

## EXECUTIVE SUMMARY

### CHAPTER ONE: BUSINESS DESCRIPTION

Our business is a partnership company owed by Grace Wanjira and Nony Wachera. It is called GRANNAH ADVENTURE and it is located at LANGATA near barracks. Our starting capital was sh. 2,000,000. We focus on providing audience-centered cultural product and services for the purpose of engaging and entertaining customers. Our company lies in the entertainment company. We have grown so much throughout the years. Our main goals are to increase brand awareness and increase profitability.

### CHAPTER TWO: MARKETING PLAN

Our targeted customers are the youths but we also favor the other age groups. Our market share is at 45% which is stable compared to our competitor's performance. When it comes to our competitors, our strength lies on good idea generation and talented performance. Though we have us on weaknesses we strive to better our performance. We advertise our business through social media platforms. Pricing is charged according to the type of event and its location and our sales are done directly. We came up with diverse methods of distribution.

### CHAPTER THREE: ORGANIZATION AND MANAGEMENT PLAN

Our manager Nelly was selectively appointed due to her academic qualifications, skills and her dedication on our business. We also have various departmental managers like the finance manager, marketing manager and human resource manager. We have also employed other employees who work in various departments with different tasks. Our recruitment procedure is strict and promotion is given to the qualified employees who have proved their capability through their performance. Income is given according to the employee's rank. We have legal rights to carry our business that we strictly try adhere. We also have partnership with banks for loan if needed and an insurance company in case of any accidents.

### CHAPTER FOUR: PRODUCTION/OPERATIONAL PLAN

According to our production facilities and capacity it has been clearly demonstrated in chapter 4 point 4.1 the price, quality and capacity of our equipment. In order to achieve the maximum production, we came up with goals and objectives as stated in point 4.2 and our production budget lies between sh. 300,000 to sh. 600,000. Our customers pay the charges before the event through our platform in order to have passage to the event. There are both external and internal factors affecting the rules and regulation affecting production. One of the external factors is respecting copyright laws and appropriate laws used in performance whereas the internal one is code of conduct for staff and performance.

## CHAPTER FIVE: FINANCIAL PLAN

The total operation cost of both year 2019 and year 2020 summed up to Ksh.134,720. Our total working capital is Ksh. 453,452. The sales annual for both years is Ksh. 505,357. The gross profit is Ksh. 252,732 and the percentage gross profit is 50,01%. The net profit is sh. 26,548 while the break-even point is 4.4. lastly our return on equity percentage is 46.76%.

[Include Gross Profit Ratio, Net Profit Ratio and Return on Investment \(All in %\).](#)