

## CHAPTER IV

### ACTION PLAN

**Table 13 Action Plan**

Key Objectives	Task	By Whom	By When
<b>MARKETING</b>			
Determine Launch Plan	Outline Plan	Kamol	1 May
	Agreement and decision on implementation	Kamol	1 June
Contact to farmers of organic plant	Agree concept	Kamol/Farmers	1 June
	Approval of contact	Kamol/Farmers	30 June
<b>FINANCE</b>			
Finalise Cash Flow Plan	Review P and L with Managers	Kamol	1 January
	Complete Cash Flow Plan	Kamol	1 February
Finalise Initial Finance	Review finance documents	Kamol	1 March
	Sign by	Kamol	1 April