

FRUIT JUICE PROCESSING BUSINESS PLAN IN NIGERIA

[TATA JUICE INDUSTRIES.]

Contact: Uzor Onyes

Abuja,

FCT,

07033378184,

hello@businessplan.com.ng

CHAPTER 1 - EXECUTIVE SUMMARY

Fruit juice processing is one of the most lucrative businesses in Nigeria. So many people look down on this business but when you consider the profit churned out from fruit processing plants you will be amazed. The fruit juice business is easily comparable to other lucrative businesses like bottled water business. The probability for failure is almost zero. These businesses produce huge chunks of profit on a daily basis to the entrepreneur.

There are 2 major challenges that need to be fixed. The first is the ever increasing demand for fresh fruit juices in the country. The second challenge is that lots of fruits are cultivated yearly by farmers in the country. This is besides the number of fruits that grow freely in the wild.

The business plans to meet the needs of the low and medium income earners by producing fruit juices they can afford. This is why we have worked on our production processes to ensure that we produce quality at the cheapest price possible. This will ensure that everyone has access to their daily nutrient requirements from the juices we produce.

Our mission is to provide 100% satisfaction by offering fruit juices of the highest quality, impeccable services, guaranteeing accurate supply, fast delivery and developing strong relationships with farmers and medium to small scale income earners.

This business will require a capital outlay of **#6,325,000** and is expected to breakeven at the Fourth year of operation.

CHAPTER 1 - OVERVIEW OF THE FRUIT JUICE PROCESSING BUSINESS

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One of the major reasons for the success of the fruit processing business is the fact that Nigeria is one of the largest consumers of fruits worldwide. This is probably because we are one of the most populous nations in the world. This means that Africa's biggest fruit market is domicile in Nigeria. With these facts it is proven that every entrepreneur in the fruit business, whether processing or selling raw fruits, is likely to make close to thrice the investment.

Statistics reveal that a minimum of 50% of the almost 200 million people in the country take fruit juice at least once a day. This is a very huge figure. An evidence why big fruit processing companies like Chivita, UAC foods and Coca Cola have gained rapid growth within the last few years on the Nigerian market. Government policies have made life easier for indigenous fruit processing companies. Recently the government has placed a ban on the importation of fruit juices into the country. This policy alone has more than tripled the profit of indigenous fruit processing companies. Of a truth if there is any time to be involved in the fruit processing business it is now.

A simple example of how the government policies have positively affected the indigenous fruit processing companies is the price of the famous apple drink, La Casera. Prior to the announcement of the government policy on importation of foreign fruit juices, the drink sold at just 50 naira. As soon as the policy was announced the price shot up a whopping 100% to 100 naira. With the hot weather of the country everyone will love to cool off after a hot day with a chilled bottle of fruit juice.

Reasons to invest in the fruit processing business

In reality the reasons are almost innumerable but here are a few that top the list:

1. **The nutrients embedded in the drinks.** A lot of people have no idea that fruit are a bank of nutrients. Fruits are one of the best sources of vitamins and minerals you could find anywhere in the world. These minerals and vitamins are necessary to keep the body metabolism balanced and ensure perfect health. To get a full dose of the nutrients embedded in fruits you need to consume the juices. This is one of the major reasons why fruit juices are desired worldwide.
2. **There is a constant high demand for fruit juices.** All over the world fruit juices are in high demand on a daily basis. Nigeria is the most populous black nation and we are known to love celebrations. Even if people do not drink fruit juices in their homes when there is a party they expect to be served fruit juices. There is hardly a weekend passing by without one form of celebration or the other. This does not go without saying the high number of people that consume fruit

juices every day. In the heat season people get to drink double of what they consume usually.

3. **Availability of Raw materials.** The great part of investing in fruit processing is that the raw materials, fruits, are almost always available. You may wonder that you do not see oranges or mangoes all year round. That is true but there is also something called controlled farming. There are farmers who are able to create the exact environment needed for particular fruits to thrive. You can choose to learn these methods or locate these farmers to supply your fruit needs.
4. **Government support is available.** Government policies always support fruit processing entrepreneurs in any country in the world. This is usually necessary to ensure that local producers are encouraged. This is important because it has a major impact on the country's economy. To this end the government provides loans and brings up certain policies which are geared at favoring these companies. If the government can effectively support these fruit processing companies there is a great chance of improving the country's GDP since the profit made in the industry is humongous.
5. **Exportation.** Once you are able to effectively develop your brand and become a major force in the local industry, it is possible to begin the exportation of your products. To achieve this the entrepreneur must work hard to grow the brand, pay attention to detail and produce excellent products. You can begin exporting to neighboring countries and then beyond the African coast.

THIS IS NOT THE COMPLETE BUSINESS PLAN FOR FRUIT JUICE
PROCESSING IN NIGERIA

TO GET THE COMPLETE BUSINESS PLAN, PAY N10, 000.00 TO:

BANK NAME: FIRST BANK PLC

ACCOUNT NAME: CHIBUZOR TOCHI ONYEMENAM

ACCOUNT NUMBER: 3066880122

After payment, Text your full name, email address and selected business plan (i.e. fruit processing business plan in Nigeria) to 07033378184.

The complete business plan/feasibility study will be sent to your email 15 minutes after payment.

For Inquiries call - 07033378184