**MOSHOOD ABIOLA POLYTECHNIC**

**PMB 2210, ABEOKUTA OGUN STATE**

**CENTRE FOR ENTREPRENEURSHIP DEVELOPMENT (MAPCED)**

**BUSINESS REPORT ON THE PRODUCTION OF LIQUID SOAP**

**BY GROUP TWO (2)**

**DEPARTMENT: COMPUTER SCIENCE**

**LEVEL: ND II (EVENING)**

**NAME OF BUSINESS**

**DE’LITE ENTERPRISE**

|  |  |  |
| --- | --- | --- |
| **S/N** | **NAMES** | **MATRIC NO** |
| **1** | **KOSEBINU TOBILOBA CHRISTOPHA** | **16/85/0011** |
| **2** | **ADESANYA FOLORUNSO OPEYEMI** | **16/85/0012** |
| **3** | **OLADIMEJI FUNKE ODUNAYO** | **16/85/0013** |
| **4** | **OGUNDIPE IBRAHIM ABIODUN** | **16/85/0014** |
| **5** | **YUSUF FATIMOH OLUWAFUNMILAYO** | **16/85/0015** |
| **6** | **OLABIYI REBECCA ABIDEMI** | **16/85/0016** |
| **7** | **SALAUDEEN FUHAD FOLARIN** | **16/85/0017** |
| **8** | **DISU AFOLABI AZEEZ** | **16/85/0019** |
| **9** | **DAVID CHIDIEBERE NEUMAN** | **16/85/0020** |
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**SUBMITTED TO MAPCED IN PARTIAL FULFILMENT OF REQUIREMENTS FOR THE SUCCESSFUL COMPLETION OF A COURSE EED 216**

**NAME OF FACILITATOR……………………………………………………..**

**PROJECT GRADE……………………………………………………………………**

**DATE……………………………………………………………………………………**

**MAPCED/COORD (TEC) COMMENT……………………………………**

**LECTURER IN CHARGE**

**MRS AWOKOYA**

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**1. BUSINESS TEAM NAME: DE’LITE ENTERPRISE**

**2. IDENTIFICATION / DESCRIPTION OF PRODUCTS / SERVICES RENDERED.**

De’lite Enterprise Liquid Soap is a partnership business that is primarily into production and sales of liquid soap. The department developed and required the students to market the product on their own with cost ascertained and profit must be maximized, in order to meet requirement of the development and our market targets are around Iyana Oloke, Panseke, Adigbe and within the School environment.

**3. DESCRIPTION OF THE PRODUCT**

The product that was produced De’lite Enterprise is a scouring liquid soap which can used for washing of plate, toilet, laundry etc. The product is also affordable and available in market places, stores, shops, supermarket etc. It contains Nitrosol, Soda ash, Stpp, Sulphuric Acid, Texapor and a very nice perfume-. The product is also to packed and designed in an attractive, durable and smart container.

**4. COMPETITION {STRENGTH, WEAKNESS, OPPORTUNITIES ANALYSIS}**

* **STRENGTH:** Our sales team is good at advertisement. They persuade customer to buy additional more. This is our sales team does the jpb better than anyone else.
* **WEAKNESS:** We discover that one of the weaknesses of our competitors is adequate advertisement and this is what we want to make as our strength.
* **OPPORTUNITY:** The product will be marketed within the school, outside the school premises, to all people to make the product sell fast

**5. COMMERCIAL JUSTIFICATION FOR THE EXPLOITATION OF THE MARKET OPPORTUNITIES**

The market of scouring liquid soap is highly competitive especially on a small scale level. Research was made and all sorts of (strengths, weakness, opportunities) analysis was duly noted. As a new firm, we make use of other firm’s weakness as our strength and strengths our strong defence in terms of quality packaging designing and price.

**6. PRODUCT/SERVICE REQUIREMENT**

The raw materials we need for the production of Liquid Soap are listed below.

**RAW MATERIALS**

* Nitrosol
* Soda ash
* Sulphuric acid
* Texapon
* Caustic soda
* Stpp
* Fragrance
* Colour
* Formalin
* Plastic
* Sticker

**7. PRODUCTION PROCESS**

* We added sulphuric acid and texapor in 25 liters of water and stirred very well
* We added natrosol and also stirred very well
* We dissolve 1/2kg of soda ash in 2litres of water separately and added it to the above items then stirred very well too
* We added color other ingredient together then we stirred very well
* We added color but was first dissolve in a little water
* Then we added the fragrance of strawberry and watermelon to give it a good scent
* We then stir very well, and leave it for about 30minutes for it to settle and ferment

**8. MARKETING PLAN/ STRATEGIES (STRATIFICATION ALLOCATION AND ASSIGNMENT OF TARGET TO INDIVIDUALS)**

Marketing plan must be used on the management process of identifying, anticipating classifying, and satisfying the consumer’s needs. We would design the product in such a way that setting a target of selling 100 pieces of the product within weeks will not be a problem. The major markets stores shops and selling point will be adequately identified for a proper distribution of the end product to get to the final consumer.

**9. SALES FORECAST**

Based on the capital generated, our total production is pieces. The production is to be done 3 times. 60 pieces for 1st production, 70 pieces of 2nd production and 75 pieces for the 3rd production.

**10. CAPITAL SOURCING**

The source of fund generated through group members contribution. Each member of the group will contribute N2000 each amount to a total of N20,000.

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| --- | --- | --- | --- |
| **S/N** | **NAMES** | **MATRIC NO** | **AMOUNT (#)** |
| 1 | KOSEBINU TOBILOBA CHRISTOPHA | 16/85/0011 | 3475 |
| 2 | ADESANYA FOLORUNSO OPEYEMI | 16/85/0012 | 3475 |
| 3 | OLADIMEJI FUNKE ODUNAYO | 16/85/0013 | 3475 |
| 4 | OGUNDIPE IBRAHIM ABIODUN | 16/85/0014 | 3475 |
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|  |  |  |  |

**11 SALES AND REVENUE FIGURE**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **BATCH** | **QTY** | **COST PER UNIT (N)** | **TOTAL COST (N)** | **SELLING PRICE (N)** | **TOTAL REVENUE (N)** | **PROFIT** |
| 1st | 170 | 100 | 17000 | 150 | 25500 | 8500 |
| 2nd | 245 | 100 | 24500 | 150 | 36750 | 12250 |
| 3rd | 300 | 100 | 30000 | 150 | 45000 | 15000 |

TOTAL REVENUE = QUANITY x SELLING PRICE

1ST BATCH = 170 x N150

= 25500

2ND BATCH = 245 x N150

= N36750

3RD BATCH = 300 x N150

=N45000

**12. PROFIT AND LOSS ACCOUNT**

Gross Profit = Total Revenue – Total Cost

= N107,250 – N71, 500

= N35,750

OTHER EXPENSES;

Telephone Call Card = N2000

Transportation = N1000

Total = 2100

NET PROFIT = Gross Profit – Other Expenses

= N35,750 – N2100

= N33650

**PROFIT SHARING RATIO**;

MAPCED 30% profit

30 x 33,650

100

= **N10,000**

70% profit 70 x 33,650

100

= N23,555

THEREFORE , THE PROFITS FOR INDIVIDUAL IN THE GROUP

N23,555 = N2600

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**13. SCHEDULE OF THE DISTRIBUTION OF PROFITS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S/N** | **NAMES** | **MATRIC NO** | **AMOUNT (N)** |
| 1 | KOSEBINU TOBILOBA CHRISTOPHA | 16/85/0011 | N2600 |
| 2 | ADESANYA FOLORUNSO OPEYEMI | 16/85/0012 | N2600 |
| 3 | OLADIMEJI FUNKE ODUNAYO | 16/85/0013 | N2600 |
| 4 | OGUNDIPE IBRAHIM ABIODUN | 16/85/0014 | N2600 |
| 5 | YUSUF FATIMOH OLUWAFUNMILAYO | 16/85/0015 | N2600 |
| 6 | OLABIYI REBECCA ABIDEMI | 16/85/0016 | N2600 |
| 7 | SALAUDEEN FUHAD FOLARIN | 16/85/0017 | N2600 |
| 8 | DISU AFOLABI AZEEZ | 16/85/0019 | N2600 |
| 9 | DAVID CHIDIEBERE NEUMAN | 16/85/0020 | N2600 |
|  |  |  |  |

The receipt and teller of the payment of 30% of the actual profit that will be paid to MAPCED are attached to the project. Members are to share balance of 70%

**16. NAMES, MATRIC NO AND SIGNATURE OF TEAM MEMBERS**

|  |  |  |  |
| --- | --- | --- | --- |
| **S/N** | **NAMES** | **MATRIC NO** | **SIGNATURE** |
| 1 | KOSEBINU TOBILOBA CHRISTOPHA | 16/85/0011 |  |
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| 6 | OLABIYI REBECCA ABIDEMI | 16/85/0016 |  |
| 7 | SALAUDEEN FUHAD FOLARIN | 16/85/0017 |  |
| 8 | KOLAWOLE DANIEL ODUNAYO | 16/85/0018 |  |
| 9 | DISU AFOLABI AZEEZ | 16/85/0019 |  |
| 10 | DAVID CHIDIEBERE NEUMAN | 16/85/0020 |  |

**17. CONCLUSION**

The role and important of entrepreneurship in the development of a nation cannot be over emphasized. The purpose of the business idea is to motivate and develop us to have good idea on entrepreneur before and after graduation from the institution which will help us to reduce the rate of unemployment in the society.

**18. NAME OF FACILITATOR (PROJECT SUPERVISOR)**

**NAME OF SUPERVISOR: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
SIGNATURE OF SUPERVISOR: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**DATE: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**