

The background of the slide features a large, high-angle aerial photograph of a shrimp farm. The farm consists of numerous rectangular ponds arranged in a grid pattern, with green water and white aeration points. It is situated near a coastline with a sandy beach and some buildings. A dense forest is visible in the background. The slide uses a blue and white diagonal graphic overlay.

03/01/2023

BUSINESS PLAN

MUSTADEM

Headquarter

Riyadh, Saudi Arabia

Owners

Abdulrahman Binghaith
Dr. Aftab alam
Sultan Senbi
Rana Al-Zumai
Loai Naseem

Confidentiality Agreement

The undersigned reader acknowledges that the information provided by Mustadem in this business plan is confidential; therefore, reader agrees not to disclose it without the express written permission of Mustadem. 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 the same by the reader may cause serious harm or damage to Mustadem.

Upon request, this document is to be immediately returned to Mustadem.

Signature _____

Name (typed or printed) _____

Date _____

This is a business plan. It does not imply an offering of securities.

Important Information

Name of the Company: Mustadem

Address of the company: Saudi Arabia, Riyadh

Legal Format of the Company:

Owners name: Abdulrahman Binghaith

Partners name: Dr. Aftab alam

Partners name: Sultan Senbi

Partners name: Rana Al-Zumai

Partners name: Loai Naseem

Website link: www.mustadem.com

Primary Industry: Agriculture Market

Secondary Industry: Fish Farming Market

Starting date of the company: 2021

Financials invested: 2,000,000 SAR

Financials needed: 45,000,000 SAR

Telephone number: +966-546-900-909

Email address: info@mustadem.com

Corporate tax rate: 20%

VAT rate: 5%

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Executive Summary

Mustadem is an agricultural services company that specializes in fish aquaculture and indoor vegetable farming. We will mainly harvest salmon and Tilapia, which are nutrient-dense, especially in terms of minerals and vitamins. Due to the fact that 95% of the water is reused, our business practices are ecologically responsible and sustainable. Our primary concentration is on the market in the Riyadh Area.

The company's initial investment is estimated to be 45,000,000 SAR. With an NPV of 1,835,616 SAR at the end of the 5th year, this investment will be returned in 4.83 years.

- The value of the worldwide fish farming market was estimated to be \$285,359.7 million in 2019, and it is anticipated that it would reach \$378,005.5 million by 2027, registering a CAGR of 5.8% along the way.
- The worldwide salmon fish market was estimated at USD 14.87 billion in 2021 and is predicted to rise at an 8.5% CAGR from 2022 to 2030. Increased product introductions in different formats, such as frozen, canned, and freeze-dried, are expected to benefit overall market growth.
- Over the forecast period, the Saudi agricultural market is expected to grow at a CAGR of 4.9%. Saudi Arabia is the largest agricultural market in the GCC area, and agricultural demand is expanding in the nation due to changing consumer consumption habits and more awareness.

We will employ the most effective advertising method currently available, which is social media advertising. With social media advertising, the business will gain immediate attention and word will spread about the services we offer. This is the most effective method of increasing brand recognition.

Opportunity

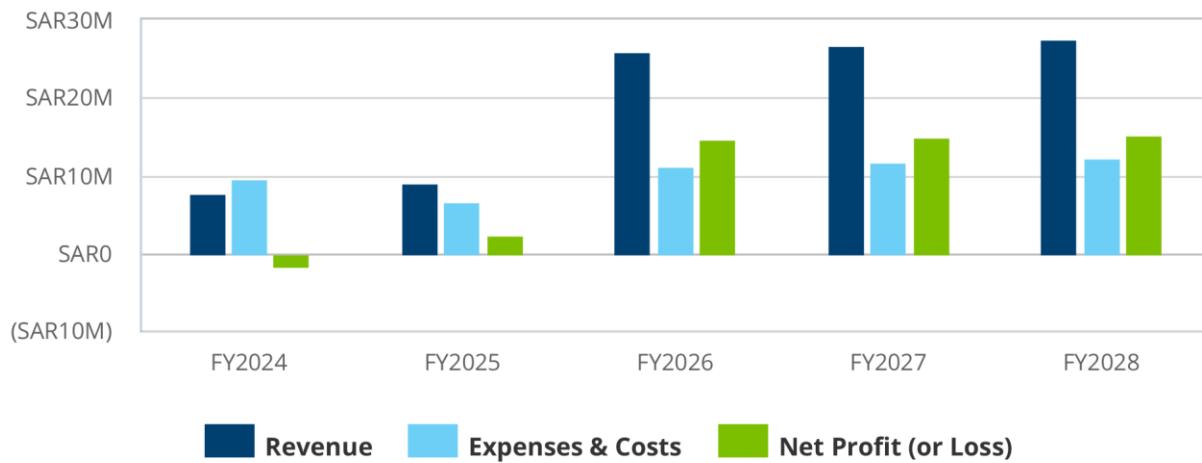
Since we have joined the market and gained some expertise, we have observed that our company stands out and offers a wide range of consumer and client prospects. We are going to upgrade the production capacity, and as a result, we will be able to produce 456,447 kilograms of salmon during the next 24 months, as well as 66,434 kilograms of tilapia within the next 12 months. Whereas the revenue from one production of salmon is 16,512,742 SAR, the revenue from one production of tilapia is only 1,112,273 SAR.

The majority of our services and goods are carefully selected and made with the goal of perfection in mind. This is all made possible by our highly educated and experienced workforce, which distinguishes our organization from others. Our customers can consume some of the most organic and nutritious food items that are best for their health and well-being.

Multiple agricultural companies that enter this industry and come to us for equipment and consulting have progressed down the road to success and quality. Every client is our primary focus, which is why every client is pleased and satisfied. Because of our knowledge, liquidity, quality, and competence, this organization swiftly acquires its well-deserved brand awareness.

Expectations

Financial Highlights by Year



Financing Needed

Initial investment	% from the investment	
Fixed Assets		
Equipment	30,000,000 SAR	66.67%
Operational Capital		
Production Costs	7,829,713 SAR	17.40%
Working Capital (Cash in hand)	7,170,287 SAR	15.93%
Total	45,000,000 SAR	100.00%

Company Description

Mustadem is an agricultural service company that specializes in salmon aquaculture and indoor vegetable farming. Abdulrahman Binghaith, Dr. Aftab alam, Sultan Senbi, Rana Al-Zumai, and Loai Naseem are the company's owners.

Mustadem Agri-Tech is a tech-enabled agribusiness based in Saudi Arabia. Its focus is on year-round production of premium fruits, vegetables and fish with the hopes of transforming the food sector into a more sustainable and transparent industry through the whole food value chain. The company is based in Riyadh, Saudi Arabia, and has been in existence since 2021.

Idea

The company's aim is to set a market example for efficient and dependable agricultural services and supplies while also ensuring a healthy food supply. The intention is to expand into the Saudi Arabian agricultural sector, by boosting the production capacity of a certain type of fish and food.

Mission

Our mission is to provide our clients with the advantages of a successful agricultural project as well as a healthy and nutritious food supply. We want to reshape the food value chain, by introducing global sustainability and optimization metrics as a prerequisite to industry development.

Vision

Our vision is to make this company one of the most well-known enterprises on the local, national, and international markets for food and fish production, as well as an internationally renowned resource for food value chain optimization and sustainability efforts. The company expects to grow and expand its capacity for production, hire more employees, start collaborating with the biggest companies on the market, and in the future consider expanding with more trained staff at multiple locations.

Objectives

- ✚ Raise awareness of the advantages of our healthy food production with sustainable energy
- ✚ Increase brand loyalty by reliable equipment and helpful consultations
- ✚ Improve customer satisfaction through consistent efficiency and quality
- ✚ Increase customer loyalty by providing ongoing support and resolving issues immediately
- ✚ Increase customer lifetime value
- ✚ Positive customer experience
- ✚ Improvement in the existing services
- ✚ Fostering customer relationships
- ✚ Training and development of the team for new technology
- ✚ Increase in revenue by increasing the capacity for production
- ✚ Manage the costs effectively
- ✚ Positive word of mouth

About the Service

Mustadem Agri-Tech is a Saudi Arabia-based tech-enabled agribusiness. Its primary focus is on the year-round production of premium fruits, vegetables, and seafood, with the goal of converting the food sector into a more sustainable and transparent enterprise across the whole food value chain.

We provide superior agriculture goods and services. Our services include the following:

- Agricultural Equipment

Purchase all kinds of agricultural equipment like Greenhouses, hydroponic systems and RAS.

- Agricultural Services

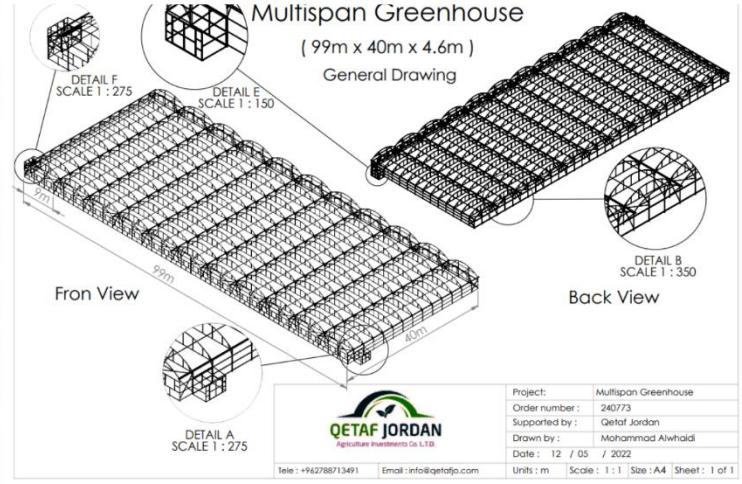
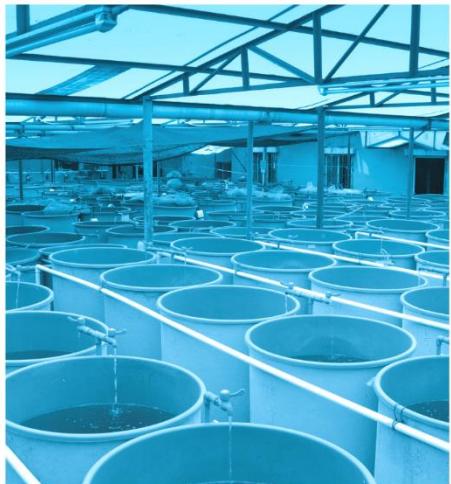
We provide our own food production teams with the necessary equipment and training to operate large-scale farms with the goal of entering the agribusiness business.

- Consultancy

We give established companies in the agriculture industry with access to qualified agriculturalists who can provide them with professional insights that will assist them in making educated decisions.

- Fresh Food Supply

In addition, our company engages in its very own food production, which serves as its primary source of revenue. We sell the items at wholesale prices, and in addition to that, we transport meals directly to customers' homes.



Industry Analysis

Fish Farming Market Size

The value of the worldwide fish farming market was estimated to be \$285,359.7 million in 2019, and it is anticipated that it would reach \$378,005.5 million by 2027, registering a CAGR of 5.8% along the way.



The others segment is expected to generate the most revenue throughout the projection period. 580 fish species are farmed worldwide, providing a wealth of genetic variety within and across species. Fish aquaculture is global. Some destitute farmers and large businesses grow fish, which they control. Fish farming may be growing due to global diet changes. Fish aquaculture is growing.

Consumers find it more convenient to buy packaged fish farming as a result of the expansion of the retail market and the product's simple availability through a variety of sales channels. This convenience contributes to an increase in sales numbers. At the moment, fish farming is an absolute need for satisfying both the demand and the supply of food. Fish are raised in an environment that satisfies all of the criteria for cleanliness, which results in the production of fish

that is both of high quality and free of illness. Fish farming is also exploited by enterprises in order to conserve species that are on the edge of extinction in order to prevent their extinction.

The worldwide market for fish farming is being held back, however, by factors such as the increasing popularity of veganism and the tough laws that have been passed against inhumane treatment of animals. On the other hand, experts predict that an increase in demand for protein-rich diets will provide new opportunities in the worldwide market for fish farming.

The market for fish farming on a worldwide scale may be broken down into three categories: environment, fish type, and geography. A discussion of sea water, fresh water, and brackish water are included in the environment section.

According to projections of the market for fish farming done by environment, the fresh water sector generated the most income and accounted for a significant portion of the total in 2019. The segment that deals with fresh water is anticipated to see the largest growth throughout the time of the projection, with 5.9%, followed by the segment that deals with marine water, which is predicted to experience 5.8% growth. The quick rise of fish farming as a viable alternative to wild fishing can be linked to the increase that has been observed.

(*Fish Farming Market Size, Share & Trends / Analysis Forecast by 2027*, n.d.)

Salmon Fish Market Size

The worldwide salmon fish market was estimated at USD 14.87 billion in 2021 and is predicted to rise at an 8.5% CAGR from 2022 to 2030. Increased product introductions in different formats, such as frozen, canned, and freeze-dried, are expected to benefit overall market growth. Furthermore, increased demand for ready-to-eat salads, as well as the growing popularity of hot smoked salmon fish, are expected to drive market expansion.

Because of its distinct texture and wonderful flavor, fresh and frozen salmon have become important components of people's everyday diets. It is a popular source of nourishment since it is high in micronutrients, minerals, marine omega-3 fatty acids, high-quality protein, and various vitamins, all of which help to lower the risk of a variety of different health problems. Globally, several industries saw significant increase in farmed salmon products.

(*Salmon Fish Market Size & Trends Analysis Report, 2030*, n.d.)

Agriculture Market in Saudi Arabia

Over the forecast period, the Saudi agricultural market is expected to grow at a CAGR of 4.9%. Saudi Arabia is the largest agricultural market in the GCC area, and agricultural demand is expanding in the nation due to changing consumer consumption habits and more awareness. The agriculture industry provides 53 billion SR to the country's GDP each year. The recent growth in population has also increased the importance of agriculture in this region.



Furthermore, the Saudi government is strongly in favor of beneficial agricultural policy in the region. The Grain Silos and Flour Mills Organization, for example, acquires and stores wheat, builds flour mills, and manufactures animal feed. The government also provides land distribution and reclamation initiatives, as well as funding for research projects.

Furthermore, rising income levels and the prevalence of superstores and hypermarkets have enhanced the Saudi population's purchasing power and access to high-quality agricultural goods. Consumer demand is rising as many of these shops implement methods to capture the market, including optimal price techniques. The urban populace is becoming more brand conscious and aware of the origin and type of food consumed.

- **Technological advancements and increase in land under Agriculture are Driving the Market**

Due to the existence of vast desert territory, water is extremely rare in Saudi Arabia. Several alternative sustainable agricultural activities, such as greenhouse farming and installing modern drip irrigation technologies, have been implemented to boost farming in the region. This encourages the cultivation of various varieties of fruits, vegetables, and grains for the nation's long-term development and becomes the best solution for water scarcity.

Nevertheless, technological developments to enhance output and catering demand are displaying a good trend in Saudi Arabia's agriculture business. Several start-up firms in the Saudi Arabia area are pursuing a variety of technical ways to reinvent the agriculture industry. Red Sea Farms, for example, is an agricultural technology company that makes it possible to grow crops commercially using mostly salt water.

Furthermore, increased arable land year after year indicates an increase in demand for food products, indicating agricultural development. According to the FAO, the total area harvested under dates in 2020 was 152,705 ha, up from 136,992 ha in 2019. Commodities like as dates, citrus, melons, grapes, tomatoes, and cabbage are widely grown throughout the nation, with dates and tomatoes accounting for the largest share.

- **Increase in Government initiatives to attain agricultural self-sufficiency in the country**

According to the Borgen Project, the Saudi Arabian Kingdom purchases more than 80% of its food needs with oil money. Just over 1.5% of Saudi Arabia's land area is arable, while agriculture in the nation consumes more than 80% of the Kingdom's water supply. In order to meet the rising demand, the country is boosting its imports of diverse foods.

While the kingdom is now food secure, agriculture in Saudi Arabia has been a critical subject of attention for those seeking to enhance Saudi sustainability and mitigate possible risks in global

food supply network failures. To prevent the unpredictability and hazards associated with food supply, the government of the country is currently subsidizing the use of manufactured feed for animal producers and encouraging vegetable growth through greenhouses and drip irrigation technologies. These methods save water while also assuring a more sustainable food supply.

In addition, as part of its Vision 2030 initiative, the Saudi government has undertaken aggressive attempts to enhance its agriculture industry. The Saudi Vision 2030 focuses on optimizing the use of scarce resources and enhancing efficiency along production and value chains. Rural economic development is a primary goal. Saudi Arabia has authorized 92 billion riyals in financial support for the environment, water, and agriculture sectors to help them achieve their goals under the government's 2030 economic plan (USD24.5 billion). Similarly, the Saudi government is investing 13.94 billion riyals on the Ministry of Agriculture as part of the National Transformation Plan as part of Vision 2030.

Moreover, the Saudi Arabian Agricultural Bank (SAAB) is a government institution that provides subsidies to small and medium-sized landholders. It also provides interest-free loans and financial assistance to producers. Such government actions to promote the country's agricultural industry are projected to stimulate agricultural market growth.

(Saudi Arabia Agriculture Market Analysis - Industry Report - Trends, Size & Share, n.d.)

Indoor Farming Market Size

The worldwide indoor farming market was worth USD 34,246.5 million in 2022 and is predicted to increase at a compound annual growth rate (CAGR) of 12.9% between 2023 and 2030. The industry is likely to develop as consumers become more aware of the benefits of eating fresh and high-quality food.

Yet, changing climatic circumstances exacerbate existing environmental issues such as soil degradation and groundwater depletion, which have an impact on food and agriculture production systems. Governments promote the construction of indoor farms as well as other steps to address this issue, which is projected to accelerate market expansion. Organic foods are regarded to be healthier, more nutritious, safer, and more environmentally friendly.

Indoor farms, which use stacked layers of potted seeds to increase overall crop production per unit area, drive the market. Indoor farming is the technique of cultivating plants or crops on a small or big scale inside. Indoor farming employs aquaponics and hydroponics, as well as artificial lighting, to provide proper light levels and nutrients.

- **Facility Type Insights**

Because of the increased use of eco-friendly fruit and vegetable production, the vertical farm category is predicted to develop at the quickest CAGR from 2023 to 2030. Moreover, changing consumer food purchasing behavior, leading in an increase in demand for organic food, is projected to stimulate demand. Indoor farming protects crops from harsh weather by employing innovative techniques such as controlled environment agricultural technology, which use light control, artificial environmental monitoring, and fertigation.

To fulfill increased food demand, farmers are employing novel crop production techniques such as greenhouses and vertical farming. In 2022, the greenhouse facility type dominated the market. A greenhouse, sometimes known as a hothouse, is a closed building constructed of translucent material that is used to cultivate plants, commodities, and flowers. Climate conditions are managed in greenhouses to improve the quality and quantity of product. Greenhouses also allow for greater yield output than traditional farming methods.

- **Growing Mechanism**

Hydroponics dominated the market in 2022 and is expected to continue to do so through 2030.

Hydroponics is the most popular growing method due to its low cost and simplicity. This procedure replaces dirt with a mineral solution around plant roots to promote growth.

Hydroponics reduces environmental damage and species extinction caused by overexploitation and intensive farming. Hydroponics produces higher-quality food, saves water, creates a microclimate, and requires less work than soil-grown agriculture.

Throughout the projection period, the aquaponics segment is expected to develop at a considerable CAGR. Aquaponics is a hybrid of hydroponics and aquaculture that decreases the use of toxic chemicals in agriculture. One of the primary benefits of aquaponic agriculture is the reduced amount of water used in comparison to traditional farming. Despite its name, aquaponics uses around 90% less water than traditional farming.

- **Crop Category Insights**

Between 2023 and 2030, the fruits, vegetables, and herbs segment is predicted to dominate the indoor farming industry. Tomatoes, lettuce, leafy greens, cucumbers, bell peppers, and chili peppers are expanding, boosting the segment. These crops are cultivated in large quantities to maximize profit for their producers. Tomatoes, the most planted crop, had the largest market share in 2022 due to their fast production rate.

Throughout the projection period, the flowers and ornamentals segment is likely to contribute considerably to market growth. In 2022, the category had more than 28.20% of the market share. The growing decorative and aesthetic usage of flowers and ornamentals is predicted to fuel market expansion. Perennials, annuals, and ornamentals have been separated from the section. Because of rising sales, ornamental flowers had the greatest market share in 2022.

(*Indoor Farming Market Size & Share Report, 2023-2030*, n.d.)

Competitors

Red Sea Farms

- Red Sea Farms offers diverse products and services, including produce, technology, and consultancy
- Their lovingly-grown produce is not only sustainable, organic, and pesticide-free
- The company's revenue is \$4.4 million
- Red Sea Farms raised a total of \$46.4 M in funding over 4 rounds
- They have 14 employees
- Headquarters: King Abdullah University of Science & Technology, Thuwal, 23955, Saudi Arabia
- Founded in 2018

National Aquaculture Group

- National Aquaculture Group offers the opportunity to enjoy products grown in our farms strategically located by the coast of the Red Sea in Saudi Arabia
- They have 16 farms for shrimp and 3 circular cage farms for fish consisting of 14 to 24 cages each
- The company's revenue is \$439 million
- They have 806 employees
- Headquarters: National Aquaculture Group, Al Laith, Makkah 21961, SA
- Founded in 1982

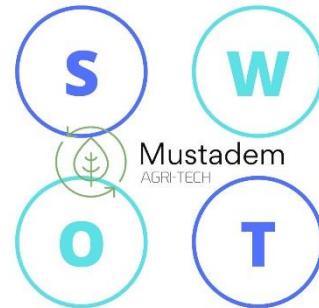
Saudi Fisheries Company

- Saudi Fisheries Company is one of the first specialized companies in its field and has accumulated expertise and advanced infrastructure in the marine fishing, aquaculture, logistics, food industry, seafood and wholesale and retail commercial sector
- The company's revenue is \$5 million
- The State contributes with 40% represented by the Public Investments Fund, and the remaining for individual investors with 60%
- They have 252 employees
- Headquarters: Petromin, Costal Rd, Dammam, Eastern Province 31452, SA
- Founded in 1980

Pure Salmon

- Pure Salmon Company has been established to oversee the international roll-out and management of RAS Salmon production plants on behalf of 8F Asset Management and their clients
- Pure Salmon also manages technical development programs and centralized sourcing including Feed and Ova supply
- The company's revenue is \$14.3 million
- They have 78 employees
- Pure Salmon's global headquarters in Abu Dhabi
- Founded in 2016

SWOT Analysis



SWOT Analysis

	Positive Factors	Negative Factors
Internal to the business	<ul style="list-style-type: none"> • Cutting-edge technology used in the working process • Food production method that is both efficient and sustainable • Great strategies for the improvement of company/client management systems • Using the financial potential from all areas in the agricultural industry • Great customer experience delivered with the consultancy • Clearly differentiated business activity 	<ul style="list-style-type: none"> • Low funds for expansion
External to the business	<ul style="list-style-type: none"> • Further develop and expand the company with more employees and equipment • Improve the overall customer experience • Establish partnerships with other businesses • Build our brand awareness 	<ul style="list-style-type: none"> • Rising fixed costs (rent) • Competitors • Losing key/valuable customers • Declining economic conditions

Customer Analysis

With our entry into the market, we have acquired a diverse range of clientele from various industries. Our most convenient and targeted clients are agricultural companies looking to launch new projects and needs assistance, consultations, and a variety of equipment. We also target customers who want fresh and healthy food delivered to their homes, as well as various sorts of food service businesses.

According to the Atlas study supplied by Monshaat, the Food and Beverage industry now has approximately 52,000 enterprises. The Makkah region has the most enterprises (25%), followed by Riyadh and the Eastern Province, which have 22% and 16%, respectively. To put this figure into context and into a broader framework, consider the Saudi population. Saudi Arabia's current population is 36,237,100 as of Saturday, February 18, 2023, according to Worldometer's elaboration of the most recent United Nations statistics. Saudi Arabia has a median age of 31.8 years. This indicates that there are around 1,500 eateries for every million people in Saudi Arabia.

According to the World Bank's database of development indicators derived from officially recognized sources, agriculture employment in Saudi Arabia was recorded at 2.309% in 2020.

Marketing Plan

4P's concept

Product

Value for the customers

- Good-friendly web interface for purchases
- Excellent customer service
- Fast and effectively problem solving
- Understand a service inside and out
- Returning buyers
- Experience team working on the satisfaction of the customers

Pricing

price per kg of Salmon	RAW	Fillet (Skin-on)	Fillet (Skinned)
Year 1	35 SAR	50 SAR	60 SAR
Year 2	36 SAR	52 SAR	62 SAR
Year 3	37 SAR	53 SAR	64 SAR
Year 4	38 SAR	55 SAR	66 SAR
Year 5	39 SAR	56 SAR	68 SAR

price per kg of Salmon	RAW	Fillet (Skin-on)	Fillet (Skinned)
Year 1	15 SAR	25 SAR	27 SAR
Year 2	15 SAR	26 SAR	28 SAR
Year 3	16 SAR	27 SAR	29 SAR
Year 4	16 SAR	27 SAR	30 SAR
Year 5	17 SAR	28 SAR	30 SAR

Placement

Our services will be sold to any consumer who wants to establish a new agricultural enterprise or prefers to consume healthy and natural foods in Riyadh, Saudi Arabia. We can be contacted about services via social media, email, through our website, or by a phone call the customers will be served in the best way we know.

Promotion

SOCIAL MEDIA

How we will use social media to promote our brand.

We will use all social platforms to increase brand awareness and drive leads. We will regularly post images of our projects and services and encourage influencers to create cool images of the food that is delivered to their homes. New generations have a habit of proclaiming what they consume on social media if it is visually appealing. This is exactly what we intend to do.

Facebook

Facebook will be used to promote the brand, the equipment that we use, company products, and consulting services that we offer.

- Posting 3-5X a week
- Using call to actions and questions in captions so people engage
- We will post posts types that are currently being posted on Facebook
- We will set up a campaign with specific posts

Instagram

Instagram will be used to promote brand awareness and grow the brand itself through trends and visuals.

- Post 5+ times a week
- Engage with like brands
- Review analytics and post at optimal times
- Use all types of posts for a month and then make an analysis which posts are more effective and in what time of the day. We will continue to publish posts comparable to the most popular ones from the first month.
- Stories - quick updates, news, quizzes/polls - have at least one story every day
 - Classic posts - use for campaigns, information about the brand
 - Reels - fun short videos about events, products, and brand
 - IGTV - longer videos campaign specific
- Create giveaways so people share our brand

LinkedIn

LinkedIn will be the platform to make meaningful connections with other businesses in the agricultural industry.

- Create a LinkedIn account to connect with organizations on a professional level
- Use LinkedIn to write more in-depth about the business and our goals
- Connect with others in target markets
 - Comment and engage on posts of others
 - Message organizations
- Promote the brand and our accomplishments

- Use statistic-oriented posts to gage audience
- Write posts about company and objectives
- Post 2 times a week

Share visual content Social Media Planner

- [Hootsuite](#) \$29 USD/month
- [Meltwater](#) No price shown, more expensive but gives good insights and planning options
- [Sprout Social](#) No price shown, more expensive but gives good insights and planning options
- [Buffer](#) \$15 USD/month

PAID MEDIA

What is paid media?

Paid media is any sort of digital advertising that we are paying for. This is our Google and paid social advertising.

Google

We will use Google search and keyword searches to land on the front page of Google searches.

Keywords we will focus on:

	KEYWORDS <small>?</small>	VOLUME <small>?</small>	CPC <small>?</small>	PAID DIFFICULTY <small>?</small>
YOUR KEYWORDS				
<input type="checkbox"/>	agricultural products	Search Results ▾	90	2.34 <small>ج.م</small>
<input type="checkbox"/>	salmon	Search Results ▾	2,900	3.51 <small>ج.م</small>
<input type="checkbox"/>	tilapia	Search Results ▾	1,600	0 <small>ج.م</small>
KEYWORD IDEAS				
<input type="checkbox"/>	salmonella	Search Results ▾	2,900	0.64 <small>ج.م</small>
<input type="checkbox"/>	salmonellosis	Search Results ▾	2,900	0.15 <small>ج.م</small>
<input type="checkbox"/>	salmon fish	Search Results ▾	2,400	2.04 <small>ج.م</small>
<input type="checkbox"/>	salmon recipe	Search Results ▾	590	4.97 <small>ج.م</small>
<input type="checkbox"/>	tilapia fish	Search Results ▾	590	0 <small>ج.م</small>

We will use Google ads to retarget. By using Google ads we can show up on pages in our industry and place a cookie in someone's browser that was on our website. By doing this, your ads will show up in their Google searches and get them to come back.

Social Media

We will use social media paid ads on Facebook, LinkedIn, and Instagram. Each will be eye catching and it will speak to the audience on each platform. We will use a call to action in the ad urging people to visit our page.

Email Marketing

By creating an email list, we will be able to directly contact our consumers without worrying about algorithm pushes.

The best way to use our email list is to create a monthly newsletter so we can hit on all of the relevant news and pieces about the brand for the upcoming month.

We will also send 'urgent' or 'PSA' emails for when stock is low on something, restocked items, or a deadline is coming up.

But most importantly we will not send too many emails to the point of people unsubscribing.

This is the way how we will get people to subscribe for email:

- Have pop up when someone navigates to website
- Have a 'freebie' for when people sign up (discount, guide, early access, etc)
- Promote through social media
- Have links on website that are easily navigable to sign up
- Have an opt in option during check out

Influencers/Affiliate Marketing

We will promote our brand through influencers and affiliates so they can earn commission and we can gain leads.

- We will have an influencer marketing program, where we pay for post from influencers – starting with influencers that have under 100K range then work up
 - We will find influencers that focus on the **health and wellness** industry
 - Can have influencer takeovers where they post on the stories for a day
- Have an affiliate program that is promoted on social media so smaller influencers can share their discount and gain a small commission
 - Affiliate program must be applied for
- Have a box ready to go for affiliates and influencers that makes it feel exclusive but lets them show products one can get from the shop
- Influencer outreach sites
- Pitchbox
- Tagger
- Upfluence
- #paid

SEO

This is how we will use SEO to our advantage.

- We will use keywords, SEO, and optimize site speed for high Google ranking
- Keywords to focus on:
 - List keywords in their industry
 - Plan keywords
 - <https://neilpatel.com/ubersuggest/>
 - <https://www.semrush.com/>
 - <https://trends.google.com/trends/?geo=US>
 - SEO
 - Optimize image size
 - Use Alt Text for images
 - Use internal and external links
 - Site Speed
 - <https://developers.google.com/speed/pagespeed/insights/> - test and review
- How to optimize SEO
 - Pick keyword or phrase to focus on
 - Use one of the mentioned keyword planners to find variations of keywords
 - Input keywords in text for website
 - Use alt text for photos on website and include keywords in the alt text

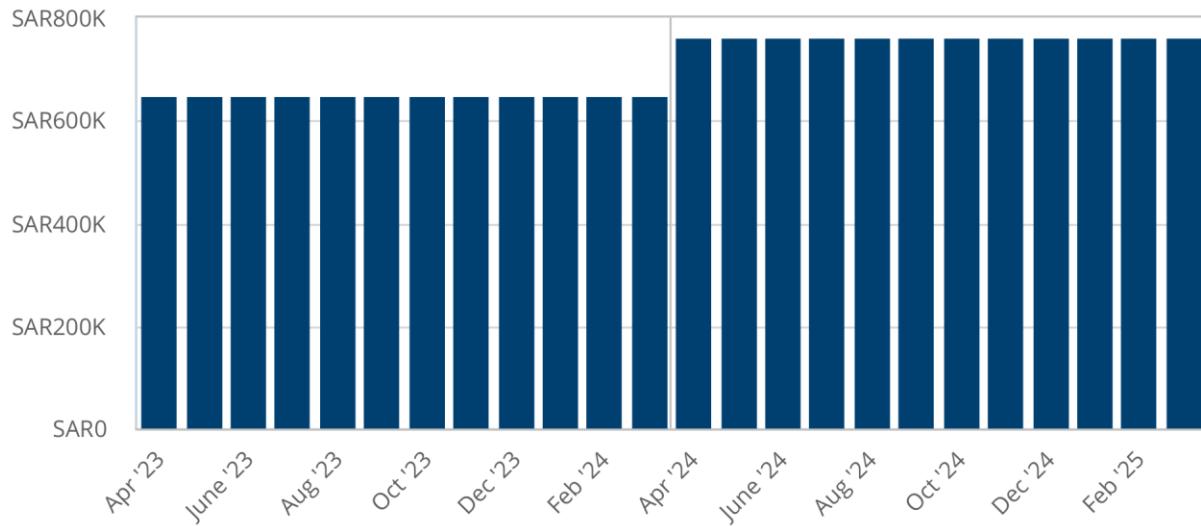
- Alt text is for images on a website or in a blog post. While uploading an image, there is a section that says alt text, this is where you can put a short description that includes keywords
- Build trust with Google by including internal and external links in website
- Keep all sentences and paragraphs short with plenty of images
- Optimize image sizing and run speed test to find slow parts of website and build speed to help build

SEO

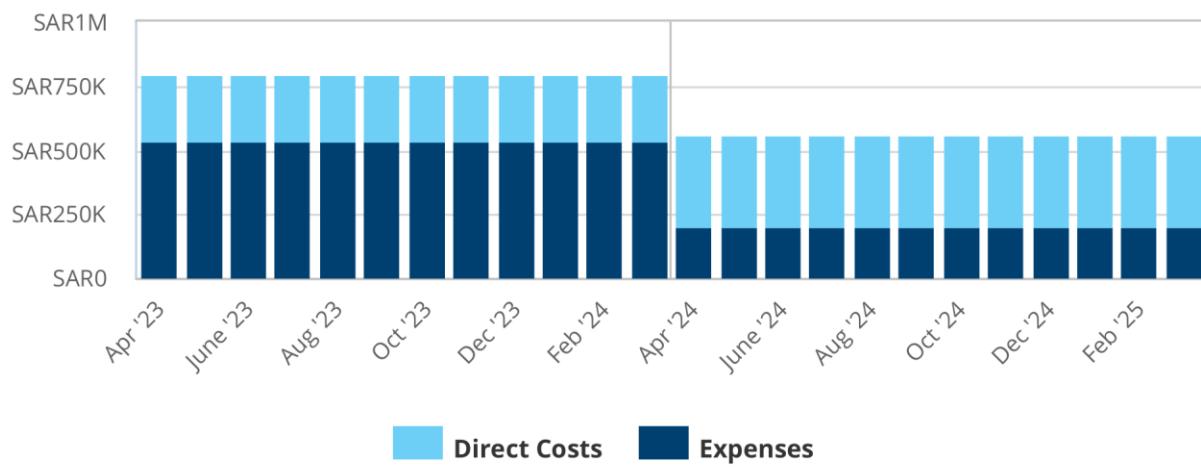
- Facebook: 1200X630px
- Twitter: 1024X512 px
- Instagram: landscape 1080X566 px portrait: 1080X1350 px square: 1080X1080px stories: 1080X1920px
- LinkedIn: 1200X627 px
- Website: 1500 px wide (let it auto adjust height)

Financial Plan

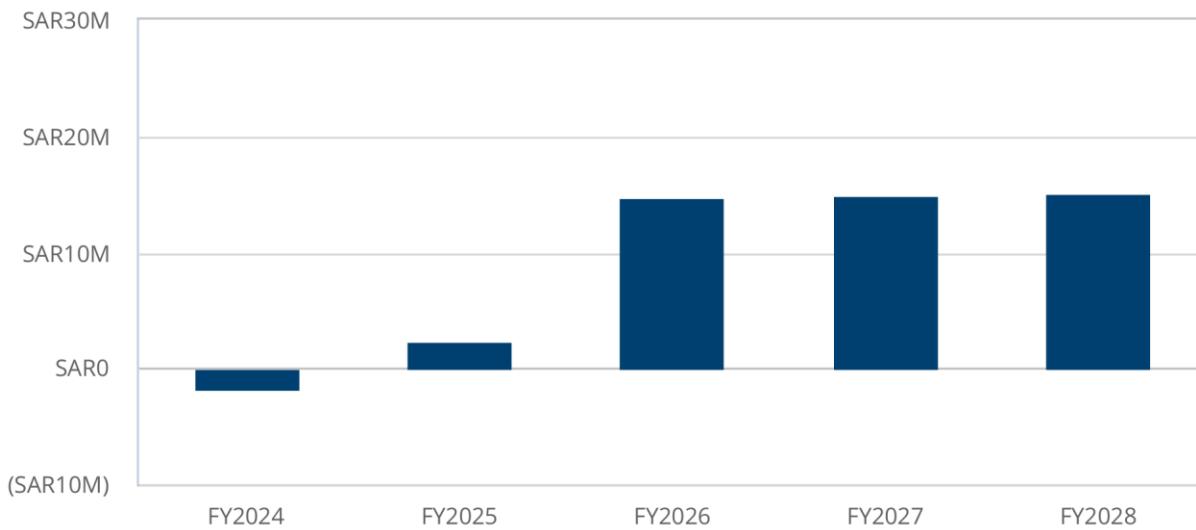
Revenue by Month



Expenses by Month



Net Profit (or Loss) by Year



Revenue Assumptions

Revenue from Salmon

price per kg of Salmon	RAW	Fillet (Skin-on)	Fillet (Skinned)
Year 1	35 SAR	50 SAR	60 SAR
Year 2	36 SAR	52 SAR	62 SAR
Year 3	37 SAR	53 SAR	64 SAR
Year 4	38 SAR	55 SAR	66 SAR
Year 5	39 SAR	56 SAR	68 SAR

Max capacity per harvest **456,447** kg

% from sales	Rate
RAW	50%
Fillet (Skin-on)	40%
Fillet (Skinned)	10%
	65%
	60%
	100%

Time needed to grow **24** months

number of kg sales from raw salmon	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Year 1	-	-	-	-	-	-	-	-	-	-	-	-
Year 2	-	-	-	-	-	-	-	-	-	-	-	-
Year 3	19,019	19,019	19,019	19,019	19,019	19,019	19,019	19,019	19,019	19,019	19,019	19,019
Year 4	19,019	19,019	19,019	19,019	19,019	19,019	19,019	19,019	19,019	19,019	19,019	19,019
Year 5	19,019	19,019	19,019	19,019	19,019	19,019	19,019	19,019	19,019	19,019	19,019	19,019
												228,224
												228,224
												228,224

number of kg sales from Fillet (Skin-on) salmon												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Year 1	-	-	-	-	-	-	-	-	-	-	-	-
Year 2	-	-	-	-	-	-	-	-	-	-	-	-
Year 3	9,890	9,890	9,890	9,890	9,890	9,890	9,890	9,890	9,890	9,890	9,890	9,890
Year 4	9,890	9,890	9,890	9,890	9,890	9,890	9,890	9,890	9,890	9,890	9,890	9,890
Year 5	9,890	9,890	9,890	9,890	9,890	9,890	9,890	9,890	9,890	9,890	9,890	9,890
												118,676

number of kg sales from Fillet (Skinned) salmon												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Year 1	-	-	-	-	-	-	-	-	-	-	-	-
Year 2	-	-	-	-	-	-	-	-	-	-	-	-
Year 3	2,282	2,282	2,282	2,282	2,282	2,282	2,282	2,282	2,282	2,282	2,282	2,282
Year 4	2,282	2,282	2,282	2,282	2,282	2,282	2,282	2,282	2,282	2,282	2,282	2,282
Year 5	2,282	2,282	2,282	2,282	2,282	2,282	2,282	2,282	2,282	2,282	2,282	2,282
												27,387

Revenue from Tilapia												
price per kg of Tilapia	RAW	Fillet (Skin-on)	Fillet (Skinned)									
Year 1	15 SAR	25 SAR	27 SAR									
Year 2	15 SAR	26 SAR	28 SAR									
Year 3	16 SAR	27 SAR	29 SAR									
Year 4	16 SAR	27 SAR	30 SAR									
Year 5	17 SAR	28 SAR	30 SAR									

Max capacity per harvest	66,434	kg
% from sales	Rate	
RAW	50%	
Fillet (Skin-on)	40%	70%
Fillet (Skinned)	10%	65%
	100%	

Time needed to grow	12	months
---------------------	----	--------

number of kg sales from raw Tilapia												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Year 1	-	-	-	-	-	-	-	-	-	-	-	-
Year 2	2,768	2,768	2,768	2,768	2,768	2,768	2,768	2,768	2,768	2,768	2,768	2,768
Year 3	2,768	2,768	2,768	2,768	2,768	2,768	2,768	2,768	2,768	2,768	2,768	2,768
Year 4	2,768	2,768	2,768	2,768	2,768	2,768	2,768	2,768	2,768	2,768	2,768	2,768
Year 5	2,768	2,768	2,768	2,768	2,768	2,768	2,768	2,768	2,768	2,768	2,768	2,768
												33,217

number of kg sales from Fillet (Skin-on) Tilapia												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Year 1	-	-	-	-	-	-	-	-	-	-	-	-
Year 2	1,550	1,550	1,550	1,550	1,550	1,550	1,550	1,550	1,550	1,550	1,550	1,550
Year 3	1,550	1,550	1,550	1,550	1,550	1,550	1,550	1,550	1,550	1,550	1,550	1,550
Year 4	1,550	1,550	1,550	1,550	1,550	1,550	1,550	1,550	1,550	1,550	1,550	1,550
Year 5	1,550	1,550	1,550	1,550	1,550	1,550	1,550	1,550	1,550	1,550	1,550	1,550
												18,601

number of kg sales from Fillet (Skinned) Tilapia												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Year 1	-	-	-	-	-	-	-	-	-	-	-	-
Year 2	360	360	360	360	360	360	360	360	360	360	360	360
Year 3	360	360	360	360	360	360	360	360	360	360	360	360
Year 4	360	360	360	360	360	360	360	360	360	360	360	360
Year 5	360	360	360	360	360	360	360	360	360	360	360	360
												4,318

	Year 1	Year 2	Year 3	Year 4	Year 5
Lettuce	2,434,250 SAR	2,507,278 SAR	2,582,496 SAR	2,659,971 SAR	2,739,770 SAR
Kale	1,027,200 SAR	1,058,016 SAR	1,089,756 SAR	1,122,449 SAR	1,156,123 SAR
Arugula	160,500 SAR	165,315 SAR	170,274 SAR	175,383 SAR	180,644 SAR
Strawberries	1,605,000 SAR	1,653,150 SAR	1,702,745 SAR	1,753,827 SAR	1,806,442 SAR
Cherry tomatoes	2,568,000 SAR	2,645,040 SAR	2,724,391 SAR	2,806,123 SAR	2,890,307 SAR

Statements

Projected Profit and Loss

	FY2024	FY2025	FY2026	FY2027	FY2028
Revenue	SAR7,794,948	SAR9,141,072	SAR25,928,052	SAR26,705,886	SAR27,507,064
Direct Costs	SAR3,121,008	SAR4,242,824	SAR8,619,660	SAR9,212,418	SAR9,618,513
Gross Margin	SAR4,673,940	SAR4,898,248	SAR17,308,392	SAR17,493,468	SAR17,888,551
Gross Margin %	60%	54%	67%	66%	65%
Operating Expenses					
Board Assemblies	SAR41,976	SAR44,076	SAR46,089	SAR48,591	SAR51,021
Investor Relations	SAR41,976	SAR44,076	SAR46,272	SAR48,591	SAR51,021
Distribution	SAR419,748	SAR440,736	SAR462,768	SAR485,910	SAR510,206
Handling	SAR167,904	SAR176,292	SAR185,112	SAR194,364	SAR204,082
Travel	SAR125,928	SAR132,216	SAR138,828	SAR145,773	SAR153,062
Maintenance	SAR167,904	SAR176,292	SAR185,112	SAR194,364	SAR204,082
Entertainment	SAR83,952	SAR88,152	SAR92,556	SAR97,182	SAR102,041
Supplies	SAR83,952	SAR88,152	SAR92,556	SAR97,182	SAR102,041
Consultants	SAR251,844	SAR264,444	SAR277,668	SAR291,546	SAR306,123
Subscriptions	SAR16,788	SAR17,628	SAR18,516	SAR19,436	SAR20,408
Legal Fees	SAR41,976	SAR44,076	SAR46,272	SAR48,591	SAR51,021
Misc.	SAR167,904	SAR176,292	SAR185,112	SAR194,364	SAR204,082
Amortization of Other Current Assets	SAR4,031,781				
Total Operating Expenses	SAR5,643,633	SAR1,692,432	SAR1,776,861	SAR1,865,894	SAR1,959,190
Operating Income	(SAR969,693)	SAR3,205,816	SAR15,531,531	SAR15,627,574	SAR15,929,361
Interest Incurred					
Depreciation and Amortization	SAR769,231	SAR769,231	SAR769,231	SAR769,231	SAR769,231

Gain or Loss from
Sale of Assets

Income Taxes	SAR0	SAR0	SAR0	SAR0	SAR0
Total Expenses	SAR9,533,872	SAR6,704,487	SAR11,165,751	SAR11,847,542	SAR12,346,934
Net Profit	(SAR1,738,924)	SAR2,436,585	SAR14,762,301	SAR14,858,344	SAR15,160,130
Net Profit / Sales	(22%)	27%	57%	56%	55%

Projected Balance Sheet

	FY2024	FY2025	FY2026	FY2027	FY2028
Cash	SAR14,030,307	SAR17,236,123	SAR32,767,654	SAR48,395,229	SAR64,324,590
Accounts Receivable	SAR0	SAR0	SAR0	SAR0	SAR0
Inventory					
Other Current Assets	SAR0	SAR0	SAR0	SAR0	SAR0
Total Current Assets	SAR14,030,307	SAR17,236,123	SAR32,767,654	SAR48,395,229	SAR64,324,590
Long-Term Assets	SAR30,000,000	SAR30,000,000	SAR30,000,000	SAR30,000,000	SAR30,000,000
Accumulated Depreciation	(SAR769,231)	(SAR1,538,462)	(SAR2,307,692)	(SAR3,076,923)	(SAR3,846,154)
Total Long-Term Assets	SAR29,230,769	SAR28,461,538	SAR27,692,308	SAR26,923,077	SAR26,153,846
Total Assets	SAR43,261,076	SAR45,697,661	SAR60,459,962	SAR75,318,306	SAR90,478,436
Accounts Payable	SAR0	SAR0	SAR0	SAR0	SAR0
Income Taxes Payable	SAR0	SAR0	SAR0	SAR0	SAR0
Sales Taxes Payable	SAR0	SAR0	SAR0	SAR0	SAR0
Short-Term Debt					
Prepaid Revenue					
Total Current Liabilities	SAR0	SAR0	SAR0	SAR0	SAR0
Long-Term Debt					
Long-Term Liabilities					
Total Liabilities	SAR0	SAR0	SAR0	SAR0	SAR0
Paid-In Capital	SAR45,000,000	SAR45,000,000	SAR45,000,000	SAR45,000,000	SAR45,000,000
Retained Earnings		(SAR1,738,924)	SAR697,661	SAR15,459,962	SAR30,318,306
Earnings	(SAR1,738,924)	SAR2,436,585	SAR14,762,301	SAR14,858,344	SAR15,160,130
Total Owner's Equity	SAR43,261,076	SAR45,697,661	SAR60,459,962	SAR75,318,306	SAR90,478,436
Total Liabilities & Equity	SAR43,261,076	SAR45,697,661	SAR60,459,962	SAR75,318,306	SAR90,478,436

Projected Cash Flow Statement

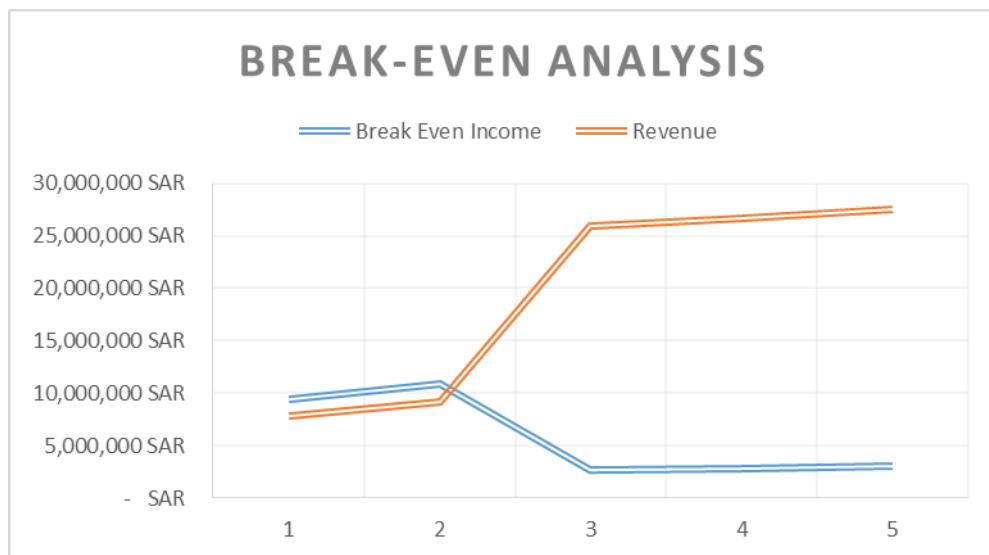
	FY2024	FY2025	FY2026	FY2027	FY2028
Net Cash Flow from Operations					
Net Profit	(SAR1,738,924)	SAR2,436,585	SAR14,762,301	SAR14,858,344	SAR15,160,130
Depreciation & Amortization	SAR4,801,012	SAR769,231	SAR769,231	SAR769,231	SAR769,231
Change in Accounts Receivable	SAR0	SAR0	SAR0	SAR0	SAR0
Change in Inventory					
Change in Accounts Payable	SAR0	SAR0	SAR0	SAR0	SAR0
Change in Income Tax Payable	SAR0	SAR0	SAR0	SAR0	SAR0
Change in Sales Tax Payable	SAR0	SAR0	SAR0	SAR0	SAR0
Change in Prepaid Revenue					
Net Cash Flow from Operations	SAR3,062,088	SAR3,205,816	SAR15,531,531	SAR15,627,574	SAR15,929,361
Investing & Financing					
Assets Purchased or Sold	(SAR34,031,781)				
Net Cash from Investing	(SAR34,031,781)				
Investments Received	SAR45,000,000				
Dividends & Distributions					
Change in Short-Term Debt					

Change in
Long-Term
Debt

Net Cash from Financing	SAR45,000,000				
Cash at Beginning of Period	SAR0	SAR14,030,307	SAR17,236,123	SAR32,767,654	SAR48,395,229
Net Change in Cash	SAR14,030,307	SAR3,205,816	SAR15,531,531	SAR15,627,574	SAR15,929,361
Cash at End of Period	SAR14,030,307	SAR17,236,123	SAR32,767,654	SAR48,395,229	SAR64,324,590

Break-even Analysis

Break-even Analysis					
	Year 1	Year 2	Year 3	Year 4	Year 5
Fixed cost	5,643,612 SAR	5,845,157 SAR	1,777,043 SAR	1,865,895 SAR	1,959,190 SAR
Variable Cost %	40%	46%	33%	34%	35%
Gross Margin %	60%	54%	67%	66%	65%
Break Even Income	9,412,104 SAR	10,908,799 SAR	2,662,063 SAR	2,848,561 SAR	3,012,679 SAR
Revenue	7,794,950 SAR	9,141,071 SAR	25,928,045 SAR	26,705,886 SAR	27,507,063 SAR



Net Present Value

year	net income	8%	NPV
0 -	45,000,000 SAR	1.00 -	45,000,000 SAR
1	14,030,335 SAR	0.93	12,991,051 SAR
2 -	947,185 SAR	0.86 -	812,058 SAR
3	15,531,056 SAR	0.79	12,329,053 SAR
4	15,627,283 SAR	0.74	11,486,520 SAR
5	15,929,061 SAR	0.68	10,841,051 SAR
			1,835,616 SAR

The NPV at the end of the 5th year of our projection is significantly higher than the initial investment and is worth 1,835,616 SAR. This is an indicator of a profitable investment.

Time of returning on investment

year	net income	cumulative
0 -	45,000,000 SAR	- 45,000,000 SAR
1	12,991,051 SAR	- 32,008,949 SAR
2 -	812,058 SAR	- 32,821,008 SAR
3	12,329,053 SAR	- 20,491,955 SAR
4	11,486,520 SAR	- 9,005,435 SAR
5	10,841,051 SAR	1,835,616 SAR
T=		4.83

The payback time of the investment is 4.83 years which is a relatively short payback time. This is another indicator of the profitability of this investment.

Appendix

Profit and Loss Statement (With monthly detail)

FY2024	Apr '23	May '23	June '23	July '23	Aug '23	Sept '23	Oct '23	Nov '23	Dec '23	Jan '24	Feb '24	Mar '24
Total Revenue	SAR649,579											
Total Direct Costs	SAR260,084											
Gross Margin	SAR389,495											
Gross Margin %	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%	60%
Operating Expenses												
Board Assemblies	SAR3,498											
Investor Relations	SAR3,498											
Distribution	SAR34,979											
Handling	SAR13,992											
Travel	SAR10,494											
Maintenance	SAR13,992											
Entertainment	SAR6,996											
Supplies	SAR6,996											
Consultants	SAR20,987											
Subscriptions	SAR1,399											
Legal Fees	SAR3,498											
Misc.	SAR13,992											

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Amortization of Other Current Assets	SAR335,982												
Total Operating Expenses	SAR470,303												
Operating Income	(SAR80,808)												
Interest Incurred													
Depreciation and Amortization	SAR64,103												
Gain or Loss from Sale of Assets													
Income Taxes	SAR0												
Total Expenses	SAR794,489												
Net Profit	(SAR144,910)												
Net Profit / Sales	(22%)												

FY2025	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24	Nov '24	Dec '24	Jan '25	Feb '25	Mar '25
Total Revenue	SAR761,756											
Total Direct Costs	SAR353,569											
Gross Margin	SAR408,187											
Gross Margin %	54%											
Operating Expenses												
Board Assemblies	SAR3,673											
Investor Relations	SAR3,673											
Distribution	SAR36,728											
Handling	SAR14,691											
Travel	SAR11,018											
Maintenance	SAR14,691											
Entertainment	SAR7,346											
Supplies	SAR7,346											
Consultants	SAR22,037											
Subscriptions	SAR1,469											
Legal Fees	SAR3,673											
Misc.	SAR14,691											
Amortization of Other Current Assets												
Total Operating Expenses	SAR141,036											
Operating Income	SAR267,151											

Interest Incurred												
Depreciation and Amortization	SAR64,103											
Gain or Loss from Sale of Assets												
Income Taxes	SAR0											
Total Expenses	SAR558,707											
Net Profit	SAR203,049											
Net Profit / Sales	27%											

FY2026	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25	Jan '26	Feb '26	Mar '26
Total Revenue	SAR2,160,671											
Total Direct Costs	SAR718,305											
Gross Margin	SAR1,442,366											
Gross Margin %	67%											
Operating Expenses												
Board Assemblies	SAR3,673	SAR3,856										
Investor Relations	SAR3,856											
Distribution	SAR38,564											
Handling	SAR15,426											
Travel	SAR11,569											
Maintenance	SAR15,426											
Entertainment	SAR7,713											
Supplies	SAR7,713											
Consultants	SAR23,139											
Subscriptions	SAR1,543											
Legal Fees	SAR3,856											
Misc.	SAR15,426											
Amortization of Other Current Assets												
Total Operating Expenses	SAR147,904	SAR148,087										
Operating Income	SAR1,294,462	SAR1,294,279										

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Interest Incurred												
Depreciation and Amortization	SAR64,103											
Gain or Loss from Sale of Assets												
Income Taxes	SAR0											
Total Expenses	SAR930,312	SAR930,495										
Net Profit	SAR1,230,35	SAR1,230,17										
Net Profit / Sales	57%											

	FY2024	FY2025	FY2026	FY2027	FY2028
Total Revenue	SAR7,794,948	SAR9,141,072	SAR25,928,052	SAR26,705,886	SAR27,507,064
Total Direct Costs	SAR3,121,008	SAR4,242,824	SAR8,619,660	SAR9,212,418	SAR9,618,513
Gross Margin	SAR4,673,940	SAR4,898,248	SAR17,308,392	SAR17,493,468	SAR17,888,551
Gross Margin %	60%	54%	67%	66%	65%
Operating Expenses					
Board Assemblies	SAR41,976	SAR44,076	SAR46,089	SAR48,591	SAR51,021
Investor Relations	SAR41,976	SAR44,076	SAR46,272	SAR48,591	SAR51,021
Distribution	SAR419,748	SAR440,736	SAR462,768	SAR485,910	SAR510,206
Handling	SAR167,904	SAR176,292	SAR185,112	SAR194,364	SAR204,082
Travel	SAR125,928	SAR132,216	SAR138,828	SAR145,773	SAR153,062
Maintenance	SAR167,904	SAR176,292	SAR185,112	SAR194,364	SAR204,082
Entertainment	SAR83,952	SAR88,152	SAR92,556	SAR97,182	SAR102,041
Supplies	SAR83,952	SAR88,152	SAR92,556	SAR97,182	SAR102,041
Consultants	SAR251,844	SAR264,444	SAR277,668	SAR291,546	SAR306,123
Subscriptions	SAR16,788	SAR17,628	SAR18,516	SAR19,436	SAR20,408
Legal Fees	SAR41,976	SAR44,076	SAR46,272	SAR48,591	SAR51,021
Misc.	SAR167,904	SAR176,292	SAR185,112	SAR194,364	SAR204,082
Amortization of Other Current Assets	SAR4,031,781				
Total Operating Expenses	SAR5,643,633	SAR1,692,432	SAR1,776,861	SAR1,865,894	SAR1,959,190
Operating Income	(SAR969,693)	SAR3,205,816	SAR15,531,531	SAR15,627,574	SAR15,929,361
Interest Incurred					
Depreciation and Amortization	SAR769,231	SAR769,231	SAR769,231	SAR769,231	SAR769,231
Gain or Loss from Sale of Assets					
Income Taxes	SAR0	SAR0	SAR0	SAR0	SAR0
Total Expenses	SAR9,533,872	SAR6,704,487	SAR11,165,751	SAR11,847,542	SAR12,346,934
Net Profit	(SAR1,738,924)	SAR2,436,585	SAR14,762,301	SAR14,858,344	SAR15,160,130
Net Profit / Sales	(22%)	27%	57%	56%	55%

Balance Sheet (With Monthly Detail)

FY2024	Apr '23	May '23	June '23	July '23	Aug '23	Sept '23	Oct '23	Nov '23	Dec '23	Jan '24	Feb '24	Mar '24
Cash	SAR11,223,393	SAR11,478,567	SAR11,733,741	SAR11,988,915	SAR12,244,089	SAR12,499,263	SAR12,754,437	SAR13,009,611	SAR13,264,785	SAR13,519,959	SAR13,775,133	SAR14,030,307
Accounts Receivable	SAR0											
Inventory												
Other Current Assets	SAR3,695,799	SAR3,359,817	SAR3,023,836	SAR2,687,854	SAR2,351,872	SAR2,015,891	SAR1,679,909	SAR1,343,927	SAR1,007,945	SAR671,964	SAR335,982	SAR0
Total Current Assets	SAR14,919,192	SAR14,838,385	SAR14,757,577	SAR14,676,769	SAR14,595,961	SAR14,515,154	SAR14,434,346	SAR14,353,538	SAR14,272,730	SAR14,191,923	SAR14,111,115	SAR14,030,307
Long-Term Assets	SAR30,000,000											
Accumulated Depreciation	(SAR64,103)	(SAR128,205)	(SAR192,308)	(SAR256,410)	(SAR320,513)	(SAR384,615)	(SAR448,718)	(SAR512,821)	(SAR576,923)	(SAR641,026)	(SAR705,128)	(SAR769,231)
Total Long-Term Assets	SAR29,935,897	SAR29,871,795	SAR29,807,692	SAR29,743,590	SAR29,679,487	SAR29,615,385	SAR29,551,282	SAR29,487,179	SAR29,423,077	SAR29,358,974	SAR29,294,872	SAR29,230,769
Total Assets	SAR44,855,090	SAR44,710,179	SAR44,565,269	SAR44,420,359	SAR44,275,448	SAR44,130,538	SAR43,985,628	SAR43,840,717	SAR43,695,807	SAR43,550,897	SAR43,405,987	SAR43,261,076
Accounts Payable	SAR0											
Income Taxes Payable	SAR0											
Sales Taxes Payable	SAR0											
Short-Term Debt												
Prepaid Revenue												
Total Current Liabilities	SAR0											
Long-Term Debt												
Long-Term Liabilities												

Total Liabilities	SAR0	SAR0											
Paid-In Capital	SAR45,000,000	SAR45,000,000											
Retained Earnings													
Earnings	(SAR144,910)	(SAR289,821)	(SAR434,731)	(SAR579,641)	(SAR724,552)	(SAR869,462)	(SAR1,014,372)	(SAR1,159,283)	(SAR1,304,193)	(SAR1,449,103)	(SAR1,594,013)	(SAR1,738,924)	
Total Owner's Equity	SAR44,855,090	SAR44,710,179	SAR44,565,269	SAR44,420,359	SAR44,275,448	SAR44,130,538	SAR43,985,628	SAR43,840,717	SAR43,695,807	SAR43,550,897	SAR43,405,987	SAR43,261,076	
Total Liabilities & Equity	SAR44,855,090	SAR44,710,179	SAR44,565,269	SAR44,420,359	SAR44,275,448	SAR44,130,538	SAR43,985,628	SAR43,840,717	SAR43,695,807	SAR43,550,897	SAR43,405,987	SAR43,261,076	

FY2025	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24	Nov '24	Dec '24	Jan '25	Feb '25	Mar '25
Cash	SAR14,297,458	SAR14,564,610	SAR14,831,761	SAR15,098,912	SAR15,366,064	SAR15,633,215	SAR15,900,366	SAR16,167,517	SAR16,434,669	SAR16,701,820	SAR16,968,971	SAR17,236,123
Accounts Receivable	SAR0											
Inventory												
Other Current Assets	SAR0											
Total Current Assets	SAR14,297,458	SAR14,564,610	SAR14,831,761	SAR15,098,912	SAR15,366,064	SAR15,633,215	SAR15,900,366	SAR16,167,517	SAR16,434,669	SAR16,701,820	SAR16,968,971	SAR17,236,123
Long-Term Assets	SAR30,000,000											
Accumulated Depreciation	(SAR833,333)	(SAR897,436)	(SAR961,538)	(SAR1,025,641)	(SAR1,089,744)	(SAR1,153,846)	(SAR1,217,949)	(SAR1,282,051)	(SAR1,346,154)	(SAR1,410,256)	(SAR1,474,359)	(SAR1,538,462)
Total Long-Term Assets	SAR29,166,667	SAR29,102,564	SAR29,038,462	SAR28,974,359	SAR28,910,256	SAR28,846,154	SAR28,782,051	SAR28,717,949	SAR28,653,846	SAR28,589,744	SAR28,525,641	SAR28,461,538
Total Assets	SAR43,464,125	SAR43,667,174	SAR43,870,222	SAR44,073,271	SAR44,276,320	SAR44,479,369	SAR44,682,417	SAR44,885,466	SAR45,088,515	SAR45,291,564	SAR45,494,612	SAR45,697,661
Accounts Payable	SAR0											
Income Taxes Payable	SAR0											
Sales Taxes Payable	SAR0											
Short-Term Debt												
Prepaid Revenue												
Total Current Liabilities	SAR0											
Long-Term Debt												
Long-Term Liabilities												
Total Liabilities	SAR0											

Paid-In Capital	SAR45,000,000											
Retained Earnings	(SAR1,738,924)											
Earnings	SAR203,049	SAR406,097	SAR609,146	SAR812,195	SAR1,015,244	SAR1,218,292	SAR1,421,341	SAR1,624,390	SAR1,827,439	SAR2,030,487	SAR2,233,536	SAR2,436,585
Total Owner's Equity	SAR43,464,125	SAR43,667,174	SAR43,870,222	SAR44,073,271	SAR44,276,320	SAR44,479,369	SAR44,682,417	SAR44,885,466	SAR45,088,515	SAR45,291,564	SAR45,494,612	SAR45,697,661
Total Liabilities & Equity	SAR43,464,125	SAR43,667,174	SAR43,870,222	SAR44,073,271	SAR44,276,320	SAR44,479,369	SAR44,682,417	SAR44,885,466	SAR45,088,515	SAR45,291,564	SAR45,494,612	SAR45,697,661

FY2026	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25	Jan '26	Feb '26	Mar '26
Cash	SAR18,530,585	SAR19,824,864	SAR21,119,143	SAR22,413,422	SAR23,707,701	SAR25,001,980	SAR26,296,259	SAR27,590,538	SAR28,884,817	SAR30,179,096	SAR31,473,375	SAR32,767,654
Accounts Receivable	SAR0											
Inventory												
Other Current Assets	SAR0											
Total Current Assets	SAR18,530,585	SAR19,824,864	SAR21,119,143	SAR22,413,422	SAR23,707,701	SAR25,001,980	SAR26,296,259	SAR27,590,538	SAR28,884,817	SAR30,179,096	SAR31,473,375	SAR32,767,654
Long-Term Assets	SAR30,000,000											
Accumulated Depreciation	(SAR1,602,564)	(SAR1,666,667)	(SAR1,730,769)	(SAR1,794,872)	(SAR1,858,974)	(SAR1,923,077)	(SAR1,987,179)	(SAR2,051,282)	(SAR2,115,385)	(SAR2,179,487)	(SAR2,243,590)	(SAR2,307,692)
Total Long-Term Assets	SAR28,397,436	SAR28,333,333	SAR28,269,231	SAR28,205,128	SAR28,141,026	SAR28,076,923	SAR28,012,821	SAR27,948,718	SAR27,884,615	SAR27,820,513	SAR27,756,410	SAR27,692,308
Total Assets	SAR46,928,021	SAR48,158,197	SAR49,388,374	SAR50,618,550	SAR51,848,727	SAR53,078,903	SAR54,309,080	SAR55,539,256	SAR56,769,432	SAR57,999,609	SAR59,229,785	SAR60,459,962
Accounts Payable	SAR0											
Income Taxes Payable	SAR0											
Sales Taxes Payable	SAR0											
Short-Term Debt												
Prepaid Revenue												
Total Current Liabilities	SAR0											
Long-Term Debt												
Long-Term Liabilities												
Total Liabilities	SAR0											

Paid-In Capital	SAR45,000,000											
Retained Earnings	SAR697,661											
Earnings	SAR1,230,359	SAR2,460,536	SAR3,690,712	SAR4,920,889	SAR6,151,065	SAR7,381,242	SAR8,611,418	SAR9,841,595	SAR11,071,771	SAR12,301,948	SAR13,532,124	SAR14,762,301
Total Owner's Equity	SAR46,928,021	SAR48,158,197	SAR49,388,374	SAR50,618,550	SAR51,848,727	SAR53,078,903	SAR54,309,080	SAR55,539,256	SAR56,769,432	SAR57,999,609	SAR59,229,785	SAR60,459,962
Total Liabilities & Equity	SAR46,928,021	SAR48,158,197	SAR49,388,374	SAR50,618,550	SAR51,848,727	SAR53,078,903	SAR54,309,080	SAR55,539,256	SAR56,769,432	SAR57,999,609	SAR59,229,785	SAR60,459,962

	FY2024	FY2025	FY2026	FY2027	FY2028
Cash	SAR14,030,307	SAR17,236,123	SAR32,767,654	SAR48,395,229	SAR64,324,590
Accounts Receivable	SAR0	SAR0	SAR0	SAR0	SAR0
Inventory					
Other Current Assets	SAR0	SAR0	SAR0	SAR0	SAR0
Total Current Assets	SAR14,030,307	SAR17,236,123	SAR32,767,654	SAR48,395,229	SAR64,324,590
Long-Term Assets	SAR30,000,000	SAR30,000,000	SAR30,000,000	SAR30,000,000	SAR30,000,000
Accumulated Depreciation	(SAR769,231)	(SAR1,538,462)	(SAR2,307,692)	(SAR3,076,923)	(SAR3,846,154)
Total Long-Term Assets	SAR29,230,769	SAR28,461,538	SAR27,692,308	SAR26,923,077	SAR26,153,846
Total Assets	SAR43,261,076	SAR45,697,661	SAR60,459,962	SAR75,318,306	SAR90,478,436
Accounts Payable	SAR0	SAR0	SAR0	SAR0	SAR0
Income Taxes Payable	SAR0	SAR0	SAR0	SAR0	SAR0
Sales Taxes Payable	SAR0	SAR0	SAR0	SAR0	SAR0
Short-Term Debt					
Prepaid Revenue					
Total Current Liabilities	SAR0	SAR0	SAR0	SAR0	SAR0
Long-Term Debt					
Long-Term Liabilities					
Total Liabilities	SAR0	SAR0	SAR0	SAR0	SAR0
Paid-In Capital	SAR45,000,000	SAR45,000,000	SAR45,000,000	SAR45,000,000	SAR45,000,000
Retained Earnings		(SAR1,738,924)	SAR697,661	SAR15,459,962	SAR30,318,306
Earnings	(SAR1,738,924)	SAR2,436,585	SAR14,762,301	SAR14,858,344	SAR15,160,130
Total Owner's Equity	SAR43,261,076	SAR45,697,661	SAR60,459,962	SAR75,318,306	SAR90,478,436
Total Liabilities & Equity	SAR43,261,076	SAR45,697,661	SAR60,459,962	SAR75,318,306	SAR90,478,436

Cash Flow Statement (With Monthly Detail)

FY2024	Apr '23	May '23	June '23	July '23	Aug '23	Sept '23	Oct '23	Nov '23	Dec '23	Jan '24	Feb '24	Mar '24
Net Cash Flow from Operations												
Net Profit	(SAR144,910)	(SAR144,910)	(SAR144,910)	(SAR144,910)	(SAR144,910)	(SAR144,910)	(SAR144,910)	(SAR144,910)	(SAR144,910)	(SAR144,910)	(SAR144,910)	(SAR144,910)
Depreciation & Amortization	SAR400,084	SAR400,084	SAR400,084	SAR400,084	SAR400,084	SAR400,084	SAR400,084	SAR400,084	SAR400,084	SAR400,084	SAR400,084	SAR400,084
Change in Accounts Receivable	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0
Change in Inventory												
Change in Accounts Payable	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0
Change in Income Tax Payable	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0
Change in Sales Tax Payable	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0	SAR0
Change in Prepaid Revenue												
Net Cash Flow from Operations	SAR255,174	SAR255,174	SAR255,174	SAR255,174	SAR255,174	SAR255,174	SAR255,174	SAR255,174	SAR255,174	SAR255,174	SAR255,174	SAR255,174
Investing & Financing												
Assets Purchased or Sold	(SAR34,031,781)											
Net Cash from Investing	(SAR34,031,781)											

Investments Received	SAR45,000,00	0											
Dividends & Distributions													
Change in Short-Term Debt													
Change in Long-Term Debt													
Net Cash from Financing	SAR45,000,00												
Cash at Beginning of Period	SAR0	SAR11,223,393	SAR11,478,567	SAR11,733,741	SAR11,988,915	SAR12,244,089	SAR12,499,263	SAR12,754,437	SAR13,009,611	SAR13,264,785	SAR13,519,959	SAR13,775,133	
Net Change in Cash	SAR11,223,393	SAR255,174											
Cash at End of Period	SAR11,223,393	SAR11,478,567	SAR11,733,741	SAR11,988,915	SAR12,244,089	SAR12,499,263	SAR12,754,437	SAR13,009,611	SAR13,264,785	SAR13,519,959	SAR13,775,133	SAR14,030,307	

FY2025	Apr '24	May '24	June '24	July '24	Aug '24	Sept '24	Oct '24	Nov '24	Dec '24	Jan '25	Feb '25	Mar '25
Net Cash Flow from Operations												
Net Profit	SAR203,049											
Depreciation & Amortization	SAR64,103											
Change in Accounts Receivable	SAR0											
Change in Inventory												
Change in Accounts Payable	SAR0											
Change in Income Tax Payable	SAR0											
Change in Sales Tax Payable	SAR0											
Change in Prepaid Revenue												
Net Cash Flow from Operations	SAR267,151											
Investing & Financing												
Assets Purchased or Sold												
Net Cash from Investing												
Investments Received												

Dividends & Distributions												
Change in Short-Term Debt												
Change in Long-Term Debt												
Net Cash from Financing												
Cash at Beginning of Period	SAR14,030,307	SAR14,297,458	SAR14,564,610	SAR14,831,761	SAR15,098,912	SAR15,366,064	SAR15,633,215	SAR15,900,366	SAR16,167,517	SAR16,434,669	SAR16,701,820	SAR16,968,971
Net Change in Cash	SAR267,151											
Cash at End of Period	SAR14,297,458	SAR14,564,610	SAR14,831,761	SAR15,098,912	SAR15,366,064	SAR15,633,215	SAR15,900,366	SAR16,167,517	SAR16,434,669	SAR16,701,820	SAR16,968,971	SAR17,236,123

FY2026	Apr '25	May '25	June '25	July '25	Aug '25	Sept '25	Oct '25	Nov '25	Dec '25	Jan '26	Feb '26	Mar '26
Net Cash Flow from Operations												
Net Profit	SAR1,230,359	SAR1,230,176										
Depreciation & Amortization	SAR64,103											
Change in Accounts Receivable	SAR0											
Change in Inventory												
Change in Accounts Payable	SAR0											
Change in Income Tax Payable	SAR0											
Change in Sales Tax Payable	SAR0											
Change in Prepaid Revenue												
Net Cash Flow from Operations	SAR1,294,462	SAR1,294,279										
Investing & Financing												
Assets Purchased or Sold												
Net Cash from Investing												
Investments Received												

Dividends & Distributions												
Change in Short-Term Debt												
Change in Long-Term Debt												
Net Cash from Financing												
Cash at Beginning of Period	SAR17,236,123	SAR18,530,585	SAR19,824,864	SAR21,119,143	SAR22,413,422	SAR23,707,701	SAR25,001,980	SAR26,296,259	SAR27,590,538	SAR28,884,817	SAR30,179,096	SAR31,473,375
Net Change in Cash	SAR1,294,462	SAR1,294,279										
Cash at End of Period	SAR18,530,585	SAR19,824,864	SAR21,119,143	SAR22,413,422	SAR23,707,701	SAR25,001,980	SAR26,296,259	SAR27,590,538	SAR28,884,817	SAR30,179,096	SAR31,473,375	SAR32,767,654

	FY2024	FY2025	FY2026	FY2027	FY2028
Net Cash Flow from Operations					
Net Profit	(SAR1,738,924)	SAR2,436,585	SAR14,762,301	SAR14,858,344	SAR15,160,130
Depreciation & Amortization	SAR4,801,012	SAR769,231	SAR769,231	SAR769,231	SAR769,231
Change in Accounts Receivable	SAR0	SAR0	SAR0	SAR0	SAR0
Change in Inventory					
Change in Accounts Payable	SAR0	SAR0	SAR0	SAR0	SAR0
Change in Income Tax Payable	SAR0	SAR0	SAR0	SAR0	SAR0
Change in Sales Tax Payable	SAR0	SAR0	SAR0	SAR0	SAR0
Change in Prepaid Revenue					
Net Cash Flow from Operations	SAR3,062,088	SAR3,205,816	SAR15,531,531	SAR15,627,574	SAR15,929,361
Investing & Financing					
Assets Purchased or Sold	(SAR34,031,781)				
Net Cash from Investing	(SAR34,031,781)				
Investments Received	SAR45,000,000				
Dividends & Distributions					
Change in Short-Term Debt					
Change in Long-Term Debt					
Net Cash from Financing	SAR45,000,000				
Cash at Beginning of Period	SAR0	SAR14,030,307	SAR17,236,123	SAR32,767,654	SAR48,395,229
Net Change in Cash	SAR14,030,307	SAR3,205,816	SAR15,531,531	SAR15,627,574	SAR15,929,361
Cash at End of Period	SAR14,030,307	SAR17,236,123	SAR32,767,654	SAR48,395,229	SAR64,324,590