

KELECHI BOOKSTORE BUSINESS PLAN

1. Executive Summary:

KelechiBookstore is an Alternative African Education business that aims to arm the public with useful and relatable knowledge that will make impacts in their lives and society through the supply of books of all kinds, a working or research working space that is equipped with modern creative tools and a community of book readers.

Kelechibookstore is designed to be more than just education, just like people go to gym to keep their muscles fit, kelechibookstore is a gym for the brain.

We aim to serve the entire public at large both adults and children, all who can seek and assimilate knowledge. We have sold more than a thousand books online in the past three years of our existence despite not being fully functional, we aim to reach to millions of Nigerians when we start to operate at maximum capacity.

2. Business Description:

Kelechibookstore started as an idea from its founder Ugochukwu Emmanuel (Kelechi), who is an avid reader that got frustrated trying to find books he loves in this country Nigeria, that was when he noticed that there is a lack of supply of quality books in Nigeria, despite the country being one of the most educated population in Africa, current bookstores only outdated generic books. He decided to source the books himself from external suppliers and started the bookstore as we know it.

The bookstore business model is based on the sales of books and membership subscriptions (like actual gyms), The bookstore will not only be supplying modern, non-pirated books to the public, but will be a creative space for remote workers and researchers alike, this sets the bookstore apart from every other bookstore in Nigeria, with more Nigerian youths diving into the tech world, and poor electricity and internet in the country, there is certainly a need for a calm studious space that is equipped with 24 hours solar electricity and internet connection.

3. Market Analysis

We will be focusing on supplying the need of the entire public, there will be children's books for the kids which is one of the fastest selling categories in book business, Finance/self-help books for the youths, Christian books for the Faithful, Health/wellness for the elderly population, then general economics, history, politics, psychology, mindset, law ,philosophical, engineering and medical books for the entire public. Most bookstores who are already doing well in the country follow this pattern; we intend to build on it while being a hybrid store for creativity and learning.

4. Key Considerations

The biggest bookstores in the country are Roving-heights Bookstore which has branches all over the country and even one in the UK, and Spine and Label in Abuja which serves mainly the northern elites. We know our plans are feasible and achievable because these two bookstores have made milestones on it already, our advantage over them is that we are a new generation (GEN Z) and more connected to the youths than them, so we are mainly targeting more than 150 million Nigerian youths, especially with our provision of creative working space, modern aesthetic branding, community programs like book clubs, podcasts, sip and paint etc, we hold a strong grip on the youths more than our competitors, We are going to popularize reading culture to Nigerian youth and market “INTELLECT” to them.

5. Organization and Management:

The founder and CEO of the bookstore is Ugochukwu Emmanuel Kenechukwu who is an economics graduate from Nnamdi Azikiwe University and an MIT certified data scientist and artificial intelligence programmer with professional certifications in project management.

The Co-Director Mr Chukwubuikem Akudigwe has a BSc holder in Electrical engineering from the University of Sunderland UK.

Marketing Officer/advisory - Mr John Atuchukwu who also holds a mechanical engineering degree from University of Nigeria Nsukka and runs a successful marketing company known as ADSgate.

The bookstore will still hire talents like community managers, media personnel, sales officers and delivery drivers.

6. Product and services

Our product and services include supply of books that resonate with all matters of life, Access to our creative hub space, book club memberships.

The prices of the books will be set according to market trends, while access to the creative hub will require a yearly membership payment and monthly, weekly or hourly subscription.

7. Market and sales strategy:

The business will highly engage social media marketing, Instagram, TikTok, Google Ads, Facebook etc. We will also engage billboards at strategic location, engage influencer marketers, Tv and radio stations, Host school competitions to target children and their parents, partnerships with Government bodies and NGOs to boost awareness and credibility. There will also be public grassroot marketing.

8. Financial Projections:

Assumptions

- Book Sales

- Average price per book: ₦5,500
- Year 1: 100 books/month → grows 20% annually

- Membership Subscriptions

- Monthly fee: ₦15,000
- Year 1: 100 members → grows 30% annually

- INITIAL STOCK - ₦1,500,000

- Interior Decor - ₦1,500,000

- Operating Costs

- Rent & utilities: ₦1,500,000 per year

(power, internet) - ₦100,000 monthly

- Staff salaries: 500000/month
- Marketing & misc.: ₦500,000/month
- Costs grow ~10% annually

- Gross Margin on Books: 40% (after supplier costs)

- Membership revenue is nearly 100% margin (after fixed costs).

Financial Projections (3 Years)

Year 1

- Book sales: 1,200 units → ₦6,600,000 revenues
- Gross profit from books (40% margin): ₦2,640,000
- Membership subscriptions: 100 members → ₦18,000,000 revenues

- Total revenue: ₦24,600,000
- Operating costs: ₦14,700,000 (₦1.5M rent, ₦1.2M power/internet, ₦6M staff, ₦6M marketing/misc.)
- Net profit: ₦9,900,000
- Capital expenditure: ₦3,000,000 (₦1.5M initial stock + ₦1.5M interior décor)

Year 2

- Book sales: 1,440 units → ₦7,920,000 revenues
- Gross profit from books: ₦3,168,000
- Membership subscriptions: 130 members → ₦23,400,000 revenues
- Total revenue: ₦30,568,000
- Operating costs: ₦16,170,000 (10% growth on Year 1 costs)
- Net profit: ₦14,398,000
- Capital expenditure: none

Year 3

- Book sales: 1,728 units → ₦9,504,000 revenues
- Gross profit from books: ₦3,801,600
- Membership subscriptions: 169 members → ₦30,420,000 revenues
- Total revenue: ₦34,221,600
- Operating costs: ₦17,787,000 (10% growth on Year 2 costs)
- Net profit: ₦16,434,600
- Capital expenditure: none

Key Insights

- The bookstore achieves **positive operating profit from Year 1**.
- The upfront capital expenditure of ₦3M is modest compared to profitability potential.
- By Year 3, annual net profit grows to over ₦16M, showing strong scalability.



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