

# [MOTOROLLI GLOBAL VENTURES]

*Tag line:*  
*Nothing Impossible*

## **Business Plan**

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### **Contact Information**

MUSTAPHA, ABDULKADIR LAWAN  
motorolliglobalventures@gmail.com  
08161752284/07026481770

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# Executive Summary

## **Business Overview**

- *We are an Arabic language and Islamic education resource center located in Jalingo Ashaka, Gombe state.*
- *We operate a shop/marketplace for herbal and Islamic medicine for demanders.*
- *We are a transport, logistics and supply company that enables individuals to move their goods and services efficiently at affordable price.*

*[MOTOROLLI GLOBAL VENTURES] is a multi-business company that helps and provides educational services, sells herbal and Islamic medicines and supplies of agricultural stocks, cement and general services, to local communities, dealers, distributors and business managers with the following benefits: accessibility, convenience, and usability, faster, more reliable and lower cost.*

## **Our Success Factors**

[MOTOROLLI GLOBAL VENTURES] is uniquely qualified to succeed because we understand our target customer needs, our industry and our business model offers exceptional value to our customers. We also have a team of experts with notable experiences and achievements to drive the success of our company. We have provided a highlight of the business opportunity and our team composition below.

## Problem Summary

There are various trends and upcoming ones that are likely to affect the logistics and supply production, Arabic language education and the demand of Islamic and herbal medications that may affect the growth in these industries and they includes:

- Lack of single higher Islamic and Arabic language school in a dominant Muslim community
- Lack of qualitative herbal drugs and Islamic medicine store in the whole street, while most of the demanders of this product are married women.
- Most of the transport, logistics and Supply Companies are not more reliable as person's goods may not be delivered on time.

That is why our product and services are in high demand because *customers want products that work faster and are more reliable, accessible and uniqueness.*

## Solution Summary

*Our Company offers affordable solutions such as:*

- Transporting of goods and services to the all people of Nigeria, i.e., cement, beans, and cow.
- Buying and supplying of agricultural stock/cereals to some part of the country.
- Selling, distribution and retails of the Islamic and herbal medicine products.
- *A higher Islamic and Arabic language school that served as Arabic language resource center which provides a quality teaching and mentorship to a variety of students.*

## Market

*Our target customers are local market, shops, dealers and nationwide distributors. A confident local parent whom wanted their wards within the ages 7 – 18 to learn Arabic language and Islamic education.*

## Competition

- *There are a lot of transport companies here in Ashaka that own a trucks and have a valid transport registration with Ashaka cement company such as; Dankasa investment, Al'amash transport company ltd. While there are some indirect competitors in neighboring location e.g Gombe, Azare and Potiskum.*
- *There several schools here in Jalingo Ashaka which combined their school with Islamic background, such as Umar bn Khaddab Academy and Zaid bn Haris School. While there are kind of such schools in neighboring towns like Bajoga and Nafada. Although our unique service is differ from theirs because ours is to to teach Arabic language and Islamic education.*

## Our Team

*Our team has seven management officers, and it includes I as the chief executive officer of the company, and other six management team members are: chief financial officer, transport and logistic manager, training and learning manager, human resources manager, sales and marketing manager and customer service manager whom all where educated and experienced in customer service, technology and transportation, making them capable of fulfilling leadership position in this company.*

# Expectations

## Forecast

Our most important selling and distribution strategy is to develop repeat business by providing maximum satisfaction to our customers to some extent that every customer that transact with us will be interested to return back. Our strategy also involved both home and market delivery or shops as at when due. We also plan to render our service and distribute to individual customers through our retail outlets to be located at major commercial centers of the state after one year of operation.

In terms of logistics and supply our target sales annually is to supply 60 trucks of cement each with 30 tons to our customers.

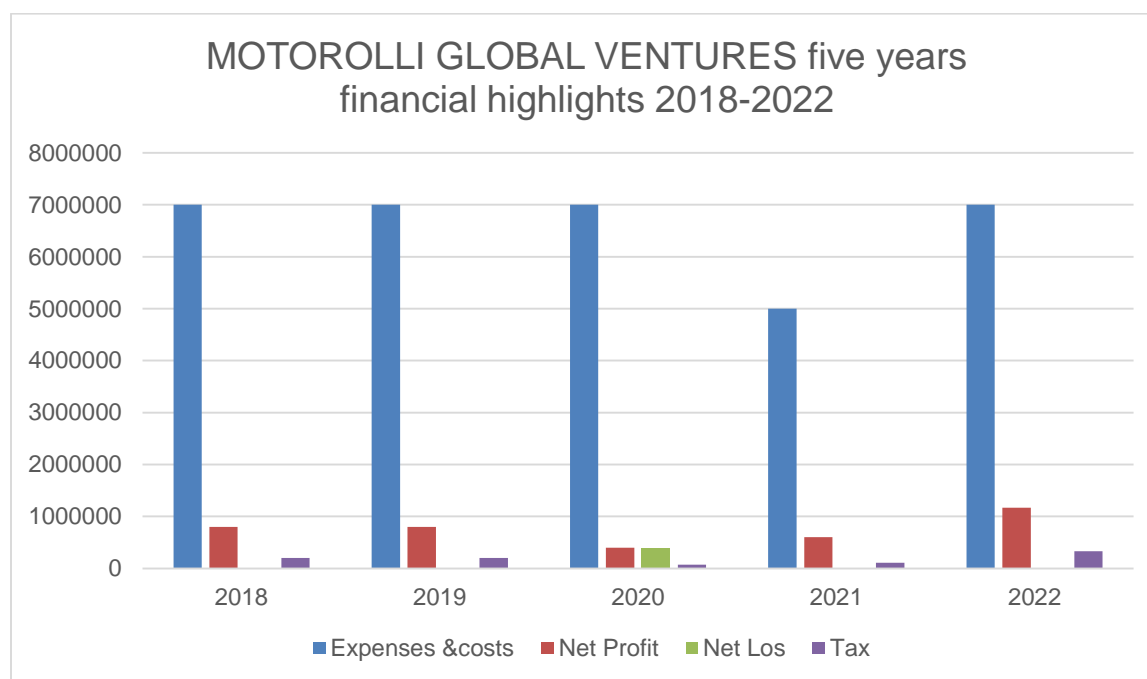
In terms of agricultural stocks our target sales annually is to purchased and distribute 48 trucks of grain such as maize rice and the rest to our customers.

In terms of Islamic and herbals medicine store our annual target sales is to distribute NGN 1,200,000 products to our various customers.

In terms of school our sales target is to admit 50 students annually.

Our long term goals in the next coming five years is to achieve good quality produce, without compromising the standards. We also aim to achieve a total turnover of N35, 000,000 a gross profit of N10, 000,000 and a profit after tax of N8, 680,500 by the next five years.

## Financial Highlights by Year



## Financing Needed

*To achieve the projections highlighted above, we need to raise NGN10, 000,000 in financing in order to expand our reach to at least two West African countries within the next 12 months.*

# Opportunity

## Problem & Solution

### Problem worth Solving

- Lack of single higher Islamic and Arabic language school in whole Jalingo Ashaka Muslim community, a community that value Islamic culture with high esteem, by using a qualitative way of learning in an accessible location at affordable price will make our product more and often reliable to our customers.
- Lack of qualitative herbal drugs and Islamic medicine store in the whole street, while most of the demanders of this product are married women. The needs of our customers here are better location that is because the customer segment here are mostly married women.
- Most of the transport, logistics and Supply Companies are not more reliable as person's goods may not be delivered on time. We apply the principle of constant supply to a ready market for their excess production since the customers' need here are quick delivery and cheaper product.

### Our Solution

*Our solutions are:*

*Transport and logistics* service is a line of business for the purpose of delivering and distribution of goods and services from a place of production to a place of deliverance. Be it intra state logistics, supply and transport or interstate services. Hence, we have decided to explore all the available opportunities within the industry to achieve our corporate goals and objectives. Below are our solutions to this regards:

1. Buying, purchasing and marketing Ashaka cement both (mother brand and super set) on a commercial level
2. Marketing the already purchased products
3. Transportation of these goods to their destination conveniently
4. Transporting any kind of goods and service to the whole nation at affordable price

*School and learning* service is a line of business for the purpose of impacting knowledge, teaching as the act of given back to the community. Below is our solutions:

1. Teaching Arabic language and Islamic studies in nearest and better location
2. Buying and selling of learning materials at affordable price
3. Combining Western and Islamic education together

*Herbal* and Islamic medicine is a line of business, its Purposes are to produce an essential services such as whole sales, distribution and retails of our product to the Consumers due to the higher demand of such product in the area.



# **Target Market**

## **Market Size & Segments**

Our target customers include, local market, distance market, shops, and large markets. The local market segment includes *parent whom wanted their wards within the ages 7 – 18 to learn Arabic language and Islamic education. A married woman age ranged 18-60. Local cement sellers and local commodity markets. Our distance market includes Dealers of all kind of agricultural stocks, cement sellers outside Gombe state.*

# **Competition**

## **Current Alternatives**

*School service competitors:*

- *Direct competitors (fills customer need with same solution)*
  - *Other Islamiyya schools*
- *Indirect competitors (fills customer need with different solution):*
  - *Other community schools with Islamic knowledge background*
  - *Private schools ready-to-include Arabic and Islamic studies in their syllabus*

*Logistics and supply service competitors:*

- *Direct competitors (fills customer need with same solution)*
  - *All logistics and supply companies such as;*
  - *Dankasa investment Nig Ltd*
  - *Al'amash transport company ltd*
- *Indirect competitors (fills customer need with different solution):*
  - *Other transport companies supplying goods or ready-to-supply goods*

*Islamic and herbal drugs service*

- *Direct competitors (fills customer need with same solution)*
  - *Other Islamic and herbal drugs shops*
- *Indirect competitors (fills customer need with different solution):*
  - *Medicine stores selling herbal drugs or ready-to-sell the drugs*

# **Unique Selling Point**

## **Our Advantages**

*School Service Unique Selling Point:*

- *Making learning Arabic language and Islamic studies accessible*
- *Combining Arabic and western Education together for learners*
- *Learning at affordable price*

*Transport and Logistics Service Unique Selling Point:*

- *Transport of goods services conveniently*
- *Logistic and supply of agricultural stocks at affordable price*

*Islamic and Herbal Medicine Shop Unique Selling Point:*

- *Providing Islamic and herbal drugs in better location*

- *Making Islamic and herbal drugs accessible and affordable*

## **Potential Risk & Response**

The fact that the industry is profitable does not mean that you won't lose your investment within a short period of time if you fail to identify strategic risk which may affect your ability to *profitably carry on your business*. Such risk includes:

- *Price vitality: is a serious challenge facing SMEs in Nigerian business space, a response to that is to follow due process in your strategy.*
- *Government legislation: such as naira note redesigned and making old naira notes illegal tender, a response to that is to abide by the government regulations before the dateline.*

## **Execution**

### **Business Model**

Our most important selling and distribution strategy is to develop repeat business by providing maximum satisfaction to our customers *e.g.\_ high quality, luxury, appeal to high-end customer\_* to some extent that every customer that transact with us will be interested to return back

### **Revenue Models**

*School Service Revenue model:*

- *Registration and school fees*
- *Selling of text books and other learning materials*
- *Donations*

*Transport and Logistics Service Revenue Model:*

- *Local and long distance movement*
- *Heavy duty equipment movement*
- *Agricultural equipment movement*
- *Moving supplies*
- *Home and office movement*

*Islamic and Herbal Drugs Revenue Model:*

- *Selling out of the available resources*
- *Treatment*

## **Marketing & Sales**

### **Marketing Plan**

We have clearly defined the target market and have differentiated ourselves by offering a unique solution to our customers information needs. Our sales and marketing strategy will be a

combination of targeted mass marketing techniques as well as a focused direct sales team approach. Reasonable sales targets have been established with an implementation plan designed to ensure the goals set forth below are achieved.

We also consider the following strategy

- **Your Offers:** We offer special discount of 2% to our customers who buys our products worth 150 tones and above and accept any damage bring back by our customer and replace with another.
- **Marketing Materials:** Our marketing material include Radio Advert and our website
- **Referral Strategy:** Our referral strategy is to offer any customer who refer another customer to us 2% percent of the total sell made by the new customer if it worth 150 tones.
- **Retention Strategy:** Our retention strategy is to make and send a greeting text messages to our customer during any celebration day within the year and happy birthday messages through the captured data system of our customers.

## Sales Plan

Our selling price strategy is usually determined by the current economic condition that may affect our cost of production. Our products and services will be sale at a price less than our top competitors and at the same price with our equal competitors but with product differentiation in terms of quality and delivery system. This is because, considering both our fixed and variable cost the selling price is still favorable and will encourage more turnover that will result in 25.2% return on investment with good market positioning.

## Operations Plan

### Locations & Facilities

The business has a proposed location at Jalingo Ashaka, Funakaye Local Government Gombe state. Our location is a very strategic one as we are located in the hub of the transport and logistics for both cement and agricultural products due to the existence of Ashaka cement factory and the existence of varieties of local agriculture markets such as; Bajoga, Ngalda and so on. With the right strategies and plans that we have in place, we are sure of meeting, achieving and exceeding our desired goals and intentions.

### Technology

As for now Motorolli Global Ventures is using simple technology to store costumer data, book keeping and recording etc... and it also using social media handle for marketing and contact address. We hope that very soon Motorolli Global Ventures will start using AI, machines, big data analytics and cloud.

### Equipment & Tools

*Below is what Motorolli Global Ventures planning to acquire in the near future*

- *Motorolli Global Ventures office complex*
- *Permanent side for our college for Arabic and Islamic Studies with full and enough equipment*
- *At least to own fifty (50) trucks, trailers and the their park*
- *To build a place that serve as hospital for Islamic and Herbal drugs*
- *To own at least 50 ware houses across the country*

# **Milestones & Metrics**

## **Milestones**

### **I. To Be Completed By: 31/01/2024**

Accomplishments:

- Accomplishment #1: Revenue milestones (to admit 50 new students to school)
- Accomplishment #2: Key Partnerships executed (to register with NBAIS)
- Accomplishment #3: New products and services introduction (to upgrade the school syllabus to includes western education)

### **II. To Be Completed By: 31/12/2033**

Accomplishments:

- Accomplishment #1: Store opening date (to open Motorolli Global Ventures office complex)
- Accomplishment #2: Revenue milestone (to purchase 100 cement trucks annually)
- Accomplishment #3: Key customer contracts secured (to be top 5 cement distributor in Northern Nigeria)

## **Key Metrics**

Our plan to promote our products through personal selling techniques, by word of mouth, reaching our customers through direct visitation and distribution of flyers. However, affordable price, quality and unique services are the key to our promotional success. Our most important selling and distribution strategy is to develop repeat business by providing maximum satisfaction to our customers to some extent that every customer that transact with us will be interested to return back. Our strategy also involved both home and market delivery or shops as at when due. We also plan to render our service and distribute to individual customers through our retail outlets to be located at major commercial centers of the state after one year of operation. In terms of logistics and supply our target sales monthly is to supply 5 trucks of cement each with 30 tones to our customers. In terms of an agricultural stocks our target sales monthly is to purchased and distribute 4 trucks of grain such as maize rice and the rest to our customers. In terms of Islamic and herbals medicine store our target sales is to distribute NGN100.000 products to our various customers. In terms of school our sales target is to admit 50 students annually. As of now our business is being doing well, by the next 10 years all our accomplishments will be completed successfully.

# **Company Leadership**

## **Overview**

*Motorolli Global Ventures is a sole proprietorship company situated at Jalingo Ashaka, Gombe state Nigeria with business registration number: 3802308 owned by Abdulkadir Mustapha Lawan, registered on 21/11/2022 by Nigerian Corporate Affairs Commission (CAC). The general of the business as registered is: Logistic, Supply and General Contract.*

# **Team**

## **Management Team**

*Motorolli Global Ventures has eight (7) management team as follows*

- *Abdulkadir Mustapha Lawan, B.A ABU Zaria 2016, M.A BUK 2022, PhD BUK (in view) PDE, a digital marketing enthusiast at Indian Institute of Digital Education (IIDE) with certificates in Facebook and Instagram ads, Search Engine Optimization (SEO), Google sheets, how to make good presentation, Cyber Security, Graphic Design and Web Development. He is the Chief Executive Officer (CEO) and also the Chief Financial Officer (CFO) of Motorolli Global Ventures.*
- *Jibril Mustapha Lawal, he has a diploma in Data Processing/Information Technology at TIICT FCT. Abuja, also has a decade experience in logistics and transport. He is the Transport and logistics Manager and also the Sale and Marketing Manager.*
- *Aishatu Mustapha Lawan, NCE 2016, also has a decade experience in research and training. She is the Human Resources and also the Training and Learning Manager.*
- *Aliyu Mustapha Lawan, he is the Customer Service Manager.*

*As of now, this 4 people are delivering the task of 7 people, in the near future we will separate the task per individual.*

## **Advisors**

1. 'LAYI MATTHEW, Principal Consultant & CEO HeroPlus
2. ALH ABUBAKAR ABDULLAHI DANKASA, CEO Dankasa Investment and Chairman NATO Ashaka Branch.

# Financial Plan

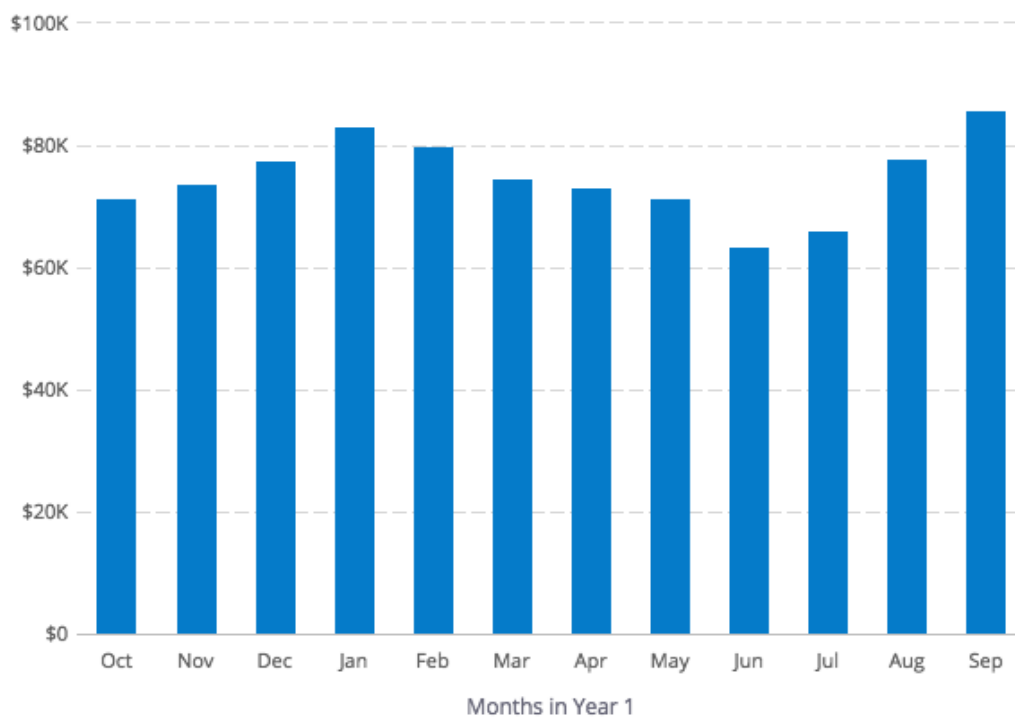
## Forecast

### Key Assumptions

*INSTRUCTIONS: Describe how you came up with the values in your financial forecast. Did you project your revenue based on past results, market research, your best guess at how many people who visit your store and what percentage of them might buy, or some other method? What kind of growth are you assuming? What are your key hires and notable expenses? What level of profit do you expect to generate?*

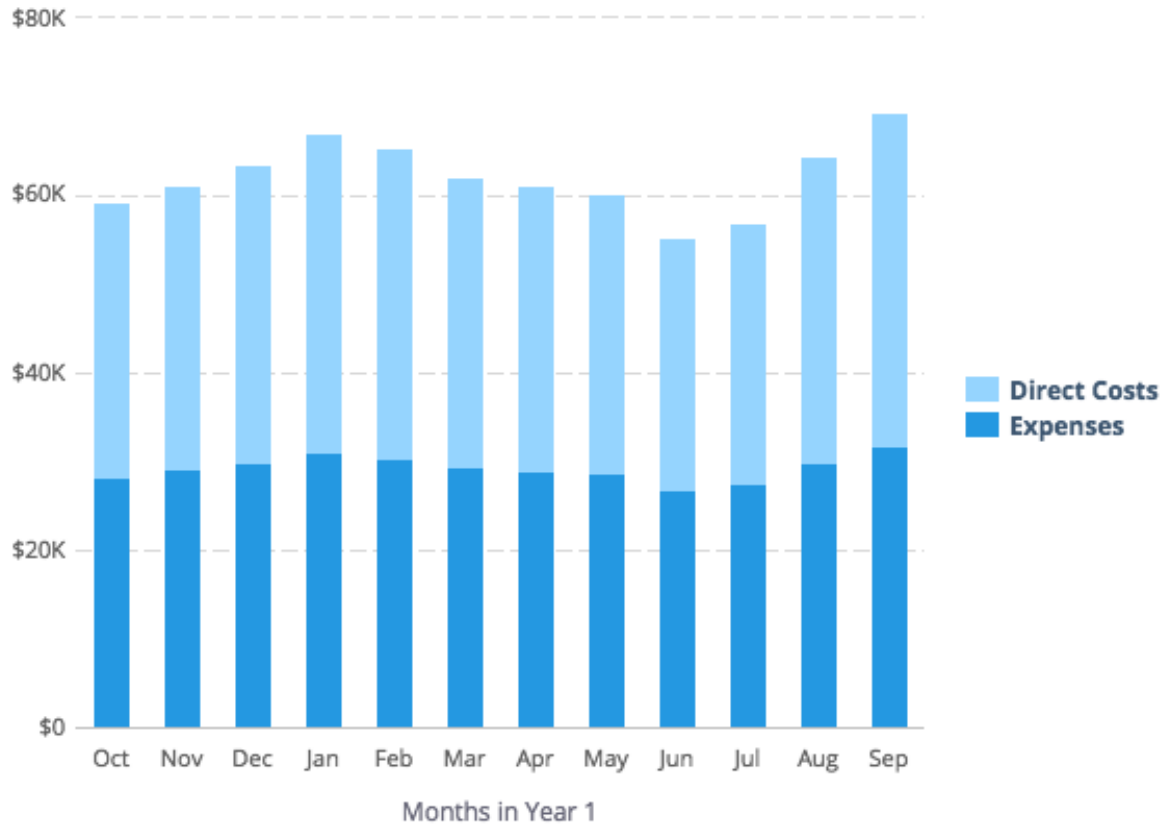
### Revenue by Month

*INSTRUCTIONS: Include a chart that shows your projected revenue.*



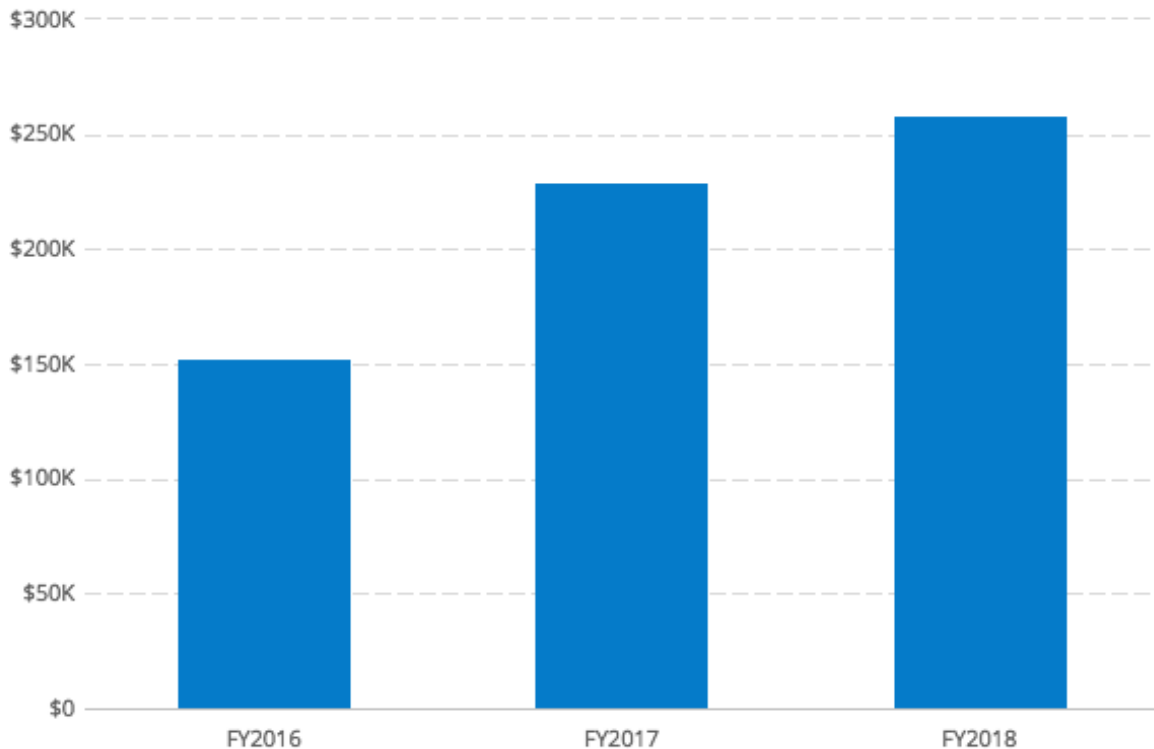
## Expenses by Month

*INSTRUCTIONS: Include a chart that shows your projected expenses.*



## Net Profit (or Loss) by Year

*INSTRUCTIONS: Include a chart that shows your projected net profit.*



## **Funding Requirements**

### **Use of Funds**

*INSTRUCTIONS: If your forecast includes loans, investments, or other financing, use this space to explain what you plan do with that money.*

### **Sources of Funds**

*INSTRUCTIONS: Describe your financing plans. Are you investing your own money in the business? Do you have a credit card or line of credit? What other types of funds — personal or business loans, grants, equity investments from others, etc. — do you expect to receive and when? If you do not have the full detail of future financing worked out yet, that is understandable. Just explain what you do know and when you expect to sort out the details.*

## **Exit Strategy**

*Include this section if you are seeking equity capital. If not, delete this section.*

We expect that investors will be able to cash out on their investment in our company when we \_\_\_\_\_ *(enter "are acquired" or "go public").* We expect to achieve this goal by \_\_\_\_\_ *(include expected month and year).*



# Statements

## Projected Profit & Loss

*INSTRUCTIONS: Provide a summary of your financial forecast here.*

	FY2018	FY2019	FY2020
<b>Revenue</b>			
<b>Direct Costs</b>			
Gross Margin			
<b>Gross Margin %</b>			
<b>Operating Expenses</b>			
Salary			
Employee Related Expenses			
<b>Total Operating Expenses</b>			
<b>Operating Income</b>			
Interest Incurred			
Depreciation and Amortization			
Income Taxes			
<b>Total Expenses</b>			
<b>Net Profit</b>			
<b>Net Profit / Sales</b>			

## Projected Balance Sheet

*INSTRUCTIONS: Include your balance sheet here.*

	FY2018	FY2019	FY2020
Cash			
Accounts Receivable			
Inventory			
Other Current Assets			
<b>Total Current Assets</b>			
Long-Term Assets			
Accumulated Depreciation			
<b>Total Long-Term Assets</b>			
<b>Total Assets</b>			
Accounts Payable			
Income Taxes Payable			
Sales Taxes Payable			
Short-Term Debt			
Prepaid Revenue			
<b>Total Current Liabilities</b>			
Long-Term Debt			
<b>Total Liabilities</b>			
Paid-in Capital			
Retained Earnings			
Earnings			
<b>Total Owner's Equity</b>			

## Projected Cash Flow Statement

*INSTRUCTIONS: Include your cash flow statement here.*

	FY2018	FY2019	FY2020
<hr/>			
<b>Net Cash Flow from Operations</b>			
Net Profit			
Depreciation and Amortization			
Change in Accounts Receivable			
Change in Inventory			
Change in Accounts Payable			
Change in Income Tax Payable			
Change in Sales Tax Payable			
Change in Prepaid Revenue			
<b>Net Cash Flow from Operations</b>			
<hr/>			
<b>Investing &amp; Financing</b>			
Assets Purchased or Sold			
Investments Received			
Change in Long-Term Debt			
Change in Short-Term Debt			
Dividends & Distributions			
<b>Net Cash Flow from Investing &amp; Financing</b>			
<hr/>			
Cash at Beginning of Period			
Net Change in Cash			
<b>Cash at End of Period</b>			
<hr/>			

# Appendix

*The Appendix is used to support the rest of the business plan.*

*The following are other things you might want to include in the Appendix if they are relevant to your business:*

- *Technology: Technical drawings, patent information, etc.*
- *Product/Service Details: More details about your products and services (such as features and specifications, menus, store designs, etc.)*
- *Partnership and/or Customer Letters: Letters from partners and/or customers stating their interest in working with your company can add enormous credibility and validation.*
- *Expanded Competitor Reviews: if you want to include more information than you included in the Competition section above.*
- *Customer Lists: Including a list of key customers that your company is serving in addition to their status and/or type or quantity of product/service being sold.*