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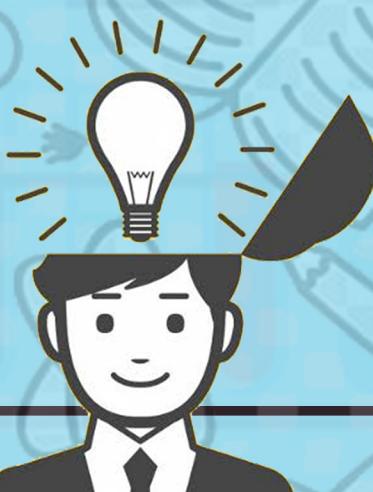
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BUSINESS PLAN TEMPLATE

1.0 Executive Summary

1.1 Name of Business

TONYFISHERIES

1.2 Legal Form of Business

TONY Fisheries is a private limited company registered with corporate affairs commission (CAC) with a cas reg number RIC809665.

1.3 Contact Address

8.Otakagu Street, Idemili village, Enugu state

1.4 Tel 08130531475

E-mail Tfisheries@yahoo.com

1.5 Type of Business

- A Manufacturer B. Service provider C. Wholesaler D. Retailer

1.6 Concise description of the business ideaProducts or Services

The product is produced from fingerlings which will grow into a bigger fish. It is highly recommended for people on low calorie diet.

B. Customers

Members of the public who desire to take protein

C. Owner(s)

Name(s), address, qualification, function in the business, relevant qualification (if any)

Tony Fisheries as already pointed out is a private limited company with the following share-holding structure

i) Mr. Ogbulobi Jerry - 30%

ii) Mr. Ikwuka Franklin - 35%

iii) Mr. Chinedu David - 35%

1.7 Number of jobs to be created

it is expected to create direct jobs for 12 people

1.8 Start – up capital

- a. Investment (Equipment, machinery and others) ₦ 2,250,000
 - b. Working Capital ₦ 287,400
- Total ₦ 2,537,400

1.9 Source of capital

- a. Owners' Capital ₦ 2,100,000
 - b. Donations/Grants ₦ 500,000
 - c. Bank loan ₦ 1,000,000
- Total ₦ 3,100,000

1.10 Profitability

1. Year 1 ₦ 350,000
2. Year 2 ₦ 390,000
3. Year 3 ₦ 431,000

1.11 Return on Equity and Investment

1. Year 1 ₦ 322,081.82
2. Year 2 ₦ 338,029.89
3. Year 3 ₦ 1,567,727.92

2 Background

2.1 Give general description of the business idea. i.e what are the identified needs, who are the customers, type of services and needs to satisfy the needs, how to reach the customers, etc

The public's desire for natural sources of protein intake is an important problem that we tend to solve.

2.2 Vision statement: This is an abstract mental painting of how the owner of the business wants the public to see the business. In fact, vision usually derives from an entrepreneur's values. Example the vision statement of Dangote Group is: "To be a world-class enterprise that is passionate about the standard of living of the general populace and giving high returns to stakeholders":.

To be known as the best fishing farm and also monopolize the fish market.

2.3 Mission statement: This is a statement of what the business entity essentially does in order to realize his/ her vision. The mission statement must be in sync with the vision. Example: the mission of Dangote Group (Nig) is "Touch the lives of people by providing their basic needs".

To provide fish for every household

2.4 The Company

Name of company, is the company already existing as a business (if yes attach 3 years audited account, also specify if the current plan is for expansion, rehabilitation, integration, modernization, diversification, others), or is it new in business

The company is registered with the name TONY FISHERIES LTD. The company started with loan from the bank grant from Nigeria ministry of agriculture, and capital from the owner.

2.5 Products or services offered

What is the product/service, is it totally a new product/service, is it to compete with already existing product/service

The product is cut fish which is not a new product and it has to compete with existing products.

2.6 Legal Form

What is the form of business, is it registered, Who is the main promoter of the business, if owned by several individuals, show the shareholding structure

TONY FISHERIES IS A PRIVATE LIMITED LIABILITY COMPANY : The project promoters are :

- I) Mr. Ogbulabi Jerry - 30%
- II) Mr. Ikwukwa Franklin - 35%
- III) Mr. Chinedu David - 35%

2.7 Ownership:

For non – sole proprietors, show the ownership structure as in the incorporation document. For other forms of businesses, specify the ownership.

It is a private limited liability company.

- I) Mr. Ogbulabi Jerry - 30%
- II) Mr. Ikwukwa Franklin - 35%
- III) Mr. Chinedu David - 35%

2.8 Location of the business

State business address and the geographical location of the address. Is there any advantage that made you chose that location

The business will be located at NO. 8 Otakezu street, Hemili village Enugu state.

2.9 Industry Trend and Analysis: What industry does your company belongs; is the industry a growth industry; and what are the challenges of the industry? Particularly state the opportunities in the industry and how you would utilize them. Are there threats? How would you avoid the threats?

The sector with which this business will operate is high protein sector which this sector has been suffering from a high demand of protein. This product has many substitutes that compete with it.

2.10 Business Strategy: Here you consider those things you need to do to distinguish your business and also make customers to consider you as an option of first choice. Your strategy could be based on consistency, price / quality mix, etc

TONY FISHERIES will do everything possible to make sure her fishes... are known to all as good quality fishes. Also, export will be made to ensure that the products are price competitive and available in major markets being targeted especially on Itaha, abra, Enugu, Zaria and Abakaliki.

3.0 MARKET

3.1 Market Analysis:

Define your market. What is the size of the market? Is it growing? How does your product(s) suit the market?

The main target markets are in the south east of Nigeria. The dense population of this region is an attraction to TONY FISHERIES. The climate, season and culture of its people is also a major advantage.

3.2 Market Trend:

Describe the movement of your market in terms of sales. Is the industry growing, shrinking or fluctuating? How large is the demand and supply gap?

The demand is high and we try to match it with high supply.

Demand / supply gap - 59,850 kg

3.3 Market Segmentation:

This is more of your customers' analysis. Describe the way customers are distributed based on the following. Geographical segmentation, Demographic segmentation and Psychological segmentation

Channel of distribution like middle man / wholesalers

Hospitals, hotels

Eateries like biggs, chitis etc

3.4 Target Market:

Which market segment are you concentrating on? Who are your target customers? How do they behave? (Characteristics of your customers). Are they low or high income earners? How will you motivate them to buy? Why do you think they need your product? What attracts them to you (quality, price, reputation, etc.)

1) middle aged adults in the civil service and military

2) hospitals, hotels and eateries

3) children (schools etc).

3.5 Competition Analysis:

Who are your primary competitors? What do they offer? Where are they? What are their shortcomings? How can you take advantage of their weak points considering the value of your products? Do you have future competitors?

Name of competitors	Company A	Company B	Company C
Location of competitors	Knewi	Onitsha	Neru
Products and services offered	Fishes	Fishes	Fishes
Pricing strategy	Relatively changes	Expensive	Cheap
What are their strengths	Home delivery	Good customer service	Home delivery Free home pickup
What are their weaknesses	Low capital	Location	Poor customer service
How long have they been existing	4 years	2 years	2½ years

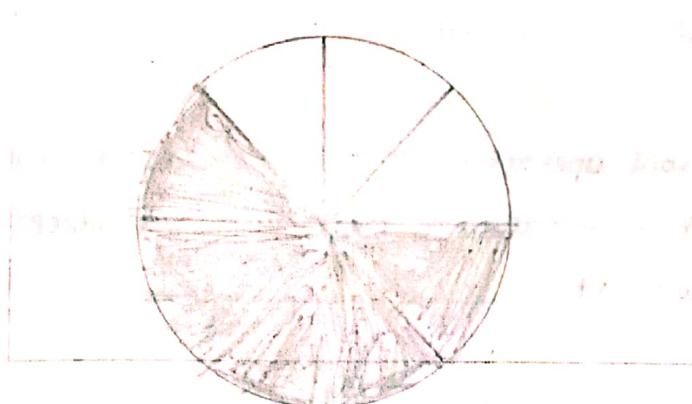
3.6 Market Positioning Statement:

What is your company's standing in the market compared to the competitors? How will your operation be better than that of your competitors?

Being a new entrant into the fishing market, IONY FISHERIES plans to use aggressive marketing to win a comfortable market share in the fish market

3.7 Market Share:

- A. What is the anticipated share of the market that you want to capture with respect to the size of your market and time? Express it in percentage with the aid of this pie chart. Each portion in the pie chart is 10% shade the percentage of the market share.



B How will your market share change overtime?

4.0 MARKETING PLAN

4.1 Product(s) Description:

Describe the product(s) or service(s) you are to offer.

We provide fishes to only those customers who demand them

4.2 Product(s) Differentiation:

How do you want to differentiate yourself in the market? What are unique values of your products?

The unique value includes cheaper price in relations to competition, discount during festive periods and free home delivery.

4.3 Industry Analysis

Describe the business industry. This include the potential challenges in the business industry

The sector within which this business will operate is high protein sector which this sector has been suffering from a high demand of protein. This product has many substitutes that compete with it.

4.4 The Opportunity

Describe the opportunities or the needs you have identified that you want to address

Many customers do not like the smell of fish so we try to distribute price mask on their arrival to reduce the smell of the fish.

4.5 Marketing Strategies

This involves scanning the internal and external environment. How do you sell your product(s) and how you would research the market for your product(s). How do you intend to get to your target customers using strategies that suite the business

Good customer service, free home delivery and quick supply of goods demanded

4.6 Distribution Strategy

Who are your sales team? How will you employ them? How will they sell?

My sales team are more or less qualified or not quite qualified individuals and they are employed based on their behaviour and commitment, they will help in supplying of demanded goods

4.7 Advert/Promotion Strategy

How do you inform your customers about your business? i.e. poster, fliers, radio jingles etc

Advert/Promo. Strategies	Budget Per Annum	Details of Frequency and justification of budget
Hand bills	19,500	monthly because prices of papers have increase
Broadcast on radio stations	88,000	weekly because the radio stations have increased advert prices

4.8 Proposed Price List

S/N	Products	Description/details	Proposed Selling price
1	Knife	for cutting the fish	₦ 300
2	Freezer	for fish storage	₦ 25,000
3	Table	to place the fish for customers	₦ 3,000
4	Nylon	to package the fish	₦ 200

4.9 Marketing Mix (5Ps of Marketing-People, Place, Promotion, Position & Price):

4.91 People (How many skilled and unskilled workers will you employ?)

I will be needing an equal amount of skilled and unskilled workers so at most 10 workers 5 skilled & unskilled

4.92 Place (Where will your product(s) be placed that is accessible?)

Onitsha main market

4.93 Promotion (How do you intend to advertise and promote your products? What are your promotional strategies?)
We will make use of the media around us and also share flyers around to the public

4.94 Position (How will you make people aware or understand the importance of your product(s)?)
We try to enlighten them more about the product and its importance

4.95 Price (How does the price of your product affect the sales? Are you competing at the high or low end in terms of price? What are your pricing strategies? What is your credit policies?)

4.10 Revenue Estimate/Sales Forecast:

Project your expected sales in the future. It could be annually, semi-annually, quarterly or monthly for at least three years.

S/N	Sales	Year 1	Year 2	Year 3
1	January - June	200,000	300,000	380,000
2	July - December	250,000	350,000	395,000
3				
4				
5				
6				
	Total Sales			

4.0 SWOT Analysis:

These are the business internal and external factors that can affect the business positively or negatively.

4.1 Strength (Example – strong brand, names, potent, good reputation among customers, expertise, etc)

Fishes are healthy compared to competing products
well articulated marketing plan

4.2 Weakness (The strength you lack is your weakness)

Low capital

4.3 Opportunities (Example – unfulfilled customers' needs, arrival of new technology, loosening of government regulation and removal of trade barriers)

Growing demand as a result of more people resorting to protein intake
Increasing population will impact positively on the food

4.4 Threats (Example – shift in customers' taste away from the firms product, new regulations, increased trade barrier, etc)

Stokes attacking fishes in pond

Deteriorating state of electricity

Inadequate water supply

Technical Analysis

5 Production plan:

5.1 The Project: Recapitulate on your products and services. Is the project a small scale or medium scale business? Is it labour intensive or capital intensive?

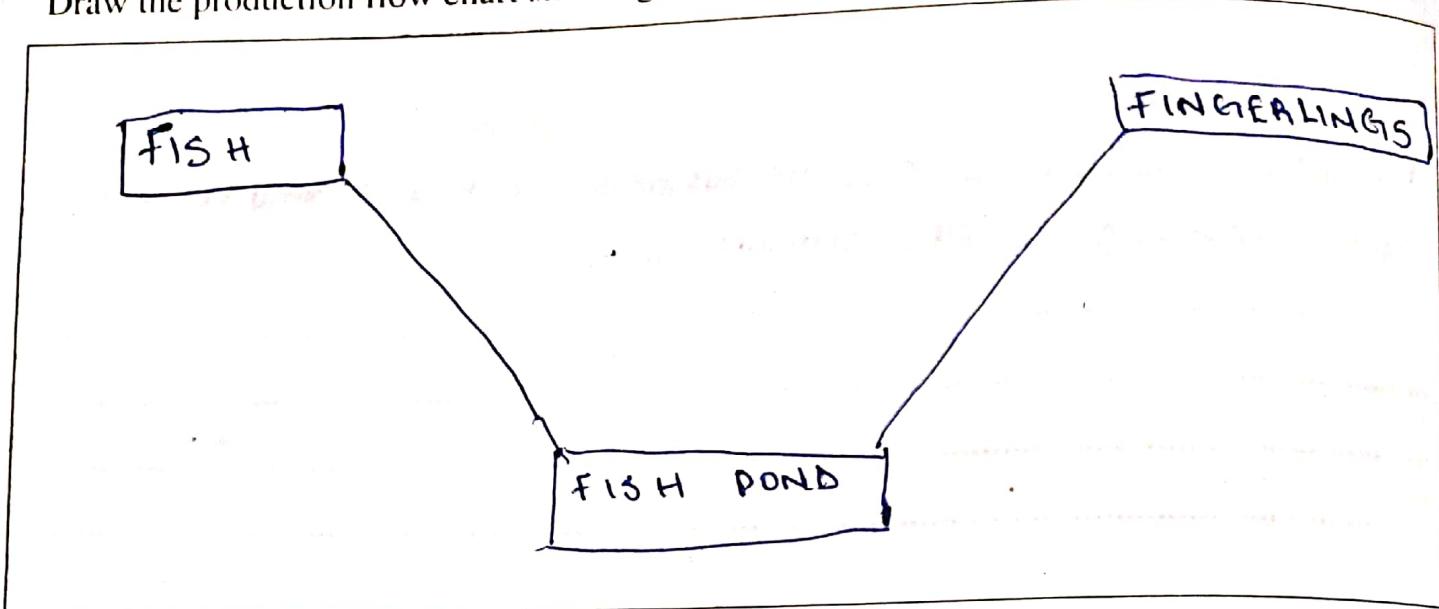
The business is a medium scale business which will require low capital and high labour intensive.

5.2 Production Process: Give a brief description of the proposed production process showing the relationship of the different machines and equipment to each other, show the basic steps to be followed in the production chain.

Since light (PHCN or the generators) generates power to pump water from the borehole through the pumping and sucking machine into space made the fish ponds. The pump would also be used to suck out water litter of the fingerlings after been added into the pond, they are fed with fish feeds to make the meat good. Matured fishes are removed if the pond weighed on the weighing balance and are trans to the customers with the delivery van.

5.3 The Production flow Chart

Draw the production flow chart showing the sequence of producing the product/service.



5.4 **The Production Schedule:** Here you need to state the planned production outputs in months and in years. Putting it in a tabular form is usually more convenient. The table overleaf could be used or adjusted to suit your circumstance.

		Projected production schedule							
		Targeted output	Raw input 1	Raw input 2	Raw input 3	Raw input n
1	Jan	2,000	1,200	800					
2	Feb	2,000	1,200	800					
3	Mar	2,000	1,200	800					
4	Apr	2,000	1,200	800					
5	May	2,000	1,200	800					
6	Jun	2,000	1,200	800					
7	Jul	2,000	1,200	800					
8	Aug	2,000	1,200	800					
9	Sep	2,000	1,200	800					
10	Oct	2,000	1,200	800					
11	Nov	2,000	1,200	800					
12	Dec	2,000	1,200	800					

Yr 1							
1	Jan	2,800	1,800	1,000			
2	Feb	2,800	1,800	1,000			
3	Mar	2,800	1,800	1,000			
4	Apr	2,800	1,800	1,000			
5	May	2,800	1,800	1,000			
6	Jun	2,800	1,800	1,000			
7	Jul	2,800	1,800	1,000			
8	Aug	2,800	1,800	1,000			
9	Sep	2,800	1,800	1,000			
10	Oct	2,800	1,800	1,000			
11	Nov	2,800	1,800	1,000			
12	Dec	2,800	1,800	1,000			
Yr 2							
1	Jan	4,000	2,500	1,500			
2	Feb	4,000	2,500	1,500			
3	Mar	4,000	2,500	1,500			
4	Apr	4,000	2,500	1,500			
5	May	4,000	2,500	1,500			
6	Jun	4,000	2,500	1,500			
7	Jul	4,000	2,500	1,500			
8	Aug	4,000	2,500	1,500			
9	Sep	4,000	2,500	1,500			
10	Oct	4,000	2,500	1,500			
11	Nov	4,000	2,500	1,500			
12	Dec	4,000	2,500	1,500			
Yr 3							

5.5 Machinery, equipment, and other requirements.

S/n	Investment (Equipment and others)	Qty	Life Span	Other comments
1	Land	4 plots	infinity	Existing
2	Building		50 years	Existing
3	Equipment and Machine:			
i	Pumping and sucking machine	1	10 yrs	1 piece of this existing
ii	bore hole	2	5 yrs	1 piece of this existing
iii	Weighing machine	1	20 yrs	1 piece of this existing
iv	Delivery van	1	15 yrs	1 piece of this existing
v	Industrial fan	2	7 yrs	1 piece of this existing
vi	Generator (30KVA)	2	20 yrs	1 piece of this existing
vii	Pond	2	10 yrs	1 piece of this existing
viii	Weighing Balance	3	10 yrs	1 piece of this existing

5.6 **Technology:** Technology plays vital roles in businesses today. Particularly, some issues that need to be considered here are: is the technology product or process technology; is it complex or simple; does it easily get obsolete; is it local or foreign; is it expensive; and does it need special training?

The technology been used is heavily based on human skills and it is cheap in production and does not require special training.

Quality assurance and standardization

In this section, steps to be taken to ensure quality assurance.

Supervision of my employ of in all round

Provide Capital to get the best equipment

Commitment for action based on the free home delivery

6.0 ORGANIZATION AND MANAGEMENT PLAN

6.1 List who will be involved in the business and describe your/their work experience in the business you intended to do. Include skills and knowledge which will be required in your business

Shareholders / Directors

- ① Mr Ogbulobi Jerry - 30%
- ② Mr Ikwukwa Franklin - 33%
- ③ Mr Chinedu David - 35%

Management team

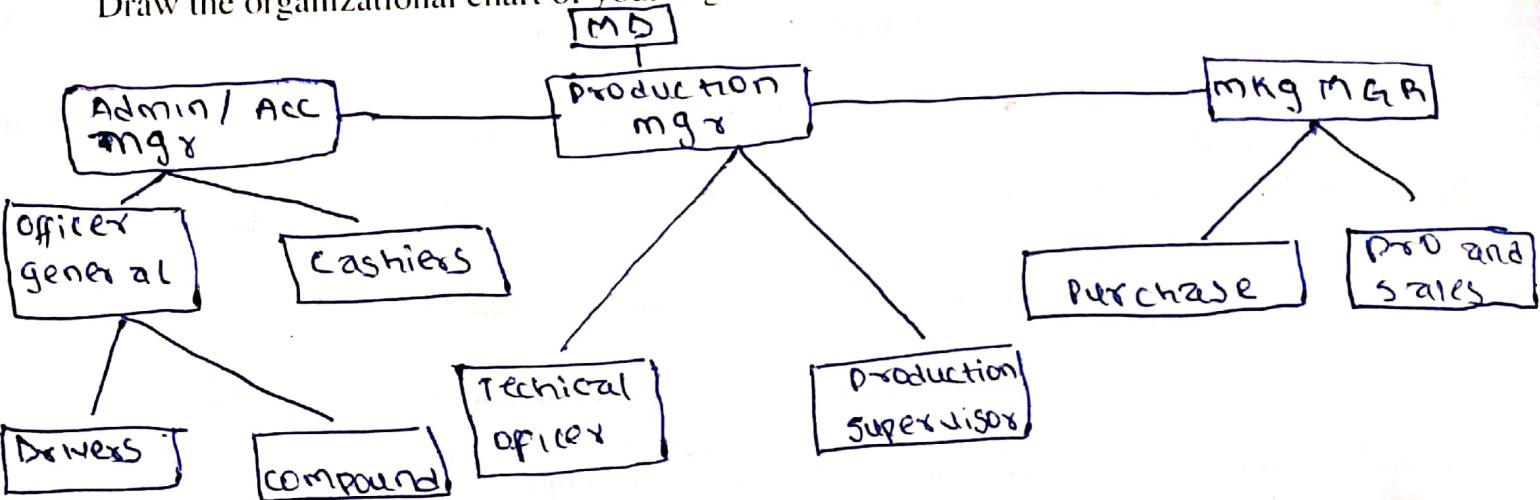
Production manager - Mr Obiethere John Bosco Ogbulabi Jerry

Admin / Act manager - Mr Nzeadi Franklin Ikwukwa

Marketing manager - Mr Chinedu David

6.2 Business Organizational Chart

Draw the organizational chart of your organization in the space provided.



6.3 Ownership/shareholders and their profiles/qualifications

(a) Describe the experience of the business owner (s) related to the intended business

Owner - Mr Jerry ~~OGBULUBI~~

Profile - SSCE Holder currently pursuing a BSc degree in UNN

Experience - 5 years experience

6.4 (a) Personal Background and Education Qualification(s)

Briefly describe yourself and your education (do same for other partners in case it is partnership kind of business. Include your ongoing education eg. Subscription to professional journals, weekly business journal, Member of business Association etc)

My name is Mr Jerry Ogbulubi a student of the University of Nigeria Nsukka and I am the owner and manager of Tony Fisheries.

6.5 Management team and their profiles: Who is involved in the business?

Use this chart to layout positions within your enterprise, the duties of each position and who is responsible for what.

S/No	Position/ Name	Duties/ Responsibilities	Qualifications	Salary/Wages	Work schedule
1.	Managing Director	to supervise all operation	BSC	10,000	10am - 6pm
2.	Cashiers	for keeping accounts	SSCF	3,000	"
3.	Drivers	for moving goods	SSCF	3,000	"
4.	Sales boys	Run errands	SSCF	3,000	"
5.	Production Super.	Supervision of Production	BSC	10,000	"
6	Cleaners	for cleaning	SSCF	3,000	"

6.6 Personnel Plan (Staffing and Salary Structure)

State the type of staff, number of staff, salaries/allowances (use percentage of salary as the allowance eg 25 % of salary can be used here)

S/No	Position	No. of Staff	Salary Per Month	Total Annual Salary
1	Accounts manager	1	10,000	120,000
2	Production manager	1	10,000	120,000
3	Marketing manager	1	10,000	120,000
4	Officer of the general admin	1	5,000	60,000
5	Cashiers	1	3,000	36,000

6	Driver	1	3,000	36,000
7	compound cleaner	1	2,000	24,000
8	Technical officer	1	5,000	60,000
9	Sales man	2	6,000	72,000
10	security man	1	3,000	36,000

6.7 Skills and Training:

What skills are needed or necessary for the business to operate? Are there any new technologies or skills that can be adapted to the business?

Skills and Training

S/No.	Skill	Training Available	Responsible party
1	Accounting	accounting lessons	Accounting manager
2	Delivery /Driving	Delivery /Driving lessons	"
3	Production manager	Production lessons	Production manager
4			
5			
6			
7			

6.8 External Management support Services

List external management support services you will use in your business

Tony fisheries is discussing with Anambra small and medium enterprises center to offer over a period of years, strong management and business service support service.

6.9 Value and Norms of your organization (State the value and norms of your organization e.g adopting integrity, respect the law in doing business)

- ① To shape a good and cordial relationship with customers
- ② To carry out our business on the best ethical standards
- ③ To always be punctual and active
- ④ To maintain quality at all times

7.0 Legal, regulatory, social, and environmental issues

Legal, regulatory, social and environmental issues

- Legal issues
- Regulatory issues
- Environmental
- Social issues

Legal, regulatory, environmental and social issues

Legal, regulatory, social, and environmental issues can be a serious negative impact in acceptability of a business plan. Government has recently laid much emphasis on these three variables in business especially environmental issues. Thus this section the business plan will be able to address the conflict of the project with legal, regulatory, social and environmental issues.

- Legal Issues: In this sub-section, the proposal should indicate if there are conflict between the proposed business and laws (Federal, State and Local Government),

intellectual property and other legal issues. Some of these will be verified when registering the business in Corporate Affairs Commission (CAC).

7.1 List Federal, State and Local Government laws that support your business

There is no support because it is a ~~marketing business~~
Private Limited company

7.2 List legal issues where there are conflicts with the proposed business

① Environment Issues - My product litters the environment
② Pollution Issues

7.3 Does the proposed business has conflict with any person's intellectual property right

No, it does not have any sort of conflict with any person.

- **Regulatory Issues.** This will be able to examine if the owner of the proposed business is familiar with regulatory agencies in the business domain. The most important aspect of this is that the proprietor will run regulatory check of the proposed business. However, if the promoter has secured approval, registration, permits etc. attach the evidence in the appendix.

7.4 List the regulating bodies of the proposed business

Fisheries Society of Nigeria (FISON)
United Fisheries Association of Nigeria (UFAN)

7.4.1 Demonstration of familiarity of business with regulating agencies and requirement

7.4.2 What are the licenses and permits required from regulatory agencies

.....
.....
.....
.....

➤ **Environmental Issues.** This sub-section will be highlight how the planned business activities will impact on the environment and what mitigation strategies will help to put the impact in check? The most important aspect of this is that the proprietor will run environmental check of the proposed business through these processes. However, if the promoter has secured approval from relevant environmental agencies etc. attach the evidence in the appendix

7.5 What are the by-products of this proposed business?

cartons
fish wastes
.....
.....
.....

7.6 What are the positive impact of these by-products on the environment?

These products can be easily disposed
.....
.....
.....

7.7 What are the negative impact of these by-products on the environment?

These by-products litter the environments leading to pollution
.....
.....

7.10 How would the proprietor check the negative effect of this by-product on the environment?

.....we...try...our...best...to...try...and...dispose...them...in...the...right...places....

Social Issues. This sub-section will be highlight the cultural, social benefits or conflict of the project

7.11 What are the culture of the people where the proposed business will be established?

.....The...people...are...keen...of...cleanliness...as...the...saying...goes...'Cleanliness is next to Godliness' so they always try to keep their environment neat.

7.12 Does the proposed business has conflict with the culture/norms of the people where the proposed business will be established? If yes list areas of conflict

.....**NO**.....

7.13 What are the benefits of the proposed business in enhancing the culture/norms of the people where the proposed location is situated?

.....It.....can.....bring.....new.....investors.....to.....the.....community.....

7.14 What are the demerits of the proposed business enhancing the culture/norms of the people where the proposed location is situated?

.....It.....will.....lead.....to.....dirty.....environment.....and.....pollution.....

8.0 FINANCIAL STRATEGY AND PLAN

8.1 Provide a chart showing all of the sources of your start-up capital. Is there any assistance from Government or loan granting program you want to apply for.

Equity (N) 2,250,000

Grant (N) 500,000

Loan (N) 1,000,000

8.2 Projected Production schedule

Describe the production schedule of your business

(a) The targeted annual output (units) for your business in the first year of operation is 1,000,000

(Show the breakdown below; do same for service business)

(b) Projected Production Schedule (1-3 year)

Year 1	Product Line 1	Product Line 2	Product Line 3	Target output
Jan	1,250,000	1,290,000	1,350,000	1,400,000
Feb	1,300,000	1,320,000	1,330,000	1,450,000
Mar	1,300,000	1,320,000	1,330,000	1,450,000
April	1,300,000	1,320,000	1,330,000	1,450,000
May	1,350,000	1,370,000	1,390,000	1,500,000
June	1,350,000	1,370,000	1,390,000	1,500,000
July	1,350,000	1,370,000	1,390,000	1,500,000
Aug	1,500,000	1,600,000	1,650,000	1,670,000
Sept	1,500,000	1,600,000	1,650,000	1,670,000
Oct	1,500,000	1,600,000	1,650,000	1,670,000
Nov.	1,680,000	1,700,000	1,750,000	1,800,000
Dec.	1,700,000	1,720,000	1,750,000	1,820,000
Total output	Product line 1 Product line 2	Product line 3	Product line 3	Target output
Year 2	1,300,000	1,320,000	1,350,000	1,370,000
Jan	1,300,000	1,320,000	1,350,000	1,370,000
Feb	1,320,000	1,350,000	1,360,000	1,380,000
Mar	1,350,000	1,370,000	1,380,000	1,395,000
April	1,410,000	1,415,000	1,420,000	1,430,000

May	1,420,000	1,435,000	1,457,000	1,450,000
June	1,440,000	1,460,000	1,477,000	1,480,000
July	1,479,000	1,500,000	1,520,000	1,535,000
Aug	1,502,000	1,508,000	1,535,000	1,542,000
Sept	1,514,000	1,510,000	1,540,000	1,547,000
Oct	1,520,000	1,523,000	1,555,000	1,570,000
Nov.	1,533,000	1,540,000	1,560,000	1,577,000
Dec.	1,549,000	1,553,000	1,573,000	1,588,000
Total output	1,450,000	1,470,000	1,500,000	1,570,000
Year 3	Product line 1	Product line 2	Product line 3	Target output
Jan	1,400,000	1,430,000	1,450,000	1,470,000
Feb	1,420,000	1,431,000	1,455,000	1,500,000
Mar	1,440,000	1,450,000	1,463,000	1,510,000
April	1,490,000	1,510,000	1,520,000	1,530,000
May	1,513,000	1,517,000	1,530,000	1,543,000
June	1,530,000	1,542,000	1,550,000	1,560,000
July	1,544,000	1,550,000	1,573,000	1,581,000
Aug	1,577,000	1,581,000	1,582,000	1,590,000
Sept	1,588,000	1,593,000	1,599,000	1,603,000
Oct	1,599,000	1,608,000	1,619,000	1,630,000
Nov.	1,620,000	1,630,000	1,639,000	1,643,000
Dec.	1,650,000	1,700,000	1,750,000	1,790,000
Total output	1,700,000	1,740,000	1,775,000	1,800,000

8.3 Sales projections/plan

	Product/Service	Year 1	Year 2	Year 3
1	Product/Service 1 – Qty (volume)	10,000	15,000	20,000
	Price per unit	15,000	25,000	30,000
	Sales	25,000	40,000	50,000
2	Product/Service 2 – Qty (volume)	15,000	20,000	40,000
	Price per unit	25,000	45,000	50,000
	Sales	75,000	80,000	70,000
3	Product/Service 3 – Qty (volume)	300,000	55,000	60,000
	Price per unit	35,000	65,000	70,000
	Sales	65,000	120,000	130,000

8.4 Summary of Project cost /Start-up capital needed (include your total project cost and their breakdown here):

S/No	Item of Expenditure	Amount (₦)
i.	Fixed asset Investment	₦500,000
ii.	Working capital	₦ 287,400
iii.	Pre-operating Expenses (for new business only)	₦ 100,000
	Initial Total Investment outlay	

8.5 Fixed Capital Details

List the fixed asset need of your business (Equipment, Generator and their cost etc)

S/No	Fixed Asset	Qty	Unit Cost (₦)	Total Fixed Asset Cost (₦)
1	Bucket	10	3000	5000
2	Table	2	5,700	7,400
3	Knife	10	5,000	6,000
4	Cartons	50	2,000	3,500
5	Nylons	100	1,500	2,000
6	Fridge	1	15,000	15,000
7	Generator	1	80,000	80,000
8				
10				
	Total Fixed Cost	173	172,1200	203,500

8.6 Working Capital Details

List the working capital for your business below

S/No	Items	Amount (₦)
1	Transportation	15,000
2	Equipments	50,000
3	Shops	25,000
4	Buckets	2,000
5	Generators	80,000
6	Nylon	1500
7		
10		
	Total working capital	173,500

8.7 Pre-operating expenses

List the Pre-operating expenses Details (for Start-ups only)

S/No	Items	Amount (₦)
1	Generators	80,000
2	Shops	25,000
3	Buckets	3,000
4	Knives	4,000
5		
6		
7		
8		
	Total Pre-operating Expenses	121,000

Give the total project cost 395,500

8.8 Funding Plan

Total project cost is planned to be funded as follows

Owners contribution -	N 800,000 K 00
Loan capitals (Bank) -	N 300,000 K 00
Friends/Relations -	N 200,000 K 00
Grant	N 200,000 K 00
Others	N 100,000 K 00

8.9 Total project costs - N 1,000,000 K 00

8.10 Give the funding requirements for your proposed Enterprise

The funding requirements was given to me through donations grants and bank loans

8.11 Interest Payment and Loan Repayment (if any). Calculate and fill the boxes below- see the assumption for the interest on loan)

Get your interest and loan repayment schedule.

8.12 INTEREST AND LOAN REPAYMENT SCHEDULE

Year	Principal	Repayment	Interest	Loan balance
1	300,000	200,000	30,000	400,000
2	250,000	100,000	50,000	200,000
3	200,000	50,000	50,000	150,000

8.13 DEPRECIATION SCHEDULE

How do you plan for asset replacement as they worn out in the business?

Asset item	Cost of item ₦	Scrap value ₦	Useful Life span (Years)	Depreciation Amount ₦
Bucket	3,000	2,500	2	500
Fridge	15,000	68,000	10	10,000
Generator	80,000	10,000	10	12,000
Nylon	1000	800	1	200
Total	159,000			

Total Depreciation cost $\therefore \text{Dep} = (14 - 34) / 3$

Formula for Calculating depreciation

The annual depreciation is $= \frac{\text{Cost of item} - \text{Scrap value or residual value}}{\text{Useful life span}}$

8.14 Cash flow Statement:

Take a minute to list potential source of revenue (cash inflow) and expense (cash outflow) on the chart below:

Cash inflow categories	Cash outflow categories
1. 100,000	1. 200,000
2. 200,000	2. 300,000
3. 300,000	3. 400,000
4. 400,000	4. 500,000
5. 500,000	5. 600,000
6. 600,000	6. 700,000
7. 700,000	7. 800,000
8. 800,000	8. 900,000
9. 900,000	9. 1,000,000
10. 1,000,000	10. 1,100,000

Note: Sample of Cash-flow, Profit and Loss Account and balance sheet were provided below, complete your income and expenses and make the necessary calculations.

8.15 Projected Cash-flow Statement for

8.16 Projected Profit and Loss Statement

8.16b Projected Profit and Loss Statement

Year2	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Year Total
	200,000										1,200,000	1,300,000	3,000,000
		300,000								1,100,000			
			400,000						1,000,000				
				500,000				900,000					
					600,000		800,000						
						700,000							

8.16c Projected Profit and Loss Statement

8.17 Summary of Projected Profit and loss Account– Year 1 to year 3

Projected Profit and Loss Statement for _____

	Year 1	Year 2	Year 3
Revenue			
(a) Sales revenue	500,000	600,000	800,000
(b) Less discount	0	0	0
Net sales	500,000	600,000	800,000
Less product costs			
Gross profit	350,000	350,000	400,000
Less other expenses	300,000	300,000	450,000
Salaries	280,000	280,000	400,000
Rent	200,000	200,000	
Telephone			
Electricity			
Advertising			
Entertainment			
Insurance			
Legal office supplies			
Total expenses			
Profit before interest and tax	15	1500000	500,000
Less depreciation	—	—	—
Tax provision (3%)	—	—	—
Interest (10%)	30,000	500,000	65,000
Net profit	800,000	950,000	100,000

8.18 SAMPLE PROJECTED BALANCE SHEET for _____

Assets	Start date	6 months	Yr end	Yr 2	Yr 3
Fixed Assets	2018	6	500,000	500,000	500,000
property	11		100,000		100,000
Book value of machinery	11		200,000	200,000	200,000
Less depreciation	11		—	—	—
Total fixed Asset	11		800,000	800,000	800,000
Current Assets	11		—	—	—
Cash	11		500,000	700,000	300,000
Debtors	11		—	—	—
Stock	11		—	—	—
Other current assets	11		100,000	100,000	100,000
Total current asset	11		600,000	500,000	400,000
Total Asset= Total fixed Asset + Total current asset	11		1400,000	1300,000	1200,000
Liabilities	11		—	—	—
Current Liability (C)	11		—	—	—
Creditors	11		—	—	—
Overdraft	11		—	—	—

Short-term loan	1				
Payable provision	1	800,000	400,000	4,00,000	400,000
Total current liabilities	11		-	-	-
Long term liabilities (D)	11		-	-	-
Term loans	11		100,000	100,000	100,000
Other long term liabilities	11		-	-	-
Total liabilities	2018		500,000	500,000	500,000
Net current assets (Total current asset - current liability)			5,500,000	6,500,000	7,500,000
Net Asset (Total asset – total liabilities)			6,500,000	7,500,000	8,500,000
Net-worth (Share holder's fund)			12,500,000	14,500,000	16,500,000
Capital (Shares) (E)			-	-	-
Retained profit (F)			-	-	-
Total Net-worth (E + F)			4,500,000	-	4,500,000
Total liabilities and Net-worth or shareholder's fund			6800,000	7500,000	12500,000
Owner's capital					
Retained profit					
Owner's fund					

8.19 OPERATIONAL RESOURCES (Business expansion)

Equipment Inventory

Condition – G= Good, F = Fair, P = Poor

Ownership - O = Owned, L = Leased, B = Bought

(a) Breakeven Analysis

Breakeven is calculated over the 1st year of operation and is easily made up from profit/loss

If S is your sale revenue, VC = variable costs, FC = fixed cost, C = contribution margin, P is profit and BEP is the breakeven point.

$$\begin{aligned}FC &= 500,000 \\VC &= 400,000 \\S &= 500,000\end{aligned}$$

$$TR = TC \dots \dots \dots \quad (1)$$

Calculation in monetary terms $BEP = \frac{FC}{C}$

$$\therefore BEP = \frac{\frac{500,000}{400,000}}{1 - \frac{4}{5}} = \frac{500,000}{400,000} = \frac{500,000}{1} \times \frac{1}{\frac{4}{5}} = 500,000 \times \frac{5}{4} = 625,000$$

Profitability Analysis

Use the following ratios to determine the performance of your organization

$$\text{Operating rate/ margin of sales (turnover)} = \frac{\text{Net profit}}{\text{Sales (Turnover)}}$$

Return on Investment (ROI)/ Return on the capital employed (ROCE) = operating rate
x Asset turnover

$$= \frac{\text{Net profit}}{\text{Average Investment(Asset)}} =$$

$$\text{Return on Equity} = \frac{\text{Net profit}}{\text{Owners' contribution}}$$

Now do the calculation for your business for the 3 years and complete the box below

8.20 Profitability Analysis:

Yr 1 (%)	Yr 1	Yr 2	Yr 3
Turnover (000)	500,000	600,000	700,000
Operating profit	200,000	300,000	400,000
Profit after tax	700,000	900,000	1,100,000
Return on equity (%)	209.8%	99.15%	112.28%
Return on investment %	107.4%	44.67%	57.76%
Return on sales	36%	65.95%	59.2%

9.0 Risk Analysis, Contingency plan, and Exit Strategy:

9.1 Risk Contingent Analysis

What are the critical success factors - those things that can make the business to stop abruptly, identify them and state how you will overcome them.

S/n	Risks	Mitigants
1	Inadequate startup capital when the business is joint	Aggressive adverts and distribution of flyers
2	Theft	Security
.	Fire outbreaks	use of wrong connection
.	Debts	Selling on credit to customers
N	Outdated equipment	taking necessary precaution

9.2.1 Contingency Plan & Exit Strategy

In case you find the business failing and in such a way that it could not be remedied, what would you do and how can you pull out of the business with minimal damage (to you and other investors. Do you opt for acquisition, sale, allow merger, close, create franchise, etc)

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10.0 Other Considerations, Conclusion and Recommendations

My business will offer job opportunities. My business is a kind of business that has gone through test and can stand the test of time.

Appendices

Here, claims made while documenting the business plan are proved by showing evidences. Examples of such claims are: incorporation of the business; the business is existing (here you provide past statement of accounts, there might be need to audit the accounts, especially if it belongs to the category of those that are statutorily required to audit their accounts); certificates of occupancy; survey plans; financial projects from consultants; report of market research from professionals; special plan, patent certificates or franchise agreements; etc. Any other important document related to the plan could be attached etc.