**Gagarian**

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**DESCRIPTION OF THE VENTURE**

The Name of our company is Gagarian. It is a partnership company. We sell Injera baked by ‘Gagarians’ means union of bakers, locally and at export level. Injera is the most common food eaten by Ethiopians and most women in Ethiopia can bake Injera. Our company will find women who are currently working at different households as bakers and those who sell tea and coffee in the street and provide this working opportunity for them. The gagrians will be provided a better payment and working condition by our company.

For starter, the company will have one Injera selling store locally and

e-commerce site for people to order Injera online. We will also have contact with stores found outside Ethiopia for instance in U.S.A and Dubai.

**Mission**

The purpose of our company is to provide quality Injera with fair price. As for the gagarians we will help them franchise our store and with our company.

**Objective**

The objective of our company is creating a better working condition for women gagarians and deliver quality Injera for Injera loving community.

**Market Analysis**

Injera is the most eaten food in Ethiopia. So, there is no wonder that there is high demand in our country and wherever there is a person raised in Ethiopia. Using this advantage, we believe it is a very profitable sector if quality Injera is delivered. When we start we plan on launching one store in Ethiopia and have contract with different hotels and Injera selling stores both inside and outside Ethiopia. In the future we have a plan to launch more stores in Ethiopia and also own store in foreign countries where people who love Injera lives.

# COMPETITOR ANALYSIS

The advantage of our competitors is that they are already in the market and have a lot of customers including foreign stores. The other advantage is that they have a lot of sensitive information about the business. Despite all this especially in the local market there is still a lot of complain on the quality of injera. Shortage is another problem faced. This means the market need more quality Injera selling companies.

In addition to that our company provides a platform that will let customers buy different Injera Packages. Some of the packages we have are Event packages, Family packages and so much more. This can be seen in detail from the website we developed. This system is completely new for our country. These are some of the advantages we have over our competitors.

# Resource Requirement

The resources we need to make Injera are the following:

* Teff (white or red)
* Water

Other required resources are:

* Injera Mesob
* Bali
* Megageria Jog
* Sefed
* Gomen zer
* Enkeb
* Bermel

The other main resource we need is human resource. Firstly we need gagarians then according the different type of department we have in our company we need Administrator, Financial manager, Tech Manager, Marketing Manager and human resource manager. Since we take other

additional courses than our field(computer filed) like business management we are currently working on this department with the help of professionals.

# QUALITY ASSURANCE

Providing a quality product is something we don’t negotiate. Quality starts with the kind of Teff we use to bake Injera. In spite of the high cost we plan to get Teff from known teff providers in our country. Though baking Injera is something very common for a Ethiopian women to do, we make sure the gagarians are well experience. To assure the quality of our service we planned on hiring with a higher salary.

**MARKETING PLAN**

(On progress)

# ORGANIZATIONAL PLAN

**Organizational Structure**

Mainly our company have 5 departments. These are:

* Administration
* Human Resource Management
* Agent, Packaging and Delivery Management
* Tech Team
* Marketing Management
* Finance Management

**Tasks of Administrator**

This is the head of all departments. It makes sure things are going smooth in the company. It review all reports generated by each department and make decisions. Some of the tasks are:

1. Check every department is working on the time schedule
2. Host meetings
3. Read all reports made by each department and make decisions
4. Resolve conflicts
5. Sign Contracts
6. Neged Fekad Mawetat
7. Manage company’s relation with other companies

Further working plan and detail task will be assigned on the strategic Plan.

**Tasks of Human Resource Manager**

This department of the company is mainly responsible for resources required for the company. It supplies both material and human resources. Some of the tasks are:

1. Find Gagarian
2. Prepare Report about Personal Information and status of each Gagaria
3. Find different talent required by the company and prepare report about it
4. Submitting gagarian Attendance to Administration and Finance Department everyday.

**Tasks of Agent, Packaging and Delivery Management**

This department of the company works on finding agents. It is also concerned with packaging and delivery of Injera. Some of the tasks are:

1. Get information of customer’s residence and find agents around them
2. Find people who do the packaging (work with the marketing department on choosing packaging design.) and manage these people
3. Find people who do the delivery, plan the way to deliver the injera, including the way these people wear and manage these people.

**Tech Team**

This Team is mainly responsible for the online shop. It develops, tests and deploys the online order system. It is also involved with the issues related to telecommunication or safari or other online payment systems. Last but not least, it works with marketing department on color combination and logo design. Some of the tasks are:

1. UX/UI design
2. Frond End Development
3. Back End Development
4. Testing
5. Choose Online Payment System
6. Deployment
7. Maintenance

**Tasks of The Finance Department**

This department manages the monetary aspects of the company. Some of the tasks are:

1. Collect money in cash or cheque
2. Manage all income and expenses of the company
3. Pay Tax
4. Prepare Financial Reports
5. Collect gagarian attendance, record and pay salary

**FINANCIAL PLAN**

**Financial Resource**

The Primary plan for financial source is the money we get from this competition. We believe we have developed a competent website based on the knowledge we get from the training we attend.

**FINANCIAL STATEMENT**

Below we present the the initial capital, Income Statement and monthly cost sheet of our company. The Daily income statement for the first month is done assuming we sell 1000 Injera in local market and 1400 Injera for stores in U.S.A. The monthly cost sheet is done assuming the sales and expenses go smoothly as the first day of the sell.

(The amounts written below are all in Ethiopian currency)

**Initial Capital Required**

* Rent……………………………………………………….…………..…270,000.00
* Electric Supply installation and monthly pay…………. 25,000.00
* Teff ……………………………………………………………………...592,800.00
* Water……………………………………………………………………. 39,000.00
* Packaging……………………………………………………………….9000.00
* Other Material Resource…………………...…………………160,000.00
* For Advertisement and Deployment………………………51,800.00
* First day Beginning capital……………………………………..64,800.00
* Total Beginning Capital……………….……….……………..1,212,400.00

**Break Down for initial capital**

* Rent……………………………………………………….………….6 \* 45,000 = 270,000

(for 6 months)

* Electricity installation and monthly pay………15,000 + 10,000 = 35,000
* Teff ……………………………………………………….…….26\* 22,800 \* = 592,800

(for 26 working days in the month)

* Water…………………………………………………………..3 \* 13,000 = 39,000

(For 3 months)

* Packaging ……………………………………………………3 \* 3000 = 9000.00

(For 3 months)

* Other Material Resource………………………………… 20 \* 8000 = 160,000

(for 20 gagarians)

* For advertisement……………………………………………………………50,0000.00
* Deployment………………………………………………………………….…..….1800.00
* Beginning Capital………………………………………….………..1,212,400.00 ETB

**Gagarian**

**Daily Income Statement**

**For the month ended Jan,2022**

Daily Beginning Balance………………………………..131,600.00

Operating Expenses

Baker Expense…………………………………….6000.00

Rent……………………………………………..…….1500.00

Electric Supply………………………….…………..500.00

Teff………………….……………………………...22,800.00

Water Supply……………….………………..…..500.00

Agent…………………………………………..….…700.00

Packaging………………………….….……………3000.00

Transportation(Export + Delivery)……………………….29,000.00

Security…………………………………….……………………………..600.00

Miscellaneous…………………………….……………………………200.00

131,600.00 64,800.00

Daily Income……………………………….……………131,600.00

Daily Operating Ex……………………………..………64,800.00

Daily Gross Income(before tax)………………….…66,800.00

(Daily expenses are calculated by dividing the monthly fees to days of the month)

**Company Monthly Cost Sheet(Month 1)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Days** | **Daily Gross Income** | **Daily Expense** | **Daily Net Profit** |
| Day 1 | 131,600 | 64,800 | 66,800 |
| Day 2 | 66,800 + 131,600 = 198,400 | 64,800 | 133,600 |
| Day 3 | 265,200 | 64,800 | 200,400 |
| Day 4 | 332,000 | 64,800 | 267,200 |
| Day 5 | 398,800 | 64,800 | 334,000 |
| Day 6 | 465,600 | 64,800 | 400,800 |
| Day 7 | 532,400 | 64,800 | 467,600 |
| Day 8 | 599,200 | 64,800 | 534,400 |
| Day 9 | 666,000 | 64,800 | 601,200 |
| Day 10 | 732,800 | 64,800 | 668,000 |
| Day 11 | 799,600 | 64,800 | 734,800 |
| Day 12 | 866,400 | 64,800 | 801,600 |
| Day 13 | 933,200 | 64,800 | 868,400 |
| Day 14 | 1,000,000 | 64,800 | 935,200 |
| Day 15 | 1,066,800 | 64,800 | 1,002,000 |
| Day 16 | 1,133,600 | 64,800 | 1,068,800 |
| Day 17 | 1,200,400 | 64,800 | 1,135,600 |
| Day 18 | 1,267,200 | 64,800 | 1,202,400 |
| Day 19 | 1,334,000 | 64,800 | 1,269,200 |
| Day 20 | 1,400,800 | 64,800 | 1,336,000 |
| Day 21 | 1,467,600 | 64,800 | 1,402,800 |
| Day 22 | 1,534,400 | 64,800 | 1,469,600 |
| Day 23 | 1,601,200 | 64,800 | 1,536,400 |
| Day 24 | 1,668,000 | 64,800 | 1,603,200 |
| Day 25 | 1,734,800 | 64,800 | 1,670,000 |
| Day 26 | 1,801,600 | 64,800 | 1,736,800 |
| Total Profit(Before Tax)……….. 1,736,800 (607,880)  Total Profit(After Tax)…………. 1,128,920ETB | | | |

**Executive Summary**

In Ethiopia, there are a lot of women who lead their lives baking Injera for hotels and households with little payment and there are women who sell tea and coffee in the street. Our company will hire these women with better payment and working condition. Since Injera is the most eaten food and qulaity becomes the main concern, if a company sell Injera with quality it is no question that there is demand in the market.

When we start the business we will hire 20 gagarians. The gagarians will work 8 hours a day and get 7,800ETB per month. All working materials and other resources will be provided by the company. From the daily income statement we can see that the company will have 66,800ETB per day. Assuming this will continue for 26 working days of the month we will earn 1,128,920ETB per month assuming selling 1000 Injera locally and 1400 Injera to U.S.A. for 26 days in the month. If this smoothly continues for 6 months will earn 6,773,520ETB which give us the capacity to double number of gagarians. Since this is one of the main objectives we have in the company this will be a big success.

In the future we plan on exporting more products like bread, Ethiopian snacks( KOLO, DABOKOLO,…), Spices and so on. Which are just some of the things Ethiopian women can do. With this we believe we(owners of the company and gagarians) will be more and more profitable by providing products right from the hands the Ethiopian mothers.