

Presentation of the project "Banana Papa"

Production of banana snacks in Colombia

Description of the company and product

- The essence of the project is the creation of an enterprise for the production of banana snacks in Colombia with the subsequent sale of products to the markets of the USA, Europe, Russia and Asia.
- The product (Banana Papa) is a sliced ripe banana, dried with warm air, made from the most common variety of bananas Cavendish (Banana, Cavendish) (which we used to see on the shelves in supermarkets)



**Banana
Papa**



The relevance of this product

- There is a problem of mass obesity due to the lack of affordable foods with high-quality calories! There is a problem of heart disease due to inadequate intake of potassium! There is a shortage of time for people to prepare a full meal! At least with these three problems, Banana Papa is fighting! This investment will not only benefit you, but will also give life to a product that will benefit millions of people!



product photo



Market capacity and product perspectives

- The banana is the most sold product in networks around the world. USA is the number one in the consumption of bananas - it is 24.6% of all bananas produced in the world.
- Market capacity of snacks in the world is \$82.5 billion per year. North America is the largest market of snack products, the second and third place is divided by Southeast Asia and Western Europe. According to Euromonitor International the segment of fruit snacks will develop with the biggest speed in the market, for 16% annually, during the next five years.

Economic indicators of the project with the "optimistic" calculations

- Discount rate, %10
- Payback period (PP) 1,7 years
- Internal Rate of Return (IRR) 76%
- Net present value - NPV, \$ 11580090,44
- Profitability Index (PI) 3,68
- The total project cost is \$ 4,318,000.
- The yield on the invested money up to 25% per annum.
- Profit in the year 10496565,24 \$ (EBITDA)

Why manufacture in Colombia?

- 1) proximity to the raw material for the production
- 2) quality basic raw materials, due to the location in a nice climate zone
- 3) is the local currency (Colombian pesos), which favorably affects the export of goods to foreign markets. (In contrast to Ecuador, where the local currency is the US dollar)
- 4) Temperature. (In Colombia, the average temperature of +29 ° C)
- 5) Colombia's economy is one of the fastest growing in Latin America, which is beneficial to obtaining investment
- 6) The proximity to the largest potential market (North America)

Team

- 1) Project Manager Andrey Popov (Experience of the retail network from the ground up. Launch of new products. Development and optimization of business processes. Human Resource Management)
- 2) Technology Shelud'ko Elena (Experience 5 years as a technologist in the company №1 in Russia for production of snack products "KDV Group", the factory brand "Three crusts" in Moscow);
- 3) The Economist Gregory Proskurin (Experience in developing new products to market, the head of marketing and sales department of LLC "Lado" Lipetsk(Wholesale and retail trade of personal protective equipment, protective clothing, lifting equipment);
- 4) Engineer Alexander Naumov (Specialist for connection to power grids, automatic tuning).
- 5) Specialist Duvan Triana (The experience of opening a branch "BELLACOSMT S.A.S" international company, sales organization in Colombia online store perfume and cosmetics, work experience Chief of the control group in the city of Bogota in the Department of Environmental Protection (the SDA), the carrier of the Spanish and Russian languages)

The company's mission

- Creation of a useful, affordable and high-quality product that helps to satisfy hunger during a long trip, lecture or work, saving time on preparing dinner.

Our competitive advantage is:

- 1. A useful product, completely natural, a large amount of coarse fibers, contains natural vitamins and trace elements, high quality calories, consisting of only one word "Bananas" (the absence of any additives).
- 2. Affordable product (price per pack of 70 grams. Banana Papa, like Lay's chips for 80 grams.).
- 3. Delicious product, sweetness of natural origin only (concentrated taste of ripe flavored banana).

Stage of development of the project

- Technology brought to the working samples.
- The first test of 500 packs of goods were sold in the local networks of the retail food trade at a premium of 75% (at \$ 1.65 for a pack of 70g.).
- entity in Colombia will be registered for the project. To work exclusively in the franc zone, with activity in the export product.
- At present, we have an agreement with private investors on readiness in co-investment of \$ 1 million.



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