



MEGA-SAGE MULTI-REPAIR SERVICE

MEGA-SAGE MULTI-REPAIR SERVICE

P.O.BOX 66 AM

ACCRA

Email: sageliteoff@gmail.com

Location: Accra Kanda highway

Office line: +233542957767/+233247259167

Confidentiality report:

This Business plan is confidential and contain proprietary information and intellectual of Mega-sage multi-repair Services.

All Rights Reserved. No part of this plan may be produced, stored in a retrieval system or transmitted in any form or by any means, without the prior permission in writing from the authors.

TABLE OF CONTENT	PAGE
TITLE AND ADDRESS OF BUSINESS.....	1
EXECUTIVE SUMMARY	3
DESCRIPTION OF INDUSTRY.....	4
DESCRIPTION OF SERVICE	4
DESCRIPTION OF TARGET MARKET.....	5
COMPETITOR ANALYSIS.....	5
MARKETING PLAN.....	6
RESEARCH AND DEVELOPMENT PLAN.....	8
OPERATIONAL PLAN.....	9
RISK ANALYSIS.....	12
FINANCIAL PLAN.....	13
APPENDIX.....	17

EXECUTIVE SUMMARY

Mega-sage multi-repair Service is a four (4) man partnership business that seeks to be established at Accra, Kanda highway to be precise.

Our mission is to provide expert and quality hardware and software services to our customers anywhere in Accra, whether they need to repair, maintain or replace a broken part of their gadgets or software. We believe most of our customers will appreciate it if we service their gadgets at their convenient places. Every human loves comfort and they tend to move towards anyone that can offer them comfort.

Our current strategy is to use excellent phone-based and face-to-face customer service to reach out to our potential customers to make active contact with the company to learn about us. Most of our new customers will come from referrals from current satisfied customers. We hope to make the referral process easier, by encouraging existing customers to point out our social media platform to their friends, colleagues, neighbors and family members, building familiarity with our company even before they will need any of our service. By helping local customers, Mega-sage multi-repair service center hopes to build trust and relationships with existing and potential customers.

The total start-up cost is estimated to be GHS 5,000 and this amount is detailed in the financial plan later in this write-up. Five years from now, we expect to establish a computer servicing company staffed with ultra-modern equipment and machines.

Mega-sage service center segments its customers by type of gadget ownership such as, laptop owner, phone owners, heating appliance owners and microcomputer owners. We believe that the type of appliance that a person owns determines the volume about their usage and hence their service requirement.

The business has a well-structured organizational hierarchy and span of control as well as a system that will ensure smooth and proper administration of the partnership. The partnership deed shall also serve as document for addressing internal issues and disputes that may arise. The business has already established contacts with customers and built a cordial working relationship with its targeted customers.

The firm is expecting to at least break even in the fourth month and profit in its first year of operation. More of this is discussed in the break-even analysis.

Mission

Our goal is to set standard for an on-site computer solution and also provide expert and quality service to the citizens of Accra and its environs.

Vision statement

To be the leading professional provider of hardware and software service in Accra and its environs and to ensure high standard of excellence in the servicing industry.

DESCRIPTION OF INDUSTRY

Currently the industry is such that customers have to take their appliance to a hardware or software service center before they can be serviced. Most of the existing service center specialize in either hardware or software servicing but not both. No service center is willing to offer_a service at a customer's convenient place. Whenever a person's appliance or gadgets are faced with a problem, they carry their gadget to the nearest service center for servicing. We shall offer our customers the opportunity to contact us for service whenever encounter any problem beyond their control

Description of the service

We shall engage in hardware and software repair. At the inception of the business, the business will engage in the repairs of the following:

Hardware:

1. Phones
2. Laptops and system units
3. Computer monitors
4. Television
5. Refrigerators
6. Heating appliances (rice cookers, electrical burner, irons etc.)
7. Electrical Fans
8. Blenders

Software:

1. Operation system installation
2. Software installation
3. Malware removal (virus, Trojan, worms etc.)
4. Phone flashing and unlocking
5. Data backup and recovery

.

Benefit of the service

1. Prompt service of home appliance to customers.
2. Saving customers the cost and energy used taking their appliances to service centers
3. We shall be providing employment for technicians and citizens of the community.
4. We will provide advice to customers on the usage of their appliances and software

Strength

1. Customers are not supposed to carry their device to our service center before servicing
2. It is close to the target group
3. We are also multi-repair center
4. We also serve as intermediary to existing firm thereby sharing profit with them
5. We provide quick and convenient services in other to save customers time
6. We come in with innovate and operational facilities that do a perfect job for our clients
7. Provide additional expert advice for our customers

Weakness and draw backs

1. The number of human resource is small this will impose pressure on us.
2. Lack of market share
3. Lack of experience as compared to our competitors

Solution to weakness and draw backs

1. In the first six (6) months of operation we will train at least three (3) SHS graduates to help increase the number of human resource and ease the pressure.
2. We shall engage in massive advertisement to create awareness, hence boost our market share
3. We shall constantly train human resource and also solicit advice from current existing firms

Analysis of our competitors

Although there are a lot of competitors in the hardware service or software services, based on our research, we have realized that none of our competitors is offering the customer the opportunity to call their technician to come for faulty gadget and service it. This is one of the core objectives of Mega-sage service center. Mega-sage multi-repair Service seeks to provide customers with the quality they want, especially the manner in which their automobiles are serviced.

Customers sometimes join long queue when they are coming for their service devices. On the contrary, Mega-sage service center services will provide timely delivery service to customers anywhere in Accra and its environs. Customers do not have to go through the boring process of delivering their device to service centers for them to get serviced. By addressing the above mentioned problems, Mega-sage service center will provide service to customers at anywhere in Accra and also call them for it when we are done servicing. Mega-sage service center will help customers to save time and money.

Description of the target market

Mega-sage multi-repair service center segments its customers by type of gadget ownership such as, laptop owner, phone owners, heating appliance owners and microcomputer owners. We believe that the type of appliance that a person owns determines the volume about their usage and hence their service requirement.

Laptop users:

These are the users of personal computers. Their service requirement will include hardware servicing such as hard disk replacement, memory replacement, screen repairs, touch pad and keyboard repairs etc. and software services such as OS installation, backup and recovery, software installation and malware removal.

Phone User

This segment of the markets are the owner of mobile phones and other PDAs. Because the users of this devices use their devices frequently, their demand for servicing will quite be high.

Heating appliance owner

Heating appliance include irons, rice cookers, burners and microwaves. This appliances usually requires frequent services because they tend to break down easily.

Cooling appliances

This include but not limited to re Fridgrators, air condition, standing and ceiling fans.

The Marketing Plan

Marketing objective

Our marketing objective is to achieve the following;

1. To enhanced customer relationships
2. To build brand awareness
3. To increase sales
4. To target new customers

Marketing strategy

Each of the gadget-owning groups identified in the market segmentation will be targeted, with different

Advertising techniques, such as flyers, bulk text messages and phones calls as well as WhatsApp and Facebook messages.

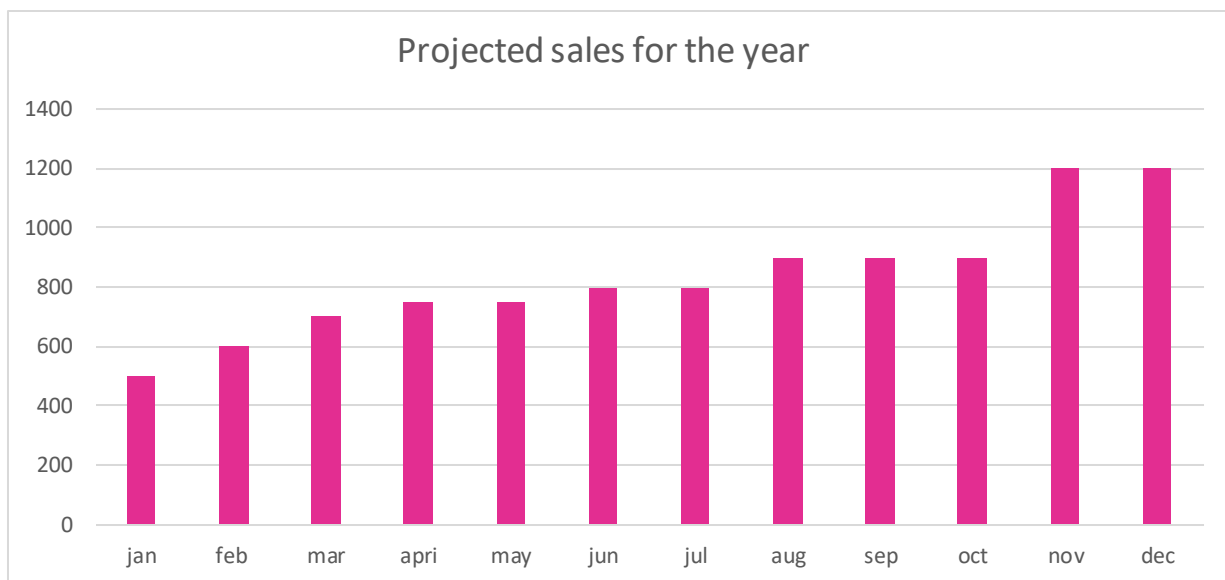
Our marketing strategy for the text messages involves mailing fliers to all existing customers in our database, as well as to nearby neighbors and businesses.

Sales strategy

Mega-sage multi-repair Service will make sale by always putting our best face forward. Employees are thoroughly trained in customer service, the facilities are attractive and clean, and estimates for repair work are prepared promptly. A customer who is not suffering an immediate emergency will "shop around" until he finds a shop that feels trustworthy - it is our job to earn that trust in every encounter and contract.

Sales projection

Standard revenue represent projection that will accrue to business in the first year. The estimated revenue is expected to rise every month.



Pricing strategy

Pricing is an important factor in measuring how successful a firm will be. It is also one of the sensitive factors that will enable a business to stay in a competition. It is the value that is placed on services rendered to customers. As a result of this important factor, we will engage in effective pricing techniques which will attract customers to our service. We will adopt price discrimination technique. Price discrimination technique refers to the pricing method in which a firm charges a price different prices to different target market based on their elasticity of demand.

Promotion strategy

Promotion is the way through which we will create awareness about our service to our target customers. This will involve advertisement, sales promotion, personal selling, among others. We will therefore engage in promotion activities for our business mainly through the electronic media such as WhatsApp, Facebook, bulk SMS alert, word of mouth referrals as well as the distribution of fliers, stickers and brochures at taxi ranks and stations.

Social media strategy

The social media will have two main goals:

1. To provide potential and existing customers with information about their gadgets through the provision of a typical problems area, plus asking the mechanic question and answer section, where they can have specific questions about their gadgets answered.
2. To ease the service experience and improve customer service through social media section that will allow them to review their cars services and repair records.

Research and development plan

In order to withstand keen competition, we will engage in research and development activities which will bring innovations to our business. The research has been directed towards finding new, quality and faster ways of repairing home appliances in order to meet the diverse needs of our customers. In the next five years, we will develop a website which help improve the quality of our services and increase our target market.

Operational plan

The business will be located at Accra near the Kanda highway. Our office building will be rented for two years. The location has been chosen because it is the center of the target market, making it easy to reach out to our customers.

The tools that will be required in order for us to operate are:

- a. Three(3) Flashing boxes
- b. Three Soldering iron
- c. Two desktop computers
- d. USB cables
- e. Three Heat guns
- f. Software

Because of the current skill level of our human resource, we will only engage in repairs phones, laptops and software. As for the other gadget, we will give to existing service center to repair them. Thus we will serve as an intermediary to them.

In the subsequent years, we will increase the scope of our job by employing qualify expects to repair the gadget we currently do not repair.

Human resource plans

Our human resource shall include but not limited to the following; the general manager, secretary, accountant, technicians etc.

Roles of the general manager

1. Administer the day to day operation of the business
2. Improving customer service procedures policy and standards organization
3. Meeting with other managers to discuss the possible improvement to customer services
4. Involvement in staff requirement and appraisal

Roles of accountant

1. Preparing of the income statement and financial position
2. Preparing budget estimates

Roles of the secretary

1. To keep the records and details of our customers.
2. To receive clients and give details of our services to customers.

Roles of the technicians

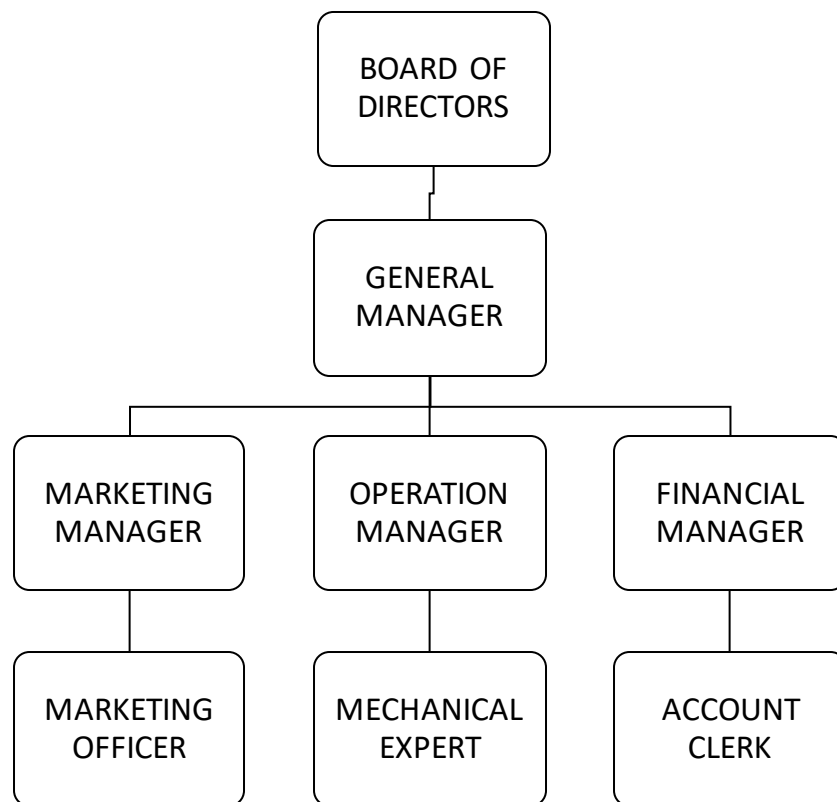
1. Repair phones
2. Repair laptops
3. Software install and flashing
4. Perform any other duty assign to him by the board

Management plan

Company name, legal form, location and address

Company name mega-sage Services

Legal form Mega-sage multi-repair services center is a partnership form of business to be established as a limited liability partnership under the incorporated private partnership act 1962 (act 152), which is owned by Mega-sage multi-repair services center and controlled by board of directors. The organizational chart showing the hierarchy of management



PARTNERSHIP AGREEMENT

Name and business

The partnership shall be registered under incorporated partnership act 1962(act 152). The partnership name shall be mega-sage multi-repair service center. The business shall engage in serving and shall have its principal office at Accra on the Kanda high.

Share of profit

The profit and loss of the company shall be shared equally among members.

Capital contribution

The capital of the partnership shall be contributed in cash by the partners as follows:

1. A separate capital account shall be maintained for each partner
2. Neither partner shall withdraw any part of their capital account
3. Upon the demand of either partner, the capital account of the partners shall be maintained
4. At all times in the proportions in which the partners share in the profit and losses of the partnership.

Management duties and restriction

Partners shall have equal powers and right in management of the business, and each partner shall be an active partner. Without the consent of other partners, no partner shall borrow or lend money on behalf of the partnership.

Salaries and withdrawals

No partner shall be given salary for services render to the partnership. In the first three years, withdraw of capital contributed by partner is prohibited, but in subsequent years, partners may from time to time withdraw part of their credit balance in their income account.

Interest on capital

In the first three years, interest shall not be given on contribution of capital by member, but in the subsequent year, five percent interest will be given to partner upon contribution of capital.

Interest on drawing

Ten percent interest shall be charge upon withdrawal of capital by any partner.

Arbitration

Any disagreement or misunderstanding that might arise out of disagreement or breach of any agreement shall be settle through arbitration in accordance with the rules with reference to the incorporated private partnership act 1962(act 152).

Risk analysis

Mega-sage multi-repair services center service shall be faced with operational risk, competitive risk and human resource risk. Contingency plan has been develop to curb each risk identified by unique automotive services.

Operational risk

During repair, it is possible that the technician may mistakenly destroy the board or any other part of the device. In the case of phone, we the technician use a wrong software to flash the phone the device might go dead and unusable.

Competitive risk

Mega-sage multi-repair services center being an infant firm has no market share and also lacks experience as compared to its competitors. In order to curb this risk, the management will ensure that advertisement will be at its peak as to increase the firm's awareness.

Human resources risk

Our human resource be electrocuted because they always use electricity and other heating machine to repair the faulty gadgets.

Risk management

With the operational risk the firm will provide technicians with proper skills and training to equip them with new ways of handling such machines. The company shall as well keep its experience technicians. Again, the company shall embark on massive promotion in order to reach out to its target market and to get a market share.

Financial Analysis

Projected income statement for the first year of operation

	GHC
Revenue	10,000
Less cost of sales	<u>2500</u>
Gross profit	7500
Less operating cost	<u>2500</u>
Net profit	<u>5,000</u>

Projected income statement for the second year of operation

	GHC
Revenue	12500
Less cost of sales	<u>2750</u>
Gross profit	9750
Less operating cost	<u>2357</u>
Net profit	<u>7375</u>

Projected income statement for the third year of operation

	GHC
Revenue	12500
Less cost of sales	<u>2750</u>
Gross profit	9750
Less operating cost	<u>2357</u>
Net profit	<u>7375</u>

Projected Expenditure for The Next Three Years.

Projected expenditure for the first year

Expenditure	Yearly
Gadget opening tools	200
Electricity	580
Internet connection	500
Lead	20
Soldering paste	100
Flux	100
Rent	1000
Total	2500

Projected expenditure for the second year

Expenditure	Yearly
Gadget opening tools	
Electricity	580
Internet	528
Lead	20
Flashing box	-
Soldering paste	50
Flus	57
Rent	1000
Total	2357

Projected expenditure for the third years.

Expenditure	Yearly
Gadget opening tools	-
Electricity	580
Internet	528
Lead	20
Flashing box	-
Soldering paste	50
Flus	57
Rent	1000
Total	2357

STATEMENT OF FINANCIAL POSITION AS AT THE FIRST YEAR

ASSETS	GHC	GHC	GHC
NON CURRENT ASSETS			
PPE			5000
CURRENT ASSETS			
Inventory		500	
Bank		2000	
Cash		<u>2500</u>	<u>5000</u>
TOTAL ASSETS			<u>10,000</u>
FINANCE BY			
PARTNERS:			
OKUTU	1000		
AGYEIN	1000		
MUSAH	2000		
ADANE	1000	5000	
Income surplus		<u>5000</u>	<u>10,000</u>
TOTAL CAPITAL AND LIABILITIES			<u>10,000</u>

STATEMENT OF FINANCIAL POSITION AS AT THE SECOND YEAR

ASSETS	GHC	GHC	GHC
NON CURRENT ASSETS			
PPE			6,000
CURRENT ASSETS			
Inventory		875	
Bank		2500	
Cash		<u>3500</u>	<u>6875</u>
TOTAL ASSETS			<u>12,375</u>
FINANCE BY			
PARTNERS:			

OKUTU	1000	
AGYEIN	1000	
MUSAH	2000	
ADANE	1000	5000
Income surplus		<u>7375</u>
TOTAL CAPITAL AND LIABILITIES		<u><u>12,375</u></u>

Appendix

Ratio Analysis for First year

Appendix

Gross margin	$\frac{7500}{10000} \times 100 = 75\%$
Net Profit Margin	$\frac{5000}{10000} \times 100 = 50\%$
Rate on Capital Employed	$\frac{5000}{5000} \times 100 = 100\%$

Ratio Analysis for second year

Gross margin	$\frac{9750}{12500} \times 100 = 78\%$
Net Profit Margin	$\frac{7375}{12500} \times 100 = 59\%$
Rate on Capital Employed	$\frac{7375}{5000} \times 100 = 147.5\%$

Ratio Analysis for third year

Gross margin	$\frac{9750}{12500} \times 100 = 78\%$
Net Profit Margin	$\frac{7375}{12500} \times 100 = 59\%$
Rate on Capital Employed	$\frac{7375}{5000} \times 100 = 147.5\%$