

STRATEGIC CORPORATE PLAN

SPLENDID SEASONS (PVT) LTD

2026 – 2030

“Building a Sustainable, Compliant, and Globally Competitive Food Ingredient Business”

Prepared For:
Management, Shareholders, Auditors & Strategic Partners

Prepared By:
Splendid Seasons (Pvt) Ltd

Location: Sri Lanka

Date: 08/12/2025

STRATEGIC CORPORATE PLAN

SPLENDID SEASONS (PVT) LTD

1. EXECUTIVE SUMMARY

Splendid Seasons (Pvt) Ltd operates in a competitive global food ingredient and value-added agricultural products sector, where buyers demand consistency, traceability, compliance, and reliability. This Strategic Corporate Plan serves as a formal roadmap for management, shareholders, auditors, financiers, and strategic partners.

The plan clarifies where the company intends to go, how it will get there, and how success will be measured. It integrates market growth ambitions with operational discipline, regulatory compliance, sustainability, and financial prudence. The time horizon of this plan is 2026–2030, with flexibility for annual review and adjustment.

Key priorities include export market expansion, strengthening certification systems, improving margins through value addition, and positioning Splendid Seasons as a trusted Sri Lankan origin supplier in international markets.

2. COMPANY OVERVIEW

2.1 Legal Status

Splendid Seasons (Pvt) Ltd – Private Limited Company incorporated in Sri Lanka.

2.2 Core Business Activities

- Processing and manufacturing of spices, herbs, and botanical ingredients
- Organic and conventional product lines
- Value-added products (powders, blends, extracts, teas)
- Export-oriented production
- Private label and white-label manufacturing

2.3 Target Markets

- European Union
- United States
- United Kingdom
- Middle East
- Selected Asian markets

3. VISION, MISSION, AND VALUES

3.1 Vision

To become Sri Lanka's leading manufacturer of high-quality, safe, natural, and value-added food products that enhance the health and wellness of consumers, through sustainable practices-while empowering small-scale farming families & children with special needs through targeted CSR initiatives.

3.2 Mission

Our mission is to produce safe, natural, and value-added food products that enhance health and wellness, by embracing sustainable practices, encouraging innovation, and maintaining the highest standards of quality and food safety. We are dedicated to creating meaningful impact through targeted CSR initiatives that support the empowerment of small-scale farming families and improve the lives of children with special needs across Sri Lanka.

3.3 Core Values

- Quality and Food Safety Excellence
- Integrity and Transparency
- Sustainability and Environmental Responsibility
- Customer-Centric Innovation
- Continuous Improvement

4. STRATEGIC ANALYSIS

This section explains the internal and external factors that influence Splendid Seasons' strategic decisions. Understanding these factors ensures that strategies are realistic, risk-aware, and market-driven.

4.1 Industry Overview

The global spice, herb, and botanical ingredient market is experiencing sustained growth due to: - Increased consumer preference for natural, clean-label, and organic foods - Rising demand for plant-based and functional ingredients - Greater scrutiny by regulators and buyers on food safety, traceability, and sustainability

At the same time, the industry faces challenges such as price volatility of raw materials, climate impact on agriculture, increasing certification costs, and competition from low-cost origins.

4.2 SWOT Analysis

Strengths represent internal capabilities that Splendid Seasons can leverage, such as access to premium Sri Lankan raw materials and export compliance experience.

Weaknesses are internal limitations, including capital constraints and limited global brand recognition, which must be addressed through partnerships and phased growth.

Opportunities arise from external trends such as private-label demand, wellness products, and digital B2B platforms.

Threats include regulatory non-compliance risk, climate variability, and global price competition. These risks are addressed through diversification, strong quality systems, and long-term supplier relationships.

5. STRATEGIC OBJECTIVES (2026–2030)

1. Expand export revenue and diversify international markets
 2. Strengthen operational efficiency and cost control
 3. Achieve consistent compliance with international certifications
 4. Build a strong and credible global brand
 5. Drive sustainable and ethical sourcing
 6. Improve financial resilience and profitability
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6. KEY STRATEGIC PILLARS

The strategic pillars define the core focus areas through which Splendid Seasons will achieve its long-term objectives. Each pillar is supported by clear initiatives and management accountability.

6.1 Market Growth and Sales Strategy

This pillar focuses on revenue growth and market diversification. The company will reduce dependency on a limited number of buyers by expanding into multiple regions and customer segments. Long-term supply agreements, distributor partnerships, and white-label manufacturing will be prioritized to ensure predictable demand.

6.2 Product and Innovation Strategy

Product innovation is essential to improving margins and competitiveness. Splendid Seasons will move beyond commodity products into blends, functional ingredients, and customized solutions for buyers. Innovation will be market-led, not technology-led, ensuring commercial viability.

6.3 Operations and Quality Excellence

Operational excellence underpins buyer confidence and certification compliance. The company will focus on process standardization, waste reduction, yield improvement, and robust documentation systems. Continuous audit readiness will be maintained rather than last-minute compliance efforts.

6.4 Supply Chain and Sustainability Strategy

A resilient supply chain is critical. Splendid Seasons will strengthen relationships with farmers and collectors through transparency, fair pricing, and training. Sustainability initiatives will not be cosmetic but integrated into procurement, energy use, waste management, and water conservation.

6.5 Branding and Corporate Image

Branding will focus on credibility rather than mass marketing. The objective is to position Splendid Seasons as a reliable, ethical, and compliant Sri Lankan origin supplier. Messaging will emphasize traceability, certifications, sustainability, and consistent quality.

6.6 Financial and Investment Strategy

Financial discipline ensures long-term survival and growth. Capital investments will be phased and aligned with confirmed demand. External funding, export credit facilities, and strategic partnerships will be explored to reduce financial strain.

7. SPECIAL PRODUCT RANGE AND VALUE PROPOSITION

Splendid Seasons (Pvt) Ltd differentiates itself through a carefully developed range of specialty and value-added products that leverage Sri Lanka's rich agricultural heritage, biodiversity, and growing conditions. These products are designed to meet premium export market expectations in terms of quality, traceability, compliance, and sustainability.

7.1 Organic and Conventional Spices

The company produces a broad range of single-origin Sri Lankan spices in both organic and conventional categories, including but not limited to pepper, cinnamon, turmeric, ginger, and chili. Products are supplied in whole, crushed, and powdered forms, processed under controlled conditions to preserve aroma, color, and active compounds.

7.2 Herbal and Botanical Products

Splendid Seasons specializes in dried herbs, leaves, flowers, roots, and botanical ingredients used in herbal teas, functional foods, and nutraceutical applications. These products are sourced through traceable supply chains and processed to meet export microbiological and residue limits.

7.3 Value-Added Powders and Blends

To improve margins and customer value, the company focuses on customized spice blends, herbal formulations, and functional ingredient mixes tailored to buyer specifications. These products reduce customers' formulation complexity and strengthen long-term partnerships.

7.4 Tea, Infusions, and Wellness Products

The product portfolio includes herbal teas and infusion ingredients positioned for wellness, detox, and functional beverage markets. Emphasis is placed on clean-label formulations, natural processing, and attractive export-ready packaging options.

7.5 Private Label and White Label Solutions

Splendid Seasons offers end-to-end private-label and white-label manufacturing services, including sourcing, processing, blending, packaging, and documentation. This capability enables international buyers to launch or expand brands with reduced risk and lead time.

7.6 Sustainability and Ethical Sourcing Advantage

All special product ranges are supported by ethical sourcing practices, farmer engagement, and sustainability initiatives. Organic and responsibly sourced products are positioned as premium offerings with strong storytelling potential for global markets.

8. ORGANIZATIONAL AND HUMAN RESOURCE STRATEGY

People and systems are critical success factors in a compliance-driven food business. Splendid Seasons will invest in building a competent workforce with clear roles, responsibilities, and accountability.

Key focus areas include: - Continuous training on food safety, quality systems, organic standards, and customer requirements - Clear organizational structure aligned with growth - Performance management linked to quality, productivity, and compliance - Development of second-line leadership to ensure business continuity

8. RISK MANAGEMENT

Risk management is integrated into strategic planning rather than treated as a separate activity. The company will proactively identify, assess, and mitigate risks that could impact operations, finances, or reputation.

Key risks include supply disruptions, audit failures, customer concentration, foreign exchange volatility, and operational breakdowns. Mitigation strategies include supplier

diversification, internal audits, contingency planning, and conservative financial management.

9. IMPLEMENTATION ROADMAP

Phase 1 (Year 1–2)

- Market consolidation and compliance strengthening
- Process optimization and cost control
- Brand and marketing foundation

Phase 2 (Year 3–4)

- Product diversification and market expansion
- Strategic partnerships and private-label growth
- Capacity enhancement

Phase 3 (Year 5)

- Brand maturity and global positioning
 - Financial strengthening and long-term sustainability
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10. PERFORMANCE MONITORING

Key Performance Indicators (KPIs): - Export revenue growth - Gross margin improvement - Customer retention rate - Certification audit results - On-time delivery and rejection rates

11. CONCLUSION

This Strategic Corporate Plan provides a structured roadmap for Splendid Seasons (Pvt) Ltd to achieve sustainable growth, global credibility, and operational excellence. Successful implementation will require disciplined execution, continuous monitoring, and adaptability to changing global market conditions.

Approved by Management

Date: _____

Signature: _____