

BUSINESS PLAN

CREATIVE PRINTING AND PHOTOCOPYING SOLUTIONS



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LOCATION

NAIROBI, KENYA

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ACKNOWLEDGEMENT

I would like to express my deepest gratitude to everyone who has helped and gave me guidance when writing this business plan that is my brother and friend .This endeavor would not have been possible without Lord for guiding and keeping me safe and healthy throughout

DECLARATION

I here by declare that this business plan is my [Joy Wambui] own idea and it has not been copied from anywhere and also I affirm that it has not been presented before.

Signature.....

EXECUTIVE SUMMARY

- . Creative and photocopying solution contains the business name, location, business services, and the entry strategies
- . It also contains the marketing plan which focuses on the business customers, pricing strategies, advertising, promotion and distribution strategy
- .It contains the organizational plan which describes then organization of the business and different business staff who will work together to ensure smooth running of the business
- . It contains the operational plan which shows the operation of the business

. It contains the financial plan which outline the finances required and proposed

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CHAPTER 1: BUSINESS DESCRIPTION

INTRODUCTION

Creative printing and photocopying solution is a business to be started by Joy Wambui in Technical university of Kenya with an aim of printing and photocopying for the students all over the university at the best solution

1.1 BUSINESS NAME

The business name chosen is CREATIVE PRINTING AND PHOTOCOPYING SOLUTION . The name was chosen because it is very easy and students can easily remember without struggling .A lot of creativity is also going to be used with coming up with printing and photocopying ideas since creativity is one of the things that helps a business to continue running in case of a stiff competition a rise .The name CREATIVE is also a good name to attract my targeted customers which majority of them are the students.

1.2 BUSINESS LOCATION AND ADDRESS

The business will be located in Technical University of Kenya next to the school canteen

The business will be accessible on the following platforms

Email: wambui2002joy@gmail.com

Phone:+254712845292

Address: sb. Tuk @iee.org

1.3 FORMS OF BUSINESS OWNERSHIP

Creative and photocopying solution will be a sole proprietor that is going to be owned by Joy Wambui

Sole proprietorship is more advantageous because

- 1 less paper work to get started
- 1 Easier process and fewer requirements for business taxes
- 2 Fewer registration fees required
- 3 More straight forward banking
- 4 Simplified business ownership
- 5

The following is table showing the sources of capital to start the business

Personal savings	200,000
Family contribution	150,000
Loan from bank	150,000
Total	500,000

1.4 TYPE OF THE BUSINESS

Creative printing and photocopying will be a start up business. It will mostly deal with printing, photocopying and it will also do the editing .It will be included mostly in the servicing activities .

1.5PRODUCTS AND SERVICES

Creative printing and photocopying is a start up business which will be mostly dealing with printing and photocopying in different occasions. For example when a student needs a business plan , a project, CV or certain work to be printed or photocopied .

The business will be able to provide services with creative design and uniqueness thus the ability to face the competition around the business.

1.6JUSTIFICATION OF THE BUSINESS OPPORTUNITY

According to the proprietor's research some of the reasons as to why she thinks would be best for starting the business

1 Starting of the business does not require much space to start. A printing and photocopying shop it does not need large space

2 The business permits service specialization .There are different service which you can specialize in for example printing and photocopying you can chose on what you think is the best for the business in that case creative printing and photocopying solution have chose printing and photocopying

3 The proprietor noticed that there are few of such business in the area meaning the competition wont be very stiff and therefore it's a good one

4 The kind of business has a sustainable market since it is hard to resist because printing and photocopying every student will always those services for educational purposes .The business aim is to provide the best creative and best solutions that are going to attract loyal customers.

5 The business will be of help to most student because they need this services a lot

- 6 Having done a course in computer and also having done a lot of practice the proprietor is in a position service the best services which will attract more customers

1.7 INDUSTRY

Creative printing and photocopying belongs to the servicing industry

1.8 GOALS OF THE BUSINESS

Short terms goals

Target customer base

To find inche market

To create employment to more people

Long term goals

To be able to achieve a double business revenue by the end of the fiscal year

To build a long lasting relationship with our customers

To be able to grow into the biggest printing and photocopying in the university and also to other universities in the country

1.9 ENTRY AND GROWTH STRATEGY

Entry strategy

The business will provide the services at a lower price so as to attract great customers as a way of penetrating to the market

The business will also allow their customers with free of printed documents as samples before acquiring our services so that more customers will be attracted to come to acquire the services

Growth strategy

Doing advertisements on social media to be able to attract many customers and by that the business will be able to grow fast .

Ensuring that we inquire from our customers how our service are so that if there is anything that we need to improve it will be easy to know

CHAPTER 2: MARKETING PLAN

INTRODUCTION

By conducting a good market research it will be easy to identify our potential customers , the challenges that we might face , strength and even the weakness of the business an by identifying our market environment it will be easy to penetrate in the market.

2.1 BUSINESS CUSTOMERS

The proposed business will mostly target the final consumers because most of them will be acquiring our services to satisfy their wants so the business will be targeting individuals , students and even institutions depending on the need

The business is targeting customers from all over the university which most of them are expected to be the students

2.2 MARKET SHARE

The most targeted customers are in the university and the total population of the school is over 10,000 . The business target market is around 6,000 which is about 60% of the total population area .

There are also other competitors in the area and some of this competitors are

1 shop number 12 which is also in the university which is next to m pesa shop

2 Shop number 7 also opposite canteen

3 shop number 8

The table below shows the proposed and the expected share in relation to the competitors around

PROPOSED SHARE	%	EXPECTED SHARE	%
Creative printing and photocopying	27	Creative printing and photocopying	28
Shop 12	23	Shop 12	23
Shop 7	24	Shop 7	22
Shop 8	26	Shop 8	27
Total	100%	Total	100%

2.3 COMPETITION

There are competitors in the area

For example

Shop 12

Shop 7

Shop 8

The table below shows the strength and weakness of the above competitors

	STRENGTH	WEAKNESS
Shop 12	Have a large capital base Offers cheap services size	Do not advertise their services
Shop 7	Have a large capital base Offer cheap services prices	Have unskilled working personnel
Shop 8	Located more nearer to the customers	Smaller capital base

2.4 PROMOTION AND ADVERTISING

Creative printing and photocopying is planning to use the following methods so as to be able to offer their services

- 1 Use of posters .The business is going to print out attractive flyers and posters which we will post on different places around the school and also give them to the students so as to attract them

- 2 Free samples we are going to give our customers some of our samples as way of attracting more people
- 3 Recommendations customers who recommend new customers to the business will stand a chance to win prizes

2.5 PRICING STRATEGIES

Creative printing and photocopying will use certain pricing strategies so as to gain more profit

- 1 Cost plus pricing . This pricing strategy consist of adding up all cost that have been used during servicing and then you add up an amount of money you desire .This technique will help the business be able to forecast the profit they can generate on a certain period of time
- 2 Penetrating price strategy .Creative printing and photocopying at the beginning of the business will offer the services at lower prices so as to attract more customers and it will be easy to penetrate in that competitive market

2.6 SALES TACTICS

Creative printing and photocopying will using discounts as on of selling tactics. It will be offering discount time to time so as to retain their customers .

2.7 DISTRIBUTION STRATEGY

Creative printing and photocopying will be using direct channel of distribution method that is from the customer directly.

CHAPTER3: MANAGEMENT AND ORGANIZATION PLAN

INTRODUCTION

The marketing and organization of the business will enable the business to run smoothly with the right choice of people to manage the business

3.1 BUSINESS MANAGER

The business manager is also going to be the business owner . I as Joy Wambui will be the owner of the creative printing and photocopying solutions , a young Kenyan lady who is passionate about the business.

The business manager will help in checking if the day today activities are going as planned ,that is printing, photocopying, finances ,cleaning and everything that will help the business grow

Qualifications of a manager

- 1 Should have a Bachelor or degree in business , business management and other related fields

2 At least 3 years experience in a management position

3 Outstanding leadership abilities

Functions of a business manager

1 To manage printing and photocopying activities and ensure the activities run smoothly with no delay

2 She suggests changes to inventory and pricing

3 monitoring the qualities of the services being serviced

4 purchase the printers supplies we need

4 Appraising staff performance and carrying out necessary disciplinary measure to address poor performance

3.2 KEY PERSONEL , QUALIFICATIONS AND OTHER DUTIES

CASHIER

Qualifications

A bachelor degree in economics or mathematics

Good in time managing

Good customer service

Functions of a cashier

Responding to customers' in absence of an attendant

Process cash and credit card transaction

Balance cash registers at the end of the shift

Perform daily bank deposit

MASTER PRINTER

Qualifications

Certificate from computer studies

Flexible to work in early morning shifts

Understanding of computer safety practices

Experience as a printer, photocopier or similar roles

Functions

Opening the business very early in the morning

Printing and photocopying

Decorating his work in order to attract customers

SALES PERSON

QUALITIES

A holder of a diploma in sales and marketing or related field

At least 2 years relevant experience in fast moving customers'

good sector

FUNCTIONS

Plan and achieve daily and monthly sales targets by ensuring complete and proper coverage of the allocated area

Develop sales and distribution plan by identifying and establishing business relationship and with new clients by introducing the full range of the service of the existing client

Drives sales volume development by continuous route and stockist's identification

3.3 REQUIREMENT , TRAINING AND PROMOTION

When the recruiting of new working staff the following will keenly be checked

- If the education one has satisfies the position the staff is going to take in the organization
- If the candidate has enough skills to work on that area
- You have to be interviewed
- Show your original certificate of your education and other documents like KRA and ID also give out copies of the same

TRAINING

Once you have been recruited you will be tested if the area you have been allocated suits you and if found out that you

have not really good you will receive training immediately for the purpose of sharpening your skills

As time goes the employees will also be receiving training so as to sharpen their skills more and one of the methods to be used is benchmarking. Training will be beneficial since the employees will be able to sharpen their skills thus providing the best services to the customers

PROMOTION

For the employee who are going to show their best by may be maintaining time , printing best will receive promotion and even added more money in their salaries as a sign of goo work and that will motivate others to work smart thus raising the business and it will be even easy to print and photocopy in other areas

3.4 REMUNERATION AND INCENTIVES

Creative printing and photocopying will be paying their employees at the end of every month

The following table shows the basic salary and allowances of the employees

TITLE	No.of position	Salary per month	Allowances	Total salary per month
BUSINESS OWNER	1	30,000	5,000	35,000
CASHIER	1	25,000	4,000	29,000
MASTER PRINTER	1	20,000	3,000	23,000
BUSINESS HELPER	1	15,000	2,000	17,000

TOTAL				104,000

The employees will be receiving incentives from time to time in order to maximize their production . This incentives might be either financial or non incentive

Financial incentive will be money which enable them buy products they need their families

Non financial incentives will be things like clothes with our business logo or even giving them shopping to take home

3.5LEGAL REQUIREMENTS

The permits requires

3.6SUPPORT SERVICES

Creative printing and photocopying have different services that will help it run

Some of which are

- Customer service -which will ensure that our customers will be given the best the service ever .The customer will also be getting opportunity to give their opinion on our services

Better payment services -where our customers will have the ability to pay for the products right from they are

CHAPTER 4 PRODUCTIONAL /OPERATIONAL PLAN

INTRODUCTION

Creative printing and photocopying has an operational which is very important for all the other business. This helps the operation to limit the servicing cost at time if it is efficient

4.1 PRODUCTION FACILITY AND CAPACITY

There are certain important production facilities which will help the business run smoothly

Item	QUANTITY	SUPPLIER	UNIT COST	TOTAL COST
Printer	2	Jumia	50,000	100,000
Photocopier	2	Jumia	49,000	98,000
Computer	3	HP technologies	47,500	142,500
Furniture		Umoja	1,000	6000
Tables	6	furniture	1,500	6000
Chairs	4			
total				352,500

4.1.1 REPAIR AND MAINTAINANCE

Close supervision will be needed on how our machines, tools and equipment are running because they are high value and therefore the need of being checked from time to time.

Creative printing and photocopying will partner with repair company who will help them in doing repairs and maintenance

4.1.2LABOUR

The business will mostly require skilled personnel because of the things like printing, photocopying ,calculations of money and other things

4.1.3SOCIAL AMENITIES

Creative printing and photocopying will be targeting all types of people in the school irregardless of their religious , colour, workers in the school or the teaching staff.

4.1.4PREMISES LAYOUT

Creative printing and photocopying premises will be rented and they will be paying monthly .The monthly per charge is 60,000

4.2PRODUCTION STRATEGY

Creative printing and photocopying has production strategy which will enable it to run smoothly

The table below shows the monthly labor requirement and the cost

TITLE	No.of position	Salary per month	Allowances	Total salary per month

BUSINESS OWNER	1	30,000	5,000	35,000
CASHIER	1	25,000	4,000	29,000
MASTER PRINTER	1	20,000	3,000	23,000
BUSINESS HELPER	1	15,000	2,000	17,000
TOTAL				104,000

The table below shows the monthly production expenses of the business

EXPENSES	AMOUNT
Rent	10,000
Electricity	20,000
Repairs	20,000
Salaries	104,000
TOTAL	154,000

4.3 PRODUCTION PROCESS

Creative printing and photocopying will mostly be dealing with printing and photocopying. The servicing process will be done and controlled by the master printer and the helper

The following steps show we offer our services

- The first step we are going to recognize our customers need
- If the need of the customer is printing we are going to ask for the document that is going to be printed

- The document is detected to our computer machines
- Using the computer press the toolbars options and then press print
- The document is printed by the printer
- The same process will follow during the photocopying

4.4 RULES AND REGULATIONS AFFECTING OPERATION

There are some regulations , rules and by laws which are from the central government and county government which might affect the business which are

- Renewal of license and permits -they are documents that will allow business to run smoothly
- Registration for tax the business will also be filling its return after every year and the tax is charged at 30%by the Kenya revenue authority

CHAPTER 5:FINANCIAL PLAN

INTRODUCTION

The financial plan of the business will help the business to predict the future business finances. It contains the statement of financial position , income state, cash flow statement and other calculation of creative printing and photocopying

5.1PRE-OPERATIONAL COST

The following table shows the pre-operational cost incurred

PRE-START REQUIREMENRT	COST
Business registration	5,000
Branding of the business	15,000
Trading license and permit	8,000
Market research	10,000
Electricity	20,000
Furniture	25,000
Painting and inside set up	10,000
Advertising	10,000
Insurance	5,000
Printer	50,000
Photocopier	49,000
Rent	10,000
TOTAL	217,000

5.2 WORKING CAPITAL

The table below shows the estimated working capital of creative printing and photocopying

ITEMS	YEAR1	YEAR 2	YEAR 3
CURRENT ASSETS			
Stock of raw materials	200,000	190,000	250,000
Working progress	180,000	180,000	200,000

Debtors	150,000	200,000	210,000
Cash	90,000	150,000	170,000
Total current assets	620,000	720,000	830,000
CURRENT LIABILITIES			
Creditors	120,000	150,000	100,000
Bills payable	20,000	20,000	20,000
Bank loans	100,000	120,000	150,000
Total current liabilities	240,000	290,000	270,000
Working capital	380,000	430,000	560,000

5.3PRO-FORMA INCOME STATEMENT

The pro-forma income statement for the year ending year 1 year2
year3

ITEM	YEAR 1	YEAR 2	YEAR 3
Sales	2,000,000	3,000,000	3,500,000
Cost of goods sold	(500,000)	(550,000)	(590,000)
Gross profit	1,500,000	2,450,000	2,910,00
Expenses			
Salary and wages	90,000	150,000	150,000
Rent	10,000	10,000	10,000
Electricity	20,000	20,000	20,000
Advertisement	10,000	20,000	20,000
Repair and maintenance	20,000	20,000	20,000
	150,000	220,000	220,000
Total expense	1,350,000	2,230,000	2,690,000
Net income before tax	(40,500)	(669,000)	(807,000)
tax	1,309,500	1,561,000	1,883,000
Tax (30%)			
Net income after tax			

5.4 PRO-FORMA BALANCE SHEET

Pro-forma balance sheet as of year 1, 2 and 3

ITEM	AS OF 31 DECEMBER YEAR 1	AS OF DECEMBER YEAR 2	AS OF DECEMBER YEAR 3
NON-CURRENT ASSETS	72,000	79,000	80,000
Machinery	25,000	25,000	27,000
Furniture	47,500	47,500	50,000
Computer	(40,000)	(42,000)	(45,000)
Acc-depreciation			
	104,500	109,500	112,000
Total			
CERRENT ASSETS			
Stock	200,000	190,000	250,000
Cash	90,000	150,000	170,000
Debtors	180,000	200,000	210,000
Total	470,000	540,000	630,000
CURRENT LIABILITIES	100,000	120,000	150,000
Bank loan	120,000	150,000	100,000
Creditors	40,000	45,000	50,000
Accruals	50,000	50,000	
Owner equity			
	(310,000)	(365,000)	(300,000)
Total	(160,000)	(175,000)	(330,000)
Net current asset			
	264,500	284,500	442,000
Net asset			

5.5 PROJECTED CASH FLOW STATEMENT

[illegible]

flow												
Purchases	500,000	300,000	200,000	200,000	200,000	250,000	200,000	300,000	200,000	150,000	200,000	250,000
Payment to creditors	55,000	40,000	45,000	50,000	55,000	75,000	60,000	60,000	50,000	55,000	45,000	50,000
Salaries	180,000	190,000	190,000	190,000	187,000	187,000	180,000	180,000	190,000	180,000	190,000	190,000
Electricity	15,000	15,000	18,000	18,000	19,000	20,000	20,000	20,000	19,000	25,000	30,000	30,000
Advertising	20,000	25,000	25,000	30,000	30,000	20,000	20,000	25,000	25,000	25,000	20,000	20,000
Water	30,000	40,000	40,000	45,000	50,000	35,000	30,000	30,000	35,000	35,000	35,000	40,000
interest	23,500	23,500	24,000	24,000	24,000	33,000	350,00	28,000	33,000	36,000	40,000	23,500
Tax 30%	2,997	2,997	2,998	2,997	2,998	2,998	2,998	2,997	2,998	2,997	2,997	2,997
Total cash	826,497	601,497	544,998	559,997	413,998	622,998	554,998	645,997	554,998	508,997	562,997	606,497

flow												
Net cash flow	73,503	198,503	265,002	280,003	466,002	437,002	265,002	334,003	458,003	421,003	437,003	473,503
Cumulative cash flow	1,726,497	1,401,497	1,359,997	1,399,997	1,293,998	1,682,998	1,374,998	1,625,997	1,567,998	1,438,997	1,562,997	1,686,497

5.6BREAK EVEN ANALYSIS

In units

Fixed cost /contribution margin

Contribution margin=sales -total variable cost

2,000,000-1,309,500=690,000

690,000/140,500 = 4.9 units

5.7EXPECTED PROFITABILITY

Year 1

1,500,000/2,000,000 x 100= 75%

Year 2

$2,450,000/3,000,000 \times 100 = 81\%$

Year 3

$2,910,000/3,500,000 \times 100 = 83\%$

5.8 RETURN ON INVESTMENT

Net profit after tax/total investment

5.9 DESIRED FINANCING

ITEM	AMOUNT
Pre-operational cost	217,000
Working capital	380,000
Fixed asset:	
Machinery	72,000
Furniture	25,000
Computer	47,500
Depreciation	40,000
total	781,500

PROPOSED CAPITALIZATION

Total investment of the business

Owners contribution = 200,000

From family = 150,000

Bank loan = 150,000

The loan is to be paid within a period of 12 months at 12% interest rate

