BUSINESS PLANS & PROPOSALS

Funding Proposal

GreenBasket Fresh Produce Ltd
Illustrative portfolio sample

Funding request: ■18,000,000
Purpose: Expansion of storage, produce handling and distribution capacity
Prepared for: Prospective funding partners

1. FUNDING REQUEST AT A GLANCE

GreenBasket Fresh Produce Ltd is seeking illustrative funding of ■18,000,000 to strengthen its storage, handling, inventory and delivery capacity. The proposed funding would support equipment, facility improvements, initial stock, logistics arrangements, basic operating systems and working capital.

2. BUSINESS OVERVIEW

GreenBasket Fresh Produce Ltd is a fictional established fresh produce trading and distribution business based in Port Harcourt, Nigeria. It supplies fresh produce to retailers, food vendors and institutional buyers. The business scenario assumes that management intends to increase its ability to serve repeat and bulk orders while improving product handling and delivery coordination.

3. THE BUSINESS NEED

Fresh produce distribution depends on timely sourcing, careful handling, suitable short-term storage and dependable delivery. Limited capacity in any of these areas can affect product condition, order fulfilment and customer confidence. The proposed expansion is intended to address these operating requirements in a phased and manageable way.

4. PROPOSED USE OF FUNDS

Use of funds	Amount	Purpose
Storage and handling equipment	■4,000,000	Purchase and installation of practical storage and handling equipment
Cold storage improvements	■3,500,000	Improve short-term preservation capacity and reduce avoidable spoilage
Initial produce inventory	■3,000,000	Provide working stock for planned customer orders
Logistics and delivery capacity	■2,500,000	Support delivery arrangements and related setup costs
Facility preparation and utilities	■1,500,000	Minor facility adjustments and essential utility work
Operating systems and record keeping	■750,000	Set up basic stock, order and dispatch records
Compliance, insurance and administration	■750,000	Allow for relevant setup and administrative requirements
Market activation and customer acquisition	■500,000	Support customer outreach and launch activity
Working capital reserve	■1,500,000	Provide a buffer for routine operating needs during implementation
TOTAL	**■18,000,000**	**Illustrative allocation**

The allocations are planning assumptions prepared for this sample. They are not based on supplier quotations or a verified procurement schedule.

5. IMPLEMENTATION APPROACH

1. Phase 1, confirmation: validate facility requirements, obtain current supplier quotations and confirm the priority equipment list.

2. Phase 2, procurement and preparation: approve purchases, prepare the storage area and arrange delivery or installation.

3. Phase 3, operating setup: introduce stock, order and dispatch records and brief the staff responsible for daily use.

4. Phase 4, controlled rollout: begin using the improved arrangements, monitor product handling and delivery performance, and resolve operational issues.

6. COMMERCIAL OUTLOOK AND FINANCIAL ASSUMPTIONS

The illustrative business plan associated with this portfolio scenario uses projected revenue of ■72 million in Year 1, ■96 million in Year 2 and ■120 million in Year 3. These figures are assumptions for demonstration, not audited results, confirmed orders or guaranteed outcomes.

The same illustrative model estimates operating surplus before finance costs, tax and depreciation of ■2.76 million in Year 1, ■5.88 million in Year 2 and ■9 million in Year 3. These are not net profit figures and should not be interpreted as investor returns or cash available for distribution.

7. FUNDING STRUCTURE AND TERMS

The funding amount is stated for the purpose of this proposal, but the funding instrument has not been specified. It may be structured as a loan, equity investment, grant or another arrangement subject to negotiation, due diligence and written agreement. No interest rate, ownership percentage, repayment schedule, security or investor return is represented in this sample.

8. RISKS AND MANAGEMENT RESPONSES

• Supplier price changes: obtain current quotations and confirm the total cost before committing funds.

• Equipment or installation delays: verify supplier lead times and agree delivery milestones.

• Produce spoilage: establish suitable handling procedures and monitor stock age and storage conditions.

• Demand below forecast: phase inventory purchases and review actual customer orders before increasing stock commitments.

• Cash pressure: maintain a working capital record and review cash requirements regularly.

9. MONITORING AND REPORTING

Management should maintain records of funding received, approved spending, supplier invoices, equipment delivery, stock purchases and operating costs. Progress updates should compare actual spending with the approved allocation and report any changes to scope, timing or expected operating capacity.

10. CLOSING STATEMENT

The proposed ■18 million would provide a funding base for a measured improvement in GreenBasket’s storage, handling and distribution arrangements. Before any funding decision, the business would need to validate the budget, confirm its current operating position and provide supporting financial, registration, ownership and procurement records.

PORTFOLIO DISCLOSURE

GreenBasket Fresh Produce Ltd, its business circumstances, funding request, allocations and financial projections are fictional and have been prepared for portfolio demonstration. The document is not an actual funding solicitation, investment offer or guarantee of returns. Any real funding proposal should be supported by verified records and reviewed by appropriate financial and legal advisers.

Prepared as a portfolio sample by InkMedia Creatives Services Ltd.