

Cocofuel Investment Business Plan

Coconut Water Powdered Drink Company



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Prepared for: Potential Investors

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Business Overview

Cocofuel is a premium coconut water powder enriched with electrolytes, designed for hydration and recovery. The product is manufactured in India using fresh coconuts and exported to USA markets.

- Form: Sachet (20g)
- Usage: Mix with 16oz water for instant coconut water with electrolytes
- Target Market: Athletes, gyms, fitness enthusiasts, and health-conscious consumers
- Competitive Edge: Portable, long shelf life, natural hydration

1. Product & Packaging

- Sachet Size: 20g
- Box Size: 10 sachets per box
- Master Case: 50 boxes per master case
- Container Load: 600 master cases per container (30,000 boxes)

Cost Structure per Box (10 sachets):

- Manufacturing Cost: \$1.85 per box
- CIF USA: \$2.35 (includes shipping, insurance, freight)
- Wholesale Price: \$5.50
- Suggested Retail Price (SRP): \$9.99 – \$11.99

2. Market Analysis

Target Regions

- USA: \$36B sports nutrition market, strong demand for hydration products
- Canada: Health-conscious market, expanding fitness culture
- Caribbean: High temperatures, tourism-driven demand for hydration products

Target Customers

- Gyms & Fitness Centers – B2B supply for members
- Sports Teams & Events – Hydration for athletes
- Retail & E-commerce – Amazon, Walmart, health stores
- Direct-to-Consumer Subscription – Monthly hydration packs

Competitor Analysis

	Product Type	Price/Serving	Advantage for Cocofuel
Brand			
Liquid IV	Electrolyte Powder	\$1.25	Natural coconut water
Gatorade Powder	Sports Drink Mix	\$0.50	Premium natural option
Vita Coco (liquid)	Ready-to-drink	\$2.50	Lighter & portable

Cocofuel's USP: Natural coconut electrolytes, portable powder, lower shipping/storage cost.

3. Logistics & Distribution

Export Model

- Manufactured in India → Container shipped and distributed in USA
- CIF Cost USA: \$2.35/box
- Freight Volume per Container: 600 master cases (30,000 packs)
- Landed Cost: Includes customs, duty, storage

Distribution Channels

1. B2B Wholesale: Gyms, health stores, sports teams
2. E-commerce: Amazon FBA, Shopify
3. Retail Partnerships: Walmart, GNC, local Caribbean stores
4. Event Sponsorships: Marathons, CrossFit events

4. Financial Plan

Cost & Revenue per Container

- Boxes per Container: 30,000
- CIF Cost per Box: \$2.35 → \$70,500 per container
- Wholesale Price per Box: \$5.50 → \$165,000 revenue per container

Gross Profit per Container:

$$\$165,000 - \$70,500 = \$94,500$$

Gross Margin: 57%

Year 1 Sales Projection

Quarter	Containers Sold	Revenue (\$)	Gross Profit (\$)
Q1	1	165,000	94,500
Q2	2	330,000	189,000
Q3	3	495,000	283,500
Q4	4	660,000	378,000

Year 1 Total:

- Containers Sold: 10
- Revenue: \$1,650,000
- Gross Profit: \$945,000

5. Marketing Strategy

- Branding: Position Cocofuel as the premium natural hydration solution
- Social Media Campaigns: Instagram, TikTok fitness influencers
- Sampling Programs: Partner with gyms & sports events for free trials
- Athlete Sponsorships: Leverage brand trust via sports ambassadors
- Online Presence: SEO, hydration blogs, fitness forums

6. Investment & ROI

Initial Investment Requirement

- Inventory for 2 Containers: \$141,000
- Marketing & Launch: \$57,000
- Working Capital & Operations: \$47,000

Total Investment Required: \$245,000

Projected ROI Year 1:

- **Profit: \$945,000**
- **Year 1 ROI: 386%** $(\$945,000/\$245,000)*100$

7.Investment Opportunity

- ROI: 15% quarterly on Investment
- ROI: 60% yearly on Investment
- Initial investment can be withdrawn after 12 months
- Company Shares are available for purchase after 12 months, after which they can only be resold to the company

8.Growth & Expansion

- Year 2: Enter Europe & Middle East markets
- Product Line Expansion: Flavored coconut water powders (Mango, Pineapple)
- Subscription Model: Monthly fitness hydration packs
- Target 50 containers/year by Year 3

