**UNIVERSITY OF RWANDA**

**COLLEGE OF SCIENCE AND TECHNOLOGY**

**SCHOOL OF ICT**

**YEAR 2023/2024**

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| **NAMES** | **SPECIALISATION** | **REG NUMBER** |
| IZATURENGERA Olivier | Barber | 223001140 |
| MUGISHA Josue | Coordinator | 223016759 |
| SEZERANO Placide | Mobilizer | 223011554 |
| BUGINGO Innocent | Marketing manager | 223007699 |
| NZEYUMUREMYI Justin | Barber | 223012180 |
| MBASABAGUKIZWA Martin | Advisor | 223004492 |
| NIZEYIMANA ELIE | Barber | 223007191 |
| IHIRWE MWAMI Modeste | Advisor | 223003004 |
| UWANYIRGIRA Janette | Advisor | 223008348 |
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| NSHIMIYIMANA Gilbert | Barber | 222023531 |

**1.BUSINESS IDEA**

**Title: Universe city Barber Shop: Where every haircut is out of this world**

**Introduction:**

The University Barber Shop is a pioneering venture aimed at providing quality haircut services at affordable prices within the University of Rwanda's College of Science and Technology (CST). Our primary objective is to offer convenient haircuts tailored to the needs of students and faculty members while fostering a vibrant community hub within the campus.

**Key Features:**

1. Affordable Pricing: We understand the financial constraints students often face. Thus, our pricing model will be competitive, ensuring that quality haircuts remain accessible to all.

2. Promotions for IT Students: Recognizing the importance of IT education, we'll introduce special promotions and discounts exclusively for IT students. This could include discounted rates, loyalty programs, or package deals.

3. Skilled Barbers: Our team of experienced barbers will deliver professional haircut services, staying updated with the latest trends and techniques to cater to diverse preferences.

4. Convenient Location: Situated within the CST campus, our barber shop will offer unparalleled convenience to students and faculty, saving them time and effort typically spent traveling off-campus for haircut needs.

5. Community Engagement: Beyond just a place for haircuts, the University Barber Shop aims to become a community hub, hosting events, workshops, and collaborations with student organizations to foster a sense of belonging and camaraderie.

6. Hygiene and Safety: Upholding strict hygiene standards and safety protocols will be our utmost priority to ensure the well-being of our customers.

**Marketing Strategy:**

1. Digital Presence: Utilize social media platforms and campus communication channels to create awareness about our services, promotions, and events.

2. Partnerships: Collaborate with student organizations, IT clubs, and faculty members to promote our services and tailor offerings to meet the specific needs of the CST community.

3. Word of Mouth: Encourage satisfied customers to spread the word about our barber shop through referrals and testimonials.

4. Incentivized Referral Program: Implement a referral program where existing customers receive discounts or free services for referring new customers to further expand our customer base.

**Financial Projection:**

Initial investment will primarily cover setup costs, including equipment purchase, interior design, and initial marketing expenses. Monthly operational costs will include rent, utilities, staff salaries, and inventory replenishment.

Revenue will primarily come from haircut fees, with additional income streams from product sales (e.g., grooming products, accessories). The promotion for IT students can be factored into the marketing budget as a customer acquisition cost with the potential for long-term returns through customer loyalty and repeat business.

**Conclusion:**

The University Barber Shop aims to revolutionize haircut services within the CST community by offering affordable, convenient, and high-quality haircut solutions tailored to the unique needs of students and faculty. With a focus on community engagement and customer satisfaction, we aspire to become an integral part of campus life while supporting the academic journey of IT students through special promotions and discounts.

**2. BUSINESS FOUNDER AND CO-FOUNDER (Their Profiles and Roles)**

CEO: IZATURENGERA Olivier

- Role: Overall strategic direction, leadership, and decision-making.

- Profile: A2 Qualified and currently pursuing a Bachelor's degree in Information Technology.

Core Members:

1. MUGISHA Josue

- Role: Core team member, assisting in various operational aspects.

- Profile: A2 Qualified and currently pursuing a Bachelor's degree in Information Technology.

2. ISEZERANO Placide

- Role: Core team member, contributing to the implementation of business strategies.

- Profile: A2 Qualified and currently pursuing a Bachelor's degree in Information Technology.

Marketing Manager: BUGINGO Innocent

- Role: Responsible for developing and executing marketing strategies to promote Universe City Barber.

- Profile: A2 Qualified and currently pursuing a Bachelor's degree in Information Technology.

Operations Manager: IHIRWE MWAMI Modeste

- Role: Oversees day-to-day operations and ensures smooth functioning of the barber shop.

- Profile: A2 Qualified and currently pursuing a Bachelor's degree in Information Technology.

Accountant: UWANYIRIGIRA Jeanette

- Role: Manages financial transactions, budgeting, and accounting processes.

- Profile: A2 Qualified and currently pursuing a Bachelor's degree in Information Technology.

Secretary: JUSTIN NIZEYUMUREMYI

- Role: Handles administrative tasks, scheduling, and customer service.

- Profile: A2 Qualified and currently pursuing a Bachelor's degree in Information Technology.

**3.PROBLEM / OPPORTUNITIES**

- University students and staff face challenges accessing affordable and quality haircut services off-campus.

- Opportunity to provide exclusive, high-quality grooming services on-site at affordable prices.

- Gap in the market for personalized styling and trendy haircuts within the campus community.

**4.IDENTIFIED MARKET NICHE/ CUSTOMER**

- Students, campus workers, lecturers, and residents near the campus seeking convenient and affordable haircut services.

**5. UNIQUE VALUES PROPOSITION (UVP)**

- Competitive pricing: Men (500 RWF), Women (1000 RWF), Boys & Girls (300 RWF).

- Exemption from hygienic charges, utilities, security fees, and taxes due to campus support.

- Personalized styling, trendy haircuts, and polite grooming styles catered to individual preferences.

- Dedicated to excellence, accessibility, and affordability for all students and community members.

**6.SOLUTION DEMO**

- Creation of job opportunities for students and the community.

- Affordable pricing compared to off-campus competitors.

- Promotion of respectful and polite haircut styles within the university.

- Training and experience for students, fostering self-employment opportunities.

- Effective utilization of university resources.

- Provision of quality haircut services to enhance members' financial independence and security.

**7. COMPETITIVE ANALYSIS**

**7.1. SWOT Analysis**

**Strengths:**

- Strategic Location: Being situated within the College of Science and Technology provides unparalleled convenience for students, faculty, and campus workers.

- Affordability: Competitive pricing compared to off-campus alternatives due to exemptions from hygienic charges, utilities, security, and taxes.

- Experienced Team: Led by seasoned professionals with A2 qualifications and currently pursuing Bachelor's degrees in Information Technology, the team is well-equipped to deliver high-quality haircut services.

- Unique Value Proposition: Exclusive focus on the campus community, personalized styling, and commitment to excellence set Universe City Barber apart from competitors.

**Weaknesses:**

- Limited Initial Funding: Reliance on initial investments from team members and external stakeholders may restrict scalability and expansion opportunities.

- Dependence on Campus Support: Success heavily relies on continued support from the university in terms of space, resources, and promotion.

**Opportunities:**

- Growing Campus Population: As the university population increases, so does the potential customer base for Universe City Barber.

- Expansion Potential: Successful establishment within CST can pave the way for expansion to other university campuses or adjacent communities.

- Partnerships: Collaborations with student organizations, faculty members, and campus events can enhance brand visibility and attract more customers.

**Threats:**

- External Competition: Possibility of off-campus barber shops offering similar services and undercutting prices may pose a threat to market share.

- Regulatory Changes: Changes in campus policies or regulations could impact the operational feasibility and financial sustainability of the business.

- Economic Factors: Fluctuations in the local economy or purchasing power of students could affect demand for haircut services.

**7.2. PEST Analysis**

**Political:**

- Support from university administration and local government authorities is crucial for obtaining necessary permits, licenses, and approvals.

**Economic:**

- Economic stability and disposable income levels among students and faculty influence spending on grooming services.

- Cost-saving initiatives such as exemptions from hygienic charges and taxes contribute to affordability for customers.

**Social:**

- Changing grooming trends and preferences among the student population may require continuous adaptation and innovation in service offerings.

- Emphasis on personalized styling and polite haircut styles aligns with cultural norms and social expectations within the university community.

**Technological:**

- Integration of technology in booking appointments, managing inventory, and promoting services can enhance operational efficiency and customer experience.

- Utilization of digital marketing channels and social media platforms for promotion and engagement with the target audience.

**8.Business Model / Lean Canvas (Use the lean Canvas by Ash Maurya)**

- Key Partners: University administration, suppliers, external stakeholders.

- Key Activities: Haircut services, marketing, customer service, financial management.

- Key Resources: Barber shop equipment, skilled team members, university support.

- Value Proposition: Affordable, high-quality haircut services tailored to campus community needs.

- Customer Segments: Students, faculty, campus workers, local residents.

- Customer Relationships: Personalized service, loyalty programs, social media engagement.

- Channels: On-campus promotion, social media platforms, word-of-mouth.

- Cost Structure: Equipment purchase, staff salaries, marketing expenses, operational costs.

- Revenue Streams: Haircut fees, product sales, promotions, partnerships.

**9.FINANCIAL PROJECTION**

- Break-even expected within 4 months.

- Projected profit of 1 million RWF within 1 year.

**10.FUNDING OPTIONS**

- Initial investment raised from team members and external investors.

- Collective investment approach aligning stakeholders' interests with business success.

**11.GO TO MARKET STRATEGY**

- Market, customer, and competitor surveys to gather insights.

- Promotions on social media platforms to increase brand visibility.

- Marketing and branding efforts to establish Universe City Barber as a premier on-campus salon.

- Advertisement campaigns and events to attract customers and build community engagement.