**SCOURING POWDER BUSINESS PLAN**

Proposed by

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**Road. Egbeda. Lagos**

**07032088131**

For

**Showal Integrated Services Ltd**

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**TISOLEX STORES**

1, Church close

Akowonjo Road

Egbeda Lagos.

07032088131

**BUSINESS PLAN**

**1.0 EXECUTIVE SUMMARY**

Tisolex stores is a locally owned cottage business that is domiciled on the mainland, Alimosho local government area to be precise.

This plan is prepared to obtain a location for the initial launch of this concept. The initial capital investment will allow Tisolex stores to provide its customers with a value-driven, experience through the creativity of its founder.

* 1. **Objective**
* To establish the presence of a unique product and gain a market share in Nigeria’s manufacturing industry.

**1.2 Mission**

Our main goal is to be one of the most successful production company in Nigeria. We want our customers to have the total experience about our product. Our main focus will be production and selling quality product to the Nigerian market.

**1.3 Keys to success**

To succeed in this business we must;

* Create a unique, innovative product that will differentiate us from the rest of the competition.
* Control cost at all times; in all areas and implement a conservative approach to growth policy.
* Sell the products that are of the highest quality, as well as keeping the customers and maintaining the level of excellent services among other competitors.
* Encourage the two most important values in the business; brand and image, as these two ingredients are a couple of main drivers in marketing communications
* Promote good values of company culture and business philosophy.

**1.4 Company Description**

The company was incorporated on May,2009 under the corporate affairs commission, of the Federal Republic of Nigeria. The general nature of the business is distribution of goods, manufacturing of skin care, hair care products, general merchandise and contracts.

The company's business address was formally at 16, Bridge street, Idumota but company is currently domiciled at 1, Church close, Akowonjo Road. Egbeda Lagos.

**2.0 Products and Services**

Our underlying philosophy in selecting products is to choose lines that will bring consistent quality, competitive prices, and product satisfaction to our customers.

We have personally researched and sampled the product we offering to ensure the quality is guaranteed.

The product is unique in its own way and has the potential to compete with products already in the market in a short run, this is so because of the research, formulation and time that has been put together towards the success and survival of the product in the market.

The product formulation are simple, basic and safe for usage. At this time, our product is only available through direct sales, then in the long run we will make it available through retail and wholesale.

**2.1 Sales and Marketing**

Our strategy is to focus 100% of our efforts on direct marketing of the product in Lagos and Abeokuta. By focusing our effort and energy on this two locations, we expect to quickly develop and maintain a leadership position within a short period.

We going to achieve this by building a Robust sales team which will consist of 10 Sales reps and 1 supervisor in Lagos and Abeokuta, totaling 20 marketers. They are required to sell the product on a daily basis, Monday- Saturday and expected to meet their sales target. We intend to produce 50,000 pieces monthly which our recommended retail price goes for N100.

The sales reps will receive performance based salary and commission based on target achievement.

Relationship and customer satisfaction are the key to success in the sales business. We are also going to be doing our own personal selling and promotion of the product.

**2.2 Income Projection**

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| Sales Volume 50,000 units |
| **Per Unit Total**  Sales revenue N100 **N5,000,000**    **Production Cost**  Production capacity 50,000Units |
| **Per Unit**  Raw materials N200,000  Direct Labour N30,000  Overhead costs N50,000  Contingencies N15,000  **Total**  **N295,000**  Profit N5,000,000  Production cost N295,000  **N4,705,000** |

**3.0 Management and Organization**

Mr Omoniyi Kaka is a managing partner and the sales and marketing head. A graduate of Industrial chemistry from Olabisi Onabanjo University. His Love for Branding and Marketing had him take several courses on Marketing, Brand Management and Sales Operation in Orange Academy and Nigeria Institute of Marketing. With over 5 years active experience in sales and marketing, He has created several unique pattern of sales for brands like Lady soft, Mother's pride, Toke's Shea butter and several other locally made products.

Mr Olapoju Agbomeji is also a managing partner and the business development lead. He is a graduate of Chemistry from Yaba College of Technology. He has a passion for locally manufactured products triggered by his experience and creativity in natural, safe and organic products. He has a certificate in Chartered institute of environmental health and also has a passion for sales and marketing for products and services. Some of his sales cut across computers, gadgets, Lady soft, sodium hydroxide, calcium carbonate and ladies accessories.