



## **AGRINEEM**

Business Plan

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### Sample Cover Letter

*Dear Sir,*

We are professionally qualified people involved in supplying high quality neem and karanj oil from India. Our branch office in New Hampshire, USA is rendering product knowledge and appropriate technology of using different botanicals in animal and plant health care. We are adopting the traditional technology in oil extraction (cold pressed neem oil and expelling technology in pungam oil extraction)

We are supplying the oil only to the selective buyers on long-term basis. We are tied with a University for HPLC analysis of Azadirachtin a, b, Salinitrol and nimbin for each and every consignment.

Though most of the botanicals seasonal we may able to supply our botanicals year round. However we are propose our customers to buy right product during the season.

#### **SEASON WISE AVAILABILITY OF NEEM OIL**

PRODUCT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>Neem Oil</b>												
	Moderate Availability Of neem oil		Less availability of neem oil Flowering season to fruiting Season Seed market opens from June onwards			Peak availability of neem oil in the market place. December and January most of the neem trees are withered						

#### **SEASON WISE AVAILABILITY OF PUNGAM OIL**

PRODUCT	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<b>Pungam Oil</b>												
	Restricted availability			Peak availability of pungam oil Seed market opens from April, May onwards				Moderate availability of pungam oil				

We are also providing technology of oil usage and help in R&D activities of your firm.

If you have any more inquiry regarding our range of products for further information do not hesitate to contact us. We are interesting to answer your questions.

Thank you for your attention and we would be grateful for an early reply.

Please visit our website [www.agrineem.com](http://www.agrineem.com) to know more about us.

Best regards & Good Health

Dr. Ilangoan Ramasamy  
AgriNeem

### **Non-Disclosure Agreement**

The undersigned acknowledges that AgriNeem has furnished to the undersigned potential Partner/Investor certain proprietary data ("Confidential Information") relating to the business affairs and operations of AgriNeem for study and evaluation by Partner for possibly partnership in AgriNeem.

Partner acknowledges that the information provided by AgriNeem is confidential; therefore, Partner agrees not to disclose it and not to disclose that any discussions or contracts with AgriNeem have occurred or are intended, other than as provided for in the following paragraph.

**Confidentiality: "Confidential Information"** shall mean any competitively sensitive or secret business, marketing, or technical information disclosed by one party (a "Disclosing Party") or its customers to the other party (a "Receiving Party") which information is clearly identified as confidential. Confidential Information shall include technical information, and all other data or materials related to the past, present, or future business activities of a Disclosing Party or any of its subsidiaries affiliates or clients, including methods, processes, telephone conversation, financial data, systems, customer names, account numbers, and other customer data, lists, statistics, and research and development pertaining to a Disclosing Party's business. Notwithstanding the forgoing, Confidential Information does not include information already in the public domain or in the rightful possession of the other party or information, which enters the public domain other than by the unauthorized acts of a Receiving Party

Therefore, Partner agrees that Partner will not use the information furnished for any purpose other than as stated above, and agrees that Partner will not either directly or indirectly by agent, employee, or representative, disclose this information, either in whole or in part, to any third party; provided, however that (a) information furnished may be disclosed only to those directors, officers and employees of Partner and to Partner's advisors or their representatives who need such information for the purpose of evaluating any possible transaction (it being understood that those directors, officers, employees, advisors and representatives shall be informed by Partner of the confidential nature of such information and shall be directed by Partner to treat such information confidentially), and (b) any disclosure of information may be made to which AgriNeem consents in writing.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name (typed or printed)

## EXECUTIVE SUMMARY

### Company Direction

We are a team of agricultural scientists in India get into natural product manufacturing and formulation process. Our team has natural resource management specialists, a herbalist with specialized knowledge in herbs, an organic agronomists, skilled artisans (about 45 years of yeomen services in oil crushing) of oil manufacturing, and few marketing researchers. Our strength is very strong domain knowledge in Indian botanicals. We are adapting T3's approach-meaning Traditional Technology Transfer - (bringing the older technology in a newer fashion).

AgriNeem is an agriculture professional owned company realizing the importance of botanicals and its remarkable contributions in environmentally safe pest and disease management. Ilangovan Ramasamy (Rama), who brings over three decades of packaged knowledge in botanicals usage in agriculture and agronomic expertise to the business, will lead the company as it establishes itself a high quality botanical suppliers in the New England area. AgriNeem will initially limit its technology development opportunities in terms of direct sales of neem oil and pungam oil to green houses, hydroponics, lawn & tree care and for agro inputs manufacturers. AgriNeem will also begin to offer solutions in formulating botanicals such as combination of botanicals in other natural products.

### Vision

AgriNeem is committed to providing its clients high quality herbs and botanical products from India. We also provide technology of usage of botanical materials in pest control. AgriNeem is also rendering all necessary Research & Development activities for our clients. We are proud to say that our clients are spread all over the World. We are not strictly a trader but we are scientist very sensitive and responsive to our clients' needs and devoted to their satisfaction. We strive to be fair, honest, courteous, and professional in all our dealings.

### Mission

In order to achieve our Vision, AgriNeem commits to the following:

Our Mission is making the environment safe by make use of all possible herbs or any natural products into a bio-safe pesticides. We are finding out the area of using low toxicity natural materials to gain control of pests.

We are a team of highly motivated technicians and staff dedicated to providing the best products and services available in this industry to our clients, our employees, our communities, and to the entire Nations.

Through a long-term commitment to this mission, we will be known as a company that responds faster, maintains high quality and demonstrates flexibility. Our customers, vendors, and employees see AgriNeem As a unique, high profiled Technology Development Partner helping customers meet or beet their customer challenges.

## **Capital Requirements**

To accomplish our business goal, we have developed a comprehensive plan to intensify & accelerate our marketing and sales, product development, services expansion, and customer service efforts. To implement our plans we require a minimum sum of US \$50,000 to \$60,000 for procuring and storing the minimum of 4000 to 5000 gallons of products, business location, development facility, etc.

## **Marketing Plans - Market analysis**

Dr.Rama undertook substantial research prior to forming AgriNeem and AgriInfoTech, a sister firm registered in USA and India. The focus of this research was on the growth of botanical products in environmentally sound agriculture and quality product supply in advanced countries like USA. The research results were quite encouraging, quality supply of botanicals, technical support and analytical standards to determine the quality is at the beginning of a period of great expansion, according to the findings of several respected industry traders, researchers and their published results. Because of the great technological innovations being made in personal and test results of botanical formulations tested in various parts of the world overwhelmed with the possibilities that these new business tools offer.

Target Market Places are,

Golf Courses

Hydroponics

Green houses

Tree and Lawn Care

Agro-Inputs manufacturers for value addition to their existing products

Crop Growers Associations viz., Cranberry growers Association,

Christmas tree growers Association

## **Pricing strategy**

AgriNeem will charge significantly less for its botanical products supply from its own unit in India. AgriNeem is completely different when compared to other traders of Asian countries because of professional owned company, lower overhead expenses and fewer employees than the larger firms.

We realize that the cost of products and raw material availability strictly to the seasonal bound is getting increasingly expensive. To assure, that we make the best possible price and consistency in quality.

Please see the attachments in excel format

**OUR TEAM (we can add a brief about our strength here)**

Ilangovan Ramasamy, Ph.D

**Development facility:** AgriNeem considered several options regarding the type of services to offer to our clients. First, both AgriNeem and Hydros facilities for formulate the products or keeping the stock for selling quarts, gallons, 30 gallons containers. In the alternative, Hydros development facility and manage both the party's clients for the respective client needs at Hydros facility in addition to undertaking development at the client's premises too.

In due course both the parties may rent a space and do all the formulations and delivery at a common point.

Approximate space required is 60 to 70 cubic meter space may be required

**Advertising and Promotion**

Both the parties may keep the information's in their respective website to start with. We will develop an advertising campaign, around print media covering national, regional dailies, beginning with a "who we are" statement and supporting it with ads that reinforce this message. Additionally, we will develop a consistent reach and frequency throughout the year. In addition to standard advertising practices, we will gain considerable recognition through trade shows, TV and Radio campaigns also.

**Conclusion**

Both the parties would enjoy an established track record of excellence with initial customers. Their expressions of satisfaction and encouragement would help numerously, to continue the advances and growth in the marketplace with more unique and effective service levels.

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**FOR MORE DETAILS CONTACT**

Dr.Rama at [rama@agrineem.com](mailto:rama@agrineem.com)



VISIT US AT [WWW.AGRINEEM.COM](http://WWW.AGRINEEM.COM) & [WWW.AGRIINFOTECH.COM](http://WWW.AGRIINFOTECH.COM)

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