



Bejai Agritech Concept Note

Introduction

Bejai Agritech is established to become one of the major suppliers of quality mushroom cultivator in Ethiopia. Its main objective is meeting the growing mushroom demand in Ethiopia. The founder of this company is Alazar Yehualashet. He has previous experience in mushroom cultivation, marketing and software engineering. Bejai intends to grow and sell all the kinds of mushroom that is being consumed in Ethiopia. It is an establishment that will ensure that all our mushroom is sold via our different outlets and even directly from the farm.

Some of the products we intend to engage in are:

- Fresh Mushroom.*
- Processed Mushroom (canned fresh mushroom).*

Globally the mushroom market is a 60 billion USD. According to researches the market is going to increase 10 folds in the next 25 years. China produces about 60% of the world production.

The mushroom market has grown tremendously and as mentioned above it is expected to continue its major drive by Ethiopians love for consuming food that is healthy. Also, other trend includes, increase in the processed food consumption and the ease of growing mushrooms.



Company Description

Vision/Mission Statement and Goals

A. Vision Statement

Our vision is to be a major mushroom supplier in Africa. To achieve our set vision, we intend to practice sustainable farming process by growing our edible mushroom in a controlled environment with the help of technology and using organic substrates as much as we can.

B. Goals and Objectives

Our goal is to increase the fresh mushroom supply to the growing market in Ethiopia and to include the unemployed work force around the country as an accomplice.

After 2 months Bejai will start cultivating its first batch of mushroom and sell fresh mushroom.

After a year we will expand our products to canned mushrooms.

By the end of year 2 we will start outsourcing our cultivation process to urban farmers (young or old people) and rural farmers.

C. Keys to Success

One of the major keys to success will be startup capital injection.

problem statement

There are many problems I have identified in my previous experience in mushroom cultivation.

- Not staying long on stock

Fresh mushroom only last for a week at best at its fresh state and it's not a constant food in our daily recipe. So, hotels and supermarket face this problem often. Because of this reason they don't risk buying fresh mushroom.

- Imported mushrooms are costly and options available here are not constant source

On January 1 2020, around 26,847 kg of mushroom was imported. This data was taken from ethioimporter.com.

There is 40+ mushroom businesses in Ethiopia and most of them cannot even meet the demand of their contracted customers because of the shelf life of mushroom. So, my customer segments use the imported mushroom as a replacement.

- Cultivation process is very sensitive.

The cultivation process is hard to control by humans because many factors affect it. temperature must always be under 25%, humidity must be low and others too. so, cultivators constantly fail at it because of not giving attention to details.

- Can't send fresh mushroom outside of the capital

fresh mushroom can't be sent to non-capital cities because most of the mushroom cultivation businesses are in Addis. Only imported mushroom is consumed there.

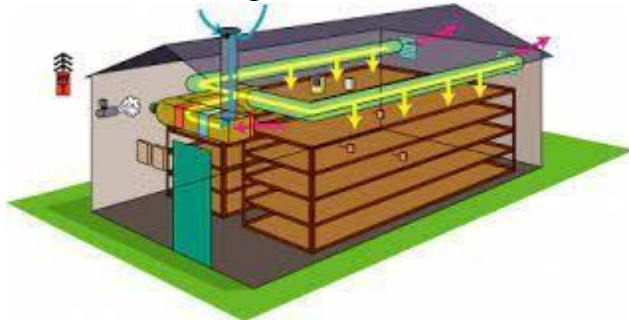
Solution Methodology

Better cultivation process

We have designed a cultivation process that lets us grow 1 batch of mushroom in 15-20 days using automated vertical farming. To automate it we have used multiple



sensors so human guidance is not needed much.



Increase shelf life

With the help of acetic acid (vinegar) i.e., an organic preservative we have planned to extend the shelf life to more than 6 months.



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Larger inventory

We will be using larger store to help us on inventory buffering and in becoming a constant source of mushroom.

Market Assessment

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Target Market

Mushrooms are consumed highly by hotels and restaurants in Ethiopia. According to my research a single hotel in Ethiopia consumes 10 kilograms of mushrooms per day. Our customer segment includes: -

- Local health food stores*
- Supermarkets*
- Hotels*
- Restaurants*
- Factory Cafeterias*
- Fast food services*

Competitive Advantage

Our major competitive advantage is in ensuring that we have hired and competent hands-on board to ensure that work on our farm goes on smoothly. Also, we intend to have a welfare packages in place that will show our employees that we care about welfare. Customers are the most important reasons a business succeeds, especially loyal customers. We intend to have excellent customer service where all the enquiries, complaints and order will promptly be attended to.