**EXECUTIVE SUMMARY**

**1.0BUSINESS DESCRIPTION**

The entrepreneur’s name is MARGARET WANJIKU KIMANI. The business name is MAKI’S GYPSUM AND TILE ENTERPRISE. The business will start its operation on 10th January 2022. The proposed business will be located opposite Kikuyu market in Kikuyu town, Kiambu County. The business will offer products in the construction industry and transport services for delivery. Maki’s Gypsum and Tile Enterprise will offer products such as tiles and gypsum ceiling materials. The business will brand its packaging materials with the business logo to enhance uniqueness.

**2.0 MARKETING PLAN**

The business will target both residents of Kikuyu town and non-residents. These will include individual customers who buy products for their own use, commercial customers who buy products for resale and institutional customer who orders and the company delivers. The business market share is approximately 22% in comparison to the existing competitors. This will be a target of 550 customers in the first year of operation and approximately 2000 customers in the third year of operation. Maki’s Gypsum and Tile Enterprise will advertise its products through media and social media accounts of the business such as websites, radio, newspaper and TVs. The business will experience competition from Décor hardware and Diamond indoors and décor. Decor hardware has existed in the market but it has not improved in technology and in selling of new products in the market. Diamond indoors and décor mainly deals with wooden products hence no major concerns to supply the new designs of gypsum ceiling materials in the market. The proposed business is located at the entrance of town and opposite a matatu terminus hence an advantage being accessible before the other competitor’s business. Also branding our packaging materials will be ab added advantage.

**3.0 ORGANIZATIONAL PLAN**

The business will be managed by the owner of the business who will be in charge of the business. The owner who will be the business manager will engage in employing both skilled and unskilled staff. The business manager will be assisted by a managerial team such ad an account’s clerk, gypsum expert and a tiles expert. The management team will be required to present a certificate of a course related to one’s field of specialty from a recognized institution, experience from a recognized firm and good leadership and communication skills. The business will offer incentives such as transport allowances for financial incentives and annual leaves for non-financial incentives. The proposed business will engage support services such as insurance from AMACO Insurance Agency and legal services to renew the business’s licenses.

**4.0 OPERATION OR PRODUCTION PLAN**

The business will require equipment, furniture, safety gears and personnel for it to start its operation. The business will be more of operational since no production is happening. The business will offer consultation services to customers on the products they enquire about. After sale services such as transport will be among the services. The government regulations of KEBS will affect the business operation because of packaging materials. Kiambu County government will offer licenses and permits through the Kikuyu District Offices for the business to start its operations. The business will have been registered by 5th of January for its operation to start on the 10th January 2022. The business will experience risks such as breakages of products such as tiles which are a bit fragile. To avoid such risks within the business premises, the tiled storage will be fabricated and the floor will be rough to avoid slipping.

**5.0 FINANCIAL PLAN**

The business will be entitled to a capital of Ksh 1,000,000. The capital will be shared out to cater for pre-operational costs which amounts to Ksh 344,750. The entrepreneur intends to borrow a Ksh 300,000 loan from KCB Bank which will be paid for a period of 3yrs at a 10% interest per annum. The proposed business will have a 41% gross profit margin and a 5.166% net profit margin as per the year 2022. The break-even level for year 2022 will be Ksh 97,561. The return on equity for the first 3 years will be 45%. The return on investment for the first 3 years will be 34%. The overall assessment of the feasibility of the proposed business is within schedule, cost and performance constraints of the business.