

Businessplan Beverage Distribution

Overview

<i>Project Name</i>	Kumasi Beverage Distribution Expansion
<i>Project Manager</i>	Pearl Oti-Amoako
<i>Project Dates</i>	Start Date: Oct 1, 2025 End Date: open
<i>Background</i>	Daniel has built a successful beverage delivery business in Kumasi over six years, growing from a solo driver to operating two trucks with a strong, loyal customer base and consistent demand.
<i>Objectives</i>	<ul style="list-style-type: none">• Launch Daniel's own beverage distribution depot in Kumasi• Eliminate the middleman by sourcing directly from major suppliers in Accra• Expand delivery capacity and improve profit margins• Transition Daniel into a full-time manager and logistics coordinator• Lay the foundation for a regional beverage brand or dealership
<i>Target Audience</i>	The target market includes retail stores, bars, hotels, and hospitality venues in Kumasi, as well as walk-in customers and potential partners in the beverage industry.

Management Summary

This project aims to upgrade a profitable delivery business into a full-scale distribution operation with a dedicated depot, enabling direct supplier relations, better logistics, and higher margins.

Key Financials:

- Required investment: approx. CHF 50,000
- Risk level: Medium
- Project duration: 12–24 months
- Projected return: 40–70% (variable)
- Assets: Two trucks and established client base

1. Company Overview

1.1 History

Daniel started as an independent driver delivering beverages across Kumasi and grew the business through reliability and customer trust.

1.2 Current Situation

Operating two trucks with frequent deliveries, sales occur mainly via phone and WhatsApp orders with repeat clients.

1.3 Vision

To evolve into a fully equipped local distribution hub serving Kumasi and nearby areas with competitive pricing and reliable service.

Upon request