

# HONEY STARTER KIT

# STEPS



# CHAPTER ONE

# STEPS

## Business Training



Follow a business plan training.

Choose a region where you want to operate your honey business.

Contact the bee keepers association in the region to find out how many bee keepers are member and how many hives each bee keeper has.

## Market research

Visit the important shops who sell honey.  
List the prices of competitive natural honey brands.  
Talk to the shop managers to find out:

- who their suppliers are
- what mark up they ask to sell your honey
- what volume of natural honey they sell on monthly basis

Visit a few big bee keepers and get an idea how much honey they would be able to sell to you and for what price.

Find the prices of your highest cost items:

- Rent of a warehouse
- Second hand transport van
- Bottling tank
- Jars
- Printing labels

## Business plan

Fill in all your findings in the profit and loss statement



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