**INTRODUCTION**

Moringa has as of late gotten a great deal of consideration in the press, yet few individuals comprehend the foundation and genuine estimation of the tree. Misinterpretations are across the board and yet many yield and pay expectations are exaggerated and wrong. This circumstance opens the way to unfortunate business rehearses that would just mischief the Moringa business over the long haul. All data provided by means of the web and press, as a rule has constrained application to African conditions. This report must be viewed as a prologue to the marketable strategy improvement for potential Moringa extends in Africa. This is a prologue to the administrations that we as a consultancy gathering can render to conceivable speculators and partners in the Moringa business.

(Tarafder CR, Ethno-gynecology in relation to plants,)

**MISSION STATEMENT**

The mission statement for our company is to reach every area of the country or markets to deliver the products to every customer to meet the demand of our customer, providing unpresented quality products and meeting the expectations of stakeholders as well as engaging corporate world to come on board and work with us for the common goal.

**VISION STATEMENT**

The vision of the group is to create economical generation frameworks for Moringa and different yields that can be executed in Africa for long haul monetary profit, work creation and neediness mitigation in country zones. We work from a preservationist and capable perspective and support a coordinated cultivating framework with the creation of both essential and auxiliary Moringa items and by along these lines diminishing danger to the base and upgrading the potential for long haul accomplishment of Moringa and different ventures. All suggestions are science based and if conceivable tried under commonsense generation conditions.

**BUSINESS PLAN DEVELOPMENT**

The group can build up a strategy for any proposed creation framework and item to be delivered. Contingent upon subsidizing, distinctive zones would be tended to. When all is said in done the plans comprise of:

• General review of Moringa/crop (Horticultural perspectives just as present creation)

• Production plan including Job creation, preparing and so on. (Created to customer's needs)

• Sapling creation plan

• Economic model/plan including financials (required for subsidizing)

• Marketing diagram and potential

• Contingencies and end

**OVERVIEW OF MORINGA**

Moringa oleifera belongs to a monogenetic family of shrubs and trees, Moringaceae. Moringa oleifera is cultivated throughout the Middle East and in most of the tropical belt. It was introduced in Eastern Africa from India at the beginning of the 20th century.

Moringa oleifera is a medium-sized tree that reaches about 10m in height. It has a straight trunk about 10-30cm thick with bark that is whitish grey, corky, with longitudinal cracks. It also has a tuberous taproot to tolerate drought conditions. The umbrella shaped tree comes with a loose crown of feathery foliage (National Research Council, 2006). The foliage is evergreen or deciduous depending on the environment. In a season the tree is secured with velvety white, nectar scented blossoms organized in hanging panicles. Flowers are insect pollinated and require a large number of insect visitations, with bees the most common.

**MORINGA TREE USES**

The Moringa tree has numerous potential uses, and therefore a lot of innovative work has been finished. Moringa is viewed as the "needy individual's plant" with the guarantee to profit rustic Africa. It demonstrates the ability to give a wide range of nourishment and other gainful utilization with least developing and reaping input. The tree can likewise be utilized to battle deforestation and to embellish lanes and casual settlements.

Moringa leaves are a reasonable wellspring of proteins, nutrients and minerals for creating nations. It is accounted for that the leaves contain more beta-carotene than carrots, more protein than peas, more nutrient C than oranges, more calcium than milk, more potassium than bananas, and more iron than spinach. Dried and processed leaves are effectively put away and utilized by families who would then be able to add the powder to their day by day dinners. The powder can likewise be utilized by nourishment organizations as a dietary added substance to their items. Moringa leaves can help decline creating nations reliance on imported products. Pulverized seed of Moringa oleifera has been appeared to be a viable common coagulant for the treatment of stream waters displaying moderately elevated amounts of suspended solids (Fuglie, 2001). The leaves and twigs can be utilized as grub for cows.

Seeds of Moringa oleifera yield 25 - 30% of a non-drying oil, known as Ben oil, utilized for lighting, in expressions and for greasing up watches and other fragile hardware. Oil is clear, sweet and scentless and turns smelly gradually, and accordingly it is consumable and helpful in the production of fragrances and makeup This oil takes after olive oil and might be of some an incentive as a constituent of non-yellowing, non-drying plasticizing alkyds It is exceptionally esteemed by perfumers as it ingests and holds outlaw smells.

For the improvement of potential speculation openings, the three fundamental employments of moringa can be outlined as:

• Dried leaf powder for human a creature utilization

• Oil for human utilization and bio-fuel

• Leaf, twigs and press cake as creature feed

Creation frameworks could be created for single item use or for multi-item use

Page 5 of 26

(Tahiliani P and Kar A, Role of Moringa oleifera leaf separate in the guideline of thyroid hormone status in grown-up male and female rodents, Pharmacol Res, 2000, 41(3), 319-323. 32 "Moringa Oleifera - A Supermarket On A Tree." MORINGA TREE, Plant, Benefits. N.p., n.d. Web. 3 Jan. 2014.)

**EXECUTIVE SUMMARY**

Built up in February, Moringa Initiative is situated on Westgate Farm in Chisamba. It locally develops and fabricates its very own Moringa Oleifera for an assortment of items, for example, Moringa Miracle Capsules, Moringa Miracle Tea and Moringa Leaf Powder. It means to supply Zambia with Moringa Supplements with an end goal to help assemble a more advantageous country. Moringa items are sold in numerous shops and drug stores in Zambia. This underutilized common asset was never thought in manners that can make it as wellspring of salary or occupation. Presently without precedent for Zambia, it is being handled as an important bolstering program against lack of healthy sustenance and into different items by Tiyezye Farming a network based association enrolled with the Ministry of Gender Sports and Social Services. Cips Network Youth Group intends to deliver the accompanying items from Moringa: Moringa container as sustenance supplement and wellspring of nutrients, fluid compost for plants, porridge flour as wholesome enhancement for malnourish, topical balm to fix skin infections and sensitivities, and home grown iodine powder to treat open injuries and rashes. The real items will be porridge flour and sustenance supplement containers, focusing on a more extensive market including the Government Administrative Districts (GADs) of the whole region of Lusaka Province, Copperbelt Province, Eastern Province, Southern Province, Western Province and Focal area district. The items will be utilized in the GADs' encouraging projects to battle unhealthiness. We anticipate a normal every day closeout of ZMW3, 000 or ZMW1,080,000 per year for the main year, ZMW1,560,000 for the second year, and ZMW1,850,000 for the third year separately. Alternate items will be created in an a lot littler scale and will be sold to drug stores, drugstores, centers, clinics, restorative supplies, agrarian supplies and ranchers relationship for fluid manure. Altogether, all the Moringa items that Cips Network Youth Group will deliver is anticipated to gain a net benefit after expense of ZMW491,026 for year 1, US $807,777 for year 2 and US $124,587 for year 3. We additionally plan to enter the worldwide market with these initial three years of activity. This venture will have positive effect on the physical

Page 6 of 26

prosperity of its shoppers and on destitution mitigation through vocation age. This venture will likewise compliment the legislature's "Natural Advocacy and Awareness Raising Programs" through huge planting of Moringa trees. As the business people behind this marketable strategy, our insight and experience, combined with very much educated Tiyezye Farming individuals, our dynamic linkages with various government offices, nongovernmental association (NGOs), learning foundations and religious associations, will all add to the operational achievement and ceaseless development of the business.

**1. THE BUSINESS**

**1.1 BUSINESS PROPOSITION**