

FRUIT JUICE STARTER KIT

START



SINGLE SPARK
Your business-in-a-box!

INTRODUCTION

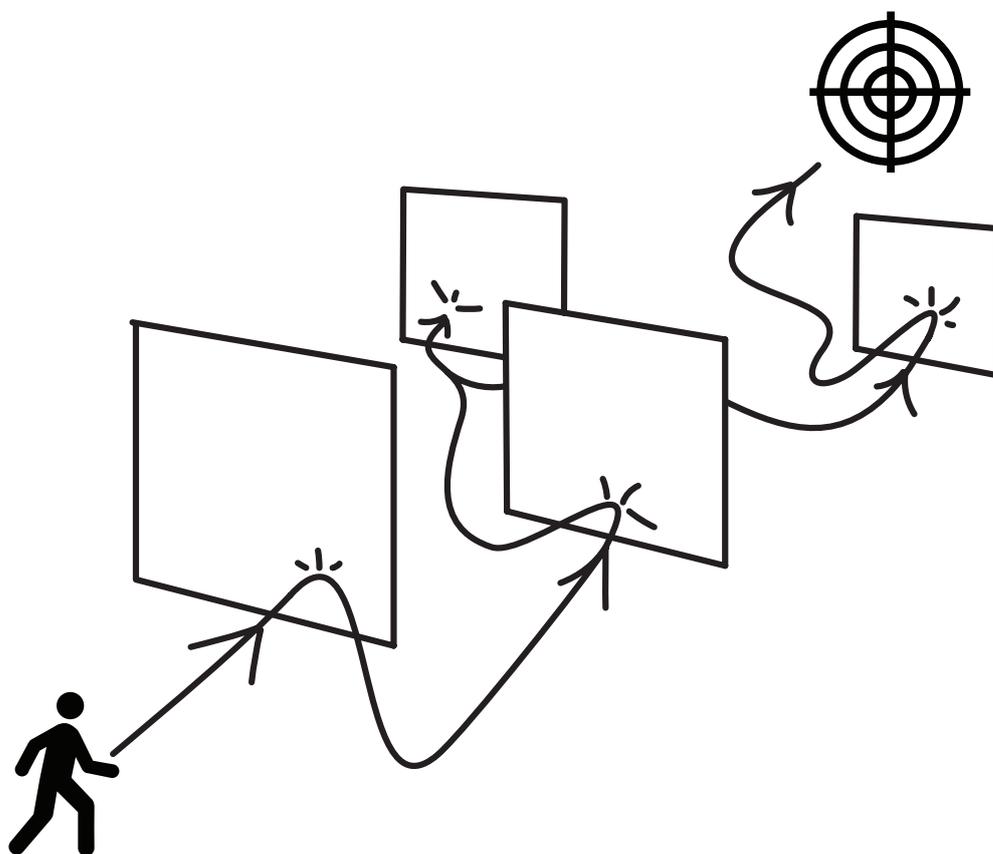
START

Ok, let's get started. This START booklet gives an overview of the steps that can be taken to start your business. You already did your feasibility study and wrote your business plan. You're already on your way and have made some steps. The first chapter of this booklet shows the path you are going to walk as an entrepreneur. For each step it shows how the business-in-a-box can support you.

In the second chapter, we give you the golden rules of your business, some things you should always keep in mind as you run your business.

The third chapter supports you as you make a planning. In the coming months you'll have a lot to do and it's important to stay on track and do things at the right time.

The fourth chapter provides a template for your investment plan. In the investment plan you'll write down how you'll use your starting capital.



ABOUT THE BUSINESS

FRUIT JUICE



IDEA

With this business concept you will produce fresh seasonal fruit juices. To keep the juice fresh for a longer period you need to pasteurise the juice and store it in sterilised bottles. With an attractive label on your packaging you will attract self-conscious customers who will love your locally produced fresh fruit juice for a reasonable price.

Alternative idea: Fruit Juice ATM. Install a Orange Juice ATM machine next to a large super market or University where people can get bottled orange juice. The machine squeezes the oranges right in front of you, straight into your own bottle!



BUSINESS
PROCESS

- 1 Collect seasonal fruits
- 2 Make juice out of it with a professional fruit juicer
- 3 Pasteurize the juice to extend shelf life
- 4 Bottle the juice and label it with your brand name and logo
- 5 Sell it or distribute it to your resellers



KEY ISSUES

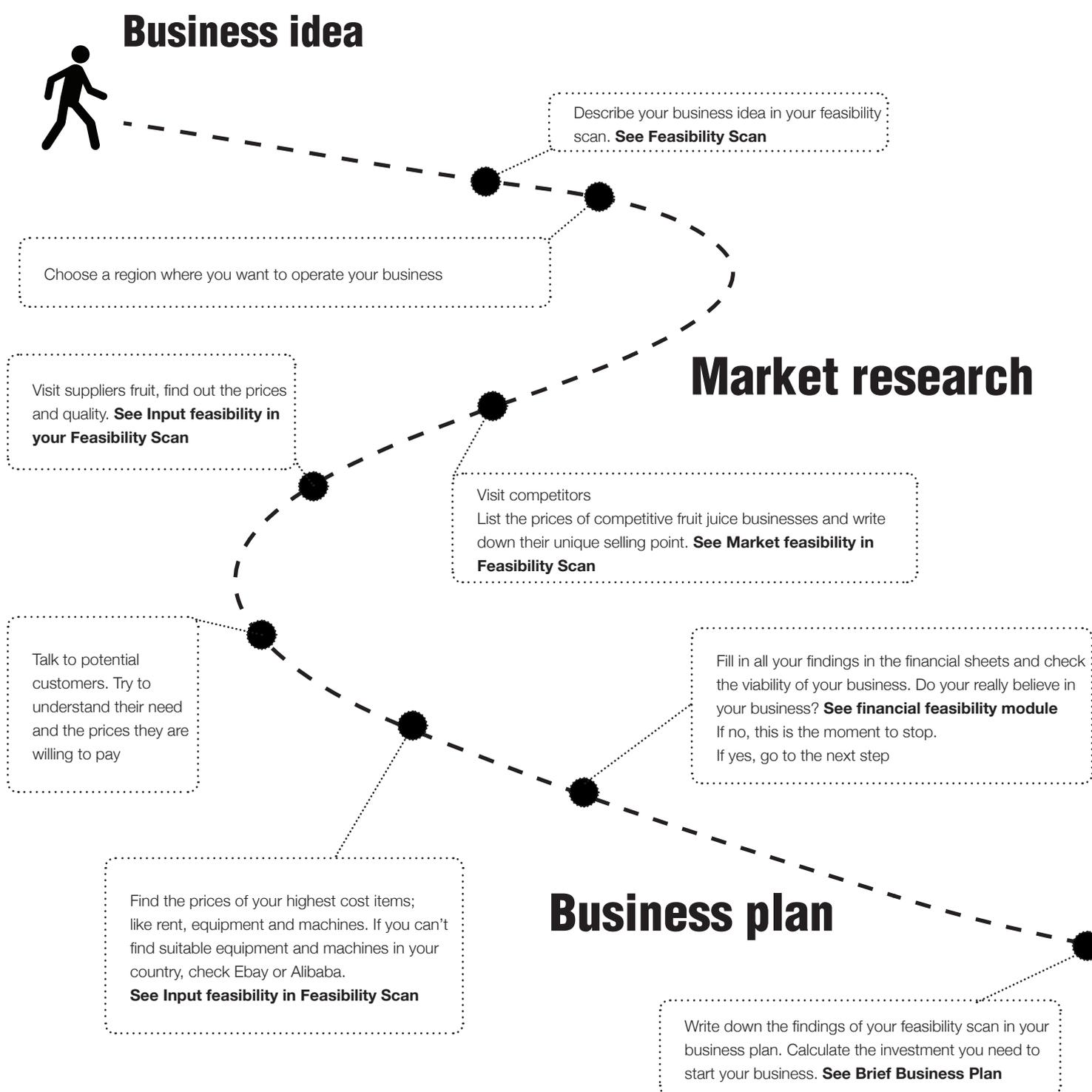
These are the key issues regarding the business:

1. Attractive packaging
2. Large supplier network
3. Large distribution network

CHAPTER ONE

STEPS

As a starting entrepreneur you're going to walk an uncertain path with challenges and a lot of questions. The image below gives you an overview of all the steps you might take to start up your business. Furthermore it shows the corresponding tools of the Business-in-a-Box which can help you to make this path less uncertain and easier to follow.



Record keeping

Keep records to stay within your budget and to measure your success!
See Record Keeping in Financials

Stay in touch with your potential customers and turn your marketing efforts into sales deals. Don't give up too soon, just keep pushing.

Sales

To keep the business in balance, spend roughly a third of your time on each of these three key things: customer care, business development and administration. That way, you'll have a smooth-running business with happy customers and new income streams on the way.

Visit potential customers well prepared. Take your marketing materials and let them taste some of your juices.

Production
 Start your production when you have your first order or make some stock first. **See Production**

Prepare your marketing materials. Adjust and print the brochures and business cards. Download and adjust your website from the starter kit. **See Marketing Tools**

Start

Prepare a 30 second pitch about your business for potential investors. Practice this pitch often. Make sure you know your sales numbers and other important numbers by head. **See Golden Rules in this booklet**
 If you are ready for it and you believe in your business plan then go for it! And if necessary try to find an investor.

Procure the most suitable fruit juice making machine and your other equipment. **See Equipment in Production Manual**

Investor

Finish your business plan

Ready to start?
 Make a detailed project planning and stick to it. **See planning in this booklet**



CHAPTER TWO

GOLDEN RULES 1

Here you find some golden rules about making fruit juice.

Make sure your workshop is clean and hygienic

Design an attractive and distinctive label. Focus on the healthy benefits of your fruit juice

In general fruit juices are more expensive than most common soft drinks. So choose the right price point of juice. You can adjust the volume of your juice according to an acceptable price for your customers.

Sterilize your bottles/cups before use

Pasteurize your juice to extend the shelf life

GOLDEN RULES 2

The general golden rules for start ups.

Start small. Keep the cost as low as possible. Only buy the essential equipment and machines. After the start up phase when you have a better understanding of the market, expand your business.

Follow the golden triangle – to keep the business in balance, spend roughly a third of your time on each of three key things: customer care, business development and administration. That way, you'll have a smooth-running business with happy customers and new income streams on the way.

Try to negotiate with your investor/bank seed capital and the option of working capital later on.

Make sure you have good marketing materials right from the start, this will give your business a more professional look. Make yourself visible, meet with many potential customers.

Keep clear records. Write down all your costs and income to calculate your profit and loss

If you use private money for your business, or business money for private use make sure you write it in your records. Otherwise you won't know whether you have made a profit or not.

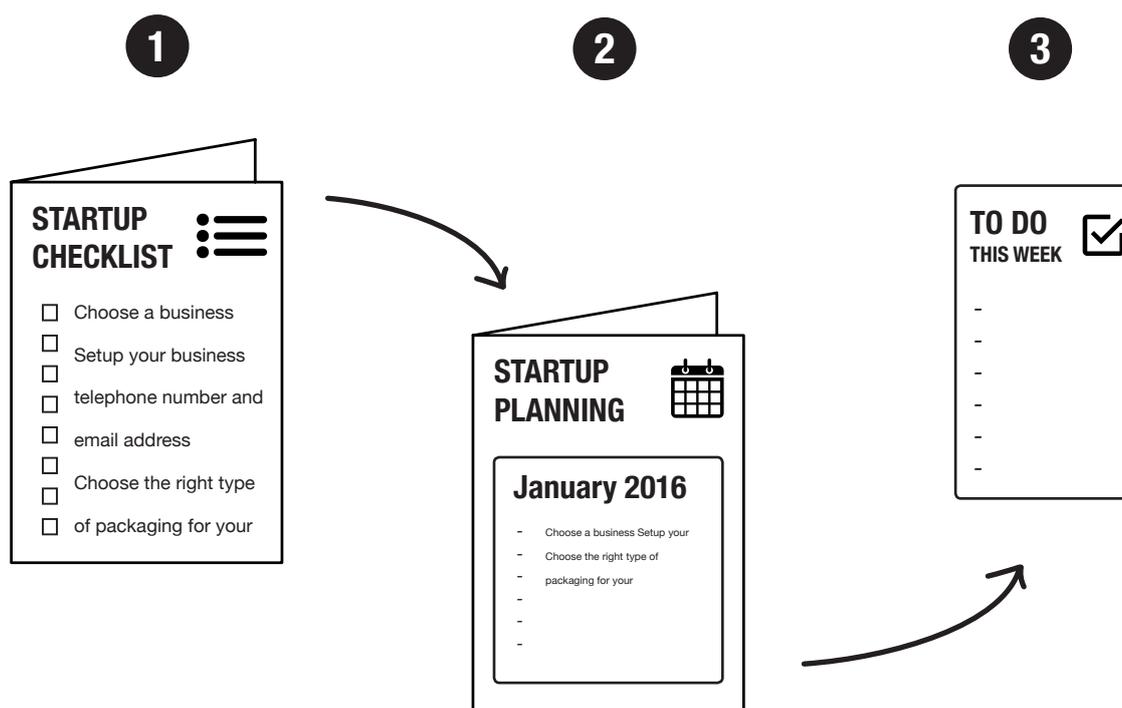
Don't be afraid to ask for help. There is nothing wrong with finding it difficult to get your business on its feet at first – in fact, challenges are expected. Don't ever be afraid to ask for help – if you don't speak up, your problems could get worse.

CHAPTER FOUR

PLANNING

Once you've written your business plan, make a planning about what you need to achieve by which date. This planning is an absolute must, and this chapter will help you out.

To start or expand your business you'll have a lot on your mind. In the following pages you can find a Startup Checklist of things which you should think about. You can add topics if necessary. We advise you to strikeout the irrelevant topics. The best way to accomplish all the relevant topics is to first prioritize and re-arrange the topics in your Startup Planning. After that you can schedule the topics more specific in your business agenda or To-Do list (which you can download from your personal website) or maybe use the calendar on your mobile phone.



See your personal account to download your Start Up Checklist



See your personal account to download your Business Agenda

1 STARTUP CHECKLIST

Please strike through all items that are not relevant. Thereafter put all relevant items in your Startup Planning.

Example:

- Choose a business name = Not relevant
- Choose a business name = Item putted in Startup Planning

MARKETING

- Choose a business name
- Setup your business telephone number and email address
- Choose the right type of packaging for your juice (right volume, material and cost)
- Design a logo, label and business card
- Design brochure, see booklet 'How to make a Brochure'
- Test your, product, logo, label and slogan with a test panel to get feedback on the attractiveness
- Order business cards
- Order brochures
- Register an internet domain name
- Set up a website
- Register social media profiles
- Ask your social media friends to help spread the word
- Add your new logo to your business social media accounts
- Make a list of potential customers

REGISTRATION

- Decide the legal structure of your business (sole proprietorship, partnership, corporation, Limited company).
- Register your business
- Register at the tax department
- Open a business bank account

PRODUCTION

- Purchase the essential equipment
- Rent retail or office space
- Line up suppliers
- Order packaging and labels
- Setup a business Pay Pal account.
- Setup an Ebay account
- Hire your first employee
- Install machine or equipment
- Make your first products and test the quality

LATER THIS YEAR

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3 TO DO LIST

To actually get things done from your Startup Planning you need to make a To-Do list every week with all the tasks you want to complete. You can use the separate to-do list booklet or you can use your agenda to fill in all your tasks.



See your personal account to download your Investment Plan.

CHAPTER FIVE

INVESTMENT PLAN

Make an investment plan to show how you will use your starting capital
See your personal account to download a digital version of this file.

	Name:	Date:
	Business Name:	
Fixed assets:		
Working Capital:		
	Total investment needed (USD):	



See your personal account to download your Investment Plan.

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