

**Ficha de Projeto para  
montagem de raiz, de uma  
Fabrica de produção de  
Cerveja em STP**

## **1- PROJECT OVERVIEW**

(Summary of the general information about the project)

This business plan is intended to support the business model of the company Cervejeira de São Tomé, which will create a beer production and bottling plant with space for a Bar / pub.

This initiative arises from the fact, on the part of the initiative's promoter, that the beer market in São Tomé e Príncipe, being a monopolist, has room for growth and the implantation of a new production unit, aiming to achieve two objectives: one of the objectives is to offer São Tomé and Príncipe and its visitors the opportunity to enjoy a different and higher quality beer than the only one produced locally and which currently exists, in addition to imported beer, the price of which makes it prohibitive for most citizens.

To carry out this project, a factory will be built from scratch, with the latest technology and with the principles of the most demanding quality, safety and compliance with the health, hygiene and safety criteria at work.

The second objective is to create a company with a future that tends to achieve its sustainability and a rewarding return on investment, or for their fellow citizens through job creation and increased production, as well as an increase in the contribution to Social Security and tax authorities and, finally, to the GDP of São Tomé and Príncipe.

## **2- OBJECTIVES:**

(Summary of the main objectives of the project)

The intention is to build a factory for the manufacture and bottling of beer for local sale and for the national tourism market and to distribute it in order to reach the entire territory.

It will also be created a place for tasting and socializing both for the locals and for the great number of tourists who, increasingly, seek the archipelago to enjoy its natural beauty, rest or entertainment according to what they want to get, and entertainment programs very well designed.

Implementation rate:

## **3- VISION:**

(Short, medium and long term vision of the project)

Be the second beer option in the short term as the market is not fully served;

In the medium term, we intend to cover the entire archipelago, affirm the brand as a reference in quality and shelf

life of the product, cement the customers' taste for new flavours and for the distinct brand and achieve international recognition, namely with travel agencies in magazines and e-commerce publications.

In the long run, the aim is to stabilize production and the number of customers, cement the presence and awareness of the population and food establishments, stabilize sales, with the least possible oscillation.

The market shares to be reached in the short, medium, and long term are listed in the table below.