**BUSINESS PLAN**

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**1.1 BUSINESS NAME ;LIBERTARIAN SERVICES**

For a business to be successful must make more efforts and it must start somewhere therefore,i named my business as libertarian services .as i tend to make my business be at top of other busineses which are similar to mine.i decided to choose this businness name due to some reasons.First my name comes from an english word 'liberty''which means freedom of live as as you wish to go where you want.I believe this business name and product i would be offering mu customer will ensure that low living standard be raised through this freedom and being a libertarian will ensure that this goods and services assed by each and every client who will be i need as low as customer would wish to this will helpme gain more clients and will help my business to grow and develop as that is my main goal .This business aim at doing more to community and other people as that is main mission ''To ensure customer sastifaction through production of high quality and affordable goods and services'',and also business has it's vision '' to become best production services to it's customers '' . therefore this business is a balanced services and good and also good friendly prices.Since any people in the town get wages and salaries at the end of month or week.manny clients will be favoured by this.Since lately would wish to have some littles of water and would wish to pay later when he/she gets money.And also clients with cash in hand will get the service.So this balance will enable them perfectly.Thereffore,the business slogan will be''THE PERFECT BALAANCE''



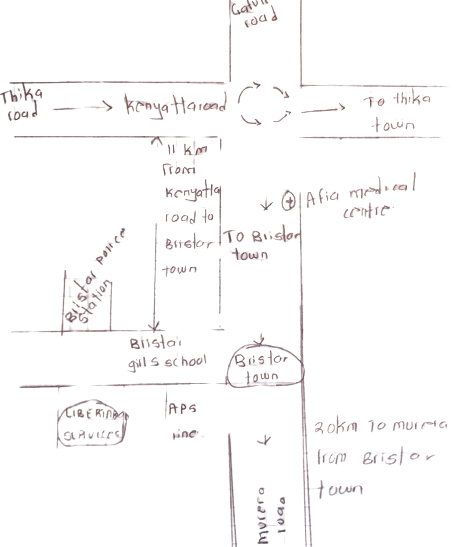
**1;2 BUSINESS LOCATION**

For any business person who tend to locate a business must consider his /her own factors for location of the business. i would like the place suitable for his/her business .Iwould like to situate my at kenyatta road ,bristar town opposite bristar girls along murera. Idecided to choose on this location because its well strongly believed my targetpeoplewould exist due to pat experience .This location i tend to put up my business got me influenced by some factors

Agricultural activities inthe area . residents tend to have farmsactivities but to lacl of enough water in the area i tend this and atleast supply costant water.also ensure equitabilityof infrastructure is making moblity or locomotion very easyto access the area is due to improved roads and elecricitythis makes it more suitable,for every any action iwould like to take drive me to the area asevery neccessaryb things will need is available.Due to high technology and rapid growth in thesociety of this business would work on a valid adress specific for business to enhance easy location of the business as some people who may not have an idea and would wish to now theexact location then they have to google through their phones and direct them the business premise.

Locating business opposite apsmake me more comfortable since there isenough security which will carry on and by that one can even work extra timewithout interference or even fear of the area.

There is also less competition with other people working in the samearea .where i would different products so there is less competition where i would be producing similrproducts from other customers .The business would also wish to have an official office outline where one can just go to office directly without dealing growing myths or anyurusted source thus the business would use owner phone number **0112318154** which willl be operating everytime anybody is in need.and still technology would helpo the business services this business would have a valid email adress that is alicewanjiku20223@gemail.com this would help business send or receivemessageto clients ,also for simplicity and accuracy this business has designed a real mapwhich would help people toeasily locate the exact place of the business.



**1.3 FORM OF BUSINESS OWNERSHIP**

This type of business would be a sole propertiershipform of business. Idecided to choose it due to some factors,descesion making is easier as one can mame his/her decisions without consulting anone ,the business is easy to manage,easy to form this business only one person to start and formulate everything, on my own without waiting or depengdin on anyone opinion to start the business

Easy to raise capital ,interms of capital contribution i will demand on no one and will have only myself an depend on no one ,i.e one may depend on a friend and later that capital fails and then fail.Also keeping secrets of the business there are secrets that need to be kept and thus being a sole propertier i would be able to manage the top secrets of the business. I would also wish to have money from different placeswhich would help me expand my businessalso tend to borrow samm amount from banks when i finally succed and gather everything required in business i wou;d rather wish to start with a capital of ksh.700,000

**source of capital kshs cts**

**personal savings 200000 0.o**

**contribution from friends 100,000 0.00**

**goverment grants 100.000 0.00**

**loan 300.000 0.00**

total capital 700,000 0.0

**1.4 TYPE OF THE BUSINESS**

This business will deal with only water services and i tend to do this in variuos ways and categories .i wouldwish to provide with best by doing that i will have such products in my field of business.Iwould be distributing water to construction sites who will be in need of my servvice and this will be done at good and fair prices.Itend to distributewater to any site using my own means of cart pull mthod andalsoby use of donkeys . i tend to use the donkeys which will bw carrying 20 jerricans each for every cllient in need.

Also for the clients who will be refilling their containers and water dispensers ,will have that opportunity to do so beacause thetre will a refflilng machinewhere ever qualityof the bottle will be filledcomparing to the capacity that it would holdin litres.

There will also be bottlingof 500ml.i litre,and also 12.25 litres drinking waterwhich will be supplied toshops ,.events ,schools ,hospitals and also for one own use at home.such events will be done through an economical method of by means of ,motorcycle,it would

for it is faster and more economical compared tp other means of transport.and also due to unworthy roads it would make it easy to access all areas coz motorcycle just have a pathway for it to access the roadcompared to cart push and vehicle.

Also dueto financial need and other needs this business would be good to involvi itself to communitydevelpoment projects,small support to lesspersons i,e orphans widows,this this would not happen regulary but once an year since also business demand alot interms of growth and development but this all would happen when the profit is ploughed back to business.

Water in business would be treated and stored safelyfor human and animal useand would be passed through some processses,First water would be passed into source(Borehole)then it will be taken through treatment process.coagulation this process would determine particles it would be done through adding chemicals in it to make this smaller and larger particles pass high hydrolic setting .Iwould also add chemicals to sewar asmallerater this would not be to moreto sewer water but it will treat it as one since it would be water that would have drain awayin process of refilling water to clients so we will have to reuse it again.

Also sedimentation would be done to remove large inorganic impurities present in water together with present bacteria.Flitration would also be done to remove all suspended impurities and relieve the water from harmful bacteria therefore to remove gravity filterswe tend to use chrolination method beacause it has some advantages to business and to clients who will be using our services this process requires less space while doing it it is again effective and economical aswe tend to fix any chrolination does not produce therefore water is softgood for drinking,cooking washing and this help clients to savealot in term of detergents and lastly it is an ideal disinfectantantl lastly water will temporarily stored before pumping and distributing this will be done in tanks finally it will be pumped and distributed to customers and i believe by all these my clients will be kind to my services that i will be providi

**1.5 PRODUCTS/SERVICES**

Libertarian services will be dealing with product and services it tend to offer will be as result of growth strategies it will offer

Door to door services to the clients who would wish and make orders and would wish products to reach them in their doorstops such products will be delivered as bottled water ,filleed waterin client jerricans ,and other containersthey would wish to have.

There would be mass education on safety measures of usage and also benefits related to water generals thiswould help in advancing more knowldge and skills regarding water handling among communitymembers from different water sectors.

The business would play amajor role in building technology field where i tend to supply water to building sites and other related siteswhich would need waterwill be enjoyed by community members in bristar area and i tend to offer them at an affordable price which will always encourage clientsto find more reasons for always choosing to have my products.Residents sorrounding the businwss premise and having cattles and would get free drinking point from thethe community throughout all season as this would be cemented and constructed in a circular strucure which willbe filled by water continiously everyday for free cater for animals around the business premise this woulb be done to appreciateand care more clients to stick to our products and services .

There would be free consultation to anbody would be willing to know anything cocerning the products and serviceswe would offer and this would create strong bond betweeen the business and community to our clients as more people will be free to lknow what they want to know about services and products .

There would also give ways which i believe would benefit the businessmaking it stable this would be done through giving of tshirts branded for the same all these are the products and services the business tend to put in the mak

**1.6 JUSTIFICATION OF THE BUSINESS**

For one to come up with business idea he/she must have researched for that business or must have some expose profits,losses .,growth and development,challanges,and also strategies to enhance the businessbefore come up with business idea i had som reasons why i decided bristar as my area of location

Growth and development of bristar-it was once a small centre which only used to serve some local resident and it could only bear less 100 people from different places came to start a business more investors are also yet to come by this i decide that i would that i would start up this business since everybody would be in need of clean,safe and celiable water since water is life and also this would be long term market demand since there will be less competitor.

Flexibility as business owner one is owns boss and one can schedule his/her plans just as one wants it to be.One can decide on anything i.e changing the business layout or managment without questioned by anyone this is what influence me and decide that i would be my own boss manage my businesses through skills i acquare and other skills which i would still acquare.While in the fielld i would also like to plan my business like i want it to be and make decision and solve problems from outside and and within the business and by this i would have deveice a viltue in me.

There was need for clean and affordable water services at bristar area and therefore i decide i would have to saticffy the customer needs.I intend to do this to bristar residents at an affordable price which will trully make them fewel relief during all seasons.

Satisfaction many people who start up sale proprietorship business are always alter personal satisfaction being sole proprietorship would wish to enjoy profit from my business and change status of my community.I would also consider to expand my business and do something bigger that would last and have other branch places which would be in demand for this product.

Personal contact with employees and customers i would have to wish to have a good relationship with my customers and also my emplooyees incase of any issues regarding my staff i would know how best totreat the issue i.e where there would be any complain that would either affectmy business positivelly or negativelly i would be in a better position to handle it without delay since i would know each and every staff abilities and with that even issues of job i would have to understand them well and use qualified potential locals whom i have expirienced their effort and willingless to walk under minimal supervision at all time.

Taking part in nation building through coming up with business idea and impplementing it would have here in many things i.e when the business picks and pay ellectricity bills and tax to the goverment more infrastructure would improve and othermaintainance would be considered by authorities.I would even sponsor other activities in the community by helping the needy this would be a great value and it will have opened ways to light up future for some people these are some reasons why i would start run grow and develop this business.

**1.7 INDUSTRY ANALYSIS**

This is a marketing process that provide statistics about the market potential of your business product and services it needs to have the industry and it's target markets it may also contain refference from various sources where exactly the information has been obtained from.various sourceswhere exactlty information was obtained from

In this business of water industry there is extremely stiff competition globally with presence of well established markert ,many whom have become successful in owing to years of many delivery reports and areexpected to account for large share of overall reports.

Research and develpomentactivities could led to revenue generating groth strategy for all prominent players in market future competitors with similar marketers water has emerged as a key product in both residential and commercial markert whereas product has been deployed based on requuirement for different purposes.

Goverment creates resources spreading awareness they needconsumer growth leading to urbanisation leading to consumers growth and using disponsable income among different sections would contribute to growth in global markert in years to come.

Also offline distribution channel is expected to be a longest contribu ter interms of revenue or overall markert owing to increasing number of customers offering to purchase water bottles from goverment prominent counrty wide.

In this business there is also extremely stiff competition globally with the present of well established markert many of whom want to become successful owing to years of delivery results and are expected to account for a large share in overall markert in the coming years to growth strategy

**1.8 bUSINESS GOALS/ OBJECTIVES**

For every business before or in process of growing the owner must have some goals towards the business ,.and these goals are driven forces which keep the business ideal.i had some goals to which i will work onto to ensure that the business maintains to the standard at which i would experct it to be,these goalswould be based on the profitabilty of many business ,sales of volume markert shareand business growth and the business image

The business would have delivery services to clients who would order for the products thiswould be door to door services and it would be done by an accomodative fee which would not affect the business and also clientswish to getthe product this delivery service would be done by different means asclients who would be in needof refilling their containers and again wish to have a delivery service to their doorstop it would be done by cartpull thiswould enable more containers to more aof t the same time and this would only require a donkey and cart pull to transport water for the customers who would need some bottled water resale at heshop and this could wish products be delivered it wouldbe done by motorbike .as some customerswouldbe little farfrom from the station by all implementing and by doing these it would increase the business sale volume as more clients would wish to get these services and products at their will.

Production ofclean and healthy and affordable water to the residents of bristar i would wish to produce the best quality of water to bristar community and this being my aim objective i would work on it with optimum effort to achieve this water cleaning and puriification

Improvement of standards of living to the community my bussiness would tend to improve people's standards of living by ensuring that water is supplied to the locals of bristar remains clean and healthy .i would tend to provide fresh and soft water with no salts when water is fresh there is more benefit as it economical as users interms of soap wasting will be minimised thus water will rather easily with soapwith soap thus water will rather easily with soap thus producing foam and no more leaving scars in clothes and pales on the basin .again this water would be friendly as it will no more cause skin diseases which maybe caused by improper treatment of water through this there would be no more wastage of fundsto such cases this these would have raised their standards of living and could have achieved my goal n bristar area.

Maintaining good friendship with other similar productmy business would intend to have a good and conducive working enviroment one may have chance to acquire more skills and knowldge to mplement my business to help me grow and develop my business by having good working relationship with my clients and people around me.i would like to maintain boundaries and never let any issue to come accross my line of my business with other businesses,would also wish to have good image to goverment and other organisations responsible in this field of water .i would also ensure that all legaties required by goverment to start and operate such businessis available and this would even be at tax payment ,collection and other services from the goverment thus enabling me to maintain good and conducive working enviroment .

**1.9 ENTRY AND GROWTH STRATEGY**

A growth strategy is astaregic plan that business use to increase sales for their productand services,however,increasing their markert can be achieved by expanding a product line ,adding location when one want to create an effective stratrgy for his/her business one would have some flow.

Identify my audience target inorder to understand how you want to grow .you first need to understand who you currently want to serve,you start by looking at your own current customers ask yourself ,which your customers do the value do to your business and what simlar traits are they having by having identified al these it will help on retain the existing customerswill also retain others more customers to try your products and this remainwhen well managed,it would establish the business leading to its growth as there is much demand of the product.

Identify your value of propostion ,this is firts step when creating growth strategy and it makes your business different from competitors making it different why customers products identified by similar busineses .you should identify your competence ,you should look at other similar busineses that are direct competition wish you as well similar busineses are competiting and growin in unique ways this should help you understand what or which direction to take or make your business that are growing i unique ways this should help you make choicesin this business again one should ask wheather those businneses are uniquely postioned again one should ask wheather the business could make choice that could make changes themselves to increase the markert shaRE

**CHAPTER TWO**

**2.1 CUSTOMERS**

**This firm will be dealing with different types of customers with different levels ,level of income ,age,and education .**

**This customers will include ,insitutional customers ,goverment agencies ,and also individual customers .The firm has approximate of three hundread residents who are densely populated within that geographical area.**

**2.1.1 INSTITUTIONAL CUSTOMERS**

**These customers will require services in large quantities which will include schools ,churches ,some of thers institutions will include magomano secondary school will will require water for own domestuc use like drinking and also usages ,theta secondar school which will also require water for domestic use ,bristar girls will require water in large for usage in school and also washing ,**

**2.1.2 GOVERMENT AGENCIES**

**These organisations will operate in variuos state they will be responsible for health care or any other own goverment insitutionthese will include maghomano health care,afia medical centre ,bristar police station ,and also hamundia dispensary who will requre water in large for catering for the patients and other usage.**

**2.1.3 INDIVIDUAL CUSTOMERS**

These customers will purchase their good and services for own usefor example one can purchase water for usage at home like for drinking this firm will be dealing with mostly people of 25-60 years age who would wish to purchase goods from ,y firm and pay late aftyer getting salary in the end ,month or else at the course ofthe week after they have been paid their sal

**2.2MARKERT SHARE**

**The location is estimated to have an estimaqte of three thousand residents and initially the businessis expected to servive about 50,000 customers'There is about 30% of unexploited customers in the area of yhe business .th business also aim to get other 45%of custmers from competitors thus increasing markert share the share is therefore excpected to increase with awareness business together with residents in the town therefore makertr share will be 25%**

**2.2.1 BEFORE ENTRRY**

**Before entry the residents in bristar purchased their products from the following competitors,.**

**also the following will be the pie chart showing the markert share which will be**

|  |  |  |  |
| --- | --- | --- | --- |
| Business Competitors' Name | Rating (Market Share) | % of market share | x/360 |
| Pure Fresh Purified Water | 100,000K |  |  |
| Mustard Sweet Water | 150,000K |  |  |
| Uhai Springs Purified Water | 100,000K |  |  |
| Crystal Haven’s Water Point | 300,000K |  |  |
| Libertarian Services | 150,000 |  |  |
| Totals | 300,000K |  |  |

**2.2'2 AFTER ENTRY**

**After entry of my business the markert share will be estimated as follows**

**also there will be a piechart showing markert share as follows**



|  |  |  |  |
| --- | --- | --- | --- |
| Business Competitors' Name | Rating (Market Share) | % of market share | x/360 |
| Pure Fresh Purified Water | 50,000K | 0.0167% | 37.223 |
| Mustard Sweet Water | 50,000K | 0.0167% | 1.7227 |
| Uhai Springs Purified Water | 100,000K | 3..33% | 0.6787 |
| Crystal Haven’s Water Point | 50,000K | 0.167% | 1.6717 |
| Libertarian Services | 50,000 | 3.33% | 23.12 |
| Totals | 300,000K |  |  |

**2.3.1 COMPETITOR ANALYSIS**

**1 PURE FRESH PURIFIED WATER**

**it is located at k road near k road square along mwima carwash ,it is 10km away from my business .**

**The business has its strenghs are ,it offers refilling services at it refils all types of litres ,it is financially stable ,it has good working experience i.e it has been refilling for many years ,it has high number of skillled larbour,sells both products and services ,ccccustomer relation due to develpoment of customers ,it also uses good and advanced technological equipments , it has good proper location because it is located near a police station and also near ,**

**also it has the weaknesses which include the competitors do not cater for small scale customers,they are poor in time keeping ,they use inappropriate adverstment systems thus information reach the customers wrongly ,they give littlr discounts to it's customers,,they sell products and services at relatively high costs thus customers do not purchase their products from their businesses,the also poorly painted premises thus it is not visible for customers to use .they offer poor quality services to their customers also business has monopoly of workers at job .**

**The business also have strategiesthat will make customers purchase from goodsfrom the business,selling quality services to customers using best advertising platforms and systems so that it can reach it's customers well ,enhance and improve time keeping ,appliying good looking paints on business premise ,giving customers higher discounts to its customers ,selling the service to small scale customers at relatively affordable prices also the business will invesr heavily in the businesss**

**2.3.2 MUSTARD SWEET WATERS**

**The business is located at bristar along murera road near maadili schools and opposite mwima apartments**

**The business has it strenghths as the business is prominently known as it hasbeen operating for many years ,it sell quality products ti its customers ,the business has adequate employees thus no delay in work and thus servives reach customers fastr on time ,they are good in time management ,the business location is much secure as there are nightwatchman around maadili schools and mwima apartments ,they uses good and advanced technological equipments, they cater for both small and large scaled retailers**

**The business also has the weaknesses as it has poor customer relations ,busines uses poor method of advertising as information does not reach its customers well ,**they do not cater fpr small scale retailers within murera ,there is bribery in work thus corrupt workers starts from top ost person in the business ,the layout of the business is not pleasing as the paints applied outside and inside are not attractive ,the business premise is not big enough and reception for customers paying visit to thebusiness there is pior specialisatio in job.

The business has it strategies as it will build good customers relation .,it will sell its products at friendly and relatively affordable prices to every customer ,there would be no corruption and incse of any one will be heavily charged ,there will be no nepotism in work as the business will serve every client wishing to purchase products from the business.the businesswill rent a big enough business premise to cater for reception for customers wishing to visit the business premise

**2.3.3 CRYSTAL HAVEN'S PURIFIED WATER**.

The business is located along murera road near shell petrol station

It has its strenghs which include .the business is financially stable,it has good management of business ,it uses good advanced technological equipmeents thus it serves its customers fasterand on time thus are good in time management ,the business location is well secu red as there are night watcman it cater for both small and large scale retailers.

The business also has weaknesses as it sell its products at relatively unfriendly prices ,it is poorly located as it does not cater for many customers ,it uses poor advertising methods ,it also has poorly painted premises thus they are not clear to be seen by all customers .the business is prominently not known by man customers thus caters for less customers within murera area.

Also has strategies which is to outdo poor customer relations ,hiring highly skilled personel ,selling quality products to its customers at relatively affordable prices

**2.3.4 UHAI SPRINGS WATER REFIL**

It is located near whitecots school near k roadsquare carwash.

it has it's strenghs which are the business premise is prominently lknown by residents ib bristar ,it caters for many residents within bristar ,the business is financially stable ,the business cater for both small and large scalle customers, it has high skilled larbour ,it sell is products at relatively affordablev prices ,it has high skilled larbourers ,they have good looking paints on their business premise which is visible for everyone to see ,it has good advanced technoligical; equipments

The business also has weaknesses which the residents in the area face ,the sell their products and services at unfriendly prices, they use poorly painted premises which are not visible ,the workers are corrupt thus there is bribery in the business ,they are poor in time management thus good does not reach their customers on time ,the business premise is poorly located in area of it's location ,

There are the strategies to outdo ,use good painted and visible premise that will be visible to all customers ,sell products at relatively affordable prices ,ensure that there is no bribery in the business and incase of one it will be heavill charged ;give customers discounts on product one purchases.

**2.4 METHODS OF PROMOTION AND ADVERTISING**

**2.4.1 PROMOTION METHOD**

Libertarian services will promote it services through different promotionalmethods which will make customers aware of its services and create confidenceto them.Road shows ,posters and calender will be used as means of promoting the services,posters will be put where they will be clearly seen by each an every person ,calenders will be distributedto churches,schools and policestations,and also to the people individually as a mean of promoting the business ,

**2.4.2 ADVERTISING METHODS**

The service centre will use different advertising techniques to familarize and show the public about the services they offer .They will use adverising media such as radios and tv shows,it will mostly use kikuyu and swahili stations like kameme ,inoooro ,citizen and kbc tv stations .the business will offer free service like calenders to the customer on each visit of the month also there will be discounts for customers who will buy goods in large quantities ,increase in customer will show effectiveness .Promotion will be the advertisement strategy with the business exposure to customers and generate public .the business will use posters ,calenders social media ,tv shows and also redios platforms twice an year about two weeks .the costv will relatively cheap because the business will return in gain more customers and prominence to the business to the public ,adverts on redios will cost the business posters and calenders will cost little i.e for each poster =ksh 10 and will produce 40 pages after every week around 2 and 4 weeks of the first month of establishment .there would be also promotion measures like discounts will be offered to customers who purchase good in bulky and also offer after sale services will be offered to customers who request for our service

**2.5 PRICING STRATEGY**

Iwill put in mind following factors when gathering information for prices and services can

Competitors prices ,the pricres in markert are fixed such that they do not allow a room for customers to bargain to reduce prices;for business to overcome this kinds of prices the firm will reduce it's prices by about 5% of the markert price to ensure that they will be effective ;the business will lead to loss of customers and business closes due to losses.

Demand for service ;due to rapid develpoment of the business will take advantage of high demand to ensure profoitability will be gained from sales of highly needed services.

Production costs ,i.e transport expenses ,salaries and wages to staffswho will be employed in the business,the business will ensure cost saving is achieved by minimizing transport costs from one point to another in addition the business will consider employing qualified and skilled labour and also ensure customers will get quality services equal to value of their money paid to the firm.

**2.6 SELLING STRATEGY**

Theselling strategy of my products will be combination of subscription based services for all regular customers ,loyalty programs,and also promotional discounts for bulk purchase of services ,offering variety of payment options including cash hand,cards,and also mobile paymentswill be allowed for customers who would wish to purchase services from my business through an means of payment

Selling methods eg personal selling or selling through agent sales team on how they will be required remunurated trained and also motivated.sales policy on quality products .price discounts credit i.e %of deposit asked fixed or negotiatable prices

2.7 DISRTIBUTION STRATRGY

Goods and services purchased by customer in large or bulk quantities will be delivered freely to their doorstop by use of a motorcycle as it is a faster means of transport and goods will reach customers in time when required.

The business also wish to apply a different means of transport of distibuting services to customers the business will have a pickup for conveying staff from place of work tp other site of the business which will be rendered the business will also sell goods and srvices directly to customers .