GREENBASKET FRESH PRODUCE LTD

Business Plan

Produce sourcing | Sorting and packaging | Distribution

01 | EXECUTIVE SUMMARY

GreenBasket Fresh Produce Ltd is a fictional Nigerian agribusiness proposing to source selected fresh produce from farmers and produce aggregators, sort and grade it, pack it in practical quantities and supply retailers, food vendors, caterers and household customers. Its proposed first operating base is Port Harcourt, with sourcing relationships in nearby producing areas and distribution focused initially on Port Harcourt and surrounding communities.

The business is seeking an illustrative facility of ■18,000,000 to support handling and storage equipment, a modest packing operation, initial stock purchases, delivery arrangements and working capital. It will begin with a focused product range rather than attempting to handle every type of produce.

The commercial case depends on building repeat customer orders, buying at workable prices, limiting spoilage, keeping delivery costs under control and maintaining enough cash to purchase fresh stock. All company details and figures in this plan are fictional planning assumptions created for InkMedia's portfolio.

02 | BUSINESS DESCRIPTION

GreenBasket will operate as a produce sourcing, handling, packaging and distribution business. It will purchase selected fruits and vegetables, inspect incoming stock, sort it by condition and size, remove unsuitable items, pack customer orders and arrange delivery or collection.

The proposed service addresses a practical purchasing problem. Small retailers and food businesses often buy from several sources, check quality themselves and arrange transport. GreenBasket intends to simplify that process for selected customers through one ordering contact, agreed pack sizes and scheduled deliveries.

The business will start with products that customers buy regularly. The range will be reviewed against seasonal availability, demand, handling requirements and recorded wastage.

03 | PRODUCTS AND SERVICES

Fresh vegetables: tomatoes, peppers, onions, leafy vegetables and selected seasonal vegetables, subject to availability and safe handling requirements.

Fresh fruits: pineapples, oranges, bananas, pawpaw and other seasonal fruits selected according to customer demand and sourcing conditions.

Sorted and graded produce: products separated by size and condition to help customers order quantities suited to their use.

Retail and food-service packs: practical pack sizes for small retailers, caterers and food vendors, with larger quantities available by arrangement.

Scheduled supply: repeat orders and agreed delivery days for customers with predictable weekly requirements.

GreenBasket will not describe produce as organic, certified or traceable unless the relevant claims can be substantiated and supporting records are maintained.

04 | MARKET AND CUSTOMER ANALYSIS

The proposed customer base consists of buyers who need fresh produce regularly and value predictable ordering, suitable product condition and timely delivery. The initial focus is a defined group of business customers whose orders can be served within a manageable delivery area.

Neighbourhood retailers and market shops may need smaller replenishment quantities several times a week. Restaurants, caterers and food vendors need dependable quantities of ingredients and may prefer scheduled orders. Small supermarkets may require consistent pack presentation, agreed product lists and delivery records. Household customers may be served through pre-ordered mixed produce packs if delivery costs allow.

Before launch, management should validate demand through interviews with prospective buyers, sample orders and a record of prices offered by competing suppliers. It should confirm which products customers buy most often, acceptable pack sizes, preferred

delivery windows and what buyers will pay for sorting and delivery.

05 | COMPETITIVE POSITION AND SALES APPROACH

GreenBasket would compete with open-market traders, produce wholesalers, neighbourhood suppliers and delivery-based grocery businesses. Established sellers may benefit from buying volume and existing customer relationships. GreenBasket should not assume it can undercut them on every product.

Its proposed advantage is a more organised ordering and fulfilment process for selected customers: agreed product lists, clear quantities, basic quality checks, order confirmation and delivery coordination. The business will need to show that this saves customers time or reduces avoidable purchasing problems.

Sales activity will include direct visits to retailers and food vendors, a WhatsApp business ordering channel, repeat-order arrangements where volumes justify them and referrals from satisfied customers. Promotions will be reviewed against completed, profitable orders rather than messages or social media engagement alone.

06 | OPERATIONS AND DISTRIBUTION PLAN

Sourcing: identify more than one supplier for main product categories. Compare price, condition, reliability, seasonal availability and payment terms. Purchase against expected customer orders rather than buying large quantities speculatively.

Receiving: inspect incoming produce for visible damage, spoilage, contamination and consistency with the order. Separate and record unsuitable items. Use clean handling surfaces and suitable crates.

Sorting, packing and storage: sort and pack close to delivery time where practical. Use suitable packaging, rotate stock and store products under conditions appropriate to the product. Keep storage areas clean and protect stock from moisture, pests and physical damage.

Order fulfilment: record the customer, product, quantity, agreed price, payment status and delivery details. Check packed orders against the order record before dispatch. Group delivery routes by area where possible.

Waste and returns: record damaged, spoiled and unsold produce by product and supplier. Use the information to adjust purchasing quantities and supplier discussions. Log customer complaints and returns and resolve them under a clear policy.

07 | MANAGEMENT AND STAFFING

Managing Director: oversees business direction, supplier and customer relationships, funding decisions and performance review.

Operations and Quality Lead: coordinates receiving, sorting, packing, storage, hygiene routines and dispatch checks.

Procurement and Sales Officer: maintains supplier contact, gathers customer orders, confirms availability and prepares quotations.

Store and Packing Assistants: handle produce, prepare orders, maintain work areas and update stock records.

Driver / Delivery Support: coordinates collections and deliveries, maintains delivery records and reports route or vehicle issues.

At the start, founders may combine some responsibilities. Staffing should increase only when order volume supports the additional cost. Training should cover safe food handling, hygiene, stock rotation and customer order procedures.

08 | IMPLEMENTATION PLAN

Month 1 — Validation and setup: interview prospective customers, test demand, compare suppliers, confirm a suitable operating location and identify applicable registration and food-handling requirements.

Month 2 — Equipment and trial operations: acquire essential crates, weighing scales, packing materials and storage equipment. Test receiving, sorting, order recording and delivery with a small customer group.

Month 3 — Controlled launch: begin regular orders within the initial delivery area. Track sales, product losses, delivery costs, customer feedback and weekly cash requirements.

Months 4–6 — Review and adjustment: retain products with repeat demand and workable margins, adjust purchasing quantities and delivery schedules, and build repeat-order relationships.

Months 7–12 — Careful growth: consider additional customers, product categories or delivery routes only after the initial operation shows consistent fulfilment and acceptable cash flow.

09 | START-UP FUNDING REQUIREMENT

The illustrative funding requirement is ■18,000,000. The allocation below is a planning estimate for this portfolio example. Actual costs would require supplier quotations, site inspection and confirmation of the operating model.

10 | FINANCIAL ASSUMPTIONS AND PROJECTIONS

The projections are simplified illustrative estimates intended to show how sales, direct costs and operating expenses connect. They are not based on audited accounts, verified market research or supplier quotations. A real plan would replace these assumptions with

evidence gathered during customer and supplier validation.

Sales assumption: revenue rises as repeat customers are added and fulfilment becomes more consistent. Direct costs are modelled at approximately 72% of revenue and include produce purchases, packaging directly attributable to orders and normal handling losses.

Operating expenses include staff, rent and utilities, transport and fuel, communications, administration, maintenance and customer acquisition. The operating surplus shown below is before finance costs, tax, depreciation and other adjustments. It is not net profit or a promised return.

11 | KEY RISKS AND RESPONSES

Produce price changes: compare suppliers, review prices frequently and avoid fixed-price commitments that cannot be supported.

Spoilage and handling losses: buy against expected demand, use suitable crates and storage, rotate stock and record losses by product.

Inconsistent supply: develop alternative suppliers and communicate shortages or substitutions before confirming orders.

Late customer payments: begin with clear payment terms and consider credit only after a payment history is established.

Delivery delays and fuel costs: group routes by area, confirm delivery windows and monitor delivery costs against order value.

Food safety and regulatory obligations: identify and comply with applicable business, food handling, labelling, premises and local regulatory requirements before operations begin. Obtain specialist advice where necessary.

12 | PERFORMANCE MEASURES

Sales and repeat orders: revenue by product, active customers, repeat-order rate and average order value.

Product loss: spoilage and damage as a share of produce purchased, recorded by product and supplier.

Order fulfilment: orders delivered in full and on time, order errors and customer complaints.

Cash position: cash available, supplier commitments, customer balances and working capital needed for upcoming purchases.

Contribution by product: selling price less direct product and handling costs, reviewed before expanding the range.

13 | CONCLUSION

GreenBasket is proposed as a focused produce handling and distribution business. Its first task would be to prove that a defined group of customers will place repeat orders at prices that cover purchasing, handling, delivery and operating costs.

The business should begin with a manageable product range and delivery area, keep close records of stock movement and losses, and expand only when customer demand and cash flow justify it. The ■18,000,000 funding requirement is an illustrative estimate that must be tested against quotations, operating costs and a detailed cash flow plan before any financing decision.

APPENDIX | IMPORTANT NOTES

This is a fictional demonstration document prepared by InkMedia Creatives Services Ltd. GreenBasket Fresh Produce Ltd is not represented as an actual client or operating company.

All financial amounts, forecasts, assumptions and operating details are illustrative. They have not been independently researched, audited, legally reviewed or validated against current supplier quotations or market data.

A real business seeking funding should obtain current quotations, validate customer demand, prepare detailed monthly cash flow projections, confirm tax treatment and regulatory requirements, and seek appropriate accounting, legal and sector-specific advice before acting on a plan.

PORTFOLIO DEMONSTRATION
GreenBasket Fresh Produce Ltd is fictional. All operating details and financial figures are illustrative planning assumptions prepared to demonstrate InkMedia’s business planning and document development services.

Use of funds	Amount (■)	Share
Handling, sorting and packing equipment	3,000,000	16.7%
Storage fit-out and basic cold-storage provision	4,000,000	22.2%
Initial produce purchases and packaging stock	3,500,000	19.4%
Delivery vehicle deposit / logistics setup	3,000,000	16.7%
Facility deposit, utilities and setup	1,500,000	8.3%

Use of funds	Amount (■)	Share
Registration, compliance and professional support	500,000	2.8%
Launch sales and customer acquisition	500,000	2.8%
Working capital reserve	2,000,000	11.1%
TOTAL	18,000,000	100%

Illustrative forecast	Year 1 (■)	Year 2 (■)	Year 3 (■)
Revenue	72,000,000	96,000,000	120,000,000
Direct costs (72%)	51,840,000	69,120,000	86,400,000
Gross profit	20,160,000	26,880,000	33,600,000
Operating expenses	17,400,000	21,000,000	24,600,000
Illustrative operating surplus	2,760,000	5,880,000	9,000,000