



A Joint Congolese-German-Italian-Venture

2015

BrazC Nut



berufskolleg Lehnerstraße
der Stadt Mülheim an der Ruhr
Sekundarstufe II mit Wirtschaftsgymnasium
Brücke zur Wirtschaft

**socially,
environmentally
and economically
sustainable**

BrazC Nut

**a
virtual
international
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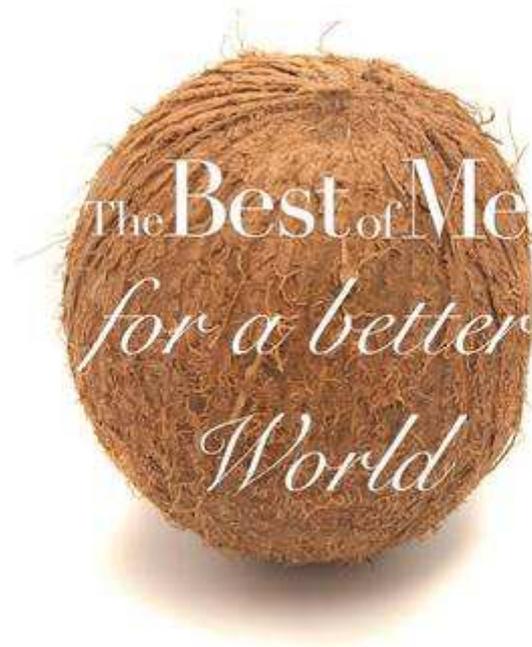
**business venture
based in**

**The Republic of Congo
Mülheim (Germany) & Como (Italy)**

idea by students from
Berufskolleg Lehnerstraße in Mülheim Ruhr /Germany
Caio Plinio Secondo in Como/Italy

Introduction

Welcome to BrazCoNut!



As a virtual company, we participate in the eTwinning project with which we want to take part in the [European Competition 2015](#), sponsored by the German Ministry of Education and the Foreign Office under the patronage of the German President. We have to deal with a set task to follow:

Corporations in Europe: You are founding a company. You need raw materials from developing countries for your products. How can you ensure sustainability, whilst still allowing your company to grow?

The deadline for submissions is March 31, 2015.

BrazCoNut Philosophy

The business idea involves the development of a business activity with a developing country. The EU will provide expertise and resources necessary for the development of new products. These products will be marketed both in the producing country and in the EU.

Moreover one of our main purposes is to create new workplaces and new skills through a sustainable economy.

We [analyzed](#) the economical and political situation throughout Africa analysed the economical and political situation in south-west Africa and came to the conclusion that the [Republic of Congo Brazzaville](#) is [the most fitting nation](#) for our idea, because it's politically relatively stable and it takes a medium low ranking in the human development index (HDI). After our preferred country to get involved in was the Democratic Republic Congo first, we changed our mind towards the Republic of Congo/Brazzaville during the conceptual development, since it is intending to become a emerging economy by 2025 and it has recently [signed contracts in Rome](#) with some Italian companies to develop its rail-network to facilitate the transport of goods to Pointe Noire. At present there is [no bilateral partnership](#) between Germany and the Republic of Congo but according to the Foreign Office there is a growing interest in which we want to part of.

Considering that the Republic of Congo has mostly an agricultural development, such as the cultivation of pineapples, coconuts, bananas, cassava, etc., it was decided to develop the processing and marketing of coconut.

According to the [FAO](#) of the United Nations, there is already a small Coconut Industry in the Republic of Congo, which we hope to tenfold by 2025.

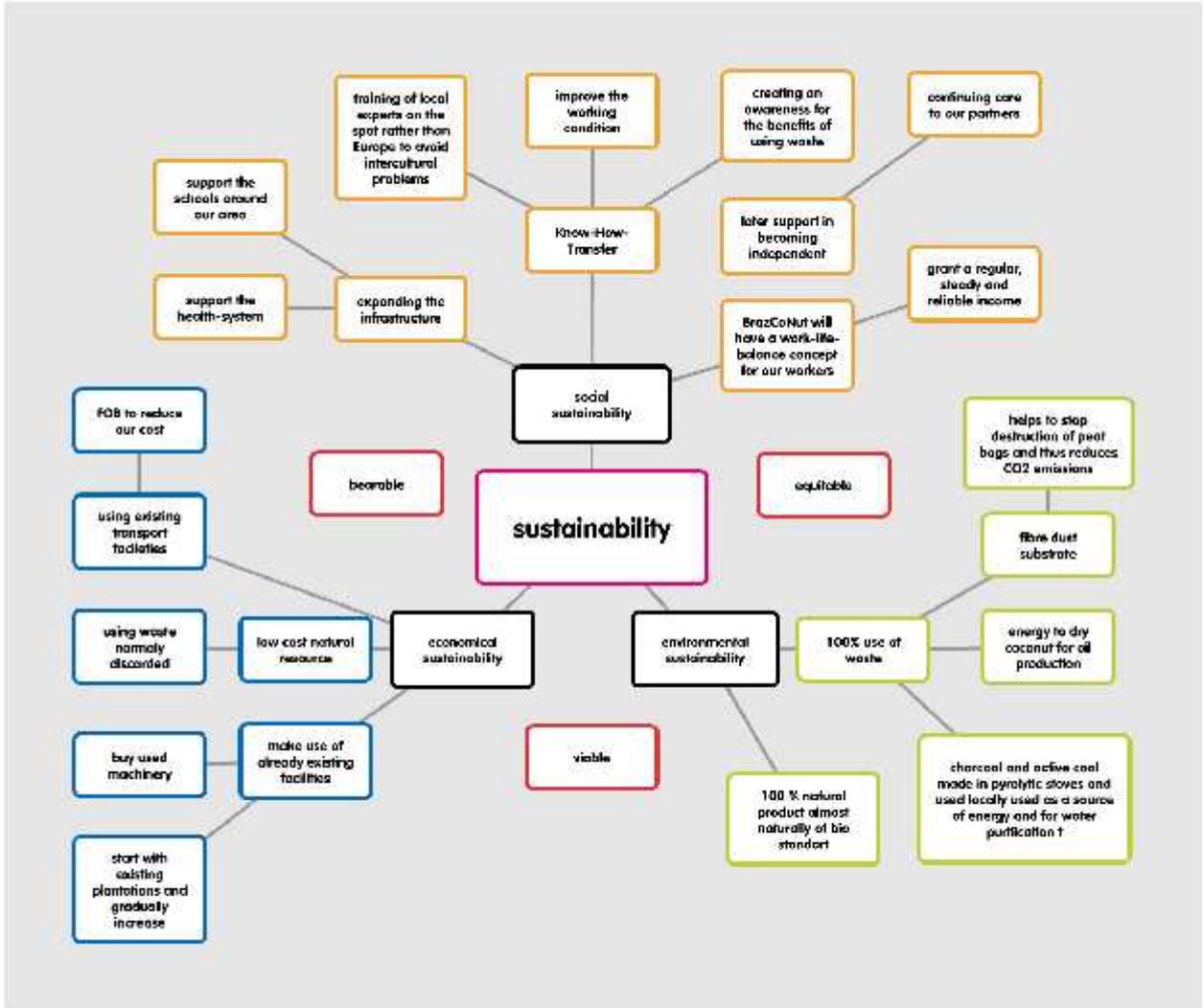
We will be economically and environmentally as well as socially sustainable because of our innovative products and approach. We will let the farmers in Congo participate directly from the yields by leaving 20% of those to their own use. We include in our products resources which are traditionally put to waste and which will be of very high environmental standards and value and also we will create a know-how transfer to teach the farmers help themselves.

Making use of pyrolitic stoves to activate the desiccation plant to produce coconut virgin oil our project promotes the use of a clean technology according to the so called Clean Development Mechanism (CDM) of the Kyoto Protocol.

Although the plantations which will provide coconuts to BrazCoNut are located not too far from the coast, where electric energy supply is already present, this environmental-friendly choice might be of some use to the people living in more remote inland parts of the country.

The corporate form chosen is a profit cooperative.

In order to limit the consumption of natural resources, the company will be installed in the vicinity of the most important communication ways to facilitate the arrival of the raw materials and the distribution of the finished product.



Products - Coconut Oil and Meat

Coconut Virgin Oil (CVO) and meat

What first comes to the most peoples minds when hearing about coconuts is the various usage of it's meat. As our consultant from Congo, Flory Kalenga, has explained to us, Coconut meat is a major contributor to the daily consumption of food, where there is often no alternative. Therefore, 20% of the meat we receive through our production will be returned to farmers and their families for nutritional purposes.

The other 80% we dry and grate for the further production of Coconut Oil. Now there are two markets we target.

Markets of Coconut Virgin Oil (CVO)

Cooking Purposes

Our virgin Coconut oil has excellent nutritional value because of its unique fatty acids.

It is perfect for cholesterol control and is said to combat Alzheimers disease.

Apart from that it is a delicious ingredient for many dishes. It can be used for coffee and tea instead of cream. Just try vegetables fried in coconut oil instead of seed oils. Scrumptious.

It is perfect as a glaze, when cold, coconut oil becomes solid very quickly. This gives it a white glaze appearance. Perfect to top onto chilled dessert! It is great for baking instead of butter. Coconut oil can be used as a replacement for butter in a lot of recipes.

Cosmetic Industry

Our coconut oil can be used for cosmetic purposes as well.

It can be used pure but can be blended with virgin olive oil to get a wonderful moisterizer for lips, hair and skin.

The fatty acids in our COCONUT OIL have been shown to possess antibacterial, antiviral and antifungal properties, and in many cases actually improve many skin conditions such as acne and rosacea. Coconut oil also contains free-radical-fighting antioxidants which help prevent premature aging and degenerative diseases.

OLIVE OIL is a natural, hypoallergenic way to moisturize skin, and also has contains strong antioxidants, like Vitamins A and E. These help repair and renew skin that has

been damaged from overexposure to sun, air pollution, and other modern-day environmental hazards – like cigarette smoke and fast food. These antioxidants also stimulate cells and return skin to a firmer, smoother, and healthier state. This mix can be used as a natural Make-up Remover, Body moisturizer and massage oil.

Our coconut oil and the coconut-olive oil mixture can reduce the puffiness around the eyes and is a great lip balm as well. You can make a salt scrub for body peeling and use it as shaving cream or after-shave cream.

It can be used for reducing scars, stretch marks and softening cracked heels, our Product relieves itching from bug bites and heals wounds.

It can be used as a natural sun-screen, or for relieving sun-burns with it.

It is perfect as a hair conditioner, hair serum, hair gel and it is perfect to treat lice with it. Also you can make a [natural toothpaste](#) and a nourishing hair mask out of our virgin coconut oil and it promotes hair regrowth.

Products - Coconut Water

MADE IN
CONGO
BRAZZAVILLE



Pure fresh coconut water.

Contains potassium and sodium
which regulate water and alkaline
balance and helps treat
blood pressure
and
and avoid jet lag.

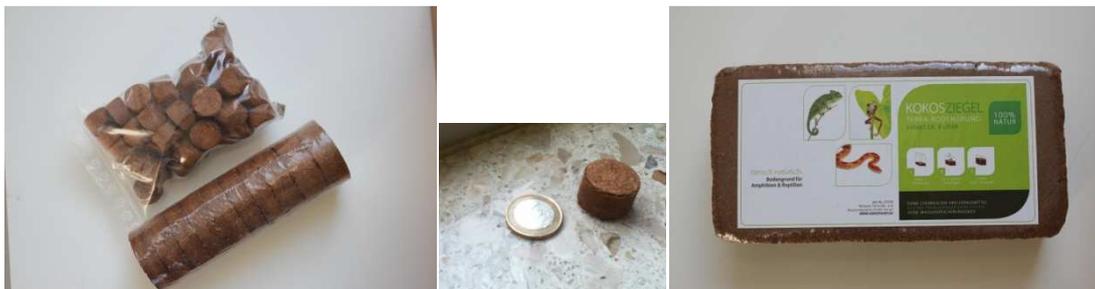
Our research on the issue of Coconut Water led us to a very interesting fact: Coconut water actually helps beating jetlag and has more than just a healthy effect on the consumer. Therefore we contacted airlines in Germany that were all interested in our idea of selling Coconut Water at airports to support businessmen that suffer jetlag or tourists that are looking for an healthy refreshment as an alternative to the very unhealthy energy drinks that already exist vastly. In Ecuador, the use of Coconut Water is even prescribed as a remedy against certain infections because of it's anti-inflammatry and antioxidant activity.

We are well aware, that there already is a market for the distribution of Coconut Oil. What is new about our concept, is that we are the first to apply Coconut Water to a specific usage!

Products - Coconut fibre substrate

Coconut fibre substrate is a 100% biodegradable and sustainable substrate of high quality. Its use can help reduce the destruction of peatbogs around the world which are so important for the environment as they reduce the CO2 emissions considerably.

At present the fibres found in the husks of the coconuts are left as waste in most of the coconut producing countries and actually create an environmental problem. This is due to the fact that farmers in the coconut producing countries often simply do not know about the use of it. We at BrazCoNut produce and market Coconut Fibre Substrate. One of our major customers is the German company ProFlora. ProFlora is specialized on producing earths, ropes and other materials based on Coconut waste. We visited the headquarter of ProFlora in Duisburg and the CEO, Mr. Belger, agreed to acquire Coconut-earth from us for 30 cents/700 gram. Please take a look at the pictures below to get an impression of the work ProFlora is doing.



The size of a small tab approximately equals the size of a 1€ coin. It turns into about 150 ml of perfect soil when water is added.

Supplement: Pyrolytic Stoves

By returning the fibre dust to ProFlora for distribution, we return only part of the organic waste. We have found out that the Coconut fibre can be used as fertilizers and can be burned in pyrolytic stoves and turned into char-coal for heating and cooking purposes and active-coal for water purification in Congo. Burning the hard inner layer of the Coconut ([Endocarp](#)), will give us the energy to dry the Coconut meat during our production process.

That helps us supporting Congo in cleaning water by returning active-coal for that purpose and lower the CO2 emissions of our own production by burning parts of the waste.



Marketing

Marketing & Advertising

“There is more to a coconut than your chocolate bar suggests!”



Part of *BrazCoNut's* marketing strategy is the financial policy, of course. For further information on that, refer to the corresponding section of our [business plan](#). We intend to base our overall advertisement on our reputation. We mean to be a company with a high standard of social values and we know how positive that effect is on word-of-mouth recommendations.

Since we already vaguely know who we are going to sell our products to, an extensive advertising strategy is not necessary yet.

- Coconut fibre substrate is completely used, as explained on the corresponding page.
- Coconut water will be sold to airlines that we are, in fact, already in negotiations with.
- Coconut Oil and meat will be returned partly to the farmers for their own use and sold to the cosmetic and food industry. We will soon be starting negotiations with distributors.

We have created a questionnaire to see if people know coconut water and its advantages and how much they are ready to pay. Click on this link and complete it please

https://docs.google.com/forms/d/1WA0KTO1D-Vu2eNoTuuTgE3Xv5ljghgfI6Sqs7l6VOPc/viewform?usp=send_form

Who we are

Here is some basic information about ourselves, our colleges, our cities and our regions:

Mülheim an der Ruhr



The team in Mülheim consists of 4 students of the class "GO13A". Our names are Mirco Lanzerath, Niklas Wölki, Dilara Imer and Jan Vogelsang. Flory Kalenga, born in the Democratic Republic of Congo is now a student at our International Class. He supports us continuously with his inside-advice.

The name of our College is BK-Lehnerstraße. This is a College emphasizing on economical teaching, where students can graduate with an diploma or an apprenticeship as office workers or bank clerks, etc. Our school participated in a lot of international projects already and this is our recent.

We live in the city of Mülheim an der Ruhr. *An der Ruhr* means *on the Ruhr* and the *Ruhr* is the name of the river crossing our city and splitting it into two parts. Mülheim is a small city, with many kind and friendly people and historic sights like the *Schloß Broich*, which translates into *Castle Broich*, an old post station, the *MüGa* (*Mülheimer Garten/Garden of Mülheim*) and many others.

For further information please refer to the official homepage of our city [Mülheim an der Ruhr](#): Also feel free to take a look at some licence free pictures we uploaded into the Material section.

Como



We are fourth year students of the school Caio Plinio Secondo, which is a technical and economical institute with different sectors of economic studies. The name of our school is Caio Plinio Secondo. Our school is quite old: it was founded in 1865 by King Vittorio Emanuele II. It is situated in the center of Como. We are part of the *S.I.A course*, which is short for *business information systems*. In our future job we will be asked to create company programs for information technology.

Como is located in Lombardy, in the north of Italy, on the border to Switzerland. It is famous for its lake and the beauty of the old wall city. Take a look at some pictures we took of Como and the lake in the Material section.

People in Como have a reputation for being nice and friendly.

In order to work together we created [4 international groups](#).

For further details look at our website:

<http://twinspace.etwinning.net/1916/>