|  |
| --- |
| **Confidential Agreement**  The undersigned reader acknowledges that the information provided by THE BUSINESS in this business plan is confidential. Therefore the reader agrees not to disclose it without the explicit written permission of THE BUSINESS  It acknowledged by reader that information to be furnished in this business plan is in all respects confidential in nature, other than the information which is in the public domain through other means and that any disclosure of same by reader, may cause serious harm to THE BUSINESS  Upon request, this document is to be returned to THE BUSINESS  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Signature  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Name (Typed or printed)  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Date |

|  |
| --- |
|  |

The Business is a company that has chosen tailoring material consumer market as their niche. The Business will be able to handle sales and supply of Tailoring materials such as shuttle, thread, machine needle and hand needle, scissors, razor, tape, zip, lining, padding, stay, bead, elastic, lace, wrapper, chiffon, lycra, jeans, stone bead, net, etc. By concentrating on a specific segment of the market, the Business will be able to gain market share demonstrating their competency in serving a specific market niche in its location.

The Business will take full advantage of their competitive brink of excellence by ensuring that quality and varieties materials are sold to retailers or consumers and also ensure that these materials come from reliable and quality sources. The Business will have a total of two employees and will reach profitability by month four.

* 1. **OBJECTIVES**

The objectives for the first two years of operation include:

1. To develop a company whose primary ambition is to surpass customer’s expectations
2. To make a sustainable business, surviving on its own cash flow.
3. To an enabling environment for the company and the retailers or the consumers in order to enhance its cash flow

**1.2 MISSION**

Our mission is to discover the goods and services needed from retailers and consumers and to provide them with quality tailoring materials affordable which cannot be different from the price of other suppliers in the market .We exist to ensure that the quality tailoring materials get to consumers. Through these missions and objectives we can be able to achieve our goals.

**1.3 STEPS TO SUCCESS**

Steps to success in selling tailoring materials include:

* Maintaining the source of quality and best materials.
* All Business planning and operation should be customer- oriented.
* Profitable sales volume should be the goal of every Business and not just volume for the sake of volume alone
* Ensuring that we have varieties of materials needed from retailers and consumers.

**2:0 COMPANY SUMMARY**

The Business will soon to be located in Enugu city and will sell tailoring materials to retailers and consumers (Tailors).

**2:1 COMPANY OWNERSHIP**

The Business is a one man type of business owned by the business owner.

**2:2 Start-up Summary**

The Business will require the following:

* Shop
* Warehouse
* Plank stands
* Hangers
* Ladder
* Desk
* 3chairsIron locker( for keeping money)
* 5padlocks
* Environmental fee
* Business premises fee
* Tailoring materials
* Padding
* Lining
* Wrappers
* Lace
* Office phone
* Bags
* Fare

**Table: Start-up**

|  |  |
| --- | --- |
| **Requirements** | |
| **Start- up Expenses** |  |
| Shop – 1year rent | 500,000 |
| Warehouse | 350,000 |
| Plank stands | 100,000 |
| Hangers | 5,000 |
| Ladder | 10,000 |
| Desk | 15,000 |
| 4 Chairs | 10,000 |
| Iron save | 35,000 |
| 6padlocks | 9,000 |
| Environmental fee | 15,000 |
| Business premises fee | 10,000 |
| Tailoring materials | 1,000,000 |
| Padding | 200,000 |
| Lining | 2,000,000 |
| Wrappers | 250,000 |
| Lace | 2,000,000 |
| Chiffon | 110,000 |
| Jeans | 100,000 |
| Breast cup | 110,000 |
| Bead | 11,000 |
| Office phone | 10,000 |
| Fare | 150,000 |
| **Total Requirements** | **7,000,000** |

**3.0 Tailoring Materials Sales Services**

The Business will offer the best quality tailoring materials to retailers and consumers from shop or warehouse.

**4:0 Market Analysis Summary**

The Business will be focusing on a specific niche on the tailoring material market, retailers, consumers (tailors) who buy tailoring materials in rolls, bundles and cartons.

**4:1. Market Segmentation**

The Business will target two distinct segments on the tailoring material market:

1. **Tailoring Materials Retailers:**

These are individuals who sale tailoring materials in the markets and other local stores distributed throughout the state, urban and rural areas. They constantly need these materials to ensure that they satisfy the end users that is their customers who buy in yards or half a yard. Once a retailer found a wholesale agent that they are satisfied with, this enable them to establish what is called goodwill in business (that is establishing a long-term relationship between the wholesaler, retailer and consumers which are the final users of every commodities)

1. **Direct Consumers that Buy in Bulk:**

These are individuals who buy things in bulk. They include Tailors, fashion and designing company and organizations that purchase materials like wrappers or lace as part of their end of year rewards to workers, staff and customers. This target makes up a smaller percentage of the Business forecasted sales.

**5:0 strategy and Implementation Summary**

The Business will first increase visibility through networking activities and advertising. The Business will influence her current network of bulk-buying cooperatives in the states and friends. Once the Business has developed visibility, they will clarify their competitive advantages of preeminence, fair pricing and service delivery. Usually, the Business will be able to win over retailers after their first supplies and sales to customers.

**5:1 Marketing Strategy**

The Business marketing campaign will be based on both networking and advertising.

* **Networking:**  This will consist of meeting with retailers around the location and organizations that buy in bulk. This will extend the word faster as retailers tend to blow into each all over town, or in other meetings.
* **Advertising:** The Business will the running advertisement through social network like facebook , social media adverts targeted within the location for new retailers who are technological inclined and fliers given to individuals, friends and families to share to their friends.

**5:2 Sales Strategy**

The Business sales strategy will be to get people to know about the quality of the materials we sell and at the affordable price. Using discount boards and proper packaging already bought materials with handbills of other materials and available price. Based on the current competition, a display of the company’s excellence in the brink of excellence and fair pricing with top quality materials will likely be more than sufficient to turn prospective buyers into long-term relationship.

**5:2.1 Sales Forecast**

Sales forecasting is the art of anticipating what buyers are likely to do under given set of conditions. The first month will be used to set up the business. The second month will be used to train the employee as well as to undertake several sales. The third month will be used to do more networking after ensuring that the employee can always be in the store and take care of it. The fourth month will be forecasted that the Business will have a wide relationship with more than 40 consistent retailers. From sixth to seventh month there will be a steady increase in sales activity.

**6:0 Management Summary**

The Business is a sole proprietary Business. It is a one man type of business and it is managed by The Business Owner who has devour interest in tailoring material business and who also has an eye for innovative, best and quality materials used for fashion and designing.

**6:1 Personnel Plan**

The business owner will be the only person to handle the business for the first month. Then the second month the owner of the business will employ a sales boy and a girl

**7:0 Financial Assumptions**

The following below will show the details of financial assumption

|  |  |
| --- | --- |
| **Requirements** | |
| **ESTIMATES OF BUSINESS EXPENSES** |  |
| **ITEMS** |  |
| Shop – 1year rent | 500,000 |
| Warehouse | 350,000 |
| Plank stands | 100,000 |
| Hangers | 5,000 |
| Ladder | 10,000 |
| Desk | 15,000 |
| 4 Chairs | 10,000 |
| Iron save | 35,000 |
| 6padlocks | 9,000 |
| Environmental fee | 15,000 |
| Business premises fee | 10,000 |
| Tailoring materials | 1,000,000 |
| Padding | 200,000 |
| Lining | 2,000,000 |
| Wrappers | 250,000 |
| Lace | 2,000,000 |
| Chiffon | 110,000 |
| Jeans | 100,000 |
| Breast cup | 110,000 |
| Bead | 11,000 |
| Office phone | 10,000 |
| Fare | 150,000 |
| **Total** | **7,000,000** |

**ESTIMATES OF OPERATING EXPENSES**

|  |  |  |  |
| --- | --- | --- | --- |
| **ITEMS** | **QUANTITY** | **MONTHLY** | **ANNUALLY** |
| **Employee** | 2 | 34,000 | 408, 000 |
| **Electricity** |  | 6,000 | 72,000 |
| **Environmental** |  | 1,000 | 12,000 |
| **Business Premises** |  | 1,000 | 12,000 |
| **Local Government** |  | 500 | 6,000 |
| **Insurance** |  | 5,000 | 60,000 |
| **Admin Expenses** |  | 5,000 | 60,000 |
| **Marketing Expenses** |  | 8,000 | 96,000 |
| **Fuel and Oil** |  | 6,000 | 60,000 |
| SUB TOTAL |  | 66,500 | 786,000 |
| **Contingency 5%** |  | 3,325 | 39,900 |
| **TOTAL** |  | 69,825 | 825,900 |

**CASH FLOW ANALYSIS**

|  |  |  |  |
| --- | --- | --- | --- |
| **ITEMS** | **YEAR 1** | **YEAR 2** | **YEAR 3** |
| **INFLOW** | 9,000,000 | 11,100,000 | 12, 500,000 |
| Sales of Materials | 9,000,000 | 11,100,000 | 12,500,000 |
| **OUTFLOW** |  |  |  |
| Operating Expenses | 825,900 | 825,900 | 825,900 |
| **Net Cash Balance** | 8,174,100 | 10,274,100 | 11, 674,100 |
| **Average Cash Flow Per Year** | 10, 040,767 | | |

Tax to be paid is 10% of the net profit

**8:0 Records Management**

The Business will use record books to write down all the materials bought, sales and supplies of tailoring materials in the first of the business.

**9:0 Risk Assessments**

**Dirt or Pest Risk**

Any stain on the materials and clothes or any material eaten by rat may also pose a risk to the business.

**Financial Risks**

Change in our financial policies or that of our competitors may go a long way to affect the business.