

# Vita Juice



Our idea consists of producing a natural product, a 100% natural and healthy juice without preservatives. Vita Juice is made from lots of different fruits of our local areas.



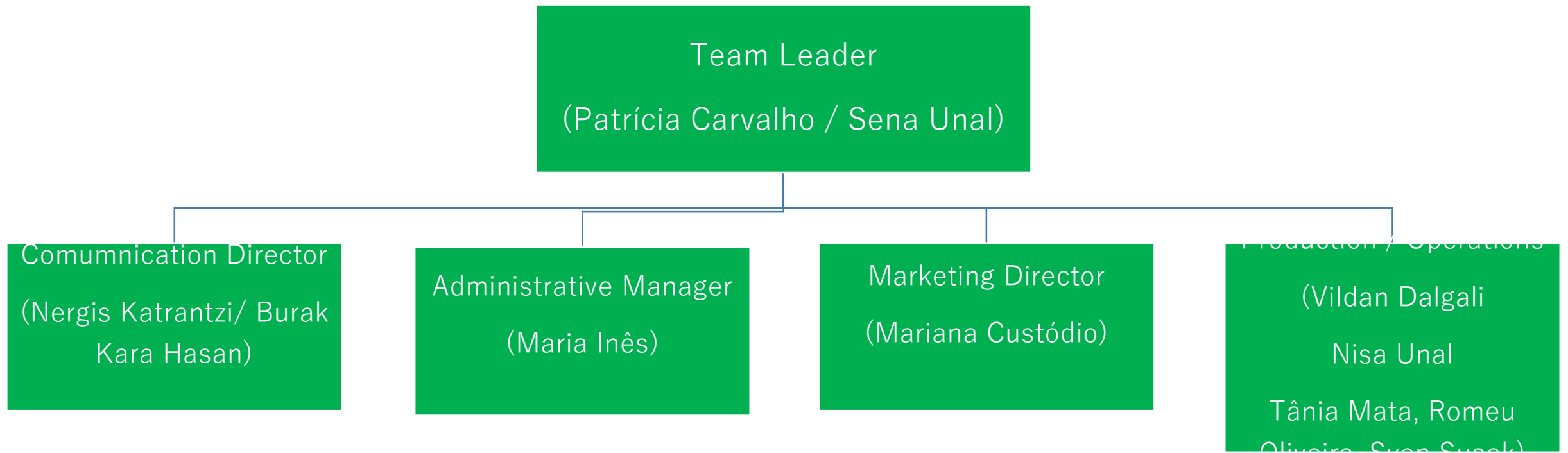
## Some of our fruits





We used the logo **Vita Juice** because the term ‘Vita’ signifies life itself and guarantees a healthy outcome. The logo uses three vivid colours, green, yellow and orange, all of which are found in nature. Thus, our slogan is “**Drink Nature for a better Life**”





Team Leader

(Patrícia  
Carvalho/ Sena  
Unal)

His responsibilities require basic leadership skills. He has the capacity to build trust between team members. He can inspire and motivate teamwork for achieving goals, influence valuable changes. He is open to new ideas coming from team members. He can establish an open discussion for decision-making.

Communication  
Director

(Nergis Katrantzi/  
Burak Kara Hasan)

To succeed as a communications director, he has the ability to develop a great working relationship with the members of the media since they will be the ones who will bring your company's message to the public. Thus, it is your responsibility to get in touch with representatives of radio, television and Internet outfits if your firm has upcoming activities.



Marketing  
Director

(Mariana  
Custodio)

He has analytical mind and knows the value of the vast amount of data available today, and is highly interested in what that data can reveal about consumer behavior, efficacy of various marketing approaches and more. As a very good manager he also knows how to look beyond the data and pick up on trends and patterns that can lead to better, more successful marketing efforts

Administrative  
Manager

( Maria Inês)

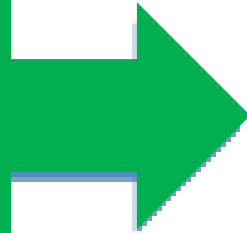
His task is to perform a broad range of duties in virtually in this sector of the economy. He coordinates and directs support services to organizations as diverse as insurance companies, computer manufacturers and government offices. He also organizes the many services that allow for efficient operation, such as secretarial and reception, administration, payroll, conference planning and travel, information and data processing, etc.



Production/Operation  
manager

(Vildan Dalgali  
Nisa Unal

Tânia Mata, Romeu  
Oliveira, Sven Susak)



His tasks include planning and organising production schedules, assessing project and resources requirements, estimating, negotiating and agreeing budgets and timescales with clients and managers, determining quality control standards, selecting, ordering and purchasing materials. He is also capable of overseeing production processes,



# Market Research

**Methodology:** The results are traced from a research based in four different countries (Greece, Portugal, Turkey, Croatia) in order to take account of the different needs of our target.

- Do you consider natural juice necessary in your life ? (A lot - 65.7%; Quite a lot - 34.3%, Not at all - 0%).
- Which fruit would you prefer for your natural juice? (Cranberries - 5.7%, Apple - 0%, Blending different fruits - 42.9%, Other fruit - 51.4%)
- Would you prefer your natural juice made of organic fruit? (Definetely - 65.7%, Maybe - 25.7%, No -8.6%)
- Would you prefer your natural juice mixed with water? (In no case - 85.7%, Perhaps in some cases - 11.4% Certainly - 2.9%)
- Would you like some harmless additives in your juice in order to taste better? (Certainly - 11.4%, Maybe - 31.4%, In no case - 57.1%)



# COMPETITORS ANALYSIS



🌿 It's natural

🌿 It's healthy

🌿 It's made of pieces of fruit which haven't passed the quality test  
to be sold in the market

🌿 The bottles are made of recycled material

🌿 A new design for the bottles

🌿 It is an affordable product



- 🌿 Manufactured with fruits of each country (Country of TBG)

- 🌿 It's of easy transportation and consumption

- 🌿 It's of good quality

- 🌿 It's a thermal bottle

- 🌿 Our company has typical fruit from 5 countries



# Type of company

Limited company, which is responsible for its own actions.





# Company headquarters

The headquarters of our company is in Kızılay in Ankara . Our registered and administrative office is there.

The criteria for choosing Kızılay is its strategic location to reach thousands of people working, shopping or walking around there.



# Advertising strategy

We have a website and social media account like Facebook and Twitter, and you can get information from our website, and also from banners on other related websites, like weatlhty lifestyle blogs, and youtube.



# Advertising strategy

We have a partnership with a company that makes our bottles;  
Other agreement with other that makes labels, several ones  
with  
fruit producers and one with the chemical suppliers.





# Bureaucratic process

Invest.gov.tr



# Three-year budget estimate

Electricity	23%	50%	50%	500,00	6 000,00	6 000,00	6 000,00
Fuels	23%	100%		200,00	2 400,00	2 400,00	2 400,00
Water	6%	40%	60%	500,00	6 000,00	6 000,00	6 000,00
Travel and Stays	23%	100%		500,00	6 000,00	6 000,00	6 000,00
Personal Transportation	23%	100%		100,00	1 200,00	1 200,00	1 200,00
Incomes and rents	23%	100%		10 000,00	120 000,00	120 000,00	120 000,00
Communication	23%	100%		500,00	6 000,00	6 000,00	6 000,00
insurance		100%		1 000,00	12 000,00	12 000,00	12 000,00
Cleaning, hygiene and confort	23%	100%		200,00	2 400,00	2 400,00	2 400,00
Other services	23%	100%		100,00	1 200,00	1 200,00	1 200,00
<b>TOTAL ESF</b>					<b>175 200,00</b>	<b>175 200,00</b>	<b>175 200,00</b>



# Financial requirements

Initials	Justification	Value
Installations	For the manufacture of pulp	20.000€
Equipment (machines)	For the manufacture of pulp	25.000€
	Total	45.000€



# Cost of Goods Sold and Consumed Materials (per year)

CMVMC	Unit. Cost.	Qty	Total	Margin
Juice 500ml	1,50€	15.000	22 500	0,50€
Juice 1l	3€	10.000	30 000	0,50€



# CONSIDERATIONS AND THANKS

Participating in this activity made us mature as people and gave us professional skills. So thank you ERASMUS+ project. Thanks to experts Mr. Altheo Valentini, Mr. Pieter van Schie and Mr. Sergio Fernandes. Thanks to our teachers who have devoted their time and helped us. Finally, thanks to our schools that applied for this European Union programme.

Thanks for meeting you all!!

