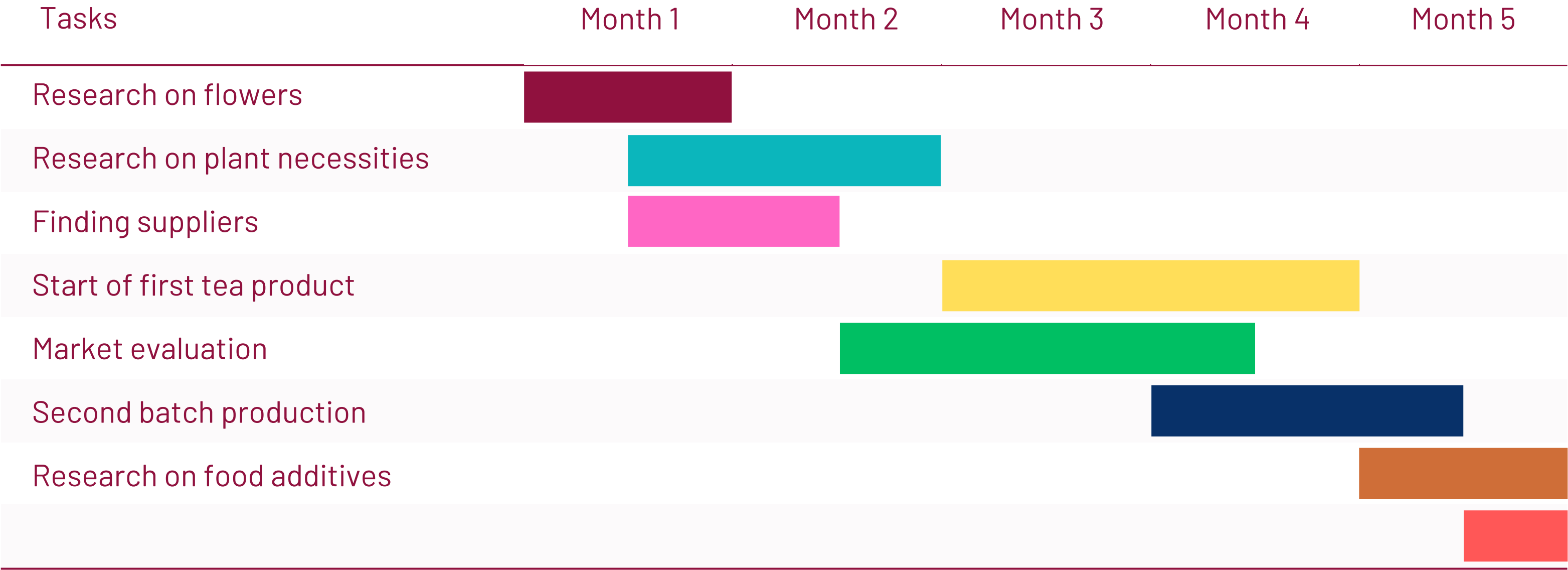
Our main competitors will be the tea makers.



Competitive Advantage

- The tea factory has not only had a strong foothold in Kenya and other countries but it's relatively cheap and has had more research done into it.
- This makes them more confident as they already have a widespread network and market.
- They have also developed other additives or subsidiaries which have been proven effective and marketable.
- Their farm produce to shipment is already sorted hence low time wastage.

Project Traction



Business Model



Hibiscus is not only a luxury tea but also medicinal.

A batch can go up to 288 kenyan shilings

The additives and beauty products not yet included.



Go To Market

- We have created a website where we'll do some marketing and we can also get reviews of our products.
- We will also have some boot camps during tea functions or ceremonies where free samples can be distributed.
- Having credited and certified influencers is a must go action.



Social Impact

- No Poverty – creation of jobs and supports low-income communities.
- Decent Work and Economic Growth – promotes fair employment opportunities and enhances productivity.
- Industry, Innovation, and Infrastructure – improves technology, manufacturing, or infrastructure.
- Responsible Consumption and Production – focuses on sustainability, waste reduction, and ethical sourcing.

Our Ask

Our firm needs 15 million Kenyan Shillings .

This are some of the things needed for the money usage;

- **Building Construction/Renovation**
- **Hibiscus Harvesting and Processing Equipment**
- **Packaging Equipment:**
- **Hibiscus Flowers**
- **Marketing and Branding:**
- **Marketing and Advertising**
- **Utilities ,Electricity, water,and transportation .**
- **Licenses and Permits, insurance , and legal and accounting fees .**
- **Working Capital**

Team Members

Add team members Names and tiles



MALI KEI

Accountant



MIKE WELE

Resercher



EVE MAY

Reseacher



Thank you!

Write your contacts here, social media accounts

