



"YOU CAN FINISH WHAT YOU STARTED"

MY Recovery Inc. Business Proposal for Increase In Products Production to meet the demand for the National County Meet of Liberia 2022/2023.

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MY RECOVERY INC

"YOU CAN FINISH WHAT YOU STARTED"

1.0 The Executive Summary

MY Recovery Inc. was founded officially the year 2020 but the vision has actually been working unofficially for the last 6 years to produce natural athletic injury recovering products. In 2017 we had master our formulas and commence testing them on athletes with juries to measure the result level of each of the product. After two years of testing we were sure that we had produced products worth pushing forward. These products were designed to be multifunctional products, meaning aside from their athletic benefits they offer more health benefits to the user overall health. The purpose of this quick business plan/proposal is to raise **\$14,912.00** United States dollars to increase our production of our products namely, **MY Recovery Cream, MY Recovery Liberia's Raw Honey**, to supply our products to the teams and athletes of one of the biggest sports tournaments in Liberia and to thereafter move to take the Liberian market and beyond Liberia.

1.1 Current Situation

MY Recovery Inc. needs to increase production of both of its products to meet up with the demand that's coming from the biggest sports tournament in the country of Liberia called the "National Count Meet". The National County Meet is an annual sports tournament involving the fifteen counties of Liberia with each county having its own team of football, kickball and basketball players. This tournament for the most part brings the entire country together, especially for the quarter final, semi-final and the grand final itself. When our products are showcased on this national stage every athlete in Liberia will become familiar with them and gain national recognition which could push us into neighboring countries as well.

1.2 Products and Services

The primary revenue center for our business comes from sales of our products, and the effectiveness of our sales being how well we are able to reach our desired markets and potential

customers. Both of our products are natural health products and are very effective and unique in their ability to contribute to the wellbeing of its users.

1st Product: **MY Recovery Cream** is a naturally enhanced Shea Butter that now has the functional ability to do the following;



Beauty Care

1. Treat Acne and different blemishes
2. Removes newly formed Stretch Marks
3. Removes razor bumps and irritation extremely well
4. Contributes to healing skin after a burn by fire or other creams
5. Treats skin bacterial infections and fungal
6. Promotes hair growth naturally
7. Great for protecting the skin in harsh weather condition

Athletes Care

1. Provides nutrients to injured muscles to recover quicker from sprains and other semi minor athletic joint and muscle injuries
2. Treats athletes foot
3. Decreases inflammation extremely quick
4. Provides athletes a quicker means of recovering from injuries of the kinds mentioned above
5. With this product we are introducing the pre-rub approach as a means of preventing lots of pain from soreness after training
6. Has no burning sensation

2nd Product: **MY Recovery Extraordinary Honey** is a naturally enhanced honey that now impacts the body in the following ways and areas when taken according to our method of usage;



Overall Health Benefits for athletes

1. A naturally powerful immune system booster to keep players healthy
2. Naturally increases energy for athletes
3. Provides mental energy as well which keeps players thinking critically longer
4. Contributes to the recovery process of athletes due to the product being packed with major nutrients needed for recovering muscles, joints, and tissue damage
5. Detoxifies the major organs and revitalizes them to work more effectively as you continue usage of this product
6. Supports the body in storing muscles and strength for later use

1.3 SWOT Analysis

Strength

- MY Recovery Inc. is the only local company in Liberia producing natural athletic healthcare products. There are no local competitors except products that are imported.
- Our products are extremely effective
- Our knowledge of athletes healthcare is second to none

Weakness

- Lack of finance to upgrade our equipment, facility and packaging
- Lack of finance to market nationwide and the West African market
- Lack of key partnerships that will open certain doors for us in the athletic world
- Lack of recognition on a continental level to show what we have achieved in producing for our people and the world, as to push the Pan African spirit forward

Opportunities

- With the right support and or partnership, our work will open up job opportunities for our youths and new industries in Liberia and even expand into other parts of Africa
- With upgraded facility and equipment we can produce faster and start looking into the construct of our next product and many more after that
- Seeing that there no other local companies involved in our line of production we have the chance to seize the Liberian athletic market with our two products and could even expand into athletic footwear and clothing under our **MY Recovery** brand.

Threat

- Not moving in a timely fashion could cost MY Recovery Inc. to shut down for a period of time due to lack of finance
- Not taking advantage of the National County Meet 2022/2023 could mean not being able to capture the Liberian market this year or anytime soon
- Not having access to finance could definitely put major strain on the company to consider downsizing manpower.

1.4 Requested Amount (Loan or Investment)

\$14,912.00 USD

1.5 Repayment Plan if not a grant

Three installment Plan (1 year 6 months period)

1.6 Budget Justification

- Electric Mixer -----2 pcs -----\$100.00 USD
- Product Health certificates – 2 products ----- \$900.00 USD
- Packaging for **MY Honey Syrup** -----2,500 pcs ----- \$1,750.00 USD
- Packaging for **MY ReCover Cream** --- 2,500 pcs ----- \$1,750.00 USD
- Labels for both products ----- 10,000 pcs ----- \$700.00 USD
- Ingredients for production of both products ----- \$6,212.00 USD
- Marketing ----- \$3,500.00 USD

1.7 Product Pricing & Projected Income

MY Recover Cream ----- \$5 USD per cream --- x 2500 pcs = \$12,500 USD

MY Extraordinary Honey --- \$5 USD per honey -- x 2500 pcs = \$12,500 US

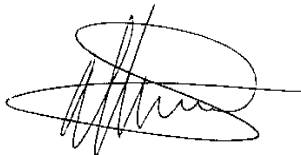
1.8 Total Projection from the sales of 5,000 products during and after the tournament

Profit to be achieved during the tournament ----- \$25,000.00 USD

1.9 Conclusion

This presents an opportunity for the image of our beloved Liberia to rise to another height when a citizen can be recognized for producing something this beneficial and impactful for athletes and their overall wellbeing. Our hope is that you will see reason to support and or partner with MY Recovery In. on this journey of producing natural health products for the betterment for all people. Thank you for considering our proposal and I encourage your office to reach out to us if you have any question and or need clarification on any information within this document.

Sincerely,



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