



Business Overview:

We are a Section 21 Company without a profit motive that provides a service to corporate institutions and donor organizations that wish to alleviate starvation in the world. We will be aiming to collect and redistribute all the surplus products to some of the world’s poorest countries. The problem we face in the fight against hunger is that the money generated to help the poor never reaches those in need. This gives our company the edge. We guarantee the fact that the money, and/or surplus food and crops will reach its destination, helping those who need it the most. We will address the problem of food waste by redistributing the surplus foods or crops.

Vision

We will alleviate starvation on the African continent.

Mission

Our mission is to take surplus food and crops, identify donor organizations willing to fund our project and determine the viability to redistribute it to people in need. We will implement the following steps:

Identify surplus foods: We will identify companies and organizations that they are unable to sell or use all the food products they produce.

Perform technical feasibility: We will employ food technicians ensuring the surplus foods are suitable to redistribute. The food must be safe for human consumption. The technician must make recommendations regarding further processing required, this can include:

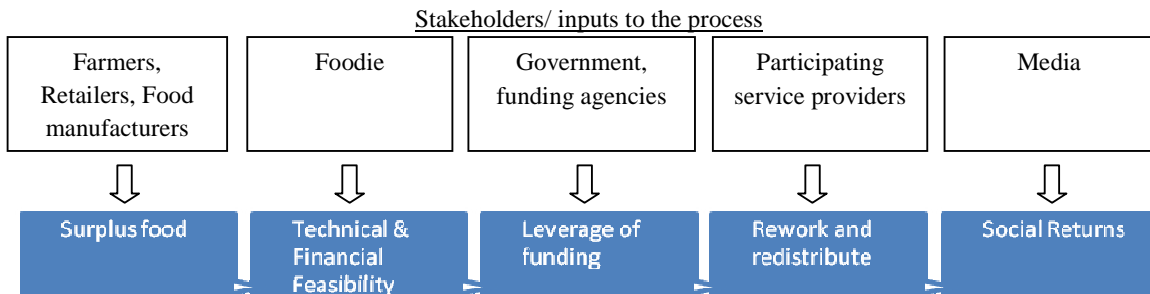
- To manufacture powdered products
- To manufacture dried products
- To recycle and repack
- To use as is and distribute

Perform financial feasibility: Once determined if it’s technically feasible to redistribute the cost of the entire process is determined. The costing will include collection, processing (if required) and distribution costs. Costs will be based on three quotes obtained from participating service providers to ensure the most cost effective delivery.

Leverage funding to implement the project: Each source of surplus food will be treated as a project. Foodie will use its network of donor organizations and corporate institutions to leverage funding for the project. Our organization gives the opportunity to companies to fulfil their moral obligations to the communities by funding the project and in doing so maintaining good corporate governance.

Rework / Redistribute to relief agencies: Once determined that it is technically and financially feasible the surplus foods and crops will be reworked and distributed to relief agencies around the African continent and it will be their responsibility to hand it out to those in need.

Ensure media exposure and feedback on social return: Our organization will ensure that the companies that buy into our project will get the necessary media exposure and on our official website (www.foodie.org). We will also ensure that the surplus foods and crops reach their destination. We will report back to the companies taking part in the project assuring them that their contribution is alleviating starvation.



Processes:

Marketing

Market research:

Tremendous quantities of food are wasted after production - discarded in processing, transport, supermarkets and kitchens. In poorer countries, a majority of uneaten food is lost before it has a chance to be consumed. Depending on the

crop, an estimated 15 to 35 percent of food may be lost in the field. Another 10 to 15 percent is discarded during processing, transport and storage, the brief states. Accounting for both these facts, we plan to implement our service to reduce these percentages; thus alleviating starvation.

Target Market:

We will target donor organizations, governments and corporate businesses. We will facilitate the project by acting as the middleman between the suppliers and relief agencies.

Promotion: We will build public and industry awareness through:

- Approaching corporate businesses and companies directly and presenting our project to them via business plan and suited presentations.
- Press releases in relevant publications, e.g. agricultural, corporate and environmental magazines
- Identifying well-known websites and using it to advertise our website

Companies will invest in our project because:

- ✓ It provides an auditable process that ensures that the food supplies reach its destination.
- ✓ Foodie provides a one stop service that takes care of all the organizational and administration activities
- ✓ They receive free publicity on our website showing that they are committed to the general health and well-being of the community
- ✓ The burden is spread between food suppliers and donor companies.
- ✓ Viability and safety of food is guaranteed
- ✓ Each and every product produced by the companies funding our project, get the stamp of anti-starvation. This means that the company fully commits itself to the prevention of hunger. This stamp will serve as a great advantage to the companies and they will sell even more products due to the fact that when people buy this product they help prevent hunger.

Finances:

Financial Strategy:

Being a non profit organization we will use the income to cover our expenses. If we make a profit it will be reinvested in our business. Our organization will take 1% of all the funding put in to the project by corporate businesses and companies per year. This money will be used to cover our costs and to keep our business running.

	Year 1	Year 2	Year 3	Year 4	Year 5
<u>Income:</u>					
Balance of previous year	-	R10 000	R10 000	R10 000	R16 000
Donations	R12 000	R24 000	R36 000	R48 000	R60 000
Subsidies	R12 000	R12 000	R12 000	R12 000	R12 000
1 % of funding by corporate companies	R20 000	R40 000	R60 000	R80 000	R100 000
<u>Total income:</u>	R44 000	R86 000	R118 000	R150 000	R188 000
<u>Expenses:</u>					
Salaries	*	R36 000	R54 000	R72 000	R96 000
Rent	R12 000	R12 000	R16 000	R18 000	R18 000
Telephone	R9 600	R12 000	R16 000	R18 000	R20 000
Water and Electricity	R2 400	R2 400	R3 600	R4 800	R6 000
Web page costs	R900	R900	R1000	R1000	R1000
Marketing costs	R8 400	R12 000	R16 000	R18 000	R20 000
Administration	R700	R700	R1400	R2200	R3000
<u>Total expenses:</u>	R34 000	R76 000	R108 000	R134 000	R164 000
Reinvestment in business	R10 000	R10 000	R10 000	R16 000	R24 000

Explanation:

Income: Donor companies will finance the project while the government will subsidise it. In addition 1% of the funding for the project by donor companies will be used to cover the organization’s expenses.

Expenses: The organization has to cover the cost of running the service as well as the organizational costs.

The organization is viable due to the fact that each year the surplus amount of money is reinvested in the business, thus ensuring economical growth.

Each year the organization will employ more employees to expand our project/service to more countries.

*For the first year Foodie will be run by the founders as well as volunteers.

Closing Statement:

The challenge we had to address was to reduce food waste and by doing this alleviate starvation in the world’s poorest countries. We will act as facilitators to collect, transport, performing technical and financial feasibilities, rework and redistribute food and crops on behalf of the donor organization.

After reading the document we hope we have convinced you to become a partner in our program. You can register on our website as a: donor, supplier of surplus food or a service provider.