

 COCONUT BUSINESS

# PROPOSAL

## THE PAVONES FOUNDATION

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# ABOUT COMPANY

The Pavones Foundation for Health and Education was established as a Nonprofit Corporation at 137 Avenida Cota, San Clemente, California 92672 with the expectation of rapid expansion in the nonprofit industry focusing on education and health industry. Our mission is to provide educational opportunities, health resources and education, and sustainable environmental practices to the people of Costa Rica.

# HOW COCONUT BUSINESS WORKS?

Our business aims to gather coconuts from the public shorelines, extract coconut oil for cooking and skin products, and use the waste as coco coir for agriculture use. The business will provide employment opportunities for people in the area who are in need of a job. Our goal is to create a sustainable business that benefits both the local community and the environment.

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# BUSINESS ANALYSIS

Our sustainable business protects biodiversity while equipping Costa Ricans with living wages and ethical treatment to support their longevity and loved ones.



## STRENGTH

Strong demand for organic and natural products, eco-friendly and sustainable business model, opportunity to benefit the local community and environment.

## WEAKNESS

Dependence on public shorelines for coconut supply, potential for limited production capacity with only six employees.



## OPPORTUNITY

Growing global coconut oil market, potential for collaboration with local hotels and resorts, opportunity for expansion into other organic products.

## THREAT

Competition from established coconut oil companies, potential for fluctuating market prices for coconuts and coconut oil.



# VISION AND MISSION

Our mission is to promote the longevity, spiritual, emotional, mental, and physical health of Costa Ricans with education and health resources. Our mission is to help people: Heal, Learn, and Thrive.

## VISION

Our vision is to establish a sustainable coconut oil business that creates positive social and environmental impact in the southern Pacific coast of Costa Rica.

## MISSION

Our mission is to gather coconuts, produce high-quality coconut oil and coco coir, and promote sustainability. We create jobs, reduce waste, and offer natural, eco-friendly products to support local farmers and preserve the environment.

# MARKET ANALYSIS

The global coconut oil market is growing rapidly, and it is projected to reach \$4.2 billion by 2026. There is a high demand for organic and natural products, which makes coconut oil an attractive product for consumers. Costa Rica is known for its high-quality organic products and eco-tourism industry, which creates an opportunity for us to establish a sustainable coconut oil business.



# MARKET TARGET

Health-conscious consumers who are interested in natural and eco-friendly products, as well as tourists looking for sustainable souvenirs and amenities. Lastly, local farmers who can benefit from using our coco coir for agriculture purposes.





# BUSINESS MODEL

Our business will focus on gathering coconuts from the public shorelines, which eliminates the need to purchase land. We will use a cold-pressed extraction method to produce high-quality coconut oil for cooking and skin products. The waste from the extraction process will be used as coco coir for agriculture use, which will reduce waste and benefit local farmers. We will sell our products through online channels and local farmers' markets.



# MARKETING STRATEGY

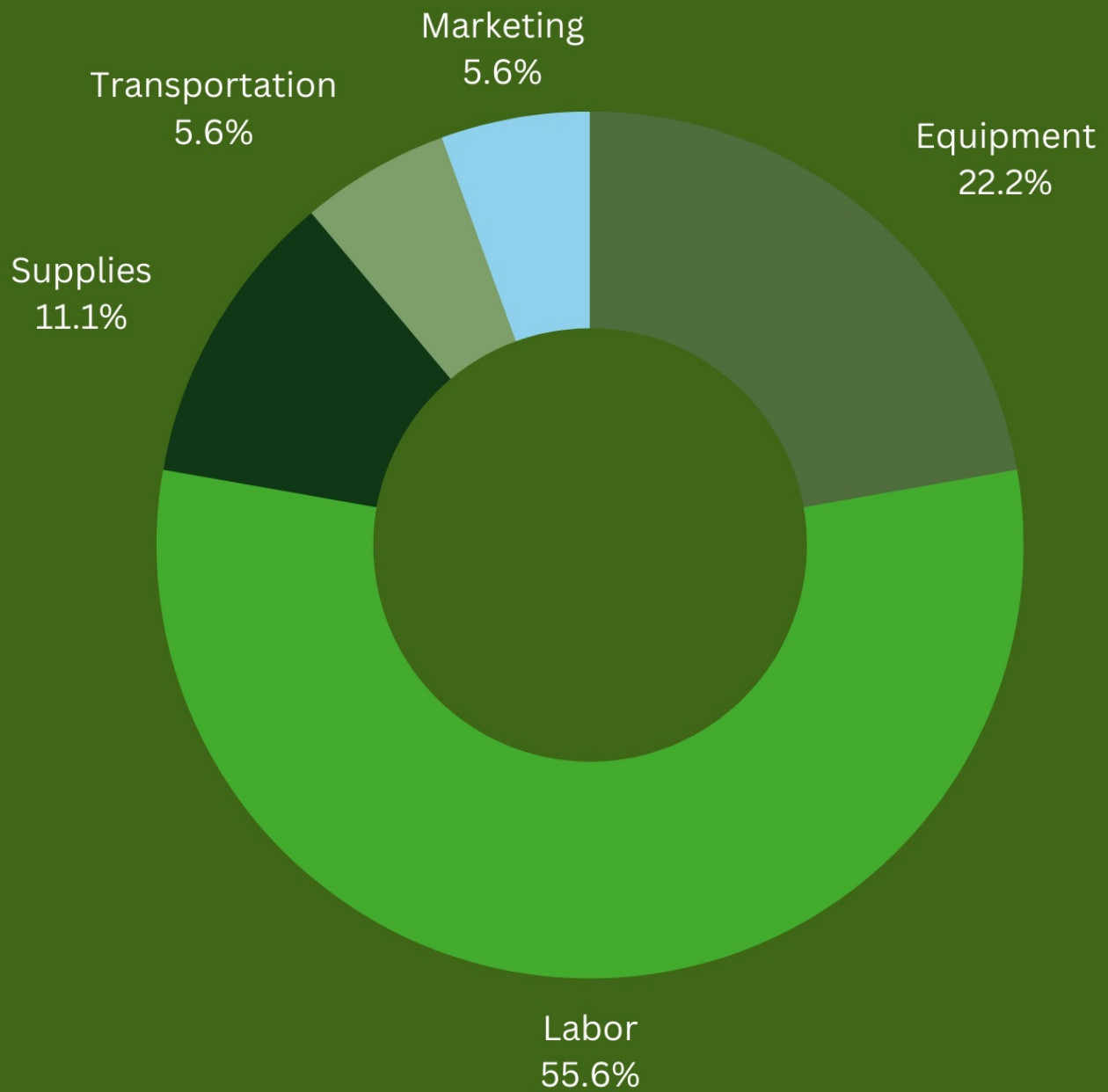
Our marketing strategy will focus on promoting our products as sustainable and organic. We will target health-conscious consumers who are looking for natural and eco-friendly products. We will also collaborate with local hotels and resorts to provide our products as amenities and souvenirs for tourists.

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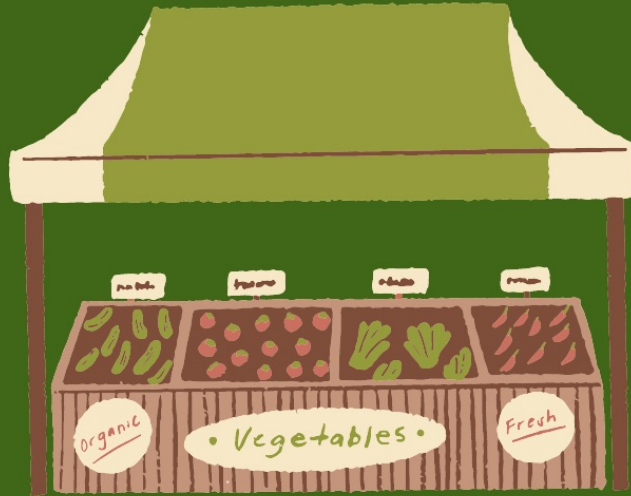
# ESTIMATED COSTS

TOTAL: \$90,000



# ANNUAL REVENUE

TOTAL: \$650,000



Coconut Oil



**\$600,000**

20,000 liters x \$30

Coco Coir



**\$50,000**

5,000 bags x \$10

# CONCLUSION

Our non-profit foundation's sustainable coconut oil business will benefit the local community and the environment. With a total startup cost of \$90,000 and an estimated revenue of \$650,000 per year, our business has the potential for significant growth and impact.



# MEET OUR TEAM



TERRY MILLIKEN  
CEO & PRESIDENT



BEN TOMKINSON  
TREASURER



SARAH WANG  
VICE PRESIDENT



# THANK YOU

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