

# Revolutionizing Nigeria's Palm Sap Industry: Innovative Bulk Processing for Premium, Non-Alcoholic Organic Beverages

## Our Opportunity

### Problem worth solving

The Raphia Palm sap industry faces challenges in maintaining product quality from harvest to packaging, leading to wasted resources, inferior products, and missed economic opportunities for Nigerian communities.

### Target market

- 1. Beverage Bottling Companies
- 2. Traditional Wedding ceremonies
- 3. Southern Nigerian beverage industry, 1.2M jerry cans annually

### Our solution

NIFOR's patented hot-fill technology preserves non-alcoholic Raphia Sap in bulk 25L containers, maintaining quality for 2+ years. This innovative process, managed by skilled personnel, solves quality inconsistency issues and reduces postharvest losses in the palm sap industry.

Competitors	How our solution is better
None	This is the first solution

Funding needed

**NGN150M**

Pasteurizer

(1000L):

₦15,000,000•

Power Generator

(10KVA):

₦5,000,000•

Induction sealer:

₦550,000• Jerry

cans (3,000 pcs):

₦18,000,000• Shed

construction:

₦5,500,000•

Tricycle:

₦3,300,000• Gas,

heating, storage:

₦1,510,000 Total

Equipment Cost:

₦48.86 million per

location x 3

locations

## Sales and Marketing

### Sales channels

Direct sales to food processors through e-commerce and trade shows. Cultivating relationships with manufacturers via industry events and associations. NIFOP bottling plant

### Marketing activities

Integrated marketing approach: Digital strategies (targeted industry ads, SEO, email campaigns) and traditional methods (trade shows, direct sales). E-commerce platform

Revenue streams

- 1. 375,000 liters/year, ₦180M gross profit from 45k jerry cans
- 2. 562,500 liters/year, ₦270M gross profit from 68k jerry cans
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- 4. 646,875 liters/year, ₦310.5M gross profit from 79k jerry cans

Major costs

Forecast Major Costs:• Pasteurizer (1000L): ₦15,000,000• Power Generator (10KVA): ₦5,000,000• Induction Sealer: ₦550,000• Jerry Cans (3,000 units): ₦18,000,000• Shed Construction: ₦5,500,000• Tricycle: ₦3,300,000• Misc. Equipment (gas, heating, storage): ₦2,000,000Total Estimated Cost: ₦49,350,000

Milestones



Sep 24, 2025  
**Commissioning of the project**



Nov 15, 2025  
**Procurement of equipment and Construction of bush factory**