

Colour Factory Business Plan: Natural Brown Food Colorant

1. Business Name: The Colour Factory

Brand: "Island Tones Naturals" – Bringing Natural Color from Jamaica to Your Plate

2. Executive Summary

The Color Factory (Brand Name-Island Tones Naturals) will produce and market a natural brown food colorant using locally sourced Jamaican ingredients such as burnt cane sugar (caramel), cocoa, and coffee. The product will be targeted at health-conscious consumers, bakers, food artisans, and natural product retailers looking for clean-label, chemical-free coloring solutions. The business aims to launch initially within Jamaica, with future plans to export to the Caribbean and North American markets.

3. Business Objectives

- Launch this as the first product line by Month 6.
 - Secure 20 retail/wholesale clients within the first year.
 - Achieve monthly sales of J\$1,500,000 by Year 2.
 - Obtain Bureau of Standards Jamaica certification by Year 1.
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4. Products

Main Product:

Island Brown Natural Food Color

- **Ingredients:** Burnt cane sugar (caramel), coffee extract, cocoa extract, water.
- **Form:** Liquid food coloring in 30ml, 60ml, and 120ml bottles.
- **Shelf Life:** 3–6 months (refrigerated).

Optional-Addons:

- Combo pack with other natural colors (turmeric, sorrel, callaloo).
 - Recipe cards and coloring tips.
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5. Target Market

- Home bakers and chefs
 - Health-conscious consumers (especially vegans and organic buyers)
 - Restaurants and cafes
 - Organic food stores
 - Schools and educational craft centers
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6. Marketing and Sales Strategy

- **Social Media Marketing:** Instagram, Facebook, and TikTok with videos showing how to use the product.
 - **Sampling Campaign:** Partner with 5 local bakeries or markets for live demos and sampling.
 - **Farmer's Markets:** Weekly booths to drive direct sales and visibility.
 - **Retail Distribution:** Approach local health food stores, supermarkets, and pharmacies.
 - **Export Plan:** Apply through JAMPRO for export training and connection to Caribbean/North American markets.
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7. Operations Plan

Production Location: Home-based or rented certified kitchen

Suppliers: Local farmers (cane, cocoa, coffee)

Extraction Method: Simmered reduction for caramel + water/alcohol-based extract for cocoa and coffee

Packaging: Amber glass dropper bottles with eco-friendly labels

Storage: Refrigerated stock, clearly date-coded

8. Management Team

- Founder: Ricardo Johnson – Product development & operations
- Advisor: [Optional, e.g., nutritionist, plus secretary, book keeper etc.]
- Consultant: Quality Solutions limited (Food technology and quality assurance advisors and business mentors)

9. Financial Plan

Item	Estimated Cost (J\$)
Equipment (pots, strainers, bottles)	50,000
First Batch Raw Material	20,000
Labels & Packaging	15,000
Marketing & Samples	25,000
Certification Fees	30,000
Miscellaneous	10,000
Total Startup	150,000

Revenue Projection (Year 1):

- Unit price: J\$500 per 30ml bottle
- Estimated sales: 500 bottles/month
- Monthly Revenue: J\$250,000
- Break-even: Within 6 months

10. Sustainability & Competitive Advantage

- 100% natural, no synthetic chemicals
- Proudly Jamaican ingredients
- Reusable/recyclable packaging
- Positioned as eco-conscious and health-friendly

Initial Development by Quality Solutions Limited (QSL)