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**Assignment Title:** Business Plan
**Course Title: Introduction to Entrepreneurship**

**Course Code: GST 212**

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**Question**
Using a company or business of your choice, write a good and customised business plan, covering all relevant aspects and analyses. Your submission should strictly be in the following format and saved as pdf; Times New Roman, 12, and 1.5-line spacing. Page limit, minimum of 5 and maximum of 10. Any student seeking genuine upward adjustment to the page limit may chat me. The write-up must be submitted not later than 22nd May, 2020. Two similar write-ups will be out rightly rejected and scored ZERO. Do not forget to write your details; full name, matriculation number and department, Thank you

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**Executive Summary**

Tyrese Cigar is a company designed to offer 'The Fine Cigar,' a cigar of the highest quality at a low and affordable price. This flagship product, which will be launched at the Retailers Tobacco Dealers of NIGERIA (RTDN) in Abuja, will be delivered in three forms, premium bundle cigars, short filler cigars and the boxed premium cigars. Tyrese Cigar is a Raleigh based company, and our mission is to revolutionize the industry by producing high-quality products at affordable prices.

As with any company, Tyrese Cigar recognizes its risks. The company is working to determine trends in the industry, the needs of the customer, and how best to address the needs of the customer. We aim to provide customers with exemplary service and products to keep them coming back for more.

Our products are geared for a high-end market, which is comprised of males between the ages of 25 and 65, mainly professionals with medium to high income. On the large scale, our focus will be on wholesalers, retailers, and catalogue companies.

We believe that after the necessary funding is obtained, the company can capture 5-10% of the bundle premium market in the United States and Canada and up to 5% of the world premium boxed market in an 18 to 24-month period. This market share represents revenues of $2,500,000 in Year 1 rising to $8,000,000 and $13,050,000 in Year 2 and Year 3 respectively.



 **Mission**

At Tyrese Cigar our mission is to revolutionize the industry by producing high-quality products at affordable prices.

 **Keys to Success**

* Offer customer service that is second to none. We take pride in addressing customer needs beyond their expectations, and in a timely manner.
* Our state-of-the-art quality control, which is the best in the industry, will help launch this company and enable us to compete with other companies in the market.
* We believe that we will have the best turnaround time. This coupled with our production flexibility will allow us to accommodate any customer regardless of size.
* The 'Fine Cigar' premium cigar has the best presentation in the industry.
* Tyrese Cigar is a member of the Nigerian Wholesaler Marketers Association, the Raleigh Chamber of Commerce, and is listed with Dunn and Bradstreet.

**Company Summary**

Our aim is to establish Tyrese Cigar as the company with the best customer service in the industry. Our unsurpassed customer service coupled with production flexibility and the best quality control in the industry will help launch this company and enable us to compete with other companies in the market. As far as production is concerned, we have the best turnaround time and flexibility that allows us to accommodate any customer of any size.

We have established a strong business to business telemarketing effort that is working very well to create new business for us. Although this is a big industry, less than 1% of the companies doing business today are as aggressive as we are in capturing new business. Members of our management team will be attending the Retailers Tobacco Dealers of Nigeria (RTDN) trade convention in Guwarimpa, Abuja. It is at this convention where our products will be officially launched. Furthermore, the company has acquired a vehicle to be used by our sales representatives. This will allow us to better serve customers in the state of Lagos.

We have acquired all the necessary permits at the federal, state, and county levels. At the present moment, there are no regulations as far as producing, importing, and commercializing cigars. Although a health-warning label is not mandatory for cigars, the company will place the labels as a matter of protection against the possibility of lawsuits.

**Company Ownership**

Tyrese Cigar is a Nigerian, Abuja corporation and is owned, in equal shares, by:

* Bar. Ikechukwu Tyrese, president.
* Dr. Ikechukwu Obinna, vice president.
* Mr. John Smith, production manager.

**Products**

Tyrese Cigar has filed for a design patent for the box of our main product, 'Fine Cigar.' The message our packaging delivers is refinement and excellence. Our packaging, among other things, is exactly what sets us apart from the competition. The Fine Cigar is a cigar of the highest quality at an affordable price. Our flagship product will be launched at the Retailers Tobacco Dealers of Nigeria (RTDN) in Abuja, July 2020.

 **Product Description**

The history of our 'Fine Cigar' project goes back to 1995. A few very knowledgeable tobacconists spent hundreds of hours trying to develop a great product that would be sold at an unbeatable price. Upon determining the needs of the people and developing our product, we designed a high powered presentation without paragon aimed at introducing our product to the world, and with that, the Fine Cigar was born. We are also planning to launch a limited edition of another wrapper that we will name the exquisite collection.

Our main product has been developed, we have filed for a design patent for our box, the blend of the cigar is done, and the cigar band has being designed. We have also filed for a trademark of the name. Our product will compete with well-known brands in the market such as Fuentes, Monte Cristo, Romeo, and Julianta. One problem we will be faced with is copycats or fake copies, for that reason, we have are filing a design patent to protect us against such individuals.

Like every other cigar, with the exception of machine made, all of our products are handmade. Production is done overseas in Jamaica. The space is adequate but we're planning on relocating near the main airport in order to cut costs on ground transportation.

**Future Products**

Our research and development team is working on a new line of products that will revolutionize the industry. The company has spent well in excess of $100,000 since we started the 'Fine Cigar' project, our future plans include spending an additional $250,000 in the next 24 months.

In our research and development, all input comes from the consumer via our telephone marketing. We will be in need of substantial additional resources to facilitate the development and production of current and future products.

The following proposals are being considered for the future:

* 'Fine Cigar' exquisite collection.
* The 'Bland Cigar' line.
* Theme stores. Our company is also contemplating opening theme stores in the Africa, Ghana, and south Africa.

**Market Analysis Summary**

The company is competing in the cigar segment of the alcohol and tobacco industry. In Nigeria and overseas, alcoholic beverages and tobacco products are considered big business. Combined, these industries' retail sales reached approximately $148.3 billion in 1997. Of that total amount, tobacco products accounted for about $52.7 billion. Cigarettes accounted for nearly 94% of the total sales that year; the remaining 6% came from cigars, moist smokeless tobacco, chewing tobacco, and snuff.

**Market Segmentation**

Our company is focusing on the high-end market of premium cigars which is comprised of males between the ages of 25-65 mainly professionals with a medium to high income. This segment of the population is the most profitable one due to a large disposable income. Our market segment comprises of value-conscious smokers.

**Competition and Buying Patterns**

We have developed a masterpiece when it comes to quality, presentation and, most importantly, price, but the competition is strong and in order for us to succeed we need to market this cigar aggressively.

Our staff has been interviewing prospective customers in all 36 states in order to get feedback from the customer. From these interviews we have determined that the market is ready for a new cigar brand, one that is a unique. Also, the price was determined by taking into consideration how much the customers are willing to pay for a new product.

 **Main Competitors in our international market**

The major companies that compete in the market are:

* **Fuentes.** The Fuentes family has been making world class cigars for three generations. Their widespread popularity and great value makes them difficult to obtain, but well worth the effort. The Fuentes family's tobacco roots go back to old-world Cuba of the 1800's. Arturo Fuentes learned the art of cultivating tobacco and manufacturing handmade cigars from his father in Cuba. His son, Carlos, Sr., was virtually born into the cigar business as his first home served as the Fuentes cigar factory in Tampa. Carlos, Sr., worked at the factory everyday after school learning how to blend tobaccos and the ritual of rolling cigars by hand. In 1980 the Fuentes opened their first factory in the Jamaica with seven employees. The superior quality of the Arturo Fuentes® brand resulted in quickly establishing a loyal core of cigar customers which necessitated the building of a second factory. Today the Fuentes family has over 1,800 employees in four factories in Santiago, Jamaica. The Arturo Fuentes® brand is the most sought-after premium cigar in America.
* **General Cigar Company.** Macanudo and Partagas are the most famous names at General Cigar Company, but they're not the only premium cigars. On the contrary, our premium cigars include Temple Hall Estates, a tribute to the island of Jamaica's oldest and greatest tobacco tradition; Ramon Allones, a cigar that rose to fame long before Castro came into power; and Canaria d'Oro, a dark and rich cigar made in small quantities with a superb wrapper leaf grown in Mexico. The Macanudo Vintage Cabinet Selection cigars are not only few in number, they're made only in the greatest of tobacco years. Not to be outdone, the Partagas Limited Reserve cigars are made from fewer than one in 100 Partagas tobacco leaves.
* **Bahia Cigars.** This story begins in the tasting grounds of California where Tony Borhani started something of a trend by introducing cigar appreciation to clients of his fine wine business. Within a year Tony was recognized with an annual award for his innovation by Market Watch (a sister publication of Cigar Aficionado) and soon after was much in demand by wine retailers to set up and open humidors throughout the USA. Bahia was the first boutique producer specializing in small batch production of gourmet cigars to be selected for the U.S. market by Tony Borhani and receive his personal guarantee against mass production and compromise in quality for any reason whatsoever. The introduction of the Bahia brand into the USA in 1994 caused a revolution in taste and appreciation of the world's finest cigars. These cigars were made of Cuban seed tobacco, grown in Nicaragua of the 1988 harvest with a total production of 40,000 cigars.

**Conclusion**

The company recognizes that it is subject to both market and industry risks. The biggest risk involved is the continuing pressure of the United States government over any tobacco product. At this time, however, Federal regulations are very lenient with cigars.

**References**

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