

1- PROJECT OVERVIEW: (Summary of general information about the project)

The “Badjia da Terra” production project is in the food category within the scope of the “safe” project, which aims to work with locally produced agro products, but with little prominence in the national and international formal market.

The present project aims to produce and commercialize a product typical of Mozambican gastronomy, namely "badjia".

It is a revolutionary product, because it is safe, clean and quick to prepare.

2- OBJECTIVES: (Summary of the main objectives of the project)

- Produce a clean, safe, nutritious and fast preparation for the consumer.
- Expand the “Badjia da Terra” sales market.

3-VISION: (Short, medium and long term vision of the project)

- **Short-term vision:** Commercialize “Badjia da Terra” in large quantities in the national market, which implies taking the product to supermarkets, wholesale markets and similar places. That is, we want to increase the production and marketing of badjia.
- **Medium Term Vision:** Make “Badjia da Terra” a product marketed not only in the national market, but also in the international market, which would reduce the stereotypes associated with the product and which will allow the product to expand across borders.
- **Long-Term Vision:** To make “Badjia da Terra” a product recognized for its excellence, distinctive taste and quick and hygienic way of preparation. We want to be a reference for Badjia's production and marketing.

4- RISK