



# **MICROLINE CONCEPTS INTERNATIONAL LTD**

Presentated by TOKUNBO OLUMILUA

# INTRODUCTION

## COMPANY OVERVIEW

**MICROLINE CONCEPTS INTERNATIONAL LTD** owners of **Fresh Manna®** and **Kids Delite®** brands (Both Trademarked) is a healthy and nutritious beverages company headquartered in Nigeria charged with the responsibility of helping Africans remain healthy through the introduction of its health, and nutritious beverages made from naturally grown fruits, roots, and herbs. We hope to encourage millions of Africans to become more conscious of the nutritional benefits when selecting beverages to consume daily.

# FOUNDER



**TOKUNBO OLUMILUA**  
MD & CEO

## ABOUT US

 **COMPANY NAME**

**MICROLINE CONCEPTS INTERNATIONAL  
LTD**

 **WHEN DID WE START THIS  
COMPANY?**

**Apr/18/2012**

# HIGHLIGHTS

**MICROLINE CONCEPTS INTERNATIONAL LTD financing proposal outlines the setting up of Fresh Manna® and Kids Delite® healthy and nutritious beverages business that has the potential to serve as a great competition to the less healthy carbonated, artificial sugar, colouring, and chemical formulated beverages existing in the Nigerian (African) market as well as prevent millions of Nigerians (Africans) from falling prey to diseases such as diabetes, obesity, cancers, high blood pressure, and kidney issues which accompany the daily consumption of unhealthy carbonated beverages already in the market.**





# TARGET AUDIENCE

MICROLINE CONCEPTS INTERNATIONAL LTD target market for Fresh Manna® and Kids Delite® healthy and nutritious beverages comprises households/families, individuals (kids and adults), malls, supermarkets, restaurants, schools, hospitals, churches, NGOs, hawkers, vendors, beaches, event planners, and corporate organizations located primarily in Nigeria and secondarily worldwide.



A modern office interior with people working at desks, overlaid with a red and blue gradient and a white text box. The office features large windows, desks with laptops, and people engaged in work. The text 'Target Market' is prominently displayed in the center.

# Target Market



# TARGET MARKET

## AFRICA

The prevalence of avoidable diseases in Nigeria and by extension sub-Saharan Africa has been a bane to the quality of life of the average African. The dwindling healthcare standards and dilapidated infrastructures have led many Africans to untimely and preventable deaths. Healthcare professionals have continuously recommended Africans limit their consumption of carbonated beverages marred with excess refined sugars, artificial colorings, preservatives, and other chemicals that add little to no nutritional value to the human body. MICROLINE CONCEPTS INTERNATIONAL LTD through its Fresh Manna® and Kids Delite® beverage brands promise to solve the nutritional challenges faced by millions of consumers through the introduction of its healthy and nutritious beverages all produced with the finest of natural fruits and herbs certified healthy for human consumption with no side effects

# TARGET MARKET *Cont.*

MICROLINE CONCEPTS INTERNATIONAL LTD has conducted several market surveys around Nigeria to receive public perception of its juice offers. While about 90% of our respondents loved our products, About 5% suggested that we create smaller packages to make our products much more affordable since our products are made of natural fruits and herbs which will surely outperform those of competitors made with chemicals and sugars that have little to no nutritional value to consumers. The remaining 5% agreed that there was no sugar addictive to our products, they recommended that we try to reduce the number of fruits and herbs that add sweet flavouring to our juices so that more people especially adults who are shying away from sweet beverages, and skewing towards more healthy beverages become our long-term consumers. MICROLINE CONCEPTS INTERNATIONAL LTD having considered the opinions of its potential consumers has decided to have its business model hinged on generating revenue via its online and offline channels.

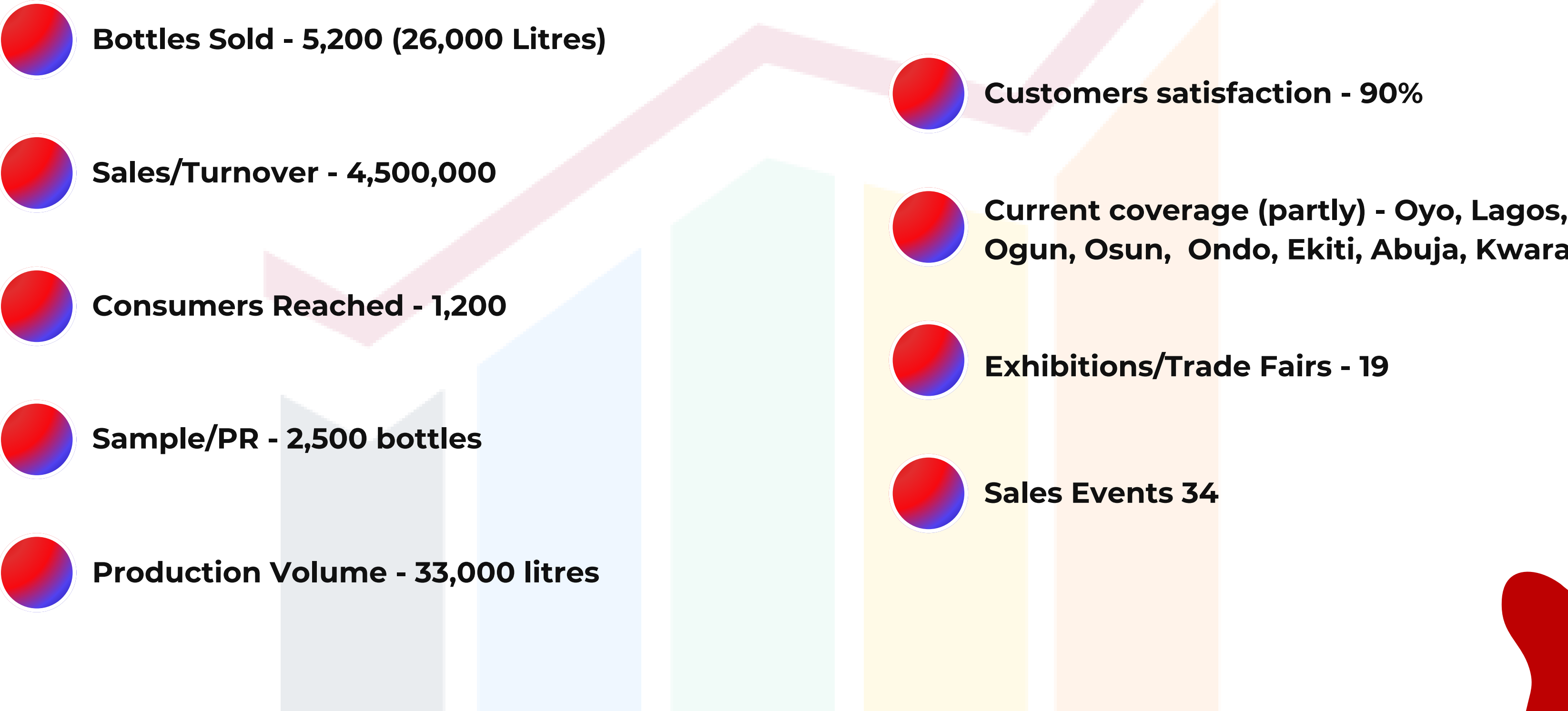
MICROLINE CONCEPTS INTERNATIONAL LTD revenue generation channel will be via:

Official website, social media, third-party mobile apps, e-commerce platforms, physical supermarkets, fitness centers, schools, religious centers, and hospitals.

# Marketing Strategy

- 1 Price: Offer the best value for Fresh Manna® and Kids Delite® beverages**
- 2 Place: Make Fresh Manna® and Kids Delite® beverages always available**
- 3 Product: Ensure Fresh Manna® and Kids Delite® beverages are of best quality**
- 4 Promotion: Offer special discounts and periodic promotional incentives**
- 5 Develop a strong presence for Fresh Manna® and Kids Delite® health and nutritious beverages across the target market**
- 6 Foster relationships and develop partnerships with established wholesale, retail outlets, and big supply chain players in the beverages industry.**
- 7 Remain within the letter of the laws governing the beverages industry.**
- 8 Establish brand identity in the industry through the use of word-of-mouth marketing and loyalty programs**
- 9 Create a desire and demand for Fresh Manna® and Kids Delite® health and nutritious beverages.**
- 10 Align the Fresh Manna® and Kids Delite® brands with the customer's expectations.**
- 11 Build loyalty amongst customers and prospective partners by upholding integrity and reliability in all our business activities and transactions**

# TRACTION





# COMPETITION

## MARKET COMPETITION(S)

- The Coca-Cola Company • Seven Up Bottling Co • Pepsi • Rite Foods Limited owners of Bigi Soft Drinks
- Planet • So Fresh

## ADVANTAGE OVER OTHER COMPETITORS

1. The naturality of the products
2. The health and nutritional value to the body system
3. Availability and affordability through business model
4. Changing of preference and taste by consumers
5. Longevity of the consumers' life

# FUNDING

## USE OF FUNDS

The objective of MICROLINE CONCEPTS INTERNATIONAL LTD owners of Fresh Manna® and Kids Delite® business proposal is to secure the necessary funding needed to successfully produce in commercial quantity its tasty, affordable, healthy, and nutritious beverages

- Finalize the setup plans for Fresh Manna® and Kids Delite® factory
- Purchase of equipment needed for commercial production
- Product development
- Finalize certifications and approvals
- Finalize supply chain and logistics channels
- Renovation of the existing Fresh Manna® and Kids Delite® factory
- Sales, marketing and branding items (Vehicles, TS items etc)
- Grand opening marketing and publicity
- Website Development, Hosting, and Maintenance and Social Media Revamping
- General Operating Expenses (Wages, Utility, Electricity, Fuel, etc.)
- Regional warehouse/depot rental and maintenance
- Advertising and promotions (including PR)
- Operating Expenses
- Commission business developers, marketing, and sales team
- Brand and endorse supermarkets, households/families, individuals (kids and adults), malls, restaurants, primary schools, secondary schools, tertiary institutions, religious organizations, NGOs, street hawking vendors, beach and relaxation centers, social media influencers, event planners, and corporate organizations as cost-effective brand promoters for Fresh Manna® and Kids Delite®

**Funding Amount**  
**\$100,000**



# Thank you

## Contact Us

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MD & CEO

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