

Business Plan for Roselle Plus Development and Commercialisation

Executive Summary

Roselle Plus is a poly-herbal tea product derived from a folk recipe of indigenous natural herbs, including *Hibiscus sabdariffa*, *Zingiber officinal*, *Syzygium aromaticum*, and *Citrus lemon*, processed using innovative technology. Roselle Plus offers optimal nutritional and health benefits. Our mission is to develop and manufacture a premium quality herbal tea that is locally and internationally accepted, adhering to cGMP compliant standards.

Product Description: Roselle Plus is a granulated, leachable tea bag product designed for cold or hot water brewing. Our proprietary processing ensures fast solubility and maximum stability.

Mission Statement for Developing of Roselle Plus:

To develop and manufacture a premium quality herbal tea that provides optimal nutritional and health benefits from local herbs, using cGMP compliant standards for production and quality control.

Objectives

- i. Scale Up Production: Optimize small-scale processing to pilot commercial scale production.
- ii. Quality Control: Determine and validate quality control stability protocols in line with international standards.
- iii. Trademark and Regulatory Compliance: Trademark Roselle Plus and list with NAFDAC.
- iv. Commercial Distribution: Scale up production for commercial distribution and evaluate market dynamics.
- v. Market Positioning: Establish Roselle Plus as a high-quality commodity for trade.

Market Analysis

- a. **Target Market:** All Nigerians, including adults and children, seeking a refreshing and healthy beverage.
- b. **Distribution Channels:** Supermarkets, provision stores, and pharmacies across 36 states.
- c. **Pricing:** Considering the present monetary value and positive inclined projection a cost of N650.00 per pack at retail level and N580 per pack for distributors.
- d. **Projected Sales:** An estimated sales of 5 million packs per year and a relative profit of N5 billion net profit.
- e. **At current pricing of raw material:** A N4.5 Million worth of materials is projected to produce finished product worth N9.6 Million worth finished product.

International Market

- a. **Export Goal:** We wish to achieve \$5 billion in annual sales after five years, through full-scale production and global distribution.

Conclusion

Roselle Plus offers a unique blend of traditional herbs and modern processing technology, positioning it for success in both local and international markets. With a strong business plan in place, we are confident in our ability to achieve our objectives and become a leading brand in the herbal tea industry.