



Action Project Reference: 54-04

Organisation: Juice Fiji

Action Project Proposal:

“Business Development - Research and develop a proposal for Potential Partnership with the Ministry of Health.”

### 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:

The organisation has gathered a growing reputation in Fiji at an incredibly fast pace. They are now wanting to leverage their healthy lifestyle brand and take it into the sports and fitness industry. With the company's brand already aligned with health a partnership or collaboration with the Ministry of Health could be a huge area of growth.

They are eager for an intern to explore ideas for how Juice Fiji could work with the Ministry of Health, predominantly with their Wellness Fiji Program, to promote health lifestyles and healthy eating amongst Fijians. With this business proposal you need to research your ideas (support them with evidence, examples etc) while ensuring your proposal clearly states different proposals for how Juice Fiji and the Ministry of Health could work together to achieve their common goals.

## Key Research & Discussion Areas:

You might want to consider...

### Plan and deliver ...

- How will you present the business proposal to make it clear and easily understood? What information needs to be included?
- The mission of Wellness Fiji is to promote healthy lifestyle and behaviour so as to reduce common risk factors and intermediate risk factors in NCD - how can Juice Fiji help the MoH to achieve this?
  - Can you make a clear argument for the benefits of working together on this?
- 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?
- What information do you need to support your ideas for this partnership development? (e.g. Competitor analysis, examples of successful partnerships, benefits this product could have, challenges that could be encountered, who would be the target audience...)
- Consider business proposals for 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?
- Are there any new campaigns you can think of that Juice Fiji and MoH could successfully implement together?

### **Create content ...**

- What major themes and information needs to be included in the business proposal? Are there any resources/templates online you can use for inspiration?
- 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 business proposal?
- How is it best to structure your proposal? Will product development and funding be integrated or separate?

### **Barriers to success ...**

- What are the potential barriers to the success of this company?
- What are the potential solutions?
  - Providing solutions to any challenges will show your project is well thought out and easier for the partners to consider how it could be implemented.
- 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?
- What resources are available in the health / drink sector for Fijian businesses and Government Ministries?
- How will you access whether your project meets the aims and objectives of this AP?
- How will you present and share your results?
- How will you make sure there's an element of longevity in this project?
- What tips could you give to future interns doing this project?
- Are there any further areas of research you could recommend to future interns/Juice Fiji?

## 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/](https://www.instagram.com/juicefiji_official/)
- Fiji Wellness Program - <http://www.health.gov.fj/physical-health/fiji-wellness-achievement-program/>
- Ministry of Health - [Organisation Profile](#)
- Ministry of Health - [Website](#)
- Ministry of Health - [Facebook Page](#)

## Further Questions

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

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- .....
- .....