

Presentation of the project "Banana Papa"

Production of banana chips in Colombia

The relevance of this product

- Increasingly, people are trying to save time on cooking! As a result of snack products market is growing.
- In connection with the massive obesity, now buyers are getting smarter and more and more are thinking about what they eat! People need to eat food with high-quality calories and containing coarse fiber! Our product "Banana Papa" solves this problem!



**Banana
Papa**



Description of the enterprise and the product

- The essence of the project is the creation of the enterprise for the production of banana chips in Colombia with the subsequent sales of products on the markets of the USA, Europe, Russia and Asia.
- The product is a dried sliced ripe banana (hereinafter referred as Banana Papa), made from the most widespread grade of banana "Cavendish"



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.
- 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 Dmitry Ulyanich (Experience in the design and construction of engineering systems and equipment);
- 5) Engineer Alexander Naumov (Specialist for connection to power grids, automatic tuning).
- 6) 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 the feeling of hunger during a long trip, lecture or work, saving time on preparing dinner.

Our competitive advantage is:

- 1. A useful product (all-natural, a large number of crude fiber; contains natural vitamins and minerals, high-quality calories, only a part of bananas; the absence of any additives);
- 2. Available product (price for a pack of 70 grams. Bananapapa, like the Lay's chips for 80g.);
- 3. Tasty product (concentrated flavors of ripe banana aroma, sweetness only natural origin).
- Summary: Buyers will save your time and money by getting a tasty and healthy product.

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.

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