

Wogs Business Plan

by Kamren Jay Grant

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BUSINESS PLAN

- ¹ LCLM 4006 -Enterprise & Entrepreneurship
- Certificate in Higher Education
- Business Skills for the Workplace (Level 4)

- Kamren-Jay Grant 221180
- Dr Lan Dang
- Whyte Organics (Wogs) – Agricultural Organic Grocer



WOGS
WHYTE ORGANICS

About Kam

- Founder of Whyte Organics
- Motivational Speaker

Kamren Whyte is a British televangelist, podcast host, political commentator and community activist. He inherits a legacy of agriculture that runs through generations!



What we do:

Products & Services:

- Organic Grocery supplier

Unique Value:

- Cater to all needs

Mission:

- Providing for low-income families
- Providing work for young people.
- No food goes to waste!



Wogs Legal

- Whyte Organics is a private limited company.
 - Wogs is registered as separate legal entity from the individual who owns it.
 - Any financial damages or debts will not be subjected to the owner
 - Anybody can invest a share
-



Management Team:



• Executive Team:



Kamren
Whyte, CEO

History of
farming and
leadership



Sara Capa,
Deputy CEO

Highly
experienced in
managerial
innovation &
negotiation



Rebecca Whyte,
Marketing Director

5 years experience in
marketing analysis
and business growth.

Core Employees

- 50 Farmers
- 5 Inspectors
- 5 Call Handlers

External Services:

- Accounting
- Technical

Customer Target (DIRECT)

LOCATION: United Kingdom

SECTOR: Supermarkets, hospitals,
restaurants, hotels, schools, resorts, public
transport, cruise ships

Customer Target (INDIRECT)

AGE: Various

LIFESTYLE: Healthy People, Vegan, Busy People

LOCATION: United Kingdom





Marketing Strategies:

- Telephone Marketing:
Calling companies and
 - Social Media:
Personal Instagram advertising,
 - Sponsoring
Sponsor various food influencers
 - Posters
Events, University Campuses, Hospitals, Billboards,
London Underground
 - Exclusive Benefits
 - Referral
 - Trial
-

Industry & Competitor

- Thrive Market

(Future Learn, Business & Marketing, Case Study: Thrive Market, 2022)

- Good Eggs

(Workwave Route Manager, Case Study: Good Eggs, 2021)

- Door to Door Organics

(Marketing Sherpa, ²Door to Door Organics uses social media to grow 25% year over year, Shelby Dorsey, 2016)



Funding

- 1st – Family investment into company

£50,000

- 2nd- Angel broking investment

No need for collateral personal assets

Better Discipline due to outside scrutiny.

- 3rd- Government Grants

England Woodland Creation Offer

Workplace charging schemes that would cover the cost of coach transportation.



References

- ³<https://www.marketingsherpa.com/article/case-study/door-to-door-social-media-marketing>
- <https://insights.workwave.com/wp-content/uploads/case-study/rm-good-eggs-case-study-final.pdf>
- <https://www.futurelearn.com/courses/launching-and-growing-a-business-in-wellness>

Wogs Business Plan

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