

ZAXOL PRODUCTION COMPANY

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Our Ref _____ Your Ref _____ Date _____

BUSINESS OBJECTIVE

Zaxol is a company that is out for business & tends to produce quality agricultural product that would satisfy consumer want. The company is being with a credible team of staffs that have paid their dues in the business & agricultural world in other to produce rice, cocoa, wheat, sugar & yam flour & to meet international standard & with the use of ICT. The company tends to work with local farmers in the aspect of cultivated agricultural produce & then the company would process it to meet consumer & international standard. The company's working vision & mission statement which implies to the objective of the company, the statement states;

Vision: Satisfying a large consumable populace

Mission Statement: Developing the agricultural sector & human satisfaction

The playing field of the company will be on a neutral ground & will be based on demand. The marketing fundamentals are based on the company's prompt & efficient delivery & satisfaction of consumer goods & service. The company will adapt to the market trend so as to meet consumer demand & beat the competitive advantage which the firm will have. By so doing the company has an obligation for a market survey. The market size of the company is to cover a larger audience & the geographical area the company is able to capture & willing to cover. The company's market segmentation covers all aspect of the segmentation because it is a commodity that a consumer must go for. The company has various competitors & in dealing with these competitors is expected to embark on SWOT analysis to its advantage, SWOT analysis means Strength, Weakness, Opportunity & Threat, these analysis will be carefully analyzed by the company for an effective operation & it will be applied to both direct &

indirect competitors. The company tends to show loyalty to its customers & as well have a cordial relationship with them. The promotional activity of the company will be based on advertisement which will cover television, social media & radio. Personal selling & publicity. The company tends to use the following techniques to motivate her sales force which are; through bonus, sales contest & sales meeting for it to boost sales. The company also tends to use push, pull & hard sales strategy for the commodity to hit the market, here the commodity is heavily promoted with aggression. The company's pricing policy will be evaluated, by so doing if it's too high it will scare the customers & if it's too low the company will go bankrupt, it will be fixed in such a way the two parties benefit from it. The operational plan will be based on job description by each member of staffs. The financial budget for the production is estimated at five hundred thousand dollars (\$500,000); the proposed use of this fund is for the acquisition of machineries, factories, warehouse, and office, power generating machines, vehicles, promotional activities & logistics. The statement below

shows the possible cash flow of the company for the next six month which is as follows

September - \$2,500,000

October - \$3,400,000

November - \$3,700,000

December - \$4,500,000

January - \$5,500,000

February - \$6,000,000

The financial plan is a determinant factor for the growth & well-being of the company. The chief financial officer (C.F.O) will be employed for financial activities & advice.

In summary the company tends to obtain grants for this obligation to be fulfilled. The firm also tends to export these products to other countries & also to create employment. The firm also tends to produce meals for babies.