**NAME: Madumere Chidera**

**MATRIC NUMBER: 18/law01/143**

**DEPARTMENT: Law**

**LEVEL: 200**

**COURSE TITLE: ENTREPRENEURSHIP**

**COURSE CODE: GST 212**

**FEASIBILITY STUDY OF ATLANTIX CORPORATION**

This plan is to start Atlantix Corporation and this is the title or cover page that provides a brief summary of the business plan contents. The name of the enterprise is Atlantix Corporation and it is located at Ademola 33b, Lugbe, Abuja. The shareholders of this business are Miss Ene Peter and her address is Volta Street No. 8, Wuse, Abuja and Mr John Bloom and his address is No 8 Adamu crescent, Maitama, Abuja. Eventually, as the company becomes established, Atlantix Corporation will be trading with Blooms Corporation, owned by Miss. Ene Peter, and this will be the parent company of Atlantix Corporation. Blooms Corporation is a registered limited liability company with Corporate Affairs Commission of Federal Republic of Nigeria on the 13th of July, 2010. The financial means of this business is loans from banks. This business plan is a confidential intellectual property; therefore the reader should not disclose it to a third party without the express written permission of the promoters of the proposed business.

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**Executive summary**

Luxury is key, and Atlantix Corporation is ready to provide such luxury for people. Atlantix Corporation is a construction company that is ready to provide, working with creative and innovative engineers and architects, luxurious buildings to add prestige to the community. Atlantix Corporation, with the help of loans, will make use of quality material to ensure durability and efficient structures for the people.

Atlantix Corporation wide range of operation includes manufacturing, residential and commercial construction, property development, ownership and management, contract mining, civil contracting, quarrying, bulk haulage and insurance.

The name of the company is ATLANTIX CORPORATION AND IT HAS BEEN REGISTERED. This company will help construct any type of structure that is beneficiary to the community. It will be located at Ademola, Lugbe, Abuja and this is just opposite City Park. City Park is a key landmark in locating the area.

**INDUSTRY ANALYSIS**.

Construction, in the sense of architectural and civil engineering, is the building of real property. It is one of the most important stages of the process of creating buildings. This service is very important for infrastructure and building project.

Other than contractors, other groups of professionals can come together to perform construction work, including project managers, construction engineers, design engineers, project architects, logistics professionals, construction managers, plumbers, surveyors, electricians, laborers and skilled workers.

**MARKET ANALYSIS**.

We will be concentrating on the customers that will provide us with the greatest margin, in other words those clients desiring office building construction. This is the fastest growing segment of all the commercial clients requiring our services. The other categories we will serve include the restaurant and special facilities segments, along with a segment we will call the general category, to serve all other potential commercial clients.

**HUMAN RESOURCES**

The takeoff staff should be about 14. The positions would be manager/ supervisor, human resources officer, financial secretary, engineer, cleaners, architect and security.

The compensation package for a five-year structure is on the table below:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Title | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
| Manager/ Supervisor | 1 | 1 | 1 | 1 | 1 |
| Human Resources Officer | 3 | 3 | 3 | 3 | 3 |
| Financial Secretary | 2 | 2 | 2 | 2 |  |
| Engineer | 5 | 6 | 7 | 8 | 9 |
| Architect | 1 | 2 | 2 | 3 | 4 |
| Security | 2 | 3 | 3 | 4 | 5 |

PROJECTED TOTAL COMPENSATION PACKAGE PER ANNUM

Manager/ Supervisor - 370,000

Human Resources Officer - 310,000

Financial Secretary - 250,000

Engineer - 160,000

Architect - 97,000

Security - 73,000

**MARKETING PLAN**

Atlantix Corporation is set out to establish a large regular customer base. And to establish this, the company is ready to show its availability to the public through advertising, using billboards, posters or flyers. Also, this company will try to set prices to reflect an added value to their customers to receive their services. Altantix Corporation will offer services that will not only cover commercial market but also the civil engineering firm, construction and industrial, and housing developments.

In addition, Atlantix has a financial position and a dedicated staff, which allows them to guarantee their customers a professional and quality service.

**ORGANIZATIONAL PLAN**

It is an incorporated company form of ownership of Blooms Corporation. Blooms Corporation is a registered limited liability company with Corporate Affairs Commission of Federal Republic of Nigeria on the 13thof July 2010. We recognize the importance of good and experienced management; we have therefore assembled a storm management team.

**Management& Staff List:**

A. Miss Ene Peter – Chairman/CEO

B. Mr John Bloom Managing Director

C. Onyinye Chiedozie Director

D. Victoria Aru - Supervisor

D. Emmanuel Ekett- Engineer

E. Charles Ogbonna - Architect

F.Blessing Madu – Human Resources Officer

G. Paul William - Security

H. O. Mahmud - Security Officer

The team is led by Miss Ene Peter. Ene comes to Atlantix Corporation with over 15 years’ experience in management. In addition to her industry specific experience, she has been a Director of a security outfit in the UK for over 10 years with her husband, Mr John Alatishe. Ifeoma has a wealth of experience as she has a higher diploma in catering and hotel management. She worked in Dangote Building Limited, British Architect Association in London, The Guardian Newspapers Engineering section in London etc. Atlantix Corporation is an exciting opportunity that combines quality resources and innovative, 21st Century ideas addressing the recent need for these new structures.

**RISKS**

There are risks that the staff can go on strike or problems while constructing and needed building materials may delay or be lost in the act of transportation. A way to minimize risks is by even writing out a business plans and ensuring to buy building materials from good sources, ensuring insurance is done against theft. Even fidelity insurance can be done because of staff that might be lying or stealing. Very good supervision is needed to minimize risks and also a contingency plan. Latest technologies would be used at all times.

**FINANCIAL PLAN**

SALES FORECAST

|  |  |  |  |
| --- | --- | --- | --- |
|  | YEAR 1 | YEAR 2 | YEAR 3 |
| SALES |  |  |  |
| HOTELS | N12,000,000 | N16,000,000 | N21,000,000 |
| OFFICES | N6,000,000 | N8,000,000 | N10,500,000 |
| RESTAURANTS | N8,000,000 | N10,400,000 | N14,000,000 |
| TOTAL SALES | N26,000,000 | N34,000,000 | N45,500,000 |

DIRECT COST OF SALES

|  |  |  |  |
| --- | --- | --- | --- |
|  | YEAR 1 | YEAR 2 | YEAR 3 |
| HOMES | N3,000,000 | N4,500,000 | N6,500,000 |
| PLAZAS | N2,000,000 | N2,666,000 | N3,333,000 |
| BANKS | N1,600,000 | N2,400,000 | N2,800,000 |
| TOTAL DIRECT COST OF SALES | N6,600,000 | N9,566,000 | N12,333,000 |

**Start-up Expenses**

Legal N50, 000

Stationary etc. N10, 000

Brochures N25, 000

Consultants N0.00

Insurance N50, 000

Mortgage N0.00

Research & Development N0.00

Building Materials N100, 000

Other N10, 000

**Total Start Up Expenses** N245, 000

**Start-up Assets**

**Cash Required**

N5, 000,000

Other Current Assets N0.00

Long Term Assets N5, 000, 000

**Total Assets** N10, 000,000

**Total Requirements** N10, 245,000

**Start Up Funding**

Start Up Expenses to Fund N245, 000

Start-up Assets to Fund N5, 000,000

Total Funding Required N5, 245,000

Assets

Non Cash Assets from Start up N5, 000,000

Cash Requirements from Start-up N5, 000,000

Additional Cash Raised N0.00

Cash Balance on Starting Day N5, 000,000

**Total Assets** N10, 000,000

**Liabilities and Capital**

**Liabilities**

Current Borrowing N0.00

Long term Liabilities N5, 000,000

Accounts Payable (Outstanding Bills) N0.00

Other Current Liabilities (Interest Free) N245, 000

**Total Liabilities** N5, 245,000

**Capital - Planned Investment**

Untied N0.00

Ene Peter N5, 000,000

Other N0.00

Additional Investment Required N0.00

Total Planned Investment N5, 000,000

Loss at Start up (Start-up Expenses N245, 000

Total Capital N4, 755,000

Total Capital and Liabilities N5, 245,000

Total Funding N10, 245,000