



**Kombolcha Institute of Technology  
College Of Informatics  
Department Of Software Engineering**

**Entrepreneurship for Engineers(IEng5061)**

**Business Plan**

**Title: Online Bus Ticket Reservation System**

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**Submission Date: 27/03/2023**

**Kombolcha, Wollo, Ethiopia**

## Acknowledgment

We would like to express our gratitude to all the individuals who have contributed to the development of this business plan for an online bus ticket reservation system.

First of all, we want to thank Almighty God for letting and motivating us to start and finish the project. Secondly, we would like to express our deepest gratitude and big respect to our Instructor Yared.A(MSc.) who taught us the course and give us the project as well has showed his perpetual help and contribution to the achievement of the project.

We would like to thank our colleagues and team members who have provided valuable insights and feedback during the planning process. Their expertise and dedication have been instrumental in shaping the vision and direction of the business.

We would also like to thank the suppliers, vendors, and other stakeholders who have provided valuable information and resources to support the development of the business plan.

## Executive Summary

This business plan outlines the creation and implementation of an **online bus ticket reservation system**. The system will allow customers to easily search for and purchase bus tickets through a user-friendly online platform. This project will be developed by an experienced entrepreneur with a strong background in the technology industry.

The online bus ticket reservation system will contribute to the economy in several ways. First, it will create job opportunities for individuals with experience in software development, customer service, and marketing. Second, it will increase revenue for the transportation industry by making it easier for customers to purchase tickets and travel. Finally, it will help to reduce the carbon footprint by encouraging the use of public transportation.

The entrepreneur behind this project has a proven track record of success in the technology industry. With over 5 years of experience in software development, project management, and business strategy, the entrepreneur has the skills and expertise needed to successfully launch and grow this project.

Overall, the online bus ticket reservation system is an innovative solution to an age-old problem. By streamlining the ticket purchasing process and making it more convenient for customers, this project has the potential to revolutionize the way people travel and contribute positively to the economy.

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# CHAPTER ONE

## 1. MARKETING PLAN

### 1.1. Brand Name

The brand name of the online bus ticket reservation system is "**GoBus**" bus ticket reservation system.



*Figure 1 : Brand Logo*

### 1.2. Motivation

The primary motivation behind developing an online bus ticket reservation system is to provide a convenient and hassle-free way for customers to book and purchase bus tickets. By providing this service online, customers can save time and effort that would otherwise be spent traveling to and waiting in line at the ticket counter. Some other motivations that we want to develop such amazing system is:

- ❖ Offer real-time information on bus schedules, fares, and seat availability
- ❖ Provide a user-friendly interface and easy payment options for customers
- ❖ Meet the growing demand for online ticket booking services in Ethiopia.
- ❖ Provide discounts and offers to customers who book tickets online
- ❖ Offer a loyalty program to reward frequent customers with exclusive benefits and discounts
- ❖ Provide a platform for bus operators to reach a wider audience and increase their bookings
- ❖ Offer round-the-clock customer support to assist customers with their booking and payment queries.

### 1.3. Description of the Product/ Service

The online bus ticket reservation system is a web-based platform that allows users to search for bus routes, check availability, and book and purchase tickets online. The system provides users with real-time information on bus schedules, fares, and seat availability. Our system is user-friendly and intuitive, making it easy for users to search for available buses, choose their seats, and pay for their tickets online. Payment can be made online using various payment methods, including banks, tele Birr wallet, and other payment mechanisms.

Overall, our online bus ticket reservation system is designed to provide users with a hassle-free and convenient way to book their bus tickets online, while also offering a range of additional services to enhance their travel experience.

### 1.4. Comparison of the Product with its Competitors'

The online bus ticket reservation system faces competition from various established players in the market, including Zemen Bus, Ethio Bus, Buna Bus and so much more buses. However, the system's unique selling proposition is its user-friendly interface, easy payment options, and real-time information on bus schedules, fares, and seat availability. When it comes to online bus ticket reservation systems, there are several competitors in the market. Here are some factors that can be used to compare a product with its competitors:

**User Experience:** Our online bus ticket reservation system provides a seamless and user-friendly experience to its customers. This includes easy navigation, clear and concise information about bus routes, schedules, fares, and the booking process. The product that can offer the best user experience will likely attract more customers.

**Availability:** The platform that has the most extensive network of bus operators and routes will be more attractive to customers as it provides them with more options to choose from. Additionally, if the product has a 24/7 customer support system, it will further enhance its availability and convenience.

**Pricing:** The platform that offers the most competitive prices and discounts will be more appealing to budget-conscious customers. However, it's important to note that pricing should not compromise the quality of the service provided.

**Features:** The product that offers additional features such as live tracking of buses, cancellation policies, and loyalty rewards will be more attractive to customers.

**Reputation:** A product with a good reputation for reliability, security, and customer service will likely attract more customers compared to a relatively unknown product.

**Technology:** The product that uses the latest technology, such as mobile apps, and secure payment gateways, will offer a more modern and convenient experience to customers.



Overall, our online bus ticket reservation system offers a combination of these factors to provide the best possible experience to its customers and gain a competitive advantage over its rivals.

### 1.5. Location

The online bus ticket reservation system is accessible from anywhere with an internet connection. However, the system's primary location is Addis Ababa, Dessie and Bahir Dar in Ethiopia, where the demand for online ticket booking services is growing rapidly. Actually, the system will gradually develop its location around the whole Ethiopian society but this is just a start up to try the business viability.

### 1.6. Market area

The market area for our business is between Addis Ababa and Dessie, and between Dessie and Bahir Dar.

### 1.7. Main customers

The primary customers for the online bus ticket reservation system are frequent bus travelers between Addis Ababa and Dessie or Dessie and Bahir Dar who prefer to book and purchase tickets online. These customers value convenience, time-saving, and hassle-free ticket booking.

### 1.8. Total demand

The total demand for bus travel in Ethiopia from Addis Ababa to Dessie and from Dessie to Bahir Dar is radically increasing since Dessie is the center to both cities as well as a center for business activities between the cities. It is important to note that the online bus ticket reservation system market is growing rapidly, with an increasing number of people opting for online platforms to book their bus tickets. This growth is driven by factors such as convenience, time-saving, and ease of use, making it an attractive option for tech-savvy customers.

Overall, the total demand for the online bus ticket reservation system is expected to continue growing in the coming years, driven by the increasing adoption of technology and changing consumer preferences. Customers are increasingly comfortable with making online transactions and are now looking for convenient options for booking bus tickets.

## 1.9. Market share

Thus, there is no significant and exact information about how many bus ticket reservation systems are available, working and giving service at the moment. Therefore, we assume that If we do as we have planned to do, we are certain that we will control the market by having the bigger arms of the market share.

## 1.10. Selling price

We, the group of the software developers do not think to sell the software. Rather, we aim to give services by our software product. From each transaction of the system, we will be receiving some amount of money. Maybe if other non-competent company (centered outside the country) . . . . we will be selling the system if we get a fair price that can match our product's quality.

## 1.11. Sales forecast

We are planning to sell more than 500 tickets per a day and around more than 15,000 tickets per month.

## 1.12. Promotional measures

GoBus will adopt a multi-channel approach to reach out to its target audience. The promotional measures will include social media campaigns, email marketing, search engine marketing, influencer marketing, and partnerships with bus operators. Here are the platforms we intend leveraging on to promote and advertise our system.

- ❖ Advertise our business in relevant education ICT magazines, local newspaper, local TV and radio stations
- ❖ Encourage our customers to help us use Word of Mouth mode of advertisement (referrals)
- ❖ Promote our business online via our official website
- ❖ Sponsor relevant community programs
- ❖ Leverage on the internet and social media platforms like Instagram, Facebook, twitter, et al to promote our brand
- ❖ Distribute our fliers and handbills in target areas

### 1.13. Marketing strategy

GoBus marketing strategy would be to create awareness about the platform and its features, highlight the convenience and ease of booking tickets through the platform, and build a loyal customer base through personalized offers and discounts. here is a marketing strategy for an online bus ticket reservation system:

- ❖ **Define our target audience:** Determine the specific demographic of people who would be interested in using our online bus ticket reservation system. This can include frequent travelers, students, families, and business professionals.
- ❖ **Conduct Market Research:** Research the market to understand the competition, identify gaps in service offerings, and determine customer preferences.
- ❖ **Develop a Unique Selling Proposition:** Develop a unique selling proposition that differentiates our online bus ticket reservation system from competitors. This could be faster booking process, more comfortable seats, better prices, or more convenience.
- ❖ **Create a User-Friendly Website:** Create a website that is easy to use, navigate, and book bus tickets. The website should be mobile responsive as more and more people are accessing the internet via their mobile devices.
- ❖ **Invest in social media:** Create social media accounts and regularly post engaging content to build brand awareness and increase engagement with potential customers.
- ❖ **Email Marketing:** Collect email addresses from customers and send out regular newsletters and promotional emails. This will help keep customers engaged and informed about new services, discounts, and promotions.
- ❖ **Partner with Travel Agencies:** Partner with travel agencies and tour operators to promote our online bus ticket reservation system as part of their travel packages.
- ❖ **Offer Discounts and Promotions:** Offer regular discounts and promotions to incentivize customers to book tickets with our online bus ticket reservation system.
- ❖ **Monitor Performance:** Continuously monitor the performance of our marketing strategy by tracking website traffic, conversion rates, and customer feedback. Use this information to make improvements and optimize your marketing efforts.

#### 1.14. Marketing Budget

The company prepared around an estimated budget of 50,000 ETB for marketing related tasks plus 10,000 ETB for recruiting promotional and advertisement expert. Therefore, the total marketing budget is 60,000 ETB.

#### 1.15. SWOT Analysis

SWOT analysis is a useful tool for evaluating the strengths, weaknesses, opportunities, and threats of a business. Here is a SWOT analysis for our online bus ticket reservation system:

##### Strengths:

- ❖ **Convenient for customers:** GoBus provides customers with the convenience of booking bus tickets from the comfort of their homes.
- ❖ **Automated system:** our system is designed to automate the booking process, reducing the need for human intervention and making the process faster and more efficient.
- ❖ **Scalability:** our system can scale up quickly to accommodate more customers and can be easily updated with new features and functionalities.
- ❖ **Cost-effective:** Online reservation systems can be more cost-effective than traditional booking systems as they require fewer staff and physical infrastructure.

##### Weaknesses:

- ❖ **Technical difficulties:** The system may experience technical difficulties, such as server crashes, which can cause inconvenience to customers and affect the reputation of the business.
- ❖ **Reliance on the internet:** GoBus rely heavily on the internet, and if there are connectivity issues or outages, customers may not be able to book tickets or access their bookings.
- ❖ **Security:** Online systems must ensure the security of customer data, including personal and financial information, which can be vulnerable to cyber-attacks.

##### Opportunities:

- ❖ **Increased demand:** As more people become comfortable with online booking and cashless transactions, the demand for online bus ticket reservation systems is likely to increase.

- ❖ **Partnerships:** The business can form partnerships with bus operators, hotels, and travel agencies to offer bundled services, increasing revenue and customer loyalty.
- ❖ **Customization:** The system can be designed to offer customized services, such as personalized recommendations and alerts, which can attract and retain customers.

**Threats:**

- ❖ **Competition:** There may be other online bus ticket reservation systems that offer similar or better services, which can pose a threat to the business.
- ❖ **Regulatory changes:** Regulatory changes in the transportation industry or changes to government policies can impact the business's operations and revenue.
- ❖ **External factors:** External factors such as natural disasters, pandemics, and economic downturns can affect the demand for travel and impact the business's revenue.

## CHAPTER TWO

### 2. PRODUCTION PLAN

#### 2.1. Production process

Here is a general production process for an online bus ticket reservation system business plan:

- ❖ **Define the scope and objectives of the project:** Start by clearly defining the scope and objectives of the online bus ticket reservation system project. This will help in identifying the resources required, timelines, and milestones.
- ❖ **Gather requirements:** Gather requirements from stakeholders and customers to understand the key features and functionalities required in the online bus ticket reservation system. This will involve conducting market research, analyzing competitor websites, and understanding customer needs and preferences.
- ❖ **Develop a project plan:** Develop a project plan that outlines the key deliverables, timelines, resource requirements, and milestones for the online bus ticket reservation system project. This will help in keeping the project on track and ensure that it is delivered on time and within budget.
- ❖ **Design the system:** Based on the requirements gathered, design the online bus ticket reservation system architecture, user interface, and database schema. This will involve using tools such as wireframes, flowcharts, and data models to create a detailed design specification.
- ❖ **Develop and test the system:** Once the design is finalized, develop the online bus ticket reservation system using programming languages. This will involve writing code, integrating third-party APIs, and testing the system to ensure that it is functional and meets the requirements.
- ❖ **Deploy the system:** Once the system has been developed and tested, deploy it on a web server and configure it to ensure that it is secure and scalable. This will involve setting up a production environment, configuring server settings, and deploying the application code.
- ❖ **Launch and market the system:** Once the online bus ticket reservation system is deployed and functional, launch it to the public and market it to potential customers. This will involve developing marketing campaigns, running social media ads, and optimizing

the website for search engines. Developing and maintaining a user-friendly online platform for booking bus tickets.

- ❖ Establishing partnerships with bus companies to provide access to their schedules and routes
- ❖ Ensuring secure payment processing for ticket purchases
- ❖ Providing customer support for inquiries and issues related to ticket bookings

## 2.2. Fixed capital

Fixed capital refers to the long-term investments required to establish and maintain a business. For an online bus ticket reservation system business plan, the fixed capital may include the following:

*Table 1 : Fixed Capital*

<b>Materials</b>	<b>Cost (ETB)</b>
Rent for centers (A.A, BD, Dessie)	50,000
Website Development	100,000
Business Consultant	20,000
Promotional and advertisement expenses	100,000
Costs of field tasks	30,000
<b>Total</b>	<b>300,000 ETB</b>

## 2.3. Life of fixed capital

The life of fixed capital refers to the expected duration of usefulness or service life of a company's fixed assets. The useful life of a fixed asset is the estimated period over which it is expected to provide economic benefits to the company. The useful life can vary depending on the type of asset, the industry, and the intensity of usage.

For our system the estimated costs of the expenses **300,000 ETB** will be able to manage the system for a long period of time, at least for 10 years and above, unless there is unexpected loss or expense.

## 2.4. Maintenance and repairs

Regular maintenance and repairs will be carried out on the servers, networking equipment, and other components of the system. This will ensure that the system is always running at optimal performance and minimize downtime. The cost of maintenance and repairs will be factored into the overall production cost of the system.

## 2.5. Source of equipment

The main equipment needed for the online bus ticket reservation system includes servers, computers, and networking equipment. These can be sourced from reputable providers such as local electronics shops in Addis Ababa, Amazon.com and others.

## 2.6. Planned capacity

We planned to sell a minimum of 15,000 tickets per month. The planned capacity of the system will depend on the expected demand for bus tickets. A thorough market analysis will be carried out to determine the number of daily reservations expected, and the system will be designed to handle this capacity.

## 2.7. Factory layout

Since the business will be entirely online, there is no need for a physical factory layout. However, the servers and networking equipment will be housed in a secured data center in Addis Ababa, Bahir Dar, Dessie with appropriate redundancy measures in place.



## 2.8. Raw materials needed

The raw materials that play a crucial role for the startup of our business divided in to two:

These are software and hardware tools (materials)

### Software Tools:

*Table 2 Software Tools*

NO	Name of Equipment's
1	Programming Languages
2	Development Frameworks
3	Integrated Development Environment (IDE)
4	Database Management Systems
5	Web Server Software
6	Version Control System

**Hardware tools:***Table 3 Hardware Tools*

NO	Name of Equipment's	Unit Price (ETB)	Quantity	Price (ETB)
1	Desktop Computer (with latest specifications)	15,000	9	135,000
2	24 Port Switch	600	3	1800
3	Scanner	7500	3	22500
4	Server	1000	1	1000
5	USB Hard disk	250	6	1500
6	Backup and Recovery Equipment	2000	3	6000
7	Generator	20,000	3	60,000
8	Crimping tool	450	3	1350
<b>Total 229,150 ETB</b>				

The raw material can be used at least for 5 years. So, we can calculate the depreciation value here for the 5 years.

$$229,150 / 5 * 12 = 3819 \text{ ETB per month}$$

## 2.9. Raw Materials Availability

The availability of raw materials such as server components, networking equipment, and other hardware components can impact the overall production schedule and cost.

It is important to research and identify reliable and reputable suppliers of the required raw materials. The suppliers should have a good track record of timely delivery and quality products. It is also important to establish long-term relationships with the suppliers to ensure a steady supply of raw materials.

In addition, it is important to consider the lead time required for the delivery of raw materials. This can impact the overall production schedule, and delays in the delivery of raw materials can cause delays in the production process.

## 2.10. Labour

*Table 4 : Labour*

NO	Job responsibility	Quantity	Unit salary	Total Salary
1	Chief Executive officer (CEO)	1	15,000	15,000
2	Secretary	1	5000	5000
3	Public relation	1	10000	10000
3	Customer service	3	5000	15,000
4	Security	3	4000	12000
5	Sanitation	3	3000	9000
	<b>Total 66,000 ETB</b>			

## 2.11. Labour availability

Skilled IT professionals are in high demand, so recruitment may be a challenge. However, the company will offer competitive salaries, benefits, and a positive work environment to attract top talent. It is important to research and identify the availability of skilled labor in the region in which the business operates. This may involve identifying educational institutions that produce graduates with the skills and experience required for the development, maintenance, and repair of the system. Additionally, the company may need to consider recruiting workers from other regions or countries with the required skills and experience.

### 2.12. Labour productivity

Productivity is also a critical factor to consider when planning the production of an online bus ticket reservation system. It is important to establish processes and procedures that maximize the efficiency of the labor force. This may involve implementing tools and technologies that automate repetitive or manual tasks, as well as providing training and development opportunities to enhance the skills and knowledge of the workers.

Regular monitoring and analysis of labor productivity can help the company identify areas for improvement and optimize the efficiency of the production process. This can include identifying bottlenecks or areas of inefficiency and implementing solutions to improve productivity and reduce costs.

### 2.13. Production cost

Production cost for the training can be calculated as follows:

Costs of Raw Materials 229,150 ETB

Labor cost per month 66,000 ETB

Cost of fixed capital **300,000** ETB

**Total Production Cost = 595,150 ETB**

## CHAPTER THREE

### 3. ORGANIZATION AND MANAGEMENT PLAN

#### 3.1. Form of business

The business will be registered under the name "**GoBus bus ticket reservation system**" and owned by this group members. This business is a software company that provides online platform the customers to get their bus ticket easily for their journey. The company is private limited company.

#### 3.2. Organizational structure

The following diagram show the organizational structure of the GoBus business software platform.

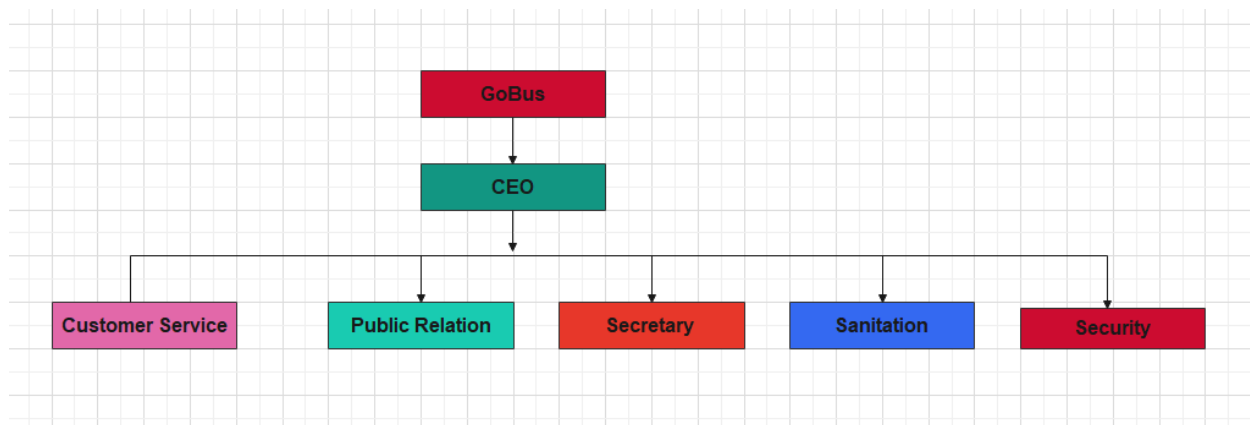


Figure 2 : Organizational Structure

#### 3.3. Office equipment

Office equipment refers to the tools, machines, and devices that are used to carry out administrative or clerical tasks in an office or business setting. Examples of common office equipment include:

- ✓ Computers and peripherals such as monitors, keyboards, mice, and printers
- ✓ Telephones and mobile phones
- ✓ Fax machines and copiers
- ✓ Scanners and shredders
- ✓ Projectors and video conferencing equipment
- ✓ Office furniture such as desks, chairs, and filing cabinets
- ✓ Stationery supplies like pens, pencils, paper, and envelopes
- ✓ Calculators, paper shredders, and laminators

- ✓ Postage meters and mailing equipment
- ✓ Cash registers and point-of-sale systems.

The type and quantity of office equipment needed will depend on the nature and size of the business. For example, a small home-based business may only require a computer and printer, while a large corporation may require multiple computers, telephones, printers, and other specialized equipment. Regardless of the size or type of business, having the necessary office equipment is essential for running operations efficiently and effectively.

### 3.4. Administrative expenses

This are expenses in the office, that will be run out for purchasing out the office equipment. The expenses in our company will go to the above-mentioned materials and equipment. They're expected expenses are defined and described as follows: -

No	Name of Equipment's	Quantity	Unit Price (ETB)	Total price (ETB)
1	Table and Chairs for each center	25	1000	25,000
2	Telephones and mobile phones	4 telephones, 5 mobile phones	1000 for each telephone, 10,000 for each mobile phone	4000 for telephone + 50.000 for mobile phone =54,000
3	Stationery materials		30,000	30,000
4	Scanner and Printer	1	30,000	30000
5	Other cost			100,000
Total = <b>239,000 ETB</b>				

The administrative expenses can be used at least for 5 years. So, we can calculate the depreciation value here for the 5 years.

$$139,000 / 5 * 12 = \mathbf{2316 \text{ ETB}} \text{ per month}$$

## CHAPTER FOUR

### 4. FINANCIAL PLAN

#### 4.1. Project cost

This cost is the summation of all costs that are consumed in all steps and phases of the project, emanating from the very first steps and phases of the SDLC to every Labour , advertisement , royalties , administrative costs and the like. The following table summed up all these costs of the project.

*Table 5 : Project cost*

Cost	Amount (ETB)
Cost of raw materials	229,150
Cost of Labour Salary and wages	66,000
Administrative cost	239,000
Cost of fixed Capital	300,000
Total amount of project cost = <b>834,150 ETB</b>	

#### 4.2. Financing plan and lone requirement

The financial plan and lone requirement of this business will be described below:

Table 6: Financing plan and lone requirement

Particulars	Owners' Equity (ETB)	Loan (ETB)	Total (ETB)
Fixed Capital	100,000	200,000	300,000
Administrative cost	39,000	200,000	239,000
Cost of raw materials	29,150	200,000	229 ,150
Cost of Labour Salary and wages	6000	60,000	66,000
Contingency	10,0000	40,000	50,000
Total	184,150	700,000	<b>884,150 ETB</b>

### 4.3. Profit and loss statement

Table 7 Profit and loss statement

No.	Services	No. bus	No. person	Price per each person (ETB)	Total price (ETB)
1	A.A to Dessie	3 each 65 person	195	900	175,500
2	Dessie to A. A	3 each 65 person	195	900	175,500
3	BD to Dessie	3 each 65 person	195	900	175,500
4	Dessie to BD	3 each 65 person	195	900	175,500
<b>Total Sale</b>					<b>702,000</b>

But our company get only 2% of from the total service.

$702,000 * 2\% = 14,040 \text{ ETB per day}$

To get monthly income multiplying by 30  $\Rightarrow 14,040 * 30 = 421,200 \text{ ETB per month}$

In order to get profit/loss we have to calculate the total cost.

Cost of raw material(depreciated) = **3819 ETB**

Cost of Labour Salary and wages = **66,000 ETB**

Administrative cost (depreciated)= **2316 ETB**

Cost of fixed Capital = **300,000 ETB**

Bank interest =  $700,000 \times 0.07 \times 5/12 = 20,416 \text{ ETB per month}$

Gross profit = monthly income – (Cost of raw material + Cost of Labour Salary+ Administrative cost + Interest)

**Gross profit** =  $421,200 - 92,551 = 328,649 \text{ ETB}$

**Net Profit** = **Gross profit - Cost of fixed Capital** =  $328,649 - 300,000 = 28,649 \text{ ETB}$

Therefore, we will have **28,649 ETB profit per month**



#### 4.4. Cash flow statement

Cash flow in business refers to the movement of money in and out of a company over a specific period, usually a month or a year. It represents the inflow and outflow of cash resulting from business activities, such as sales, expenses, investments, and financing.

*Table 8: Cash flow statement*

Particulars	(Pre-Operating year period) ETB
Equity	184, 150 ETB
Loan (borrowing)	700,000 ETB
<b>Total Cash Inflow</b>	<b>884,150 ETB</b>
raw materials	229,150 ETB
Labor	66,000 ETB
Fixed cost	300,000 ETB
Administrative expenses	139,000 ETB
<b>Total Cash Outflow</b>	<b>834,150 ETB</b>

#### 4.5. Loan repayment schedule

we scheduled to pay our loan and debts according to our loan agreements Commercial Bank of Ethiopia

700,000 ETB debt, we have scheduled to pay our debt within 5 years at a rate of 7% annual interest.

Interest =  $700,000 * 0.07 * 5 = 245,000$ . When the money is payback total money will be 945,000

#### 4.6. Break-even point

The break-even point is a term used in business and finance to refer to the level of sales or revenue at which a company's total costs equal its total revenue. At the break-even point, a company is not making a profit, but it is not incurring a loss either.

Total Variable cost (TVc) = 700/person

Total fixed cost (TFc) = 300,000 /month

Sales(income) = 900/person

$$\text{Breaking even point in unit} = \frac{\text{Fixed cost}}{\text{Income} - \text{Variable cost}} = 300000/900-700 = \mathbf{1500 \text{ person}}$$

$$\text{Income} - \text{Variable cost}$$

$$\text{Breaking even point in birr} = \text{Income} \times \text{Breaking even point in unit}$$

$$= 900\text{ETB /person} \times 1500 \text{ person}$$

$$= \mathbf{1,350,000 \text{ ETB}}$$

$$\text{TVc} = 700/\text{person} \times 1500$$

$$= \mathbf{\underline{1,050,000}}$$

$$\text{Total cost} = \text{TVc} + \text{TFc}$$

$$= 1,050,000 + 300,000$$

$$= \mathbf{\underline{1,350,000}}$$

$$\text{Profit/Loss} = \text{Total income} - \text{Total cost}$$

$$= \mathbf{1,350,000 - 1,350,000}$$

$$= \mathbf{\underline{0}}$$

#### 4.7. Financial analysis

Considering the system's better features, the conservative estimates in sales, realistic cost estimates, the entrepreneur's proven record of accomplishment, and the sound financial projections, the project is considered very viable.

## 5. Conclusion

An online bus ticket reservation system can be a profitable and efficient way to streamline the process of purchasing bus tickets. The success of the business will depend on careful planning and execution, including the selection of appropriate software and hardware tools, the identification of reliable suppliers for raw materials, and the availability of skilled and productive labor.

To ensure the success of the business, it is important to conduct a thorough market analysis to identify the target audience and potential competitors. This will enable the company to tailor its products and services to meet the specific needs of the market and stay competitive.

Additionally, it is important to establish a robust marketing strategy to attract and retain customers. This may involve utilizing social media and other digital marketing channels to reach a wider audience, as well as partnering with bus companies and travel agencies to expand the reach of the business.

## 6. Recommendation

Recommendation for an online bus ticket reservation system business plan is to focus on providing high-quality products and services that meet the needs of the target market. By investing in the right tools, raw materials, and labor, and adopting efficient processes and procedures, the company can ensure the efficient operation of the business and maximize profitability. With the right planning and execution, an online bus ticket reservation system can be a successful and profitable venture.

We also spread our market to the whole part of Ethiopia and we want to recommend the government to support us for this incredible technology

## 7. Appendices

**Market Research** - This includes the data and analysis conducted to identify the target market, potential competitors, and customer needs and preferences.

**Software and Hardware Tools** - This includes a list of the software and hardware tools required for the development, maintenance, and repair of the online bus ticket reservation system.

**Raw Materials** - This includes a list of the raw materials required for the production of the system, including their cost, availability, and sources of supply.

**Factory Layout** - This includes a schematic layout of the production facility, including the location of equipment, raw materials storage, and production areas.

**Labor Plan** - This includes a plan for the recruitment, training, and compensation of the labor force required for the production and operation of the system.

**Financial Projections** - This includes the projected revenue, expenses, and profitability of the online bus ticket reservation system over a specified period of time.

**Marketing Plan** - This includes the strategy and tactics for promoting the online bus ticket reservation system, including the target market, marketing channels, and promotional activities.

**Legal and Regulatory Requirements** - This includes a summary of the legal and regulatory requirements that the online bus ticket reservation system must comply with, including permits, licenses, and certifications.