BUSINESS & PARTNERSHIP PROPOSAL

OCKTAVE WATER

PURE. REFRESHING. TRUSTED.

A proposal for strategic partnership, investment, sponsorship and business support

OCKTAVE BOTTLED WATER NIG LTD
RC 7089781
Abuja, Nigeria
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1. Executive Summary

OCKTAVE BOTTLED WATER NIG LTD (RC 7089781) is an emerging Nigerian consumer-products company developing OCKTAVE WATER, a professionally positioned drinking-water brand designed around purity, refreshment, trust and accessible quality. The company intends to launch through a disciplined, capital-efficient production model and scale progressively from contract/private-label manufacturing into its own production infrastructure as demand and working capital permit.

This proposal invites strategic partners, investors, corporate organizations, philanthropists and supporters to participate in the actualization of Ocktave Water. Support may be financial, equipment-based, technical, distribution-focused, sponsorship-based or structured as an investment/partnership.

Company	OCKTAVE BOTTLED WATER NIG LTD
Brand	OCKTAVE WATER
Corporate Registration	RC 7089781
Head Office / Launch Market	Abuja, Nigeria

The proposition in one sentence

We are inviting partners to help build a scalable Nigerian water brand from the ground up—starting lean, operating professionally and expanding with proven market demand.

2. Company & Brand Story

The Ocktave name originated from the bottled-water business. The water venture is therefore the commercial foundation from which the wider Ocktave identity has grown. This gives Ocktave Water a distinctive role: it is not simply a new product line, but the originating business around which a long-term Nigerian enterprise can be developed.

Brand promise

PURE. REFRESHING. TRUSTED.

The brand is intentionally positioned to combine clean visual design, dependable product presentation and a customer-first promise. The official identity uses green and white, with an octagonal water-drop emblem and a consistent premium packaging language.

Official Ocktave Water product/packaging direction. Final production artwork will be adapted to the selected manufacturer's technical and regulatory specifications.

3. Vision, Mission & Strategic Objectives

Vision Statement

“WE LOOK FORWARD TO DIVERSIFYING INTO DIFFERENT SECTORS OF THE ECONOMY AS FAR AS YOU CAN SEE.”

Mission Statement

“TO INSPIRE THE WORLD WITH OUR WELL MANUFACTURED PRODUCTS AND SERVICES THAT WILL SUIT THE NEEDS AND WANTS OF OUR ESTEEMED CUSTOMERS.”

Strategic objectives

- Launch Ocktave Water with strong product quality, packaging and distribution discipline.
- Establish a reliable production partnership while the company builds the economics for its own plant.
- Develop a repeat-purchase customer base across Abuja and expand into additional Nigerian markets.
- Create direct and indirect employment through production, logistics, sales and distribution.
- Build a recognizable Nigerian brand capable of expanding into other consumer sectors over time.
- Maintain strong attention to applicable regulatory, quality-control and food-safety requirements.

4. Product & Market Opportunity

The initial product strategy is deliberately broad enough to serve both mass-market and institutional demand, while allowing the company to begin with the formats that offer the best economics and fastest route to market.

Format	Primary customers	Role in launch
50cl bottled water	Shops, offices, events, hotels, restaurants, supermarkets	Core consumer SKU
75cl bottled water	Hotels, offices, events, retail	Premium/medium-size option
1L bottled water	Families, retail, offices, hospitality	Larger personal-use option
1.5L bottled water	Homes, retail, hospitality	Family/value format
Sachet water	Mass-market retail, events, worksites	Accessible volume product

Initial market focus

Abuja is the proposed launch market because it offers a large concentration of residential communities, offices, hospitality businesses, institutions, events and retail channels. The operating model will prioritize short distribution routes, repeat wholesale accounts and visible brand placement before wider geographic expansion.

Competitive positioning

- Professional green-and-white identity designed to be immediately recognizable.
- Consistent packaging across bottle sizes and future sachet products.
- Focus on dependable supply and distributor relationships rather than one-off sales.
- Premium presentation without abandoning affordability.
- Long-term Nigerian brand building rather than a short-term trading operation.

5. Business Model & Route to Market

Phase 1 — Contract / Private-Label Manufacturing

To reduce initial capital pressure and accelerate market entry, Ocktave Water intends to evaluate reputable licensed manufacturers capable of producing and packaging water under the Ocktave brand. The company will control brand identity, marketing, customer development and distribution while the manufacturing partner provides production capacity under a formal arrangement.

Phase 2 — Distribution Expansion

- Build wholesale and distributor accounts across Abuja.
- Develop recurring institutional accounts such as offices, hotels, restaurants, churches and event organizers.
- Use social media and branded promotional materials to build consumer recognition.
- Track sales by SKU, territory and customer type to guide production volumes.

Phase 3 — Own Production Infrastructure

As volumes become predictable and retained capital improves, Ocktave Water can transition toward its own water-treatment, filling and packaging facility. This phase is intended to improve long-term control, capacity and margins while creating additional employment.

Revenue channels

- Wholesale/distributor sales
- Direct institutional supply
- Retail sales
- Events and bulk orders
- Future geographic distribution

6. Partnership & Investment Opportunity

We are seeking partners who can contribute capital, equipment, expertise, market access or strategic relationships. The preferred structure will depend on the partner's objectives and the final production and launch budget.

Support route	Possible contribution	Potential use
Financial investment	Equity, structured investment or patient capital	Production, packaging, working capital, distribution
Equipment support	Water treatment, filling, sachet or laboratory equipment	Production capacity and quality control
Sponsorship	Launch/marketing support	Brand launch, visibility and market activation
Strategic partnership	Technical, distribution or operational expertise	Scale, efficiency and market access
Asset/vehicle support	Delivery vehicle, logistics or warehouse support	Distribution and route-to-market
Market access	Introductions to distributors/institutions	Faster customer acquisition

What we are prepared to provide

- A formal company and brand structure.
- A defined product identity and packaging direction.
- Transparent use-of-funds reporting for agreed support.
- A written partnership or investment agreement appropriate to the structure.
- Regular business updates and performance reporting to strategic partners.

7. Proposed Use of Funds

The exact financial requirement will be finalized after receiving formal quotations from shortlisted manufacturers, equipment suppliers and logistics providers. The following categories form the working capital and setup framework.

Category	Purpose	Budget status
Initial production	First commercial batch / contract manufacturing	To be quoted
Bottle & packaging	Bottles, caps, labels, shrink-wrap/cartons	To be quoted
Regulatory & testing	Applicable registration, testing and compliance costs	To be confirmed
Branding & launch	Print, digital marketing, launch activation	To be budgeted
Distribution	Delivery, storage and route development	To be quoted
Working capital	Reorders, staff, operating expenses and contingencies	To be budgeted

Important: No fixed investment figure is stated in this proposal because the company is obtaining supplier quotations. This protects both the company and prospective partners from relying on unverified estimates.

8. Operations, Quality & Compliance

Ocktave Water will prioritize product quality, traceability, clean production practices and compliance with applicable Nigerian requirements. Where contract manufacturing is used, the company will conduct due diligence on the manufacturer's facility, production practices, documentation, quality-control systems and regulatory status.

Operational priorities

- Source production only from a properly vetted manufacturing partner.
- Use approved packaging and controlled batch/date coding.
- Maintain documented product specifications and approved label artwork.
- Require appropriate quality-control and testing records.
- Use formal supply and private-label agreements.
- Confirm regulatory responsibilities before commercial production and distribution.
- Inspect facilities before entering a substantial production commitment.

Risk controls

Risk	Control approach	Partner benefit
High initial factory cost	Start with vetted contract production	Lower capital exposure
Supply inconsistency	Written production SLAs and backup suppliers	More reliable customer service
Regulatory risk	Due diligence and documented compliance responsibilities	Stronger governance
Slow market adoption	Start with focused Abuja channels and measure repeat sales	Capital used against evidence
Cash-flow pressure	Staged production and disciplined inventory	Reduced working-capital risk

9. Implementation Roadmap

Stage	Key activity	Indicative timing	Success measure
1. Partner selection	Collect quotations, verify facilities and negotiate terms	Weeks 1–3	Preferred manufacturer selected
2. Compliance & artwork	Confirm requirements; finalize production-ready packaging	Weeks 2–5	Approved artwork/specification
3. Pilot production	Produce first commercial batch	Weeks 5–7	Saleable inventory delivered
4. Abuja launch	Activate distributors, institutions and retail channels	Weeks 7–12	Recurring orders established
5. Scale	Increase production and territory coverage based on sales	Months 4–12	Improved volume and repeat purchase
6. Own facility planning	Evaluate economics and financing for Ocktave plant	Months 9–24	Investment-ready expansion plan

First 90-day priorities

- Secure a compliant and commercially viable manufacturing arrangement.
- Finalize production-ready label and packaging specifications.
- Complete pilot production and quality verification.
- Recruit/appoint initial sales and distribution support.
- Build a repeat-order customer pipeline.
- Establish simple management reporting for sales, inventory, cash flow and production.

10. Economic & Social Impact

Beyond commercial returns, Ocktave Water is intended to contribute to local economic activity through direct and indirect employment, logistics demand, retail distribution, packaging supply, marketing services and the development of a locally owned consumer brand.

- Direct jobs in sales, administration, distribution and future production.
- Indirect opportunities for distributors, retailers, drivers, printers and service providers.
- Support for Nigerian manufacturing and locally managed enterprise.
- Potential future expansion into additional consumer products and sectors.

Long-term ambition

Ocktave Water is the first major commercial expression of the Ocktave name. The long-term vision is to develop OCKTAVE into a diversified Nigerian business group. Water is the foundation: the immediate objective is to make OCKTAVE WATER dependable, visible and commercially strong before expanding further.

11. Proposed Partnership Framework

We are open to discussing different structures rather than forcing every partner into one model. Depending on the partner's contribution and objectives, discussions may include:

- Strategic investment with agreed ownership or return structure.
- Equipment financing or equipment contribution against agreed commercial terms.
- Corporate sponsorship of launch and market development.
- Distribution partnership with defined territory and volume targets.
- Joint venture or special-purpose operating arrangement where appropriate.
- Advisory/technical partnership with defined deliverables.

All investment or ownership arrangements will be subject to due diligence, written agreements, appropriate corporate approvals and professional legal/accounting advice.

Why partner with Ocktave?

- A clear and memorable consumer brand with a defined visual identity.
- A practical phased entry strategy rather than an unnecessarily capital-heavy launch.
- A registered company structure and identifiable management.
- A large everyday-consumption product category with repeat-purchase potential.
- A long-term ambition to build a diversified Nigerian enterprise.

12. Partnership Invitation

We respectfully invite companies, institutions, investors, philanthropists, entrepreneurs and notable individuals who believe in Nigerian enterprise to consider supporting the actualization of Ocktave Water.

Our request is simple: help us build the foundation; we will focus on turning that foundation into a sustainable business.

We welcome an opportunity to present the detailed financial model, supplier quotations, launch budget, proposed partnership structure and implementation plan to interested partners.

Contact

Company	OCKTAVE BOTTLED WATER NIG LTD
RC Number	7089781
Email	ocktavebottledwater@gmail.com
Brand	OCKTAVE WATER — PURE. REFRESHING. TRUSTED.

THANK YOU FOR CONSIDERING PARTNERING WITH OCKTAVE WATER.