

RZZY Nutritional Drink

EXECUTIVE SUMMARY:

Introduction:

Rozzy drink is a thriving and well-established small scale manufacturing Drink Company based in Abia State, Nigeria. The company is poised to revolutionize the beverage industry by producing high-quality naturally-inspired range of refreshing beverages to consumers. With a focus of utilizing locally sourced ingredients and recipes, we aim to capture the essence of the Nigerian flavor while meeting modern consumer demands. Rozzy drink has so far garnered a loyal customer base within its locality.

Market Analysis:

The beverage industry in Nigeria presents a lucrative opportunity for growth, driven by a growing population leaning towards healthier beverage options, increase in disposable income etc. The local drink section, in particular, remains largely untapped offering a significant potential for our company to establish a strong presence and capture market share. As a local drink manufacturer we are uniquely positioned on the growing demand for authentic natural beverages that resonates with Nigerian consumers.

Product Offering:

Our product portfolio specializes on diverse range of naturally inspired drinks including, Soya Milk {with different flavors}, Powdered Soybean, Zobo drink, Kunu drink, and Tigernut juice etc. We are also proactively engaging in extensive research which has also helped us in discovering two new special products (Kuso) and (Soyat) specialties. We take pride in sourcing the freshest ingredients from local farmers and suppliers, to ensure freshness and

authenticity our drinks are free from artificial additives and preservatives. Catering to health conscious consumers seeking natural alternatives.

Marketing Strategy:

Our commitment to stay true to authentic recipes and flavors, quality over quantity, sets us apart from other manufactures. We offer a unique proposition that resonates with consumers seeking for genuine experience. Building on our existing brand equity, we will implement a comprehensive marketing strategy to enhance brand visibility and expand our reach within Abia State and beyond. This will include strategic partnership with local retailers and distributors, participation in community event, targeted digital marketing campaign

Financial Analysis:

Rozzy drink has demonstrated consistent revenue growth and profitability since inception. With the introduction of strategic investment, we project accelerated expansion of our production capacity, distribution networks, and brand presence.

Our financial projections indicates a { 10% } increase in revenue over the next { 5 } years, with a corresponding rise in profitability. Additionally, we anticipate a quarterly return on investment (ROI) for our investors within the next (5) years, Driven by increased market shares and operational efficiency.

Investment Opportunity:

We are seeking Thirty Million Naira (30,000,000) in investment to support our expansion initiative. Including Facility upgrade, equipment acquisition, working capital, and marketing campaigns

See next slide for detailed breakdown of investment plan packages.

Conclusion:

Rozzy Nutritional Drink remains dedicated to providing consumers with healthy and refreshing natural beverages while contributing to the economic development and well-being of Abia State and Nigeria.