



Action Project Reference: 54-03

Organisation: Juice Fiji

Action Project Proposal:

“Business Development - Create proposal for partnership with the Ministry of Health & Medical Services in Fiji”

Who Are Juice Fiji?

Juice Fiji is a beverage company based in Suva, founded in June 2019. Sourced from Mother Nature & prepared with the intention of ancient wisdom, Juice Fiji invites you to balance your body, mind & energy. Juice Fiji has a large following on Facebook and has received a lot of praise and positive feedback in a short period of time.

Mission:

The mission is to provide a natural, organic alternative to pharmaceutical medicine. To promote health and boost the immune system through natural, organic and

herbal leaves, fruits and crops.

To improve the health of the country as a whole via our natural health systems in Fiji.

Value – To empower the youth in Fiji via employment and social development, and through the agriculture and sports sectors.

Long Term Aims & Vision:

To empower the agriculture sector to become the centre of Fiji's economy as a natural resource, through the processing of locally grown and harvested crops, fruits and leaves. To empower young people to follow their interests and passions across different sectors, to think outside the box, and to guide them through it.

Current Challenges:

The climate, and climate change, is a key barrier due to its impact on fresh produce – leaves / crops / fruits.

Further Information:

Juice Fiji has established itself as a leading brand and health product in Fiji, focused upon natural and organic leaves, fruits and crops. The Ministry of Health & Medical Services promote a holistic approach to Wellness, with the National Food & Nutrition Centre acting as a national resource on food and nutrition, and works in partnership with multiple stakeholders, including the business and private sectors, to monitor, advise, coordinate and educate on health based nutrition and diet.

Juice Fiji's current products, and potential new sports drink, would aid the Ministry and the National Centre in their mission, and to further develop Juice Fiji's business model, a potential partnership could be established between the two entities to help reach a shared goal of improving the health and nutrition of the Fijian people, whilst utilizing local products.

With this proposal you will need to review and analyse Juice Fiji's products, the aims and initiatives of the National Food & Nutrition Centre, and the core components of 'Wellness' under the Ministry of Health & Medical Services, and highlight within a proposal document how Juice Fiji may propose a partnership between the parties.

A convincing proposal may include detailed information of health benefits of Juice Fiji's products, and how they align with the NFNC initiatives and Ministries' goals for wellness, Juice Fiji's current business performance and growth, and how the brands may compliment each other through associated marketing and promotion.

Key Research & Discussion Areas:

Plan and deliver ...

- What contribution can you make to this project within the time available which has a SMART aim? (specific, measurable, achievable, realistic, timely)
- How will you present the proposal to make it clear and easily understood?
- Consider similar pitches/proposals of other organisations both in Fiji and abroad?
 - In what ways are they successful?
 - How could they be improved?
 - What similarities are there between this company and other example organisations? And what are the differences?
- What may be the core components of the partnership?
 - Marketing / Brand Association
 - Endorsements
 - Public Messaging & Engagement
 - Social Media / Media Profile
 - Funding
- What support could Juice Fiji offer the Ministry?
- What support could the Ministry of Health offer Juice Fiji?
 - Could the Ministry aid in sponsorship bids to help Juice Fiji enter the sports market?

Create content ...

- What key information needs to be included in a business proposal?
- Could a template be created, with information edited based on the specific partner for that proposal or pitch?
- What key content may be included relative to Juice Fiji and the Ministry of Health & Medical Services?
- What makes Juice Fiji's business unique? Why should the Ministry support the use of their product?
- What is the best format to use to present the proposal?
- Are there any resources online you can use for inspiration?

Barriers to success ...

- What are the potential barriers to the success of this potential partnership?
- What are the potential solutions?
- How have other organisations overcome similar difficulties?

Evaluate ...

- How will you evaluate your contribution to the forging of a partnership?
- How will you present and share your results?

- You may also wish to consider...
 - What do other Business-to-Government proposals look like? Can you find any successful government pitches from companies worldwide?
 - Are there any traditional Fijian patterns that could be used?
 - How will you present the proposal? - PDF, Presentation, video? (combination of all)
 - What areas of Think Pacific's Skill Series will you use?
 - What resources are available in the health / drink sector for Fijian businesses and Government Ministries?
 - Is there any funding available?

Useful Links:

- Organisation page - <https://thinkpacific.com/action-project-juice-fiji/>
- Website - <https://www.juicefiji.com/>
- Facebook - <https://www.facebook.com/juicefiji/>
- Instagram - https://www.instagram.com/juicefiji_official/

Further Questions

Are there any questions you would like to ask Juice Fiji to assist in completing this project?

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