

louus

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CEO: mbah

Three Years Business Plan

Executive Summary

louus offers CUTLERY to HHHHHHPPPP in Bamenda. The business has a strong market position and a coherent strategy. It has established clear steps to acheive its objective of BBBBBBBBBBBBBBBBBBBB in the next three years.

louus has set targets that they are committed about acheiving in the next three years. The business sales forecast is 1200000fcfa in the first year, 6777000fcfa in the second year, and 8900000fcfa in the third year. By the final year of this plan, the business will be acheiving a net profit of fcfa. This will represent a good return and provide sufficient retained for future development plans. The starting date of this business plan is feb .

The Business

louus is a growth business wth 2 employees that operates as a Service Provider and it is form as a sole proprietor form of business. This is an appropriate legal structure for this type of business and will fit well with its objectives. The business is owned by mbah, who has experince in this industry. The ceo with his management team will review this structure as the business develops.

louus is well placed to offer CUTLERY in Bamenda. The management have the experince and competencies to deliver the target they have set themselves.

The management team are committed in growing the business by providing excellent customer service and building a strong credible brand. This will be demonstrated through their trustworthy relations with customers and other stakeholders. The management team will take their responsibility seriously and committed to ethical approach to business.

In summary, louus has the appropriate legal form, resources, values and management team to succeed. The combined effect of these factors provides a strong foundation to achieve a rebust and profit business.

The Market

louus intends to target HHHHHHPPPP with its CUTLERY. This Market represent a good opportunity for the business to capitalise on its HASNNNNNNNN competitive advantage. This will provide a strong market position to the business.

louus has been able to discover its main competitors and their weaknesses in this attractive market. This will restrict it capacity to compete. louus will be able to exploit the weaknesses of its competitors to gain market position.

In summary, the high demand for the louus offer and the weaknesses identified in its main competitors provide an attractive market opportunity.

Marketing strategy

louus has an objective of BBBBBBBBBBBBBBBBBBBB over the next three years. The management team has identified key steps to achieve the three year objective and exploit the identified opportunities this will be systematically implemented over the period. Some of the identified key steps are:

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- .GGGGGGGGGG
- .HHHHHHHHHHHHHHHH

The selection and the sequence of these anctions has been carefully choosen to produce the full potential of the business opportunity and ensure that the target are achieved. The management team will continuously monitor the business performance against the targets and make necessary adjustments. At all time, the focus will achieving the key objectives.

In summary, louus has clearly identified opportunities and a systematic plan with clearly articulated stages to achieve its three years objective.

Sales Forecast

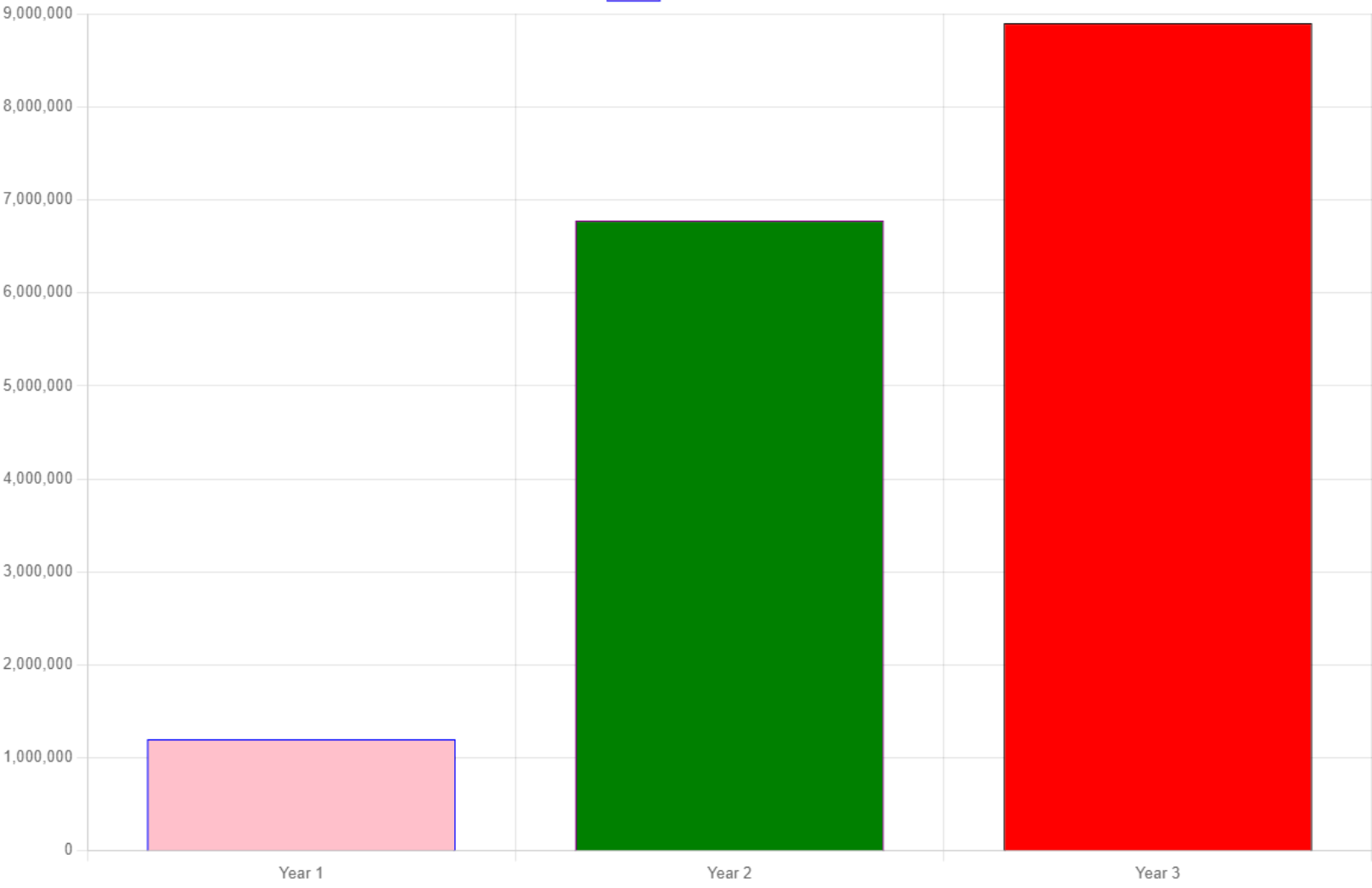
The sales forecast indicates that growth will be slow but steady. Growth will be slow because of the time and effort needed to develop the customers. Production or servicing is not the slowing element as the management team of louus has experience in this industry.

There are a few risks that could have a negative impact on sales. One of these risks include inflation. A high rate of inflation will leads to lower level of consumer spending and a fall in sales too. louus is able to minimize these risks as much as possible.

Table: Sales Forecast

Sales	Year 1	Year 2	Year 3
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Sales	Year 1	Year 2	Year 3
1200000	6777000	8900000	
Total	1200000	6777000	8900000
Total	1200000	6777000	8900000



Finanacial Forcast

louus has a starting cash of 455500. The owers plan to contribute 150000 in capital funding and take out 100000 in draws.

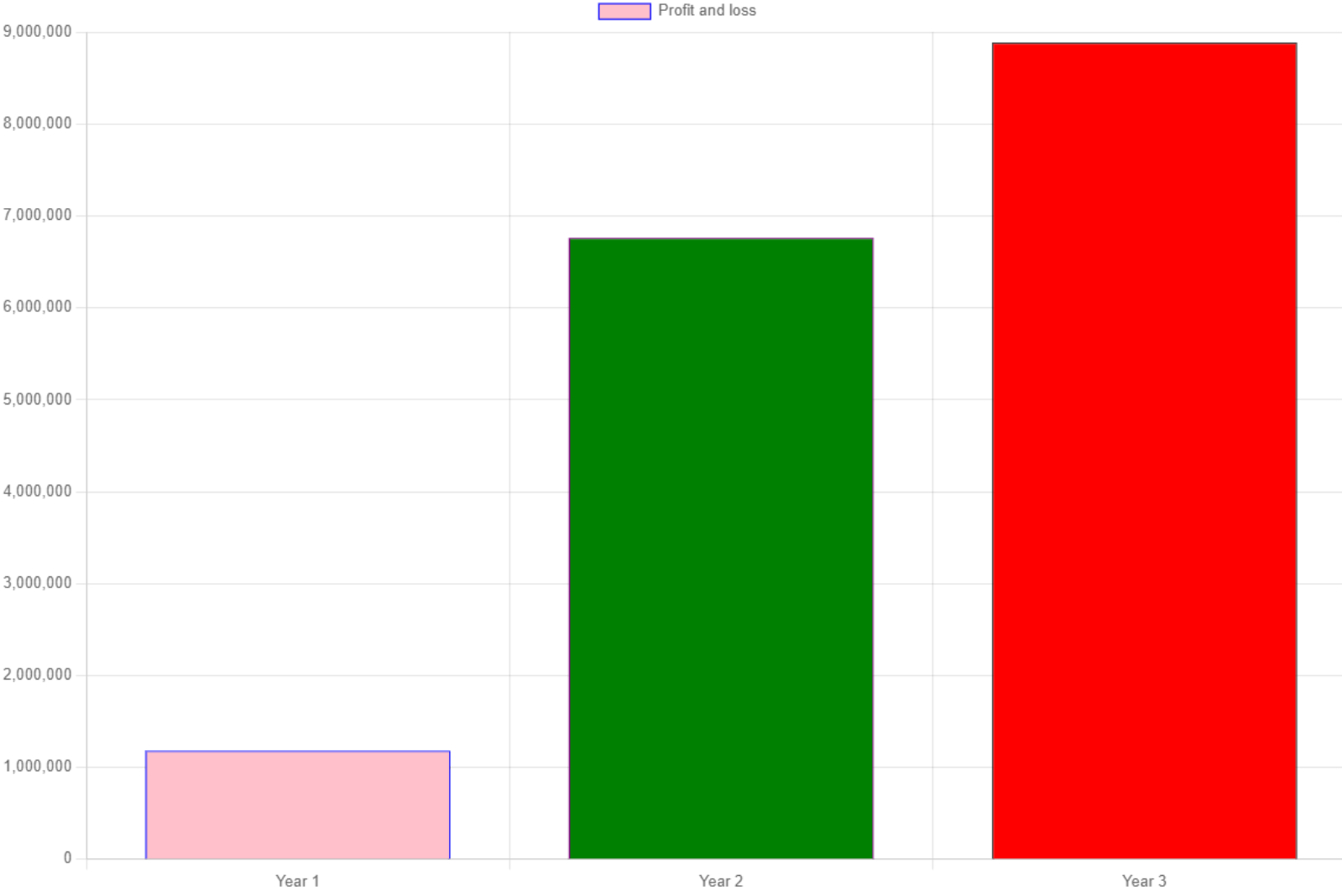
Account payables are set 30 days, while account receivables are set to 4 days.louus is forecasting that 35% will be on credit.

The business has a loan for a total outstanding debt of 50000. In addition,louus is forecasting 200000 in total expenses and 150000 in the first three years of operation.

All forecast in business plan utilize Accrual Basis accounting.

Expenses	Year 1	Year 2	Year 3
Total expenses	20000	15000	15000

Fixed Asset	Cost
web	15000
CHAIRS	10000



Cash Flow

The owners have invested a total of fcfa and have or are seeking for loans totaling 5000fcfa. louus is forecasting a net cash flow

Cash Flow Forecast	Year 1	Year 2	Year 3
Cash In			
Sales	1200000fcfa	6777000fcfa	8900000fcfa
Contributions	50000fcfa	50000fcfa	50000fcfa
Total cash in			
Cash Out			
COGS			
Cash paid for assets	463785	45330	123000
Expenses	20000	15000	15000
Owners draws	500	500	400
Total cash out			
Net Cash and Balance			
Starting Cash Balance			
Net Cash Flow			
Ending Cash Balance			

