














Company Profile	Company Business Model Canvas				
 Cado	 7 Key Partners	 5 Key Activities	 2 Value Propositions	 3 Customer Relationships	 1 Customer Segments
<p>Genesis: The Cado Fruit and Vegetable Processing Industries were founded in 2017. It began with two employees and a capital of 100,000 ETB. It attempted to turn a profit from underutilized fruits and vegetables, when postharvest losses are about 40%. The owner participated in and was one of the finalists in Ethiopia's first-ever live entrepreneur competition, which was broadcast on national television for a year in association with the Ethiopian Competitiveness Facility (ECF) of the Ministry of Industry and was funded by the World Bank. This competition provided the seed money for the company's establishment. The company currently has 33 employees and 12 million birr in capital (28 Female). The company uses papayas, mangoes, and strawberries that are grown nearby to make jam. It supplies supermarkets, retail stores, hotels, and other public and private businesses throughout Ethiopia. To expand its product line to include juices, preserves, squashes, dried fruits, fruit chunks, syrups, ketchup, and tomato paste, the company plans to build an integrated fruit and vegetable processing factory.</p> <p>Vision: Strive to be one of the world's best producers and suppliers of fruit and vegetable products in the coming 10 years.</p> <p>Purpose: To process locally grown agricultural products into shelf-stable high-value products.</p> <p>Company Strategy: receiving high-quality raw materials directly from the source, processing them quickly, and hygienically, with a workforce that is motivated and trained, and selling the finished product at a reasonable price.</p>	<p>Financial institutes like bank and microfinance for transaction, saving, and lending. Fruit farmers and suppliers of raw materials. Chemical agent and flavor suppliers Company stakeholders and shareholders Potential customers and wholesalers Accounting and invoicing partner Electric and water utility suppliers' organizations Promotion medias Research and development laboratories for characterization and quality control. Professional institutes for staff training and consultation.</p>	<p>Fruit weighing and receiving Fruit sorting and washing Fruit peeling and crushing Fruit cooking and mixing Physicochemical characterization Controlling quality parameters Jam packaging and labeling Jam rating and distribution Product marketing and promotion General audits and safety of work Process safety and security controlling Overall production process management Financial management Invoicing and payment mediation Reporting and documentation Researching and product development</p>	<p>Organic products with endogenous flavors On-demand delivery services Ethiopia quality standard certified products and services Respecting customer's social and cultural values Protecting public & environmental health Diagnosis of problems and processes Biochemical and physicochemical analysis Application of safety at work Availability of related products Research development and innovation Reduce product failure (technical assisting) Consulting firm (Selling knowledge and information) Updating skills (giving format training for those who do not have them) Faster development times (saving their time for busy customers)</p>	<p>Social media groups, forums, youtubes, instagram to connect and discuss with partner, supplier, vendor, and customers. Company's official websites and channels Official postal, phone, and email contact address On-site visits and experience-sharing program Preparing conferences, seminars, and workshops Publishing magazines, brusher, business cards, flyers, posters, and others Word of mouse and audio advertisements Holiday and special day discounts Preparing dinner programs, and sending a message for special customer event Customer feedback collection and giving personalized and immediate response Researching some benchmarking and customer satisfaction</p>	<p>Government, and private healthcare institutes Minimarkets, supermarkets, and hypermarkets Hotels, and juice houses Boarding schools and universities Wholesalers and retailers Missionary churches and charity organizations Immigration offices Bakery and pastry Industrial parks Organizational institutes Factories and other agencies National bust stations Exhibitions and trade fares</p>
<p>Mission: We provide high-quality and safe products to attract our consumers</p>		 6 Key Resources		 4 Channels	
<p>Core Values: We take into account the needs of both our customers and the environment. We prioritize helping the less fortunate members of the community, especially women and people with disabilities. We encourage continuous innovation, development, and learning from others' experiences. Honesty, integrity, and business ethics are incorporated into every aspect of our business operations.</p> <p>Goal: To reach an annual turnover of 100 million birr at the end of 2025.</p> <p>Scope: Producing Jams, Preserves, Juices, Fruit Concentrates, Squashes, Dried fruits, fruit chunks, Ketchup, and Tomato paste.</p>		<p>Raw materials like strawberry, papaya, mangoes, tomatos, and others. Financial assets and liabilities Food handling technical skills Knowledge of transportation planning & retailing sites Intellectual property and research documents Short, and long-term contracts Business networks and information Highly skilled manpower Working houses and stores My delivery trucks and salesmen</p>		<p>On-demand and direct delivery service Nation wide delivery servie with our agents Plant-gate whole saling Special sale for retailers Online and offline showcase sallings Long and short-term contract agreements</p>	
<p>Cost Structure</p>	 2	 8 Revenue Streams	 8 Revenue Streams	 8 Revenue Streams	 8 Revenue Streams
<p>Raw material costs Additive and flavoring agents costs Reporting and documentation costs Staff training cost Taxes and bureaucracy costs Product distribution costs Workspace leases Internet costs for CCTV and file transfer Webhosting and promotion service costs Production Equipment costs Variable operating costs Fixed operating costs Depreciation and maintenance costs</p>			<p>Jam product salling</p>		

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