Business Plan

Taynardees Nigeria Limited

Satisfying the thirst for excellent and trendy fashion designs in Nigeria

This business plan is intended solely for informational purposes to assist in determining if you with a due-diligence investigation of this project. The information contained herein is believed to be reliable, but the management team makes no representations or warranties with respect to this information. The financial projections that are part of this plan represent estimates based on extensive research and on assumptions considered reasonable, but they are of course not guaranteed. The contents of this plan are confidential and are not to be reproduced with express written consent.

CONTACT INFORMATION:

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# 1.0 Executive Summary

Taynardees Design is a unisex apparel brand. Some of the products and services include The basic products includes shirts, dresses, skirts, bridal gowns, trousers, jackets ,coats, tops etc, all fall within casual, casual corporate, dressy casual, bridals and evening outfits.

Taynardees Design is to provide quality products and services for our consumers in a way that is more sustainable, and more cost effective than our competitors.

We will operate from one #10, Adeniran Ogunsanya, Surulere, Lagos state. Reasons behind this choice in location are detailed in our Impact Analysis Report. This facility will serve as a major production /packaging unit and show room to display our several products and services. Our major goal is also to drastically reduce the rate of importation of clothes.

With our modern method, we will provide the best Clothes and Wears which will compete with international standards.

Our unique selling point is providing a friendly environment, high quality and speedy service delivery.

The plan is based on more than 3 years of experience in Clothes and Wears. It is highly focused and promises to follow a path of prosperity for its owners and staff. The projections contained herein are authentic and will be used as the budget for the business. Taynardees Design will show a profit within 20 months, and will increase sales and profits each year thereafter.

The marketing research and tailored marketing strategy described in this business plan will result in after-tax profits of $XXXXX in Year 1 and increasing to nearly $XXXXXX in after-tax profits within three years, despite significant new advertising and renovation expenses.

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## 1.1 Objectives

We have identified the following objectives to pursue in the upcoming years:

1. Become a major player in the Clothes and Wears industry.
2. There are over 3000 privately owned, government establishments and businesses whose owners and staff, (over 25,000 persons) will require our products and services and out of this number, only 70% are well positioned with needs for our services.
3. Small businesses with special focus boutiques, fashion retail houses and showrooms.

## 1.2 Mission

Our mission is to meet customers’ increasing demands for our service especially in the area of exquisite Clothes and Wears. We will offer all of our customers the direct personal attention they deserve. Our commitment to customer service and satisfaction assures us that our customers are 100% satisfied with our products and services.

## 1.3 Keys to Success

Our keys to making this venture a success is:

1. Maintaining our core-values to only provide a more sustainable quality in service delivery.
2. Maintain low operating costs.
3. Keep the supply chain to a minimum number of steps to ensure convenience for our target market.
4. Constant research of industry to keep being knowledgeable of market needs.
5. Management: products delivered on time, professional customer service, managing budgets.
6. Constant evaluation of strengths and weaknesses with adjustments made as warranted.

# 2.0 Company Summary

The company is a startup that is located #10, Adeniran Ogunsanya, Surulere, Lagos Nigeria.

The community is known for its rich presence of firms and companies which require the products and services which we render. We would set up our office centrally with the state-of-art facilities, it also going to be close to a steady source of power supply as we can’t run effectively without power. Off course we are also going to have an alternate source of power supply.

The team has spent, in total, hundreds of man hours in the research and the development of world class Clothes and Wears that will bring high ROI. As a team largely composed of personnel who are experienced and educated in the production of world class Fashion designs, Clothes and Wears, together we form a powerful unit.

## 2.1 Company Ownership

The company is 100% own by Emmanuel Ifetayo Daniel.

## 2.3 Location and facilities

The Company’s base of operations is located #10, Adeniran Ogunsanya, Surulere, Lagos.

We are trading from this spot because is it a great place to reach our target market. We think the population base is large enough for our business and it has a stable economic base that ensures healthy environment for the products. Also we think it is a spot that could tap a healthy workforce. We also considered pedestrian traffic and we think a large percentage of them are potential customers. The location will help us reach customers in other parts of the Lagos state, Ogun and other neighboring states.

## 2.4 Start-Up Summary

This section of the plan shows projected startup costs.

Start-up expenses for Taynardees Design include initial insurance payments covering both general liability and product liability, pre-launch marketing to cover flyers, a direct mail campaign, and advertisements in local papers and the normal legal expenses for consultation and permitting. Other current assets include office and furnishing, equipment, shelving, a computer, phone system, and tools.

We are hoping to get grant/loan or equity investment of N4,500,000 from xxx and the owner, Emmanuel Ifetayo Daniel will contribute N500,000. From our analysis, we are looking at a total startup budget of N5,000,000. Details are provided in the tables below.

### 2.4.1 Required Funds

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Taynardees Designs** | | | |  |  |  |
| **Required Start-Up Funds for an Existing** | | | | |  |  |
| **Opening Balance Sheet for an Existing Business** | | | | | |  |
|  |  |  |  |  |  |  |
|  |  |  |  | 0 |  |  |
| **Required Start-Up Funds** | | | | **Amount** |  | **Totals** |
|  | **Fixed Assets** | | |  |  |  |
|  |  | **Buildings** | | 1,500,000 |  |  |
|  |  | **Accessories** | | 800,000 |  |  |
|  |  | **Equipment** | | 500,000 |  |  |
|  |  | **Furniture and Fixtures** | | 350,000 |  |  |
|  |  | **Vehicles** | | - |  |  |
|  |  | **Other Fixed Assets** | | 500,000 |  |  |
|  | **Total Fixed Assets** | | |  |  |  |
|  |  |  |  |  |  | 3,650,000 |
|  | **Operating Capital** | | |  |  |  |
|  |  | **Pre-Opening Salaries and Wages** | | 150,000 |  |  |
|  |  | **Prepaid Insurance Premiums** | | - |  |  |
|  |  | **Inventory** | | - |  |  |
|  |  | **Legal and Accounting Fees** | | 100,000 |  |  |
|  |  | **Rent Deposits** | | - |  |  |
|  |  | **Utility Deposits** | | - |  |  |
|  |  | **Supplies** | | - |  |  |
|  |  | **Advertising and Promotions** | | 200,000 |  |  |
|  |  | **Licenses** | | 150,000 |  |  |
|  |  | **Other Initial Start-Up Costs** | | 250,000 |  |  |
|  |  | **Working Capital (Cash On Hand)** | | 500,000 |  |  |
|  | **Total Operating Capital** | | |  |  |  |
|  |  |  |  |  |  | 1,350,000 |
| **Total Required Funds** | | | |  |  |  |
|  |  |  |  |  |  | ₦ 5,000,000.00 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |  |  |

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# 3.0 Product Description

We will offer our customers products and services (processed and well-packaged Clothes and Wears that meet international standards in various sizes for home usage, office usage, outing and parties, and several other kinds of usage.

Taynardees Design is a fashion company that uses mechanized method in processing and packaging high quality and trendy unisex attires. Taynardees Design’s main goal is to provide quality and trendy wears for men and women in a way that is more sustainable, and more cost effective than our competitors. We will who focus on creating highly stylish, innovative and quality clothes from start to finish.

Our distinctive unique selling point of providing world class products and is well-processed and packaged that will be approved and endorsed by Standard Organization of Nigeria and a product barcode at affordable price compare to our competitors quality and methods of production will be sufficient enough to secure our company survival in a competitive market.

We offer all of the above great products, while evaluating the desire and need by our customers for improvement and other products.

## 3.1 Services

With our processing plant, we will process for other companies or Clothes and Wears makers that don’t have processing equipment but want to use our facilities to process.

# 4.0 Market Analysis Summary

We are a highly technical niche player offering the supply of strong products and services that is in great demand. We have identified that our target market are male and unisex customers between the ages of 25-45. People of these age brackets are in their prime years and are generally very youthful and versatile in their choices of clothes. The income level will start from slightly higher than average. Their occupation might be Arts, Entertainment and Media, Management, Business, Financial and sales as well as other related ones.

## 4.1 Market Segmentation

We have identified the following segments which make up our market:

1. Distributors and Wholesalers: Since our major sales objective is business to business, we will sell more to wholesalers and distributors who will then sell to the final consumers.
2. Modeling Outfits, Media houses, etc: Our potential customers in this segment include Y-Ray Models, Beth Modeling Agency, Channels Television, Wazodia Tv, etc.

## 4.2 Target Market Segment Analysis

Distributors and Wholesalers: This is potentially our greatest market opportunity. Distributors and Wholesalers buy in bulk and sell to small stores, for home use etc. Therefore it seems logical to exploit this opportunity and devote the majority of our time meeting this demand. This market will potentially be the basis of our growth.

Modeling Outfits, Media houses: These companies handle a lot of jobs, programs and projects that has to do with fashion and trendy fashion designs and we will partner with them in order to handle their fashion needs.

## 4.3 SWOT Analysis

|  |  |
| --- | --- |
| Strengths | Weaknesses |
| * Consistent quality: We will constantly produce high quality products and services. Experience: The owner is highly experience with over 3years in the industry * Reliable and dependable service delivery | * Lack of funding: We will need up to N5m in fund to kick-start fully * No reputation yet: We haven’t established ourselves as a reputable firm yet. |
| Opportunities | Threats |
| * Customer Loyalty: Customers are looking companies that produce quality products and services. * Growing market: The Clothes and Wears industry is growing and the demand is very high. | * Similar Clothes and Wears Makers: Companies with similar functions like ours have being in business * Government Policies: This could greatly affect our growth especially our importation sector. |

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## 4.4 External Environmental Analysis

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| External and Internal Factors Influencing Clothes and Wears Production Companies |  |  |  |  |  |  |  |  |  |
| ( combined Descriptive Analysis) Variables | | | | | Responses of respondents | | | | |
| Very high influence | | High influence | | Moderate influence | | Little influence | | No influence | |
| Freq % | | Freq % | | Freq % | | Freq % | | Freq % | |
| Human resource | 118 19.5 | | 375 62.1 | | 15 2.4 | | 41 6.8 | | 55 9.0 |
| On the job training | 97 16.3 | | 238 39.9 | | 35 5.9 | | 111 18.6 | | 115 19.3 |
| R and D activities | 52 9.0 | | 208 35.9 | | 91 15.7 | | 137 23.6 | | 92 15.9 |
| Ownership structure | 34 5.9 | | 213 36.7 | | 141 24.3 | | 97 16.7 | | 95 16.4 |
| Availability of funds for training | 30 5.0 | | 59 9.8 | | 304 50.7 | | 126 21.0 | | 81 13.5 |
| Working experience | 39 6.5 | | 117 19.5 | | 161 26.8 | | 147 24.5 | | 136 22.7 |
| Licensing and linkages | 74 12.4 | | 183 30.7 | | 84 14.1 | | 124 20.8 | | 128 21.4 |
| Size of the firms | 81 13.4 | | 240 39.7 | | 121 20.0 | | 89 14.7 | | 73 12.1 |
| Competition | 24 4.0 | | 32 5.3 | | 314 52.0 | | 138 22.8 | | 96 15.9 |
| Economic factor | 96 15.8 | | 238 39.1 | | 59 9.7 | | 81 13.3 | | 134 22.0 |
| Government support and policy | 41 6.8 | | 99 16.5 | | 209 34.8 | | 107 17.8 | | 144 24.0 |
| Social factor | 46 7.8 | | 155 26.3 | | 230 39.0 | | 80 13.6 | | 78 13.2 |
| Access to skills | 52 9.0 | | 208 35.9 | | 91 15.7 | | 137 23.6 | | 92 15.9 |
| Access to technical information and support | 34 5.9 | | 213 36.7 | | 141 24.3 | | 97 16.7 | | 95 16.4 |

Technological - A good technical infrastructure would lead to better production and hence lower costs. Technology will also mean more effective business marketing.

Economic – economic trends such as demand and supply will determine the sustenance and profitability of the business. Also inflation rates will affect the way we pay our employees and the price of the product.

Political – this will include government policies concerning inspection.

## 4.5 Competition and Buying Patterns

There has been a strong demand (sellers' market) for high quality and uniquely packaged products and services for several years. Traditional buying patterns in this industry are based on quality, price, reputation of the producer, delivery times and proximity to markets. During such a sellers' market, buying patterns are often more influenced by availability.

The buying patterns of the different customers are typically based on these variables:

* Price
* Availability
* Ability to deliver consistently on long-term contracts
* Consistency.

### 4.7.1 Main Competitors

Currently, there is a shortage of Clothes and Wears Production Companies, and even the ones available have very expensive service charge. In Nigeria, the demand is high and the Clothes and Wears Making firms currently available are unable to meet demand. In Lagos state or the whole Nigeria, there are various competitors and will be grouped in three categories: Unregistered Clothes and Wears firms or individuals, registered small scale Clothes and Wears firms and established or well-known brand in Nigeria and international. But the demand for our products and services is so high and the market is still buoyant.

This competition exists at every level ranging from both big fashion houses and small scale fashion outlets. They include; David Wej, Ouch, Yomi Casual. All these are brands with specific niche in the market. Such niches are always difficult to break into except for very specialized design and price which will be quiet lower than the prizes obtainable in the market.

Some of these brands have been established way back 2008. They have loyal customers and have also made enough money to go into new ventures and niches. The buying patterns of the different customers are typically based on these variables: Price, Availability, Ability to deliver consistently on long-term contracts and Consistency. Our competitive advantage is to use these variables to set a bench mark our services such that we are not lacking in any area. Another niche that these brands have not really tapped is the age grade of young ladies who are growing rapidly, this is an untapped market that we will take advantage of.

### Table: Market Analysis

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| *Market Analysis* |  |  |  |  |  |
|  |  | 2015 | 2016 | 2017 |  |
| Potential Customers | Growth |  |  |  | CAGR |
| Distributors/wholesalers | 5% | 9,846 | 10,338 | 10,855 | 5.00% |
| Individuals / Members of the public and Retail services | 2% | 1,450 | 1,479 | 1,508 | 2.00% |
| Modeling Outfits, Media houses, etc | 8% | 20,434 | 22,068 | 23,834 | 8.00% |
| **Total** | 6.63% | 31,730 | 33,879 | 36,197 | 6.63% |

## 4.8 Target Market Segment Strategy

Strategically targeting the entire market segment to increase sales, position our brand and build a good customer base. We will also carry out marketing activities assessments to determine how effective the strategies we will employ are to the success of the business.

From our analysis, we will focus more:

1. Distributors and Wholesalers: from our marketing plan we will have deep commitment to the segment. Base on over 3years experience working in this field, I have discovered that majority of the buyers are those that come from Port Harcourt, Lagos and Abuja to buy and resell in bulk again to medium scale buyer or directly to retailer. They will make up of our primary customers.
2. Modeling Outfits, Media houses: The demand for comfort, luxury and style has prompted and motivated a lot of jobs, programs and projects which are being handled mainly by these Modeling Outfits, Media houses, etc. By partnering with them, our products and services will be increasingly in high demand, we will make these segment one of our targets.
3. The other segment we will target is individuals and members of the society who will at one time or the other need a change in their existing Clothes and Wears.

## 4.9 Sales Strategy

We will use direct sales strategy. We will approach members of our target markets via phone and with direct visits. We will tell them about our current products and services, and then ask them clearly what we need to do to earn their business. We will listen to their desires and individual goals. We will then mirror back to them what they have said to be sure we understand their needs. Finally, we will create an individualized sales proposal with their specific needs (products, volumes, frequency, price, other services) included.

We will present the proposal as a written agreement ready for signature by both parties to begin doing business.

Details for each order will be entered into our customer database. Deliveries will be automatically scheduled through our point of sale/delivery database or base on customer’s specific requirement. Each customer price grid, conditions and all specific comments will be clearly maintained for all to review and to guarantee complete customer satisfaction. Each order will be reviewed by one of the owners prior to delivery to guarantee quality, accuracy and completeness. Terms for payment will be COD and an invoice for each shipment will be faxed or called to each customer the day prior to delivery to ensure payment is ready at the time of delivery. (This will all be part of the agreement terms.)

Follow up calls will go to each customer within 24 hours of each delivery to ensure satisfaction. If for any reason there is an issue, it will be handled immediately by one of the owners directly with the customer.

### 4.9.1 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 and build good customer base. The premier element to our financial plan is initiating, maintaining, and improving the factors that create, stabilize and increase our cash flow

There are a few risks that could have a negative impact on sales. The first is the use of substandard fabrics. Another risk that could affect sales is some sort of poor packaging, poor quality among others. We have put in place measure to curtail these.

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#### Table: Sales Forecast

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Jan** | **Feb** | **Mar** | **Apr** | **May** | **Jun** | **Jul** | **Aug** | **Sep** | **Oct** | **Nov** | **Dec** | **Totals** |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |
| 4.08% | 6.11% | 6.11% | 7.47% | 7.47% | 8.15% | 8.42% | 9.51% | 9.51% | 10.60% | 11.01% | 11.55% | 100.00% |
| 30 | 45 | 45 | 55 | 55 | 60 | 62 | 70 | 70 | 78 | 81 | 85 | 736 |
| 38 | 56 | 56 | 69 | 69 | 75 | 78 | 88 | 88 | 98 | 101 | 106 | 920 |
| 47 | 70 | 70 | 86 | 86 | 94 | 97 | 109 | 109 | 122 | 127 | 133 | 1,150 |

5.0 Strategy and Implementation Summary

Emphasize customer service  
We will differentiate ourselves with CUSTOMER SERVICE. We will establish our business as a clear and viable alternative for our target market, from the scores of competitors known for "do-it yourself," "no we don't offer that product," and "no delivery available."

Customer service is paramount in our business and our business plan. The management team will accomplish this goal by training employees and by providing encouragement.

The new management team of Taynardees Design believes that an employee who is happy at work will enjoy working. It is always easier to please customers with staff that cares, a facility that is clean and equipment that is kept in proper working order.

Taynardees Design will also work toward establishing community involvement programs that will demonstrate how the business can contribute to a better quality of community life. Community project groups such as

Focus on target markets

There is need to focus our offerings on specific population groups as the key market segment we should own. We definitely want to be able to sell to smart, quality conscious customers.

# 6.0 Marketing Strategy

Taynardees Design will implement the following Marketing Strategies upon the business transfer in the following order:

1. Direct Marketing: we will personally market (sell face to face) our products to various companies, Offices, etc
2. Customer Referral: we will provide customer incentives for direct referrals, in the form of price discounts.
3. Website Marketing: we will implement our web plan and review the outcome to determine the efficiency it has on our customer base.
4. Event Marketing: we will visit several events and government functions to hand out flyers, business cards, and product catalogs, and to meet potential customers face to face.

Through marketing our products in these ways, we project that Taynardees Design will almost double its business within the first 2 years of new ownership.

## 6.1 Web Plan Summary

Taynardees Design’s website will enable us to offer customers current information on special sales, promos, new product releases, events, and public service announcements. We also plan on utilizing the Web to sell and market our products and services. An e-store will also be implemented into our web design, allowing customers to place orders for the feed they need right on our website. We will be able to accept and process check and credit card orders immediately online. Our customers will still have the options of paying by cash, check or money order as well.

## 6.2 Website Marketing Strategy

Our website will be promoted through the use of sponsor listings and affiliate memberships. Our site will be registered with all of the major search engines. We will also share links with our distributors and manufacturers.

## 6.3 Development Requirements

Taynardees Design’s website will be initially developed with few internal technical resources

# 7.0 Management Summary

The company's management is highly experienced and qualified, with seasoned investors. The company strives to hire qualified people who take pride in their work. The company's management philosophy is based on responsibility and mutual respect. Taynardees Design Company maintains an environment and structure that encourages productivity and respect for customers and fellow employees.

The following subtopics outline both the management team, and its team of employees.

## 7.1 Organizational Structure

The Organizational Structure of Taynardees Design is planned to be a simple and traditional one. All production and manufacturing operations will report to the COO. All administrative and finance functions will report to the CFO. Both the COO and CFO will report to the CEO, who will also have the responsibility for Sales and Marketing.

## 7.2 Management Team

Emmanuel Ifetayo Daniel: Chief Executive Officer:

As the top manager, the CEO, he is responsible for the entire operations of the company. It is his responsibility to implement decisions and initiatives and to maintain the smooth operation of the company, with the assistance of the management team

Emmanuel Ifetayo Daniel: Chief Financial Officer:

Also reporting directly to the CEO, she is responsible for analyzing and reviewing financial data, reporting financial performance, preparing budgets and monitoring expenditures and costs. The CFO routinely checks the corporation's financial health and integrity.

8.0 Financials

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Taynardees Designs** | | | | |  |  |  |  |
| **Fixed Operating Expenses** | | | | |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| **Fixed Operating Expenses** | | | | |  | **Monthly** |  | **Year One** |
|  |  |  |  |  |  |  |  |  |
| **Percent Change** | | | | |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| **Expenses** | | |  |  |  |  |  |  |
|  | **Advertising** |  |  |  |  | ₦ 100,000.00 |  | 1,200,000 |
|  | **Car and Truck Expenses** |  |  |  |  | 50,000 |  | 600,000 |
|  | **Bank & Merchant Fees** |  |  |  |  | 10,000 |  | 120,000 |
|  | **Contract Labor** |  |  |  |  | - |  | - |
|  | **Conferences & Seminars** |  |  |  |  | 15,000 |  | 180,000 |
|  | **Customer Discounts and Refunds** |  |  |  |  | - |  | - |
|  | **Dues and Subscriptions** |  |  |  |  | 5,000 |  | 60,000 |
|  | **Miscellaneous** |  |  |  |  | 50,000 |  | 600,000 |
|  | **Insurance (Liability and Property)** |  |  |  |  | 20,833 |  | 250,000 |
|  | **Licenses/Fees/Permits** |  |  |  |  | 29,167 |  | 350,000 |
|  | **Legal and Professional Fees** |  |  |  |  | 10,000 |  | 120,000 |
|  | **Office Expenses & Supplies** |  |  |  |  | 50,000 |  | 600,000 |
|  | **Postage and Delivery** |  |  |  |  | - |  | - |
|  | **Rent (on business property)** |  |  |  |  | - |  | - |
|  | **Rent of Vehicles and Equipment** |  |  |  |  | 20,000 |  | 240,000 |
|  | **Sales & Marketing** |  |  |  |  | 50,000 |  | 600,000 |
|  | **Taxes-Other** |  |  |  |  | 20,000 |  | 240,000 |
|  | **Telephone and Communications** |  |  |  |  | 30,000 |  | 360,000 |
|  | **Travel** |  |  |  |  | 50,000 |  | 600,000 |
|  | **Utilities** |  |  |  |  | 25,000 |  | 300,000 |
| **Total Expenses** | | | | |  | 535,000 |  | 6,420,000 |
|  |  |  |  |  |  |  |  |  |
| **Other Expenses** | | | | |  |  |  |  |
|  | **Depreciation** | | | |  | 35,893 |  | 430,714 |
|  | **Interest** | | |  |  |  |  |  |
|  |  | **Commercial Loan** | | |  | #REF! |  | #REF! |
|  |  | **Commercial Mortgage** | | |  | #REF! |  | #REF! |
|  |  | **Line of Credit** | | |  | #REF! |  | #REF! |
|  |  | **Credit Card Debt** | | |  | - |  | - |
|  |  | **Vehicle Loans** | | |  | - |  | - |
|  |  | **Other Bank Debt** | | |  | - |  | - |
| **Total Other Expenses** | | | | |  | #REF! |  | #REF! |
|  |  |  |  |  |  |  |  |  |
| **Total Fixed Operating Expenses** | | | | |  | #REF! |  | #REF! |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Taynardees Designs** | | | |  |  |
| **Projected Sales Forecast** | | | | |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |
| **Products and Services** | | | | **Assumptions** | **%** |
|  |  |  |  |  |  |
| **Fabrics Designs/Clothes** | | | |  |  |
|  | **Price Per Unit** | | | ₦ 10,000.00 | 100.00% |
|  | **Variable Cost Per Unit** | | | ₦ 5,000.00 | 50.00% |
|  | **Gross Margin Per Unit** | | | ₦ 5,000.00 | 50.00% |
|  | **Projected Unit Sales** | | |  |  |
|  |  | **Seasonality Factor** | |  |  |
|  |  | **Year One** | |  |  |
|  |  | **Year Two Growth** | | 25.00% |  |
|  |  | **Year Three Growth** | | 25.00% |  |
|  | **Overhead Exp Allocation** | | | 50.00% |  |
|  |  |  |  |  |  |
|  | **Projected Revenue** | | | ₦ 58,300,000.00 |  |
|  | **Variable Costs** | | | 29,150,000 |  |
|  | **Gross Margin** | | | 29,150,000 |  |
|  | **Overhead Expenses** | | | #REF! |  |
|  | **Profit** | |  | #REF! | #REF! |
|  |  |  |  |  |  |
|  | **Breakeven Sales Revenue** | | | #REF! |  |
|  | **Breakeven Sales Units** | | | #REF! |  |