



Artis Liebārdis,
Vidzeme University of Applied
Sciences,
Latvia





My products



I am in BTP program
in order to develop my business
and go to Estonian and
Scandinavian market

Polli Horticultural Research centre





Project

Expand production of organic puree and juices in Polli Horticultural Research centre, sell it in Latvia, Estonia and Scandinavia.

Background

- Experience and possibility to grow pumpkins
- Contacts with berries growers (sea buckthorn and others)
- Contact with Polli Horticultural Research centre. They can produce for me 4000 litres per month pumpkin puree and juice. They can store for me 20-30 tonnes of berries and ready products per year
- Products selling experience in Latvia
- Contacts with some sellers in Tallin
- Now, turnover is 300 litres per month

Aim

- Get turnover in Latvia and Estonia together – 1000 litres per month
- Get turnover in Scandinavia – 3000 litres per month
- Get Project profitability at least 20 %

Timeframe

From 1 st of September in 2011
till 1 st of September in 2012

Activities

- Make the product more visually attractive
- Improve selling results in Latvia
- Start selling in Estonia
- Get contacts in Scandinavia
- Find money for project
- Contract with Scandinavian distributor
- Contracts with berries growers
- Contract with Polli Horticultural Research centre about processing and storing
- Contracts with logistics company(ies)
- To make a marketing strategy
- Contract with packing sellers
- Start produce puree and juice
- Sell ready products

Budget

COSTS EURO

Position	SUM EUR
Pumpkins, berries, sugar	29 900
Packing, label	30 332
Processing	33 900
Logistics	23 000
Marketing	10 000
Production overheads (int. al. extraordinary expenses)	58 673
Interest due	1 890
TOTAL COSTS	187 695

Budget

INCOME EURO

Total 48 000 L products:	SUM EUR
Latvia, Estonia	64 260
Scandinavia	192 780
TOTAL INCOME	257 040

PROFIT EUR	69 345
Income TAX 15%	10 402
PROFITABILITY	23%

CREDIT EUR (for working capital)	27 000
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RISKS

RISKS	SOLUTION
1.Can not get enough money for project.	To remake a project.
2.Costs can changes up.	Use extraordinary expenses.
3.Some of partners can brake a contract.	Negotiate with partner. Find a new (alternative) partner.
4.Have not enough information about Scandinavian consumer.	Must get this information. Scandinavian distributor.

Conclusions

1. Possibility improve producing and selling
2. Project is profitable
3. Have not enough information about Scandinavian consumers and market possibilities
4. Must search money for project

Gains from BTP

- Get deal with my host company about our cooperation in future
- Get good relationship with my host company
- Get to know making process of my products
- Get cooperation in Estonia (sellers, suppliers)
- Get more information about Estonian market

Next step

- Get contacts in Scandinavia

A close-up photograph of a large, round, orange pumpkin hanging from a vine. The pumpkin is the central focus, with its stem visible at the bottom. The background is filled with green leaves and a blurred outdoor setting. The text "Thank you!" is overlaid in the center of the pumpkin.

Thank you!