



**EMBASSY OF THE REPUBLIC OF GHANA  
MOSCOW**

№ **MOS/TIC/7**

**INTRODUCTION OF FREDWARD COMPANY LIMITED**

The Embassy of the Republic of Ghana in the Russian Federation presents its compliments to the Russian Chamber of Commerce in Moscow and in pursuant of improving trade relations between the Republic of Ghana and the Russian Federation has the honour to introduce to the Russian market a registered Ghanaian owned company, FREDWARD COMPANY LIMITED, that specializes in the export of raw cashew nuts. FREDWARD company limited is an approved dealer and supplier of cashew nuts in Ghana which is looking for new markets abroad.

2. Attached hereto, is the company profile, business plan and other relevant documents to guide prospective buyers.


2. Furthermore, the Embassy wishes to provide below the contacts and email of Fredward Company limited:

Name: Fredward Company Limited  
Telephone: +233- 207977847/+233-240238578  
Email: FYABOAGYE@GMAIL.COM

3. It would be appreciated if your organization could forward the attached information to interested companies.

4. Please accept the assurances of our highest consideration.



  
HEAD OF MISSION  
**HERBERT ADDY-NETTEY**  
MINISTER-COUNSELLOR  
/DEPUTY HEAD OF MISSION

**RUSSIA CHAMBER OF COMMERCE  
MOSCOW**

№ MOS/TIC/7

**ПРЕДСТАВЛЕНИЕ КОМПАНИИ**  
**«FREDWARD COMPANY LIMITED»**

Посольство Республики Гана в Российской Федерации свидетельствует свое уважение Торгово-промышленной палате России в Москве и в целях улучшения торговых отношений между Республикой Гана и Российской Федерацией имеет честь представить на российском рынке зарегистрированную ганскую компанию FREDWARD COMPANY LIMITED (Фредворд компания лимитед), специализирующуюся на производстве экспорт сырых орехов кешью. FREDWARD company limited является официальным дилером и поставщиком орехов кешью в Гане, которая ищет новые рынки за рубежом.

2. К настоящему документу прилагается профиль компании, бизнес-план и другие соответствующие документы, которыми могут руководствоваться потенциальные покупатели.

2. Кроме того, Посольство хотело бы предоставить ниже контакты и адрес электронной почты Fredward Company limited:

Наименование: Fredward Company Limited (Фредворд компания лимитед)  
Телефон: +233- 207977847/+233-240238578  
Эл. почта: FYABOAGYE@GMAIL.COM

3. Будем признательны, если Ваша организация направит прилагаемую информацию заинтересованным компаниям.

4. Please accept the assurances of our highest consideration.



*Herbert*  
ГЛАВУ МИССИИ  
**ГЕРБЕРТ АДДИ-НЕТТЕЙ**  
СОВЕТНИК-ПОСЛАННИК/  
ЗАМЕСТИТЕЛЬ ГЛАВЫ МИССИИ

**ТОРГОВО-ПРОМЫШЛЕННОЙ ПАЛАТЕ РОССИИ**  
г. Москва



REPUBLIC OF GHANA



# GHANA INVESTMENT PROMOTION CENTRE

P. O. BOX M 193, ACCRA

REGISTRATION NUMBER

**CS113470722/GH/1320**

## Registration Certificate

This is to certify that

Messrs FREDWARD COMPANY LTD

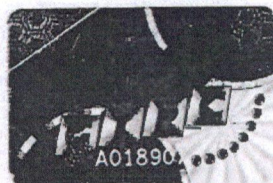
Of: Address P. O. BOX 657, ADABRAKA, ACCRA

Location HNO.124, DAMAS ESTATE, SAPEMAN, ACCRA (GL-017-4019)

*having complied with the relevant provisions of the Ghana Investment Promotion Centre Act, 2013 (Act 865) is hereby registered with the Centre. Giving under the official seal of the Ghana Investment Promotion Centre.*

At Accra, this 13<sup>TH</sup> day of OCTOBER 20 23

Valid until 13<sup>TH</sup> OCTOBER 2025 subject to renewal



*[Signature]*  
for Chief Executive Officer

4<sup>th</sup> October 2023

The Chief Director  
Ministry of Foreign Affairs and Regional Integration  
Accra, Ghana

Attn: The Director, Economic Trade and Investments Bureau

Dear Sir/Madam,

**REQUEST FOR LETTER OF RECOMMENDATION**

I am writing on behalf of Fredward company, a startup company that specializes in exporting raw cashew nuts. We are seeking your assistance and support in introducing our company to foreign buyers through the various embassies abroad.

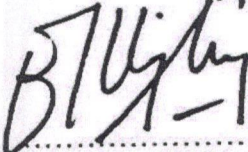
As an approved dealer and supplier of cashew nuts in Ghana, we are confident that we can meet the needs of any buyer looking for a reliable and quality supplier of raw cashew nuts. We believe that working with the Ministry of Foreign Affairs will help us to establish our credibility and introduce our company to new markets. We would be grateful if you could provide us with a letter of recommendation to share with foreign embassies and potential buyers. This letter would help us to establish our credibility and introduce our company to new markets.

Our vast knowledge of the cashew nut industry, keen competitive pricing, and supreme quality products are just a few of the many reasons why we are confident that we can meet the needs of any buyer. We believe that our company would be a valuable asset to any foreign buyer looking for a reliable and quality supplier of raw cashew nuts.

We are open to any suggestions or recommendations the Ministry of Foreign Affairs may have, and we look forward to working with you in the future. We appreciate any assistance or support you can offer our company as we work to expand our business.

Thank you for considering our request. We look forward to hearing from you soon.

Yours Faithfully,



Frederick Aboagye  
(Chief Executive Officer)

## Accra-Ghana

## Company Profile

Subject: Company With Shares (Private Limited)

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**Part - I Company Details**

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**New Company Details**

Company Registration No : CS113470722  
Company Type : Private Limited  
Company Name : FREDWARD COMPANY LTD  
TIN : C0061991708  
Date Of Incorporation : 27-Jul-2022  
RGD Office : Accra  
Date Of Commencement :  
Principal Activity : EXPORT OF CASHEW, CASH CROP AND AGRICULTURAL PRODUCTS  
  
Nature of Business : EXPORT OF CASHEW, CASH CROP AND AGRICULTURAL PRODUCTS

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**Part - II Industrial Classification**

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ISIC Code	ISIC Description	Primary
4719	Other retail sale in non-specialized stores	Yes

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**Part - III Addresses**

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**Principal Place of Business**

Digital Address : GL-017-4019  
House/Building/Flat No : UNNUMBERED HOUSE, NEAR KOREA EMBASSY, CANTONMENT  
Street : First Kaadjano St  
City : ACCRA  
District : La Dade-Kotopon  
Region : GREATER ACCRA

P.O Box NO/PMB/DTD : P. O. BOX 657, ADABRAKA, GREATER ACCRA  
Country : Ghana

### Registered Address

Digital Address : GL-017-4019  
House/Building/Flat No : UNNUMBERED HOUSE, NEAR KOREA EMBASSY,  
CANTONMENT  
Street : First Kaadjano St  
City : ACCRA  
District : La Dade-Kotopon  
Region : GREATER ACCRA  
P.O Box NO/PMB/DTD : P. O. BOX 657, ADABRAKA, GREATER ACCRA  
Country : Ghana

### Other Place of Business

Digital Address : N/A  
House/Building/Flat No : N/A  
Street : N/A  
City : N/A  
District : Accra  
Region : GREATER ACCRA  
P.O Box NO/PMB/DTD : P. O. BOX 657, ADABRAKA, GREATER ACCRA  
Country : Ghana

### Postal Address of Business

Digital Address : GL-017-4019  
House/Building/Flat No : UNNUMBERED HOUSE, NEAR KOREA EMBASSY,  
CANTONMENT  
Street : First Kaadjano St

City : ACCRA  
 District : La Dade-Kotopon  
 Region : GREATER ACCRA  
 P.O Box NO/PMB/DTD : P. O. BOX 657, ADABRAKA, GREATER ACCRA  
 Country : Ghana

**Address at Which Register of Members is Kept**

Digital Address : GL-017-4019  
 House/Building/Flat No : UNNUMBERED HOUSE, NEAR KOREA EMBASSY, CANTONMENT  
 Street : First Kaadjano St  
 City : ACCRA  
 District : La Dade-Kotopon  
 Region : GREATER ACCRA  
 P.O Box NO/PMB/DTD : P. O. BOX 657, ADABRAKA, GREATER ACCRA  
 Country : Ghana

**Part - IV Contact Details**

i. Phone No. : (a)  
 : (b)  
 : (c)  
 ii. Mobile No. : (a) 0207977847  
 : (b) 0240238578  
 : (c)  
 iii. Fax No. :  
 iv. Email : FYABOAGYE@GAMIL.COM  
 v. URL :

**Part - V Company Officers Details**

TIN	Name	Address	Nationality	Designation	Occupation	Particulars of Other Directorships
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P0021433887	EDWARD T ZUTA	124,DAMAS ESTATE,SAPEMAN,Ga West,GREATER ACCRA,Ghana	Ghanaian	Director
P0061973211	FREDERICK ASARE- ABOAGYE	C948/12,EBONY LINK,KOTOBABI,ACCRA, Accra,GREATER ACCRA,Ghana	Ghanaian	Director
P0021433887	EDWARD T ZUTA	124,DAMAS ESTATE,SAPEMAN,Ga West,GREATER ACCRA,Ghana	Ghanaian	Secretary

#### Part - VI Auditors

i. TIN	:	C0002435365
ii. Registration Number	:	
iii. Name	:	EDDIE NIKOI ACCOUNTING CONSULTANCY
iv. Address	:	HNO. 9 TRUST HOSPITAL AREA OSU,17TH LANE,ACCRA,GREATER ACCRA,Ghana

#### Part - VII Capital Details

i. Currency Of Capitals	:	GHS		
ii. Amount of Stated Capital	:	1,000.00		
iii. Authorised Shares				
Equity	:	1,000,000		
Preference	:	0		
iv. Total Consideration payable in cash	:	1,000.00		
v. Total Consideration payable otherwise than in cash	:			
vi. Issue Of Shares				
a. Equity Shares	:	1,000	0	0
b. Preference Shares	:	0	0	0

#### Part - VIII

#### ShareHolder/Trustee Details

i. TIN	:	P0021433887
ii. Name	:	EDWARD T ZUTA
iii. Address	:	124,DAMAS ESTATE,SAPEMAN,Ga West,GREATER ACCRA,Ghana
iv. Nationality	:	Ghanaian



v. Date Of Birth : 11-Nov-1993  
vi. Share Holder Type : Subscriber  
vii. No. of Shares Taken : 500  
viii. Consideration Payable in Cash : 500  
ix. Consideration otherwise than in cash :  
viii. Foreigner Rules Excluded : No  
ix. Reason :

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i. TIN : P0061973211  
ii. Name : FREDERICK ASARE-ABOAGYE  
iii. Address : C948/12,EBONY LINK,KOTOBABI,ACCRA,Accra,GREATER ACCRA,Ghana  
  
iv. Nationality : Ghanaian  
v. Date Of Birth : 26-Apr-1973  
vi. Share Holder Type : Subscriber  
vii. No. of Shares Taken : 500  
viii. Consideration Payable in Cash : 500  
ix. Consideration otherwise than in cash :  
viii. Foreigner Rules Excluded : No  
ix. Reason :

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**Part - IX**

**Shares Beneficiary Details**

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**Part - X**

**Representative of Corporate ShareHolder/Trustee**

Reg No. CS113470722

TIN : C0061991708



## Certificate of incorporation

**I hereby certify that**

**FREDWARD COMPANY LTD**

is this day incorporated under the Companies Act, 2019 (Act 992) and that the liability of its members is limited.

Given under my hand and official seal at Accra, this 27<sup>th</sup> day of July 2022

A handwritten signature in black ink, consisting of several loops and a horizontal line at the end.

For: Registrar of Companies



124 Damax Estate  
GL-017-4019



0240238578 | 0208033136  
0207977847 | +1 (613)276 5525



fredwardcompany@gmail.com  
P.O. Box 657, Adabraka, Accra

# Business Plan

## Contact Information:

Frederick Aboagye, CEO

+233 20 797 7840

fredwardcompany@gmail.com

*Quality Service with a Promise*

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## Executive Summary

Fredward Company Limited is a startup company specializing in the export of high-quality raw cashew nuts to international markets. Our company was established with the goal of providing a reliable and ethical supply chain for premium cashew nuts, supporting small-scale farmers, promoting sustainable agriculture, while also committed to providing our customers with the highest quality cashew nuts. Our company is based in Accra, Ghana and we source our cashew nuts from carefully selected farmers who use sustainable farming practices to ensure the best quality nuts.

We work directly with farmers and cooperatives in our region, ensuring that our products are of the highest quality and ethically sourced. Our team of experienced professionals has a strong background in international trade, logistics, and agriculture, and we are committed to providing exceptional service to our customers and partners.

We export a wide variety of cashew nuts, including whole and broken cashews, in various grades and sizes. Our nuts are sourced from some of the finest cashew-growing regions and processed with the latest technology to ensure superior quality and taste. We have established long-lasting relationships with our customers and are known for our commitment to quality, reliability, and customer satisfaction.

Our cashew nuts will be exported to various markets, including United States, Europe, and Asia-Pacific regions, and we have established strong relationships with distributors and retailers in these regions. We pride ourselves on our ability to deliver our products to our customers on time, with the right quality, quantity, and packaging. We constantly strive to improve our product offering and keep up with the latest market trends and customer preferences.

At Fredward Company Limited, we are committed to building long-term relationships with our customers and partners. We believe in transparency and ethical business practices, and work to ensure that our customers receive fair pricing and reliable supply.

In addition to our commitment to quality and sustainability, we are also committed to environmental responsibility. We work to reduce waste and emissions throughout our supply chain and are always exploring new ways to minimize our impact on the environment.

We are excited to offer our premium quality cashew nuts to potential buyers and look forward to establishing new partnerships in the international market. Thank you for considering our proposal.

# Key People

## Chief Executive Officer

Frederick Aboagye is a Ghanaian CEO who has made a name for himself in the business world. He is the head of Fredward Company Limited, which is involved in exporting raw cashew nuts. With a strong background in accounting and finance, he has been able to steer the company towards success.

Frederick Aboagye holds a Bachelor's degree in Accounting and Finance from the Park University in the United States of America, and a Master's degree in Forensic Accounting from Liberty University in the United States of America. With his strong academic background, he has been able to apply his knowledge and skills to various sectors in both the private and government businesses.

Before becoming the CEO of Fredward Company Limited, Frederick held several management positions in various organizations. He worked in both private and government organizations in the United States and Canada, where he was able to gain a wealth of experience in business and management.

One of the notable things about Frederick Aboagye is that he is also a farmer. He owns cocoa and cashew nut farms in Ghana, which have become successful ventures in their own right. This has given him a unique perspective on the agricultural industry and has helped him to better understand the challenges and opportunities that come with this sector.

As the CEO of Fredward Company Limited, Frederick has been able to successfully grow the business and expand its reach to international markets. His expertise in finance and accounting has allowed him to manage the company's finances effectively, while his experience in management has helped him to lead the team towards achieving their goals.

In addition to his professional pursuits, Frederick is also involved in several community development initiatives. He is a strong advocate for education and the welfare of the underprivileged and is actively involved in supporting orphanages in his local community.

Overall, Frederick Aboagye is a driven and accomplished individual who has made significant contributions to the business world. With his expertise in accounting, finance, and management, as well as his experience in farming and community development, he has become a well-respected figure in Ghana and beyond.

### **Chief Operating Officer**

Edward Kwame Moses Zuta is a seasoned professional who has made his mark in both the public and private sectors. He currently serves as the Chief Operating Officer (COO) of Fredward Company Limited, a Ghana-based firm that exports raw cashew nuts. His academic background and professional experiences have helped him become a successful leader in the business world.

Edward holds a High National Diploma in Bilingual Secretaryship from the Accra Technical University, as well as a Bachelor's degree in Technology in Public Administration and Management Studies from the Accra Technical University, Accra. With his academic qualifications, He has been able to develop a unique set of skills that He has applied to various sectors.

Before joining Fredward Company Limited, Edward worked at the National Labour Commission as an Industrial Relations Officer. His experience in this role helped him to develop a strong understanding of the labour laws and regulations in Ghana. He also worked at the Korean Embassy in Ghana as the Secretary for Economic and Political Affairs for Ghana, Togo, and Benin. His experience in this role gave him exposure to the international business world and the intricacies of diplomatic relations.

In addition to his professional pursuits, Edward is also a farmer. He has been involved in farming for the past 10 years and has become successful in this venture. He started farming cocoa, yam, and maize in Sefwi Debiso in the Bia West Region, where He has established a reputation for producing high-quality crops. He also went into cashew nut farming in Drobo, in the Brong Ahafo Region, which has become a profitable business venture.

As the COO of Fredward Company Limited, Edward has been instrumental in driving the company's success. He has leveraged his experience in management and his knowledge of the agricultural industry to help the company develop its supply chain and expand its reach to international markets.

Overall, Edward Kwame Moses Zuta is an accomplished individual who has made significant contributions to the public and private sectors. His background in both business and farming has given him a unique perspective on the challenges and opportunities that come with running a successful enterprise. As a leader in the business world, He is highly respected for his expertise and dedication to achieving success.

## **Mission, Vision, Values**

"Our mission is to deliver high-quality cashew nuts to customers around the world while promoting sustainable and responsible farming practices. We are committed to building long-lasting relationships with our partners, providing fair compensation to farmers, creating value for our shareholders, while providing excellent service and superior customer satisfaction. Our goal is to be a trusted and reliable supplier of premium cashew nuts, while contributing to the economic development and well-being of the communities where we operate."

"Our vision is to be the leading global supplier of premium quality cashew nuts, recognized for our commitment to sustainability and social responsibility. We strive to consistently exceed the expectations of our customers, while fostering long-term partnerships with our suppliers and delivering value to our stakeholders, while promoting responsible agricultural practices and creating opportunities for communities in the cashew-producing areas of Ghana."

## Our Core Values:

1. **Quality:** providing the highest quality of cashew nuts to customers worldwide.
2. **Sustainability:** striving for a sustainable production, shipping and distribution of cashew nuts.
3. **Community:** developing partnerships with local communities and creating job opportunities.
4. **Responsibility:** implementing responsible agricultural practices that promote environmental stewardship.
5. **Expansion:** continually expanding our global presence.

## The Market

### Overview of market trends

The global cashew nut market is projected to grow at a CAGR of 4.7% from 2021 to 2026, driven by increasing demand for healthy snacks and plant-based protein sources. The Asia-Pacific region is the largest market for cashew nuts, followed by Europe and North America. In the Asia-Pacific region, India, Vietnam, and Indonesia are the top cashew nut-producing countries, while the United States, Germany, and the Netherlands are the largest importers of cashew nuts.

### Target Market:

Our target market includes food manufacturers and wholesalers who value high-quality and sustainably sourced cashew nuts. We aim to serve customers in the United States, Europe, and Asia-Pacific regions, particularly those who seek natural and organic ingredients for their products.

### Competitors:

The global cashew nut market is highly competitive, with many players operating in different segments of the value chain. Though there are some major competitors in the market, we believe our commitment to sustainable and responsible sourcing, coupled with our high-quality product offering and customer-centric approach, differentiates us from our competitors.

### Unique Selling Points:

Our company prides itself on its commitment to sustainability and ethical sourcing practices. We work closely with farmers to promote sustainable and responsible farming practices, while also providing fair compensation for their hard work. We source only the highest quality cashews and use the latest technology and processes to ensure our products meet the highest standards for taste and quality. We also offer a wide range of cashew nut products in various grades and sizes, which enables us to meet the diverse needs and preferences of our customers.

### Opportunities for Growth:

With the growing demand for healthy snacks and plant-based protein sources, the cashew nut market is expected to continue its growth trajectory in the coming years. We see opportunities for growth in expanding our product offering to include value-added products such as flavored and roasted cashews. We also plan to explore new markets in emerging regions and increase our market share in existing regions by strengthening our distribution network and building strong relationships with customers.



# Product and Services

## Product Description: Premium Quality Cashew Nuts

Introducing our premium quality raw cashew nuts, sourced directly from the finest farms in the tropical regions of Ghana. Our premium quality cashew nuts are carefully selected and harvested from the lush green cashew plantations in Ghana. Our cashew nuts are of the highest quality, with a rich, creamy flavor and a crisp texture that is sure to please even the most discerning taste buds.

Each cashew nut is hand-picked and carefully selected to ensure only the best kernels are exported. Our raw cashew nuts are available in various grades and sizes, depending on your specific needs. Whether you're a food manufacturer, a distributor, or a retailer, we can provide you with the quantity and quality you need to meet your demands.

We take great pride in the packaging of our cashew nuts. Our nuts are packed in high-quality, airtight packaging that is designed to keep them fresh and delicious as well as custom packaging options to meet the unique needs of our customers.

Our pricing is competitive, and we offer discounts for large orders. We also offer a range of payment options to make the ordering process as convenient as possible for our customers.

Exporting our cashew nuts involves a carefully orchestrated supply chain and logistics process. We work closely with our farmers to ensure that our kernels are harvested at the optimal time for maximum flavor and freshness. Our kernels are then transported to our processing facilities, where they undergo rigorous quality control checks to ensure that they meet our high standards.

Overall, our premium quality cashew kernels are a delicious and healthy snack that is perfect for anyone who loves nuts. With our commitment to quality, competitive pricing, and reliable logistics, we are the perfect partner for your cashew nut needs.

## Marketing and Sales Strategy:

Fredward Company Limited will focus on food manufacturers, distributors, and retailers who value high-quality and sustainably sourced raw cashew nuts. We will be exporting raw cashew nuts to countries where there is a high demand for the product. To achieve constant supply of high-quality raw cashew nuts, we have established strong relationships with our suppliers and distributors by offering competitive pricing, flexible terms, and transparent communication. We always work with our suppliers to ensure that the raw cashew kernels are of the highest quality and are sustainably sourced.

Fredward Company Limited creates a strong brand identity that represents our values and quality. We use a simple and memorable logo and consistent branding across all of our marketing channels. We will attend relevant trade shows and conferences to network with potential customers and suppliers. We will also reach out to the various Ghanaian embassies across the globe through the Foreign Affairs to reach any potential importers of cashew nuts in those countries.

Fredward Company will differentiate its product by emphasizing its commitment to sustainable and ethical sourcing practices, which is increasingly important to customers and retailers. Fredward Company provides exceptional customer service to ensure that customers are satisfied with their purchase and will consider purchasing from us again in the future.

By implementing these sales and marketing strategies, Fredward Company Limited can establish ourselves as a leading exporter of high-quality and sustainably sourced raw cashew nuts and build a loyal customer base that values their product offerings and values.

# Risks and Mitigation Strategies

## Potential risks and challenges:

1. Quality control issues during the harvesting, processing, and transportation of cashew nuts that could result in spoilage, contamination, or damage.
2. Supply chain disruptions due to unforeseen events such as weather-related disasters, labor strikes, or political instability.
3. Fluctuations in exchange rates and other financial risks such as fraud or non-payment by customers.
4. Compliance with trade regulations and documentation requirements for both the exporting and importing countries.
5. Increased competition from other cashew nut exporters.

## Plan for mitigating and managing risks:

1. To ensure quality control, Fredward Company can invest in training and supervising employees involved in harvesting, processing, and transportation. They can also establish a monitoring and evaluation system to ensure that the cashew nuts are properly handled and stored throughout the supply chain.
2. Fredward Company can diversify its suppliers to reduce reliance on a single source and maintain adequate inventory levels to prevent stock-outs. They can also develop contingency plans and alternative transport routes to mitigate supply chain disruptions.
3. Fredward Company can work with financial institutions to mitigate financial risks such as fraud or non-payment by customers. They can also hedge against foreign currency fluctuations by using forward contracts or other financial instruments.
4. Fredward Company can ensure compliance with trade regulations and documentation requirements by working with legal and regulatory experts to stay up-to-date on requirements and ensure proper documentation is provided.
5. To remain competitive, Fredward Company can differentiate its products through branding, marketing, and product innovation. They can also focus on developing new markets and building relationships with potential customers.

By implementing these risk mitigation strategies, Fredward company can minimize the potential risks and challenges associated with exporting raw cashew nuts and increase the likelihood of a successful export operation.

# Marketing and Sales Strategy

## 1. Develop a brand identity and marketing collateral.

- Milestones: 2-4 weeks
- Create a brand identity that reflects the company's mission, values, and products.
- Develop marketing collateral such as brochures, product sheets, and a website that reflects the brand identity and highlights the unique selling points of the company's raw cashew nuts.

## 2. Identify and target potential customers.

- Milestones: 4-8 weeks
- Conduct market research to identify potential customers in the target export markets.
- Develop a list of target customers and their contact information.
- Create a strategy for approaching and engaging with potential customers.

## 3. Establish a sales and distribution network.

- Milestones: 8-12 weeks
- Identify and contact potential distributors and establish partnerships with them.
- Develop a pricing strategy that is competitive and attractive to distributors, and end customers.
- Create a sales plan that includes sales targets and a timeline for achieving them.

## 4. Execute marketing and sales activities.

- Milestones: Ongoing
- Participate in relevant trade shows and events to showcase the company's products.
- Engage with potential customers through targeted email campaigns, social media, and other marketing channels.
- Monitor and evaluate the effectiveness of marketing and sales activities and make adjustments as needed.

### Timeline:

- Month 1: Develop brand identity and marketing collateral.
- Month 2-3: Conduct market research and identify potential customers.
- Month 4-5: Establish sales and distribution network.
- Month 6-12: Execute marketing and sales activities, monitor and evaluate effectiveness, and make adjustments as needed.

By following this timeline and milestones, Fredward Company can implement a comprehensive marketing and sales strategy that targets potential customers and establishes a sales and distribution network in the target export markets. This will help Fredward Company increase its visibility, build brand recognition, and ultimately increase sales of its raw cashew nuts.

# Projected Financial Plan

## Revenue Projections:

- Average selling price per ton of raw cashew nuts: \$1,000
- Projected sales volume for the first year: 500 tons
- Projected annual revenue: \$500,000

## Profit Margins:

- Average cost per ton of producing and logistics: \$600
- Projected profit margin per ton: \$400
- Projected annual profit: \$200,000

## Operations Cost:

- Rent for warehouse and office: \$2,000 per month
- Salaries for two employees: \$4,000 per month
- Utilities and other expenses: \$500 per month
- Total monthly operations cost: \$6,500.

## Funding Requirements:

- Startup capital: \$50,000
- Loan to finance first year's production and logistics costs: \$300,000
- Total funding required: \$350,000.

## Break-Even Analysis:

Average selling price per ton: \$1,000

Average cost per ton of producing and logistics: \$600

Break-even point: 350 tons per year

## Cash Flow Projection:

- Initial startup capital: \$50,000
- Loan to finance first year's production and logistics costs: \$300,000
- Projected revenue for the first year: \$500,000
- Projected expenses for the first year (including operations cost and loan payments): \$384,000
- Projected net cash inflow for the first year: \$116,000

## Assumptions:

- Assumes that Fredward Company will be able to achieve the projected sales volume and profit margin in the first year.
- Assumes that there are no unexpected expenses or major changes in market conditions that could impact the financial forecast.

By following this financial plan forecast, Fredward Company can ensure that it has the funding and resources necessary to produce, market, and sell its raw cashew nuts in the target export markets. Additionally, the break-even analysis and cash flow projection help Fredward company to monitor its financial performance and make adjustments as needed to achieve profitability and sustainable growth.

## Conclusion

In conclusion, our company is well-positioned to be a leading supplier of raw materials, particularly raw cashew nuts, to customers around the world. We have identified target markets, developed a strong brand identity, and established relationships with suppliers and distributors to ensure consistent and reliable supply of high-quality raw materials.

Our competitive advantages include our commitment to sustainable and ethical sourcing practices, which will appeal to customers and retailers looking for responsible sourcing options. We are also committed to fair trade practices, ensuring that local farmers and suppliers are compensated fairly for their work.

Our financial plan demonstrates a solid potential for growth and profitability, with strong revenue projections, healthy profit margins, and careful management of operating costs. We have identified key areas for investment, such as marketing and production facilities, to support our growth strategy.

Most importantly, we are committed to ensuring the highest levels of quality and customer satisfaction. Our products are carefully selected and screened for quality, and our customer service team is dedicated to ensuring that our customers are satisfied with their purchases and will consider us for future orders.

Overall, we believe that our business proposal offers a unique and compelling opportunity for investors and buyers looking for a reliable, responsible, and profitable supplier of raw materials. We look forward to the opportunity to work with you and to demonstrating the many benefits of partnering with our company.