**BUSINESS DESCRIPTION AND VISION**

The name our business is “DELIGHT VENTURE” we intend to sell Phone Charge, people use charger all over the world and due to its level of impact on the society the demand for it gets higher by the day, we make life better for people by making our own price different from other competitors.

**Business Mission**

Our mission is to market high quality Phone Charger with reduced cost to ensure customers satisfaction.

**Business Vision**

Our vision s to be the best company that understands and satisfy customers by offering them best quality Charger and maintaining good relationship with them.

**Business Goals and Objectives**

* To create employment opportunity
* To maximize profit
* To give the best quality service to our customers
* To produce net profits
* To be the first name that comes to the mind of our customers

**Business Team Members**

|  |  |  |
| --- | --- | --- |
| **S/N** | **NAMES** | **MATRIC NO** |
| 1. | OSHO RISQAT OLUWAKEMI | 16/69/0101 |
| 2. | BISIRIYU NIMATULLAH ADETOLA | 16/69/0121 |
| 3. | ONIFADE TOBILOBA DEBORAH | 16/69/0095 |
| 4. | OLA SOLADOYE | 19/98/0001 |
| 5. | ALIM MUSTAPHA OLADIMEJI | 14/69/0012 |

**DEFINITION OF THE MARKET**

**Description of Business Industry and Outlook**

The Phone Charger industry is an industry with the most common interface for charging varieties of phones. Phone Charger is currently experiencing the demand shortfall due to unpredictable lockdown of automotive operation in industry.

**Brief bio description of key team members of the company**

|  |  |  |  |
| --- | --- | --- | --- |
| **S/N** | **MATRIC NO** | **POST** | **DUTIES** |
| 1. | 16/69/0101 | Production Manager | In charge of production process and the purchase of items needed in the business |
| 2. | 16/69/0121 | General Manager | In charge of managing, controlling the affair of the business |
| 3. | 16/69/0095 | Marketing Manager | In charge of creating awareness of service and procure dent and service materials |
| 4. | 19/98/0001 | Sales Manager | Responsible to influence the customers to accept the service to be rendered |
| 5. | 14/69/0012 | Financial Manager | Keep record about cash-flow, sales and services i.e account for the money spent and received. |

**MARKETING AND SALES STRATEGY**

**Identification and Description of Market**

Our sales strategy will involve in selling of the service to our customers. These define the measures we will employ to reach objectives set out in the marketing plan which will result in sales. These measures can be grouped under the 4p’s of marketing.

**Explanation on Sales Strategy**

**Product: -** To make sure that this service meets the needs of the consumer/customers we have to create an image that is user friendly and distinctive from other product. Our product will show some luxury as well as the handbill.

**Price: -** Our product will be provided at cheaper and affordable price that will put us at an advantage against our competitors.

**Place: -** Our main focus is distributing our service to individuals, household and commercial around Abeokuta.

**Promotion: -** To get noticed, we will advertise, provide information and create confidence. There are several ways of getting attention. Word of mouth advertisement when people are contented with our product they will tell others. Direct Marking.

**FINANCIAL MANAGEMENT**

**Estimated Start up Cost**

The estimated start up cost for marketing our PHONE CHARGER is **N26, 200.** The start-up capital will be from each member of the group and it will be equally distributed i.e. each member of the group and it will be equally contributed i.e. each member of the group will contribute **N5, 240.**

|  |  |  |  |
| --- | --- | --- | --- |
| **S/N** | **ITEM** | **QUANTITY** | **AMOUNT(N)** |
|  | Charger | 60 | 22,200 |
|  | Fashionable nylon | 60 | 4,000 |
| **TOTAL** | | | **26,200** |

**Capital Sourcing**

The source of the capital to start up the business will be gotten from GREAT CONCEPT members’ contribution.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/N** | **NAME** | **MATRIC NO** | **AMOUNT(N)** | **SIGN** |
|  | ADESHILE OLUWASEYI SAMSON | 16/69/0053 | 5,240 |  |
|  | SANGOLADE AFEEZ O. | 16/85/0023 | 5,240 |  |
|  | ADESANYA EMMANUEL S. | 19/98/0017 | 5,240 |  |
|  | ANIFOWOSHE MUBARAK M. | 19/98/0012 | 5,240 |  |
|  | OMOLAJA OPEYEMI H. | 14/69/0139 | 5,240 |  |

**Sales and Revenue Figure**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Batch** | **Qty** | **Unit Cost(N)** | **Total Cost (N)** | **Selling Price (N)** | **Total Revenue (N)** |
| 1st | 60 | 370 | 22,200 | 550 | 33,000 |
| 2nd | 89 | 370 | 32,930 | 550 | 48,950 |
| 3rd | 132 | 370 | 48,840 | 550 | 72,600 |

**Profit**= Total sales revenue – Total cost of production

=N72, 600 - **N** 29, 900

**=N46, 400**

**Estimated Net Profit/ Loss**

Gross profit N46, 400

Transportation & Miscellaneous N5, 500

**Total Profit N40, 900**

30% of the total profit to the MAPCED =

30 x 40,900 = N12, 270

100

70% to be share among the group members =

70 x 40,900 = N28, 630

100

28,630 = N5, 726

5

**Schedule Showing the Refund of Capital**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/N** | **NAME** | **MATRIC NO** | **AMOUNT(N)** | **SIGN** |
| 1 | ADESHILE OLUWASEYI SAMSON | 16/69/0053 | 5,240 |  |
| 2 | SANGOLADE AFEEZ O. | 16/85/0023 | 5,240 |  |
| 3 | ADESANYA EMMANUEL S. | 19/98/0017 | 5,240 |  |
| 4 | ANIFOWOSHE MUBARAK M. | 19/98/0012 | 5,240 |  |
| 5 | OMOLAJA OPEYEMI H. | 14/69/0139 | 5,240 |  |

**Schedule Showing the Distribution of Profit**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S/N** | **NAME** | **MATRIC NO** | **AMOUNT(N)** | **SIGN** |
| 1 | ADESHILE OLUWASEYI SAMSON | 16/69/0053 | 5,726 |  |
| 2 | SANGOLADE AFEEZ O. | 16/85/0023 | 5,726 |  |
| 3 | ADESANYA EMMANUEL S. | 19/98/0017 | 5,726 |  |
| 4 | ANIFOWOSHE MUBARAK M. | 19/98/0012 | 5,726 |  |
| 5 | OMOLAJA OPEYEMI H. | 14/69/0139 | 5,726 |  |

**CONCLUSION**

The main objective of establishing a business is to maximize profit. Great concept is to sell Phone Charger at the end of marketing process, we hope to make substantial sum of money from the good to be sold.