

# PITCH DECK INVESTMENT PROPOSAL

## Juicy Bliss Enterprise

Prepared for:

**Ghana Angels Investors Network (GAIN)**

Founder: Francis Bismark Walden

Company: Juicy Bliss Enterprise

Location: Kumasi, Ghana

Founded: 2024

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### 1. Executive Summary

Juicy Bliss Enterprise is a fast-growing natural fruit juice manufacturing company producing affordable, high-quality juices from locally sourced fruits. Since launching in 2024, the business has achieved strong distributor demand and consistent sales traction. We seek equity investment from Ghana Angels Investors Network to expand production capacity, extend shelf life, and scale nationwide distribution. ---

### 2. The Problem

- Imported juice brands dominate shelves
- Artificial additives reduce consumer trust
- Local juice producers lack scale
- Short shelf life restricts distribution

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### 3. The Solution

- Natural locally produced fruit juice
- Competitive mass-market pricing
- FDA-approved shelf-life extension (3–6 months)
- Scalable manufacturing model ---

### 4. Products

Flavours: Pineapple, Mango, Watermelon, Mixed Fruit

Sizes: 250ml, 350ml, 500ml ---

### 5. Traction

- Monthly sales: 3,600 bottles
- Selling price: GHS 15
- Production cost: GHS 7
- Gross margin: 53%
- Monthly revenue: GHS 54,000 ---

### 6. Market Opportunity

- Ghana beverage market exceeds GHS 10 billion annually
- Juice consumption growing 8–12% yearly
- Strong nationwide demand ---

## **7. Business Model**

Wholesale distribution, retail partnerships, institutional supply. ---

## **8. Competitive Advantage**

- Strong margins
- Local sourcing
- Proven market demand
- Affordable pricing
- High scalability ---

## **9. Growth Strategy**

Factory setup → Regional expansion → Nationwide distribution → Export ---

## **10. Use of Funds**

Factory setup, processing machines, bottling line, FDA certification, delivery vehicle, marketing, working capital. ---

## **11. Financial Projections**

Year 1 revenue: GHS 5.4 million  
Year 3 revenue: GHS 16.2 million  
Year 5 revenue: GHS 28+ million  
Net margin: 30–35% ---

## **12. Investment Ask**

Capital required: GHS 1–2 million  
Equity offered: 20–25%  
Projected investor return: 4x–7x in 5 years ---

## **13. Exit Strategy**

Acquisition, strategic buyout, dividends, or regional expansion partnership. ---

## **14. Founder**

Francis Bismark Walden  
Founder & CEO, Juicy Bliss Enterprise ---

## **15. Closing**

Juicy Bliss Enterprise is positioned to become a leading natural juice brand in Ghana. We welcome the opportunity to partner with Ghana Angels Investors Network to scale this business nationally. ---