

## Business Plan: NatureGlow Natural Colorants

### Executive Summary

NatureGlow is a startup based in Jamaica focused on producing and selling high-quality, food-grade and cosmetic-grade natural color extracts made from locally grown produce. Our mission is to promote sustainable, chemical-free alternatives to synthetic dyes while supporting Jamaican agriculture and generating export potential.

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### Business Overview

- **Business Name:** NatureGlow Jamaica Ltd.
  - **Location:** Kingston, Jamaica (production lab)
  - **Legal Structure:** Limited Liability Company (LLC)
  - **Vision:** To become the Caribbean's leading producer of natural plant-based colorants
  - **Mission:** To deliver safe, vibrant, and sustainable color solutions for food, cosmetics, and crafts
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### Market Opportunity

#### Target Industries:

- Food & Beverage manufacturers
- Natural skincare and cosmetic brands
- Artisan/craft and textile communities
- Exporters and specialty stores (Caribbean, US, UK)

#### Trends:

- Global demand for clean-label and vegan products
  - Shift from synthetic to plant-based additives
  - Rising interest in organic cosmetics and health food
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### Products

## Product Name Source Produce Color Applications

Sorrel Red Sorrel calyxes Red Drinks, syrups, lip balms

Golden Glow Turmeric Yellow Sauces, body creams, textiles

Beetroot Blush Beets Purple Smoothies, soaps, lip tints

Additional products may include **Blue Pea Extract**, **Annatto Oil**, and **Moringa Green Powder** in Phase 2.

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## Operations

- **Sourcing:** Direct partnerships with local farmers through RADA
- **Processing:** Extraction via cold press, dehydration, or infusion
- **Packaging:** Eco-friendly glass bottles with labeled branding
- **Distribution:** Online store, local retailers, regional distributors

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## Management Team

- **Founder:** [Your Name] – Business Development & Branding
- **Production Lead:** Local Food Technologist (consulting role)
- **Sales & Distribution:** Part-time, commission-based
- **Advisors:** Partner with SRC and JAMPRO for R&D and export

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## Financial Plan (Year 1 Projection – JMD)

| Category               | Estimated Cost (JMD) |
|------------------------|----------------------|
| Equipment & Lab Setup  | 600,000              |
| Raw Material (produce) | 200,000              |
| Packaging & Bottles    | 150,000              |
| Branding & Marketing   | 120,000              |

| Category | Estimated Cost (JMD) |
|----------|----------------------|
|----------|----------------------|

|                           |        |
|---------------------------|--------|
| Licensing & Certification | 80,000 |
|---------------------------|--------|

|                      |        |
|----------------------|--------|
| Website & E-commerce | 70,000 |
|----------------------|--------|

|                           |                  |
|---------------------------|------------------|
| <b>Total Startup Cost</b> | <b>1,220,000</b> |
|---------------------------|------------------|

**Revenue Target:**

Sell 2,000 bottles (avg. \$800 each) = **J\$1.6M**

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**Marketing Strategy**

- Launch at local expos (e.g. Denbigh Agricultural Show)
- Partner with natural cosmetics creators and chefs
- Digital marketing: Instagram, YouTube, Shopify store
- Eco-labels: Vegan, Biodegradable, Jamaica-grown
- Export development through JAMPRO

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**Risk Factors & Mitigation**

| Risk                      | Mitigation                                     |
|---------------------------|--|
| Supply chain variability  | Work with multiple farmers, use drying storage |
| Regulatory delays         | Engage SRC for compliance guidance             |
| Market education required | Host product demos and live workshops          |
| Limited shelf life        | Offer both fresh and powdered/dried formats    |

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**Next Steps**

1. Secure funding or grant from DBJ/FAO
2. Register business with Companies Office of Jamaica
3. Set up processing and packaging space
4. Begin small-batch production and market testing

5. Launch social media and pilot sales

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