Table of Contents

[1.0 Introduction 1](#_Toc173057373)

[Vision and Objective 1](#_Toc173057374)

[Vision: 1](#_Toc173057375)

[Objectives: 1](#_Toc173057376)

[1.1 Organization Chart 3](#_Toc173057377)

[1.2 Manpower Planning 4](#_Toc173057378)

[Position and Number of Staff 4](#_Toc173057379)

[1.3 Schedule of Tasks and Responsibilities 5](#_Toc173057380)

[Key Responsibilities 6](#_Toc173057381)

[1.4 List of Office Equipment 8](#_Toc173057382)

Administration

# Introduction

## Vision and Objective

### Vision:

Our vision is to be the most reliable provider of comfortable and accessible to all study spaces equipped with every necessary tool for clients while providing technological, innovative and interior design solutions.

### Objectives:

* Accessibility
  + Establish one hub in the first year of operation.
  + Ensure 90% of students in the vicinity of KNUST campus are within 15 minutes’ walk from a Study Space Plus (S2+) hub in the first 5 years of operation.
  + Ensure 80% of people around and on campus can access our repair and interior design services by just click on a phone away in the first decade of operation.
* Comfort and Facilities:

Equip each hub with high-speed internet, high speed computing resources, cushy seats and consultation desks for interactions with our IT and repair experts.

* Solution Provision:

Provide repair and interior design solutions for 70% of residents in the vicinity of KNUST campus.

* Branch Expansion:

Open 10 branches each within the first 2 decades to reach a broader student population around University of Ghana and University of Cape Coast.

* Customer Satisfaction:

Partner with at least three local businesses and campus organizations each year to offer workshops, discounts, and events that enhance the student experience.

# Organization Chart

# 1.2 Manpower Planning

## Position and Number of Staff

Stuff Needed for overall Business needs:

|  |  |
| --- | --- |
| STUFF | NUMBER NEEDED |
| Accountant | 1 |
| Bookkeeper | 1 |
| Sales Team | 1 |
| IT research and solutions Team | 1 |
| Marketing Manager | 1 |

Stuff Needed For each Hub:

|  |  |
| --- | --- |
| STUFF | NUMBER |
| Hub Manager | 1 |
| Baristas | 3 |
| Cashiers | 2 |
| N Inventory Stuff | 1 |
| IT Technician | 1 |
| Customer Service Representative | 1 |
|  |  |

# 1.3 Schedule of Tasks and Responsibilities

#### Year 1: Establishment and Initial Growth

|  |  |  |  |
| --- | --- | --- | --- |
| Quarter | Task | Responsible | Deadline |
| Q1 | Finalization of business plan | Board of Directors | Month 1 |
| Q1 | Secure capital or funding | Finance Manager | Month 2 |
| Q1 | Find and lease locations for new hubs | Operations Manager | Month 3 |
| Q2 | Hire key staff (Hub Managers, initial staff) | HR Manager | Month 4 |
| Q2 | Set up initial study hubs | Operations Manager | Month 6 |
| Q2 | Develop marketing strategy | Marketing Manager | Month 5 |
| Q3 | Launch initial marketing campaign | Marketing Team | Month 7 |
| Q3 | Train staff | HR Manager | Month 8 |
| Q3 | Open first study hub | Operations Manager | Month 9 |
| Q4 | Monitor performance and gather feedback | General Manager | Month 10 |
| Q4 | Adjust strategy based on feedback | Board of Directors | Month 11 |

#### Years 2-3: Expansion and Market Penetration

|  |  |  |  |
| --- | --- | --- | --- |
| Quarter | Task | Responsible | Deadline |
| Q1 | Analyze performance of initial hub | General Manager | Month 12 |
| Q1 | Plan expansion strategy | Board of Directors | Month 13 |
| Q1 | Recruit additional staff for new hubs | HR Manager | Month 14 |
| Q2 | Open second and third hubs | Operations Manager | Month 18 |
| Q2 | Launch localized marketing for new hubs | Marketing Team | Month 16 |
| Q3 | Implement loyalty program | Customer Service Manager | Month 20 |
| Q3 | Conduct staff development and training | HR Manager | Month 22 |
| Q4 | Evaluate customer satisfaction | Customer Relations | Month 24 |
| Q4 | Plan next phase of expansion | Board of Directors | Month 25 |

#### Years 4-7: Sustained Growth and Market Leadership

|  |  |  |  |
| --- | --- | --- | --- |
| Quarter | Task | Responsible | Deadline |
| Annual | Review and update strategic plan | Board of Directors | Annual |
| Q1 | Launch new product/service offerings | Product Development | Month 37 |
| Q2 | Enhance facilities and infrastructure | Operations Manager | Month 42 |
| Q3 | Form partnerships with local businesses | Marketing Manager | Month 50 |
| Q4 | Conduct market research and analysis | Marketing Team | Month 48 |

#### Years 8-10: Market Diversification and Sustainability

|  |  |  |  |
| --- | --- | --- | --- |
| Quarter | Task | Responsible | Deadline |
| Q1 | Diversify service offerings | Product Development | Month 85 |
| Q2 | Optimize operations for sustainability | Operations Manager | Month 90 |
| Q3 | Expand into new geographical markets | Expansion Team | Month 95 |
| Q4 | Evaluate long-term financial performance | Finance Manager | Month 100 |

### Key Responsibilities

#### Board of Directors

* Finalizing business strategy and objectives.
* Securing funding and financial oversight.
* Regular review and strategic adjustments.

#### General Manager

* Overseeing daily operations.
* Performance monitoring and reporting.
* Implementing strategic initiatives.

#### Operations Manager

* Setting up and maintaining study hubs.
* Facility management and logistics.
* Coordinating expansion efforts.

#### Finance Manager

* Managing financial planning and budgeting.
* Ensuring financial health and reporting.
* Securing funding and managing investments.

#### Marketing Manager

* Developing and executing marketing strategies.
* Market research and competitive analysis.
* Managing branding and promotional activities.

#### HR Manager

* Recruiting and training staff.
* Implementing employee engagement and retention strategies.
* Ensuring compliance with employment laws.

#### IT/Internet Manager

* Setting up and maintaining IT infrastructure.
* Ensuring reliable internet services.
* Managing IT support and security.

#### Customer Service Manager

* Managing customer relations and support.
* Implementing customer feedback mechanisms.
* Ensuring high levels of customer satisfaction.

# 1.4 List of Office Equipment

A well-equipped office is essential for the smooth functioning of any business. Here’s a comprehensive list of office equipment categorized by department and purpose:

#### General Office Equipment

* **Desks and Chairs:** Ergonomic desks and chairs for staff.
* **Computers:** Desktop computers or laptops for each employee.
* **Printers/Scanners:** Multi-function printers and scanners.
* **Phones:** Office telephones or VoIP phones.
* **Stationery:** Pens, notepads, staplers, paper clips, etc.
* **Filing Cabinets:** Secure filing cabinets for document storage.
* **Whiteboards and Notice Boards:** For meetings and notices.
* **Office Supplies:** Paper, envelopes, folders, binders, etc.
* **Internet Modem/Router:** For internet connectivity.

#### Specific Department Equipment

**Operations Department:**

* **POS Systems:** Point of Sale systems for transactions.
* **Inventory Management Software:** For tracking stock levels.
* **Coffee Machines:** High-quality coffee machines for the coffee shop.
* **Refrigerators:** For storing perishable items.
* **Microwaves:** For heating food items.
* **Shelving Units:** For storing supplies and inventory.
* **Barista Tools:** Espresso machines, grinders, milk etc.

**Finance Department:**

* **Accounting Software:** Software like QuickBooks or Xero.
* **Safes:** Secure safes for cash and sensitive documents.
* **Calculators:** Professional calculators for accounting tasks.

**Marketing Department:**

* **Graphics Design Software:** Adobe Creative Suite or similar.
* **Digital Cameras:** High-quality cameras for content creation.
* **Video Editing Software:** Software like Adobe Premiere Pro.
* **Marketing Analytics Tools:** Tools like Google Analytics, HubSpot.

**IT/Internet Department:**

* **Servers:** For data storage and website hosting.
* **Network Equipment:** Routers, switches, and cabling.
* **Backup Devices:** External hard drives or cloud backup solutions.
* **Security Systems:** Firewalls and antivirus software.

**Customer Service Department:**

* **Customer Relationship Management (CRM) Software:** Tools like Salesforce.
* **Headsets:** Quality head