

Mr. Wynand Gericke
Rosehip Farm

Current and future financial models
of essential oil enterprises

Future Growth of the Industry

- Global demand for essential oils and natural products continues to increase.
- Estimated industry growth of more than 100% over the next decade.
- Businesses that prepare now will be the ones that benefit most.

Key message:

- ❖ The opportunity is enormous

But only for businesses that are ready.

Two Financial Pillars

External Support

- Private Investors
- Bank Finance
- Government and development programs, DTIC, SEDA, DSTI, UNIDO, SIPPO, GIZ
- Skills development and Co-investment

Internal Support

- ❖ Maximise existing infrastructure
- ❖ Develop new and value-added products
- ❖ Cultivation to Retail and/or White-label opportunities
- ❖ Innovation and new formulations

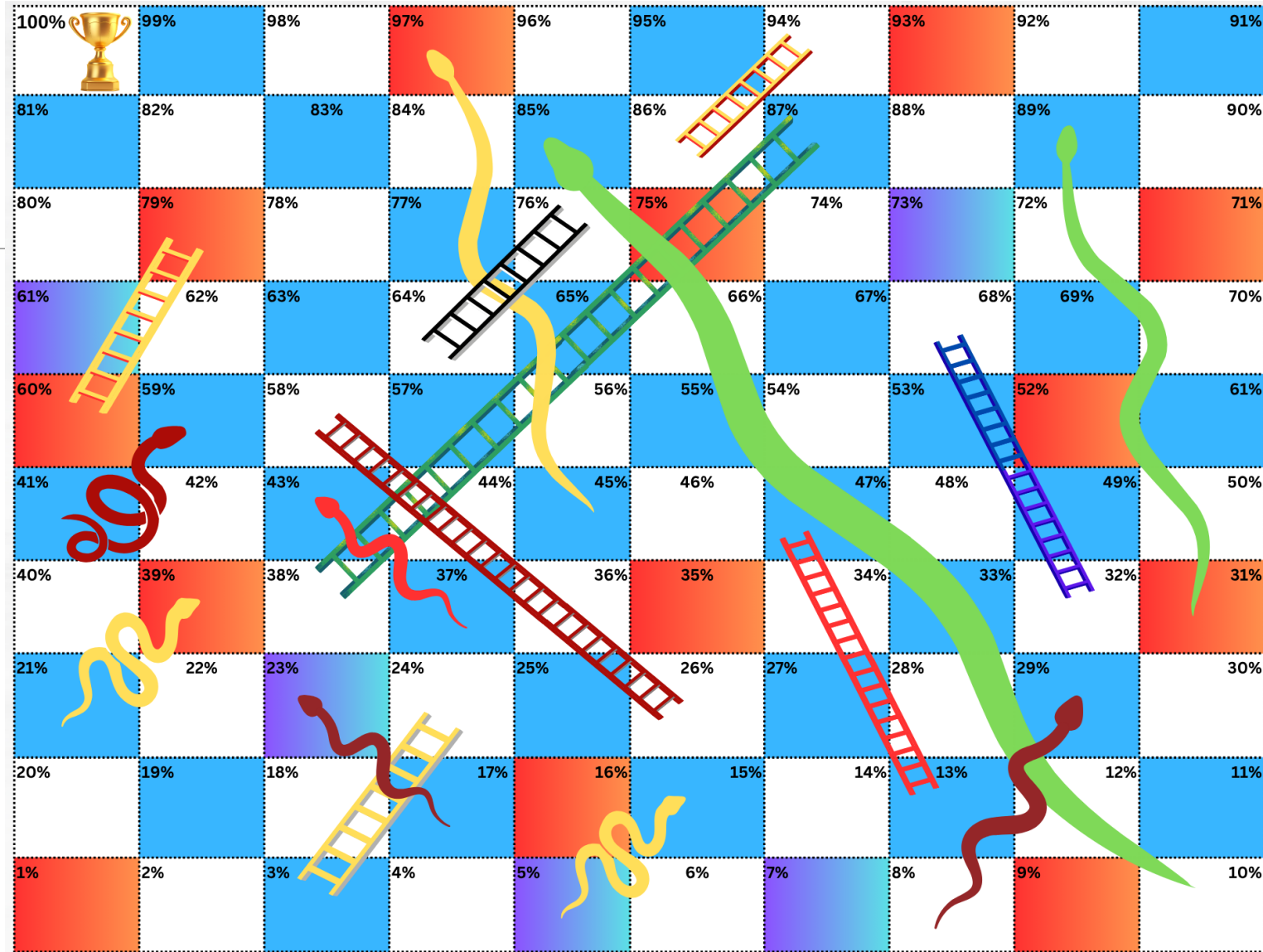
Requirements Building a Successful Business

Success is built on:

- Discipline
- Commitment
- Consistency
- Continuous improvement

Remember

- ❖ Business is not a game
- ❖ Success is never built on luck



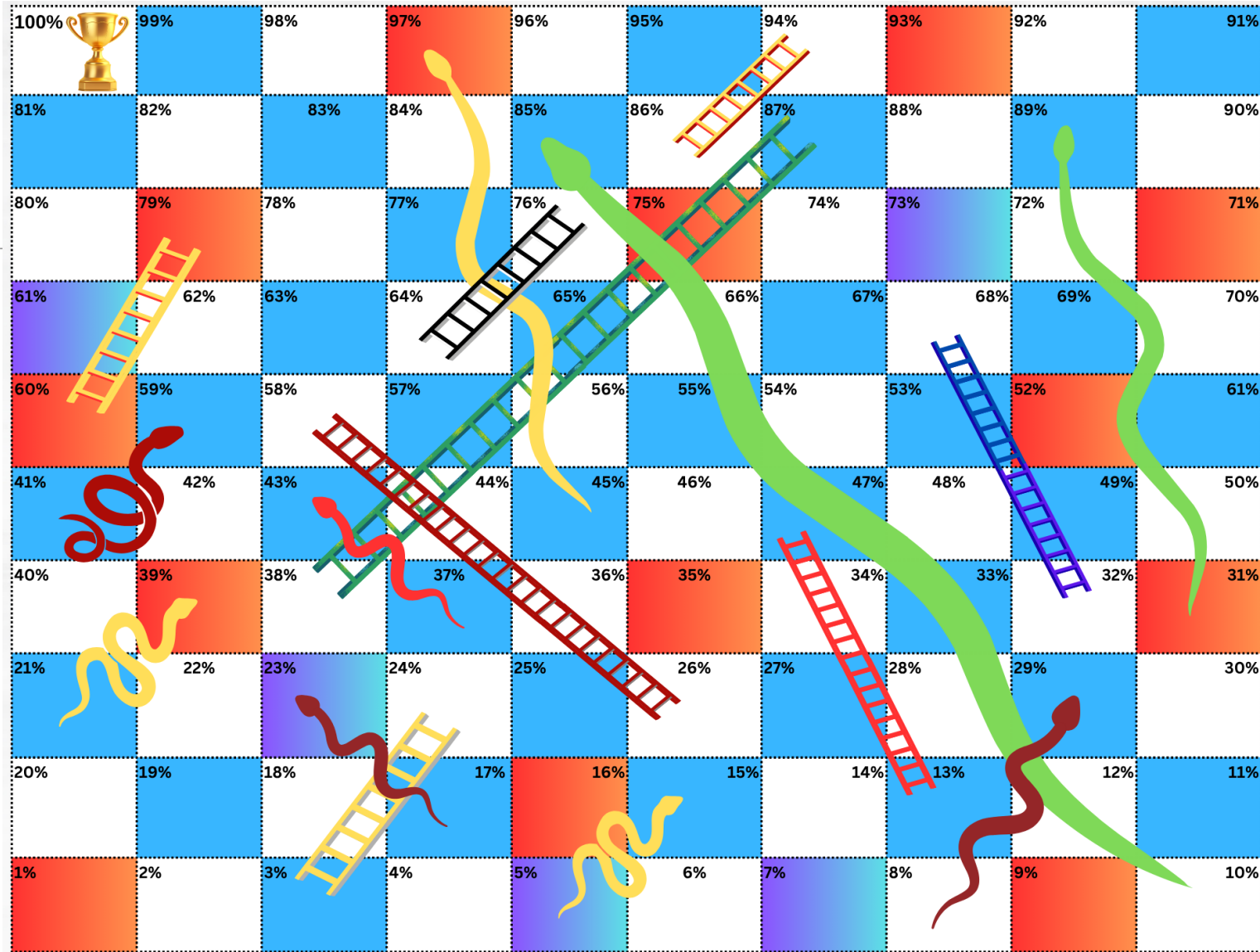
Start... Don't Wait.

Successful businesses don't wait for perfect conditions.

Focus on:

- Your goal
- Market changes
- Rising costs
- Technology
- Competition
- Supply chain risks

❖ You cannot control every challenge, but you can prepare for them.



Common Business Snakes

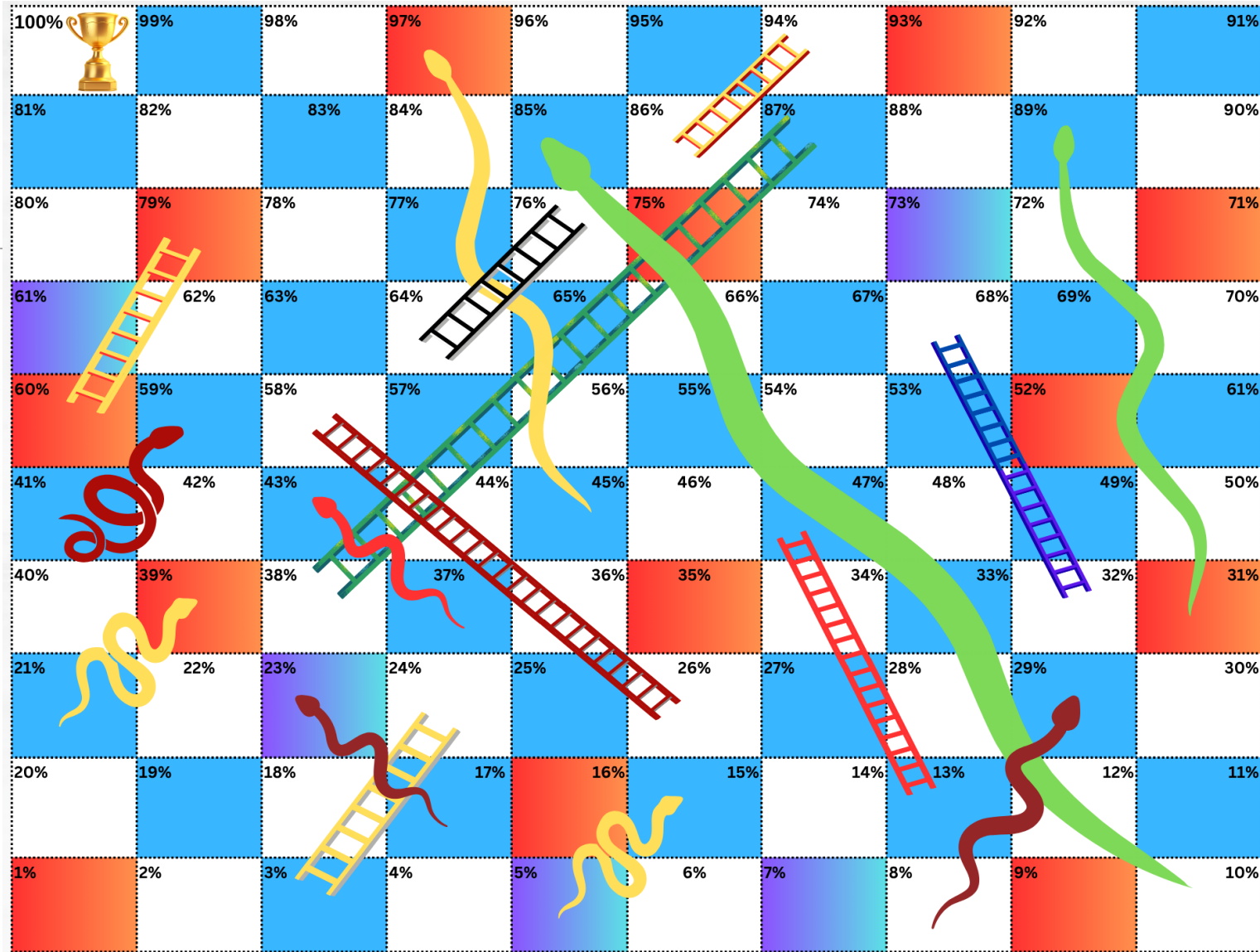
Internal Challenges

- Fear of failure
- Emotional Decision-making
- Stubbornness, Pride
- Short-term thinking

Other Challenges

- Wrong hiring decisions
- Dependent on one client or one product

❖ Getting older doesn't make these go away. They just get older with you.

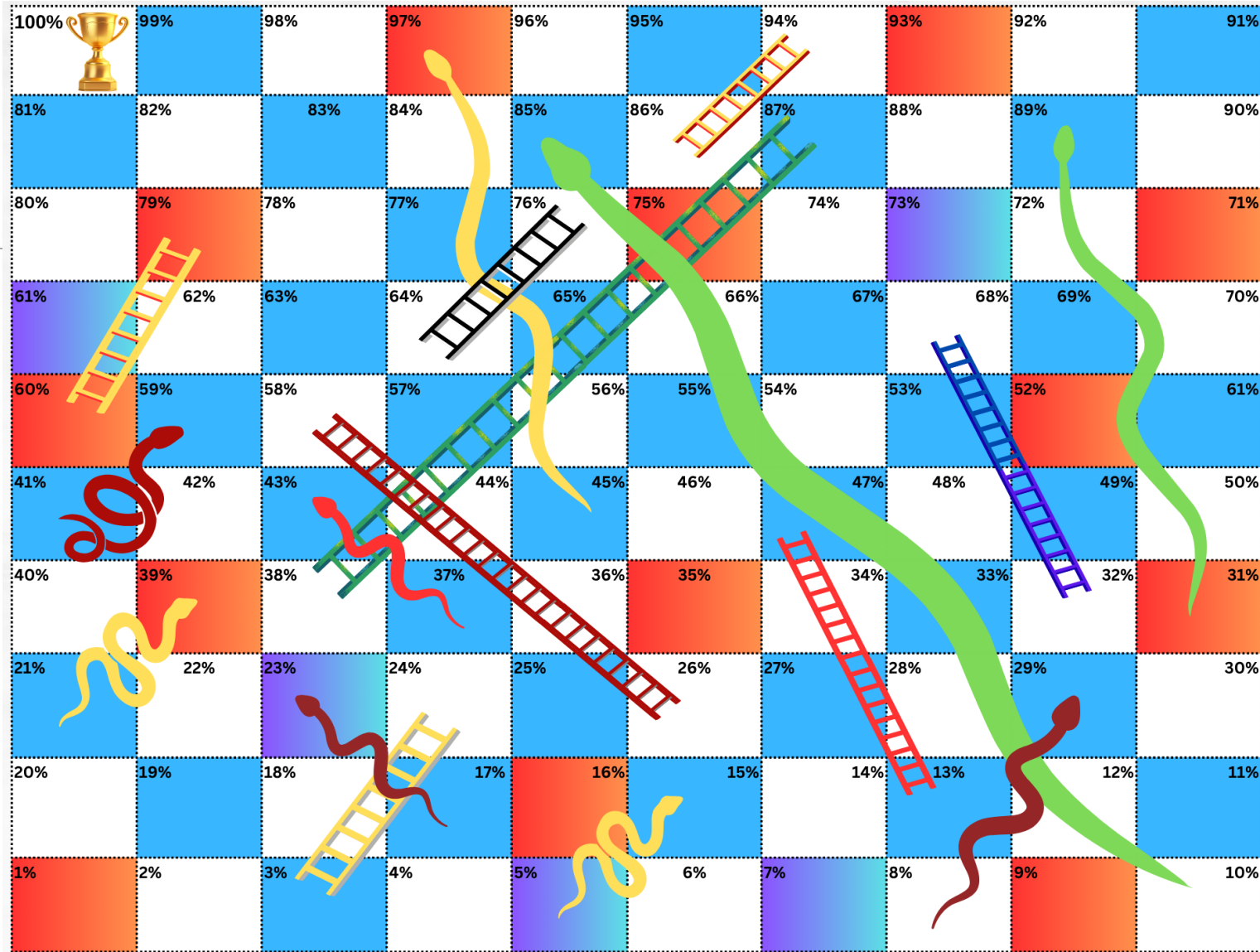


Next Level Ladders

Quality Creates Value

- Quality without compromise
- Evaluate your Supply Chain
- Certifications
 - Organic, GMP, FSSC, ISO, etc.
- Export Readiness

❖ The market is the world, own it.



Next Level Ladders

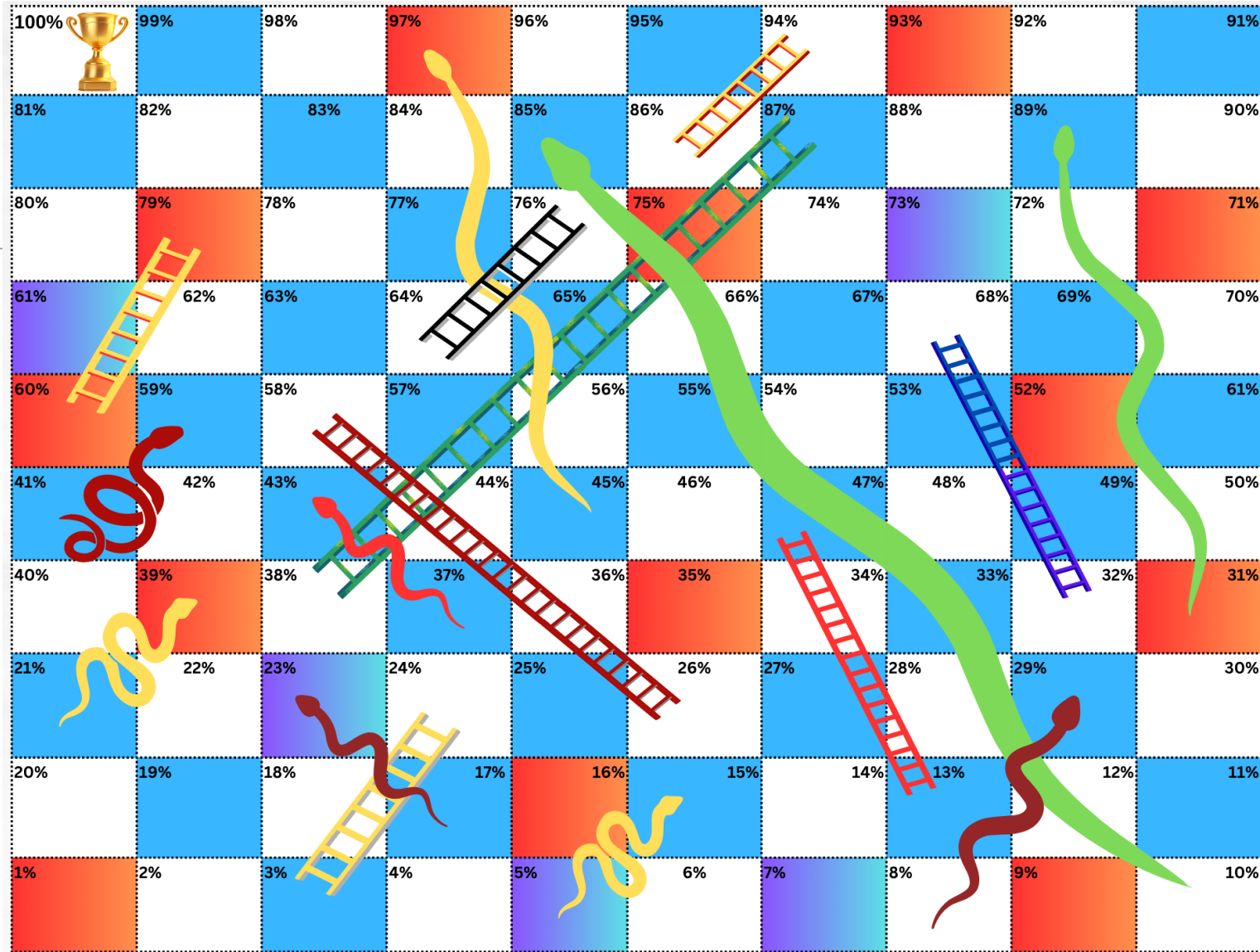
Invest

- Solar- Water and Electricity
- Machinery, Redundancy
- Marketing
- Staff development
- Invest in Yourself
- Assets that increase in value

Sowing

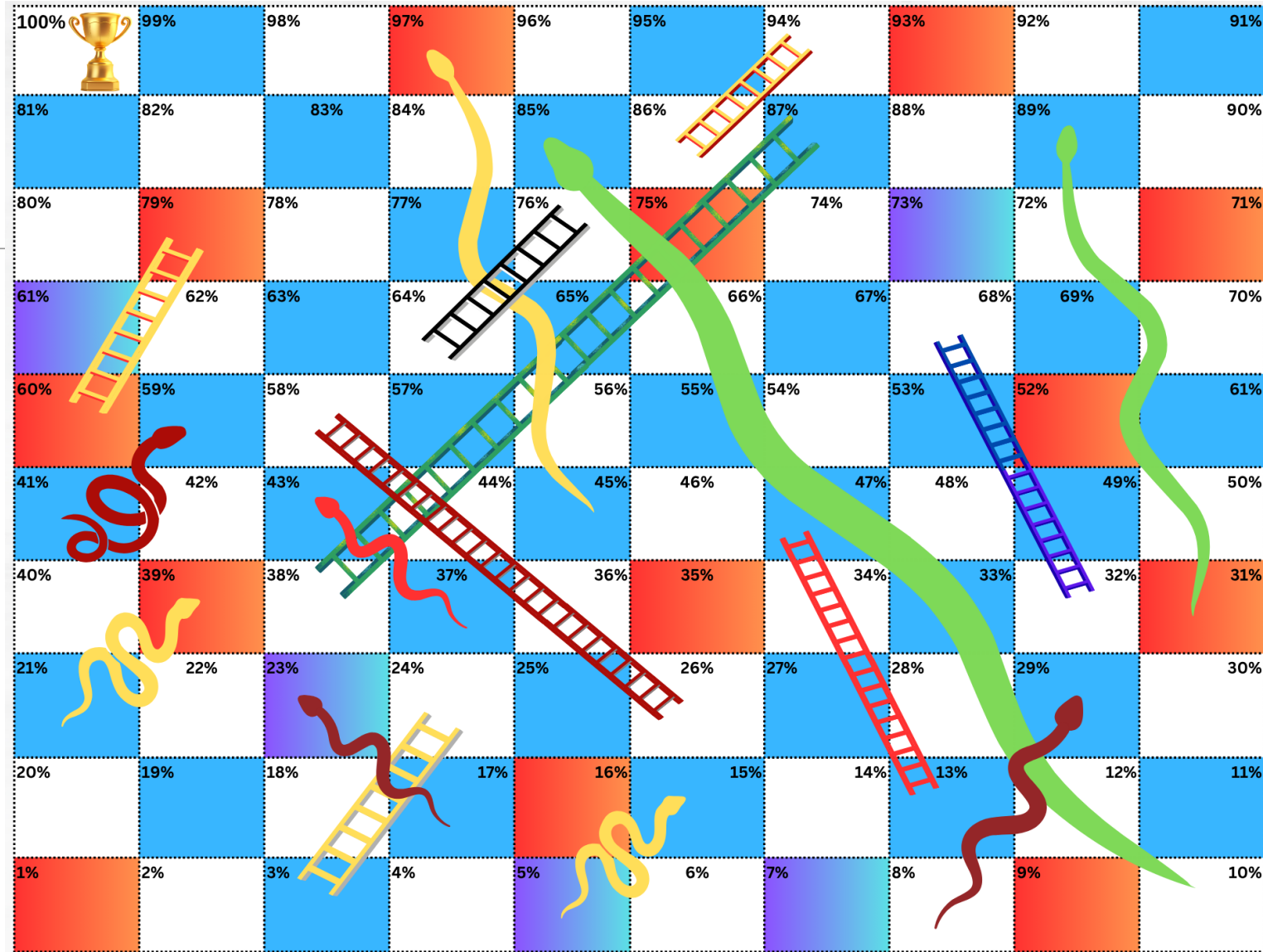
- Sow on Fertile soil

❖ Finances follow patterns & will disappear if not allocated



Ladders NOT to take

- Sacrifice Relationships, Health & Integrity
 - Unevenly yoked partnerships
 - Company Strength
-
- ❖ Count the cost
 - ❖ Rather skip a ladder or two
 - ❖ Audit yourself & company





Your Goal is not

The End

*Every milestone is simply the
beginning of the next one.*

