**BUSINESS RESOURCES**

The resources needed to start a business can be broken into five broad categories: financial, human, educational, emotional, and physical resources.

**Business capital resources/ Funding**:

The business will operate with a mixture of capital resources including;

* Owners’ capital; The business shall operate with part of funds as the proprietors’ personal contributions. These funds may be collected from their personal savings or sale of personal assets. The amount collected here will be a great business strength but may not be enough to have a good start. Thus, more funding will be sourced from elsewhere.
* Borrowed capital; The business also looks at seeking low interest loans for operating capital. These maybe from financial institutions, like banks or from relatives and friends who in many cases may assist with no interest loans. This will be of great boost to the business especially during the start-up phase.
* Venture capital; The business will also look out for established businessmen with potential to invest in our business and interest them to do so. The selected investors can be included on the governance board for the business for their experience in guiding and planning the way forward to profitability.

**Human Resources/Employees**

The success of an organization is heavily reliant on the talent and strength of its employees. The plan is to hire experienced personnel with track record of excellence in a given area of expertise including management roles, marketing and operational activities.

The business staff will be recruited through staffing agencies and executive search firms. However, the proprietors may also make trusted consultations and get connections to various personnel. The various personnel positions include:

* Director, who deals with all aspects of the business with the aim of increasing market share and profitability while providing quality service to the customers.
* Financial manager, ensures that all financial operations are in order in terms of financial outflows and inflows for business success
* Operations manager, oversees all the business operational activities to render the best service to our customers while providing a good work environment for all staff in the business
* Other staff will include machine operators, customer service desk manager, cashier and product delivery officer.

**The physical resources: Premises and equipment**

To survive, every business requires appropriate physical resources. These may include a proper workspace, machinery, working telephone lines, adequate information systems and effective marketing materials.

* Workspace facilities will be rented in an easy to access location within Arusha town. With our aim to offer service to the community in Arusha region, Arusha town will be central location that will ease access for the business customers. The facility should have enough space to accommodate offices, working space and stores, with reliable parking for customers.
* Equipment to offer the best service shall be acquired and installed within our facilities. These include washing machines, vacuum cleaners, steam cleaners, carpet cleaners and driers. For reliable water availability, water storage equipment shall be acquired too. The
* Office furniture such as chairs, tables, and storage cabins
* For pick-ups and delivery services to our customers, the business will have both low capacity and high-capacity vehicles. These will be well branded with business names, location, and contact details plus the variety of services we offer.
* The business will also acquire official communication telephone lines registered in the business names. These will be stationed at the customer service desk, and in the different offices for effective communication.
* A business website and social media platforms will also be created as information channels where the business will reach out to the customers with various information and the customers can freely give feedback to the business.
* For effective marketing, various channels will be used to popularize the laundry business. Adverts will be run on radio stations, television stations as well as all our social media platforms and the website. A clear concise message about the business value and core goals shall be used to deliver the message to the market. Videos showcasing our activities with details of location and the different services we offer will also be aired. Our facilities will be well labelled with the business name as well as the services in picture and words.