

My Cyber Cafe Business Plan

1. Executive Summary

Business Name: MIM CyberConnect

Business Location: Area 2, Bida, Niger state, Nigeria

Business Overview: MIM CyberConnect Café aims to provide a modern, comfortable environment where customers can access high-speed internet, use office software, online registrations, and enjoy refreshments. Our target market includes students, freelancers and tourists.

Mission Statement: To offer a superior internet experience combined with excellent customer service, creating a community hub for digital connectivity and entertainment.

Vision: To become the leading cyber café in Bida, known for our high-speed internet, cutting-edge technology, and welcoming atmosphere.

2. General Business Information

Business Structure: Sole Proprietorship

Owner: Muhammad Makanta Ibrahim

Location and Premises: The café is located in a high-traffic area near schools, offices, and spots to attract a diverse client.

Business Hours: 8:00 AM - 10:00 PM, Monday to Saturday

Services Offered:

- High-speed internet access
- Online registrations
- Office software access (printing, scanning, etc.)
- Light refreshments (coffee, snacks)

- Private booths for work or meetings

3. Product Description

Core Services:

- Internet Access: High-speed broadband with individual computer stations.
- Online Registrations: Connected and collaborative with different boards for access and reach of services.
- Office Services: Printing, scanning, and software access (Microsoft Office, Adobe Suite).
- Refreshments: Quality coffee, tea, and snacks to enhance the customer experience.

4. Access to Market and Marketing Plan

Target Market:

- Primary: Students, freelancers, and gamers.
- Secondary: Local residents looking for a reliable internet connection.

Market Analysis:

- Increasing demand for high-speed internet and service facilities.
- A growing number of freelancers and remote workers seeking flexible workspaces.
- Limited direct competition in the immediate area.

Marketing Strategy:

- Online Presence: Develop a professional website and active social media profiles.
- Local Advertising: Flyers, posters, and advertisements in local newspapers and community boards.
- Promotions: Initial discounts, referral programs, and loyalty rewards.

5. Management Structure

Owner/Manager: Muhammad- Responsible for overall operations, marketing, and financial management.

Staff: Hire some qualified individuals for load shedding.

6. Financial Information

Startup Costs:

- Location Lease and Renovation: #200,000
- Equipment: #500,000(computers, stationaries, printers, etc.)
- Furniture: #150,000 (desks, chairs, café seating)
- Miscellaneous: #100,000 (licenses, permits, initial inventory)

Total Startup Costs: #950,000

Revenue Projections (First Year):

- Monthly Revenue: #95,000 (internet access, office services, refreshments)
- Annual Revenue: #1,000,000,000

Expenses:

- Monthly Expenses: #35,000(rent, utilities, salaries, maintenance, inventory)

- Annual Expenses: #400,000

Net Profit (First Year): #600,000

7. Implementation Schedule

Month 1-2:

- Secure location and finalize lease agreement.
- Purchase and install equipment and furniture.

Month 3:

- Set up internet and gaming stations.
- Hire and train staff.