

## Action plan

Task	Responsible party	Deadline for completion
1. Register the business	Johnson	
2. Develop the business plan	Johnson/Rose	
3. Assemble the team	Completed	
4. Market research on the fresh produce used to make colour	Rose	
5. Observe clinical trials and find validation studies	Kerr/Johnson	
6. Research the methods needed to extract the colour	Rose	
7. Source raw materials to start the batch	Rose/Johnson	
8. Source equipment needed to start pilot batch	Kerr/ Rose	
9. Reserve a space to conduct trials	Kerr	