**THE TIQVAHOPE BUSINESS CANVAS**

**Vision**

To Inspire The Right Attitude Of Christian Adornment In The Community And Invigorate An Ever Living Hope In The Lives Of Many.

**Mission**

To Offer Elegant, Classy And Exceptional Apparel For Both Men And Women, Quality And Authentic Electronics And Accessories, Build Capacity Through Training And Inspire Hope Through Counseling And Charity.

**Objectives**

* To Provide Men With Elegant Apparel
* To Provide Women With Modest Raiment And Classy Accessories
* To Provide State-Of-The-Art Gadgets And Electronics
* To Provide The Christian Community With The Appropriate Training In Song Writing And Editing In Line With Truth
* To Inspire Hope In The Community Through Counseling And Extensive Charity Work

**Core Values**

* Honesty
* Integrity
* Diligence
* Excellence
* Accountability

**Business Description**

Tiqvahope Is a company that offers a wide range of goods and services such as men and women’s apparel and accessories, Gadgets and electronics, song writing and editing training, counseling and Charity Work. The company’s major market base is men, women and the youth as well as Churches, Gospel music artists, bands and institutions.

The Business commences operations on 6th September, 2020, providing products and services such as Men’s Clothes, Women’s Accessories, Gadgets and peripherals, And Song writing and editing training and will later advance into the other services to be offered in the long run. Delivery services are also provided by the business to the convenience of the customers.

**MARKETING**

**Target Market**

The business envisions a market base of;

* Men, Women and Youth, Redefining the Nature of Dressing on the Foundation of the Right Attitude of Christian Adornment.
* Providing Gospel Music Artists, Churches, Bands and Institutions with the Appropriate Training in Song Writing and Editing On The basis Of Truth.
* Providing counseling services as well as extending a hand of Hope to the community through charity Work.

**Pricing**

**Cost price + Markup = Selling Price**.

Following This Formula, the pricing of every good and service provided will be determined as well as a well-defined markup percentage so as to have a definite profit margin at the end of every operating period.

**Sales Plan**

Sales and Distribution of Every Product is to be done through extensive advertising of the goods and services provided. Delivery Services are bound to be provided using means such as safe boda so as to ensure the safe delivery of every package ordered for.

**Advertising**

The business comprises an efficient task force, well equipped for the purpose of creating mass awareness and extensive market research and management through the use of E-Fliers, a website and the proficient use of social media platforms such as WhatsApp, Instagram and Facebook.

**OPERATIONS PLAN**

The business is innately online-based, with the major interface of interaction being internet-based and not necessarily having physical interactions with our customers but with future prospects of having a store and an office for counseling and song writing sessions alike. The Customers primarily access the business through the points of contact setup by the business i.e. The E-fliers, the website and email to place their orders which can be paid for using, mobile money services of both MTN and Airtel as well as cash on delivery. For every financial period, Stock is bought from Wholesalers and is either rebranded or sold as is depending on what is ordered for by the customer making the relation between the business and customer a direct relation.

**Operational Structure**

CEO

Administration and Finance

Operations

Sales and Marketing

Apparel Division

Electronics Division

Song Writing and Counseling Division

Under the Operational Structure is a closed circle of communication between the Management and the individual branches of the conglomerate. All reports are to be collected at the end of every operating period but to be stored individually so as to have specific traces of profits made and the respective accountability accordingly.

**NB: Each Branch Shall be required to present a detailed performance report at the end of every operating period so as to aid a clear work plan for the next operating period.**

**Market Analysis**

**Strengths**

* Quality
* Integrity
* Mobility
* Delivery
* Organized Market Structure
* People

**Weaknesses**

* Low Stock
* Absence of Permanent Premises
* Insufficient Experience record

**Opportunities**

* Ample Room For expansion Of Products and services
* Sufficient Labor for each branch
* Increasing demand
* Ready market

**Threats**

* Steep Competition
* Market Demand
* Inflation
* Inconsistent supply
* Impersonation
* Lockdown

**FINANCIAL PLAN**

|  |  |  |
| --- | --- | --- |
| **COST ITEMS** | **ONE-TIME COST** | **TOTAL COST** |
| Advertising/Marketing | UGX 0 | UGX 0 |
| Postage/Shipping | UGX 0 | UGX 0 |
| Communication/Telephone | UGX 50,000 | UGX 50,000 |
| Transportation | UGX 50,000 | UGX 50,000 |
| Bags | UGX 1,000,000 | UGX 1,000,000 |
| Jewelry | UGX 400,000 | UGX 400,000 |
| Men's clothing | UGX 1,000,000 | UGX 1,000,000 |
| Electronics | UGX 1,300,000 | UGX 1,300,000 |
| Cash-On-Hand (Working Capital) | UGX 2,400,000 |  |
| Miscellaneous | UGX 50,000 | UGX 50,000 |
| **ESTIMATED START-UP BUDGET** |  | **UGX 3,850,000** |