

# **Nu Market Ltd**

## **The healthy alternative to soft drinks**

At Nu Market, our mission is to innovate and develop superior food supplements that promote health and well-being. By leveraging cutting-edge research, advanced technology, and sustainable practices, we strive to create products that cater to the diverse nutritional needs of our consumers. Our focus is on enhancing the quality of ingredients, optimizing formulations, and ensuring the safety and efficacy of our supplements. This document delves into our latest initiatives, research findings, and future plans aimed at revolutionizing the health supplement industry

# BUSINESS PLAN

## [HEALTHY & CONVENIENT DRINK OPTIONS ]

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## Introduction

- **Solution Problem Statement:** . We transformed our secret recipe by swapping out hidden artificial ingredients for the vibrant, wholesome power of fruit extracts, bringing a refreshing burst of natural goodness to every bite."
- **Value Proposition: Value Proposition:** By harnessing the natural goodness of fruit extracts, our product delivers a vibrant and authentic taste experience while eliminating hidden artificial ingredients. This ensures a healthier option for consumers without compromising on flavor or quality.
- **Unique Selling Proposition (USP):** Our product stands out with its commitment to transparency and health. We proudly use only real fruit extracts, offering a naturally delightful taste. This approach not only sets us apart from competitors relying on artificial additives but also aligns with the growing consumer demand for clean, natural ingredients.

### Understanding the Difference Between Fruit Extract and Natural Fruit Flavor

When it comes to enhancing the taste and nutritional value of our products, it's important to understand the difference between fruit extracts and natural fruit flavors. Both have their unique benefits, and our new line aims to offer the best of both worlds.

**Fruit Extracts** are concentrated forms of the fruit, created by extracting the essential components such as flavor, color, and nutrients. [This process often involves using solvents like water or ethanol to isolate these elements](#)<sup>1</sup>.



## SWOT

**Strengths****Our Strengths**

1. **Commitment to Health:** We prioritize creating healthy drink mixes with natural ingredients, sugar-free formulations, and flavorings derived directly from fruit, rather than artificial laboratory concoctions.
2. **Market Readiness:** Our product is perfectly timed for the current market demand and is ready for immediate distribution.
3. **Expert Team:** We have a dedicated and skilled team ready to ensure the success of our product.
4. **Retail Support:** Fed Co-op has already expressed strong interest in stocking our product.
5. **Cost Efficiency:** Currently, we do not use a broker to minimize costs, and we've found that some buyers are comfortable without one.

**Weakness**

As a drink powder manufacturer/supplier we are inexperienced marketers in comparison to the 'Cokes' of the world, and to catch the market ahead of them we need an injection of capital.

**Opportunity**

The opportunity to 'get in ahead' as governments around the world look to ban "sugar drinks" from schools especially, is prime. Coke for example, has lost 36% of the market share of carbonated drinks to healthier products.

**Threat**

The greatest threat we believe is time and the greatest threat in regard to time is the need for capital to accelerate getting our product to market.

## MARKET TRENDS

. **Market Opportunity.** The market for natural flavors and fruit extracts is experiencing significant growth due to increasing consumer demand for healthier and more natural food products. Here are some key insights:

**Target Market:** □ **Health-Conscious Consumers:** Individuals who prioritize their health and wellness and prefer natural and organic food products. They are likely to seek out products with clean labels and natural ingredients.

□ **Food and Beverage Industry:** Companies in the food and beverage sector that are looking to meet the growing demand for natural and healthier options. This includes manufacturers of snacks, beverages, dairy products, and baked goods.

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## . Business Model

### Revenue Model: Product Offering:

- Develop natural food and beverage products using fruit extracts.

### Target Market:

- Health-conscious consumers, food and beverage industry, personal care and cosmetics industry, pharmaceutical industry, retailers, and restaurants.

### Distribution Channels:

- E-commerce, retail, wholesale, subscription services.

### Revenue Streams:

- Product sales, wholesale orders, subscription memberships.

### Marketing Strategy:

- Content marketing, influencer partnerships, email marketing, social media.

## FUNDING DESIRED

### Funding

Initial Capital of \$180,000.00 for 30% equity is being sought to:  
OR 40 small investors at \$3750.00

- Purchase a a tablet press machine
- **Ingredient mixer . weight scale .**
- Increase the number of flavors available
- Upgrade the website
- Represent the product at Trade-Shows, and marketing
- Begin developing the first of our intended overseas markets.

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### Financial projections

Financial projections for the first three years are included in Appendix A

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. Investors' Profit Share= $\$1,920,000 \times 0.30$  \text{Investors' Profit Share} = \backslash\\$1,920,000 \backslashtimes 0.30

Investors' Profit Share= $\$440,640.00$  ROI 2 YEARS

This is a forecast it could be high or lower

Nu market is a vendor with Safeway & Sobeys and has promising future with fed co-op  
Calgary co-op

Nu market ltd is reg. in Alberta and product approved by Health Canada .

## BACKGROUND

Mark Duncan, the visionary behind Prime Plus, became increasingly concerned about the confusing additives on food and drink labels and the declining global health, especially among children. He identified “sugar drinks” as a significant contributor to this issue.

In response, Prime Plus has developed a range of flavored powders packed with essential vitamins and minerals similar to those found in dairy milk, but without the lactose concerns. These powders come in easy-to-carry, eco-friendly packaging, with clear nutrition labels showcasing their sugar-free status and ingredient list.

Prime Plus powders offer more than just a “sugar-free” beverage option. While they are indeed free of sugar, their primary ingredients—Calcium, Vitamins D and C, Magnesium, Potassium, and Zinc—are recognized as crucial for building and maintaining a healthy immune system.

## TEAM

Mark Duncan owner

Mark Duncan is a seasoned business entrepreneur with over four decades of experience under his belt. Since leaving school, he's carved out a niche for himself in the retail and wholesale sectors, primarily focusing on home renovation and flooring.

Mark's success story is built on his unwavering commitment to "doing things differently" and his relentless drive to "make a difference." This unique approach has been the cornerstone of his remarkable journey. More than two years ago, Mark embarked on a new venture, founding Prime Plus with a vision to revolutionize the industry. His innovative spirit led to the development of the groundbreaking Prime+ formulations, setting a new standard in the market.

In his pursuit of excellence, Mark worked closely with Health Canada to ensure the safety and efficacy of Prime+ formulations. He secured approval for the inclusion of fruit extracts and fruit powders, enhancing the product's quality and making it even better for consumers.

Tom Grbich

Tom Grbich is an expert in aligning business and personal goals to improve performance. Over the last thirty years, he has enhanced Leadership, Sales, and Team Building in companies like Sony, Sharp Corporation, Telecom New Zealand, and various Canadian companies. His track record includes doubling Sony Corp's revenues in twelve months and tripling revenues in a failing division of Sharp Corporation within three months. Tom is poised to make significant contributions to PrimePlus's growth.

Tom's extensive work in the Asia Pacific with Sony, Sharp, and other companies has earned him a valuable network of contacts in China, Indonesia, India, Korea, the Philippines, New Zealand, Australia, and Russia. These connections can unlock opportunities in these markets, as success in many of these countries requires trusted local partnerships.

All these regions present natural markets for PrimePlus's business expansion.

Pursuit of excellence

## Research and Development

1. **Ingredient Selection:** Identify high-quality ingredients that are natural, healthy, and can mimic fruit flavors without the use of artificial flavors or stevia. Consider using dried fruit powders, natural extracts, and plant-based sweeteners like monk fruit or erythritol.
2. **Flavor Profiling:** Experiment with different combinations of fruits and other natural ingredients to create unique and appealing flavor profiles. You can conduct taste tests and gather feedback to refine your recipes.
3. **Nutritional Balance:** Ensure that your powder drinks provide essential nutrients, such as vitamins, minerals, fiber, and antioxidants. This can enhance the health benefits of your product.

## Formulation and Testing

4. **Formulation:** Work with food scientists and nutritionists to develop stable and safe formulations. This involves balancing taste, texture, and nutritional content.
5. **Testing:** Conduct rigorous testing to ensure that your powder drinks have a consistent taste, texture, and shelf life. This includes stability testing, microbiological testing, and sensory evaluations.

## Branding and Marketing

6. **Brand Identity:** Create a strong brand identity that reflects your product's unique selling points, such as being free from artificial flavors and stevia, and offering a healthy alternative.
7. **Packaging Design:** Develop attractive and functional packaging that highlights the health benefits and natural ingredients of your product. Consider eco-friendly packaging options to appeal to environmentally conscious consumers.
8. **Marketing Strategy:** Craft a compelling marketing strategy to reach your target audience. Utilize social media, influencer partnerships, and health-focused events to promote your product.

## Launch and Distribution

9. **Pilot Launch:** Start with a pilot launch to gather feedback and make any necessary adjustments before a full-scale launch. Offer samples, conduct surveys, and listen to customer feedback.
10. **Distribution Channels:** Identify and establish distribution channels that align with your target market. This could include health food stores, online retailers, gyms, and wellness centers.

## Continuous Improvement

11. **Customer Feedback:** Continuously gather and analyze customer feedback to improve your product and address any issues or concerns.
12. **Innovation:** Stay updated with the latest trends and innovations in the health and wellness industry. This can help you continuously improve your product and stay ahead of the competition.

Creating a new line of healthy and tasty powder drinks is a challenging yet rewarding journey. Best of luck, and remember, the pursuit of excellence is all about continuous improvement and passion for what you do!

## ADVISORS

- **Michael Kenner:** Not only a key member but also serves as an advisor, leveraging his extensive industry experience to guide our sales initiatives. 25 YEARS in the grocery industry





- Future of Nu market email [numarket8@gmail.com](mailto:numarket8@gmail.com)
- Added fruit extract

