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**MATRICULATION NUMBER:**

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**COURSE CODE:**

**COURSE TITLE:**

**ASSIGNMENT TITLE: BUSINESS  
PLAN**

## **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 pchat me. The writeup must be submitted not later than 22nd May, 2020. Two similar writeups will be outrightly rejected and scored ZERO. Do not forget to write your details; fullname, matriculation number and department, Thank you

## **ANSWER**

This work aims to prepare a personalized business plan on a mobile phone business.

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**MACFAY CELLPHONE COMPANY**

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**FEDERAL CAPITAL TERRITORY, ABUJA CITY, STATE, ZIP**

**BUSINESS PHONE- 08181491691**

**WEBSITE URL- [www.macfaycellphonecompany.com](http://www.macfaycellphonecompany.com)**

**EMAIL ADDRESS- [macafaycellphonecompany@gmail.com](mailto:macafaycellphonecompany@gmail.com)**

## **EXECUTIVE SUMMARY**

Cellular telephones have revolutionized the communications arena, redefining how we perceive voice communications. Traditionally, cellular phones remained out of the hands of most consumers due to their high cost. As a result, cell phone carriers have invested time and resources into finding ways to give the systems higher capacity and thus lower cost. Cell systems are benefiting from this research and starting to develop into large-scale consumer products.

Today, cellular phones are truly consumer electronics devices with over 59 million subscribers. The Nokia Bowl and Qualcomm Stadium are further evidence of the idea that cell phones are consumer electronics devices. Cell phones have ceased to be an exclusive status symbol of high-powered lawyers and are now in the hands of millions of consumers.

Macfay Cellphone company is taking advantage of an opportunity to become a highly distinguished and recognized leader in the cellular communications industry. It is the goal of our company to become established as the leading distributor of wireless communications services in the metro Abuja area.

In order to achieve this goal, Macfay Cellphone company's critical success factors will be to identify emerging trends and integrate them into our company operations, respond quickly to technology changes/be there early, provide high-quality services, invest time and money in marketing and advertising, expand into specialty markets, and stay ahead of the "technology curve."

## **ENVIRONMENTAL AND INDUSTRY ANALYSIS**

### **CULTURE**

The mobile phone market keeps rising over the years. In Nigeria, mobile phones are starting to become a part of our culture. The effects of colonization remain in Nigeria and Nigerians still remain in the foreign loop to own things that our colonizers make and own. This extends to the mobile phone market. Studies have shown that mobile phones and other things relating to mobile phones is where a good part of Africans spend their money.

### **TECHNOLOGY**

The market potential is huge for our products, evidenced by what appears to be the unstoppable growth of the telecom industry. Currently, the telecom industry is among the strongest growth industries and is responsible for huge gains in the capital markets. The proliferation of cellular phones is increasing at rates which at one time were unimaginable

### **LEGAL CONCERNS**

In order to ensure the legality of the business, there are some legal requirements needed to ensure that the business remains one hundred percent legal. Every business needs a "Fictitious Name" License or a "DBA," which stands for "Doing Business As." The legal documents needed to register with the state revenue agency is the Federal Tax ID Number also known as an Employer Identification Number or (EIN)

### **ANALYSIS OF COMPETITORS**

In terms of competition, brand names are of little, if any, importance. The key to the buying decision on the part of the consumer is the salesman and the cell phone being in front of them. As has been pointed out in the Competitive Analysis section there are other sellers with similar brand names as those supplied by Garbles Cellular Phones, Inc. which may even be less expensive. It is essential that the salesman point out the salient features and selling points favoring our products. Most importantly, our products must be

available in the retail outlet, since whatever products our store carries are the ones that are going to be sold.

The global market scene is dominated today by three large cellphone companies:

1. **T-Mobile Wireless** - owned by a subsidiary of Deutsche Telekom since May 31, 2001.
2. **Cingular Wireless** is the second largest wireless company in the U.S. A leader in mobile voice and data communications, Cingular is a wireless company determined to promote the individual to a new level.
3. **Nextel Communications**, based in Reston, VA, is a leading provider of fully integrated, wireless communications services on the largest guaranteed, all-digital, wireless network in the country.

Macfay cellphone company is aiming to gather a share of the market from these three.

## **MARKET ANALYSIS**

Macfay cellphone company will focus on five customer groups, bearing in mind that it is quite customary today to have more than one cell phone per family:

- Children in the age group of 10-17 years old
- Students
- General public
- Professionals
- Service organizations and companies that need to be in constant communication with their employees.

## **FUTURE ECONOMIC OUTLOOK AND TREND**

Future growth of the market/products is projected in the following areas:

Text messages between friends (in Nigeria this big). Users can send regular Short-Message Service (SMS) or email on their phones. Email is of course limited to small file sizes, but many of the phones allow for English characters to be sent. Each provider also allows special

characters to be sent, such as an array of happy and sad faces, small animated images, animals, people, hearts, etc. When special characters are not available, people often use a specialized set of faces to show emotion. Most phones come with a few games to keep people entertained for a limited duration. Macfay phones come with two different types of games: built-in ones and Java application ones. The built-in ones are simple, but again the graphics are very important to the game value. Java application games are delivered via the network to the customer's phone and there is a charge for this service. These games are much more complex and require streaming data to access. New games come out monthly. One of the recent popular additions to many of the worldwide phone models is a CCD Camera that is mounted either on the outside of the clamshell or on the clamshell hinge. Not only can users take pictures, they can take video clips as well. Most phones take between 5-15 seconds of footage due to memory limitations, but they can send streaming video. Many of the advertisements for camera phones show people taking to each other and watching each other on the screen (both holding the phone and camera at arm's length and using a hands-free). Our company will try to take advantage of these developments and serve its customers in all these new trends and developments.

## **DESCRIPTION OF VENTURE**

Macfay cellphone company's mission is to offer its customers the highest quality cell phone products and services. Its owner focuses on personalized service to his customers by offering convenience and rapid service. Additionally, Macfay cellphone company has the technological expertise to assist customers in picking the product and service that best meets their needs. Finally, our staff will have strong vendor relationships with the product suppliers and will be able to meet customers' demand for the newest innovation in cellular phone technology.

Macfay cellphone company will offer its customers GSM cellular phones, and cellular phones accessories.

# Products

The following are the products that will be offered by Macfay cellphone company:

- **GSM Cellular Phones:** Motorola, Nokia, Sharp, Siemens, Samsung, Alcatel, Ericsson, Fujitsu, Hyundai, LG Electronics, and others.
- **Fixed Wireless Phones**
- **Cellular Phone Accessories:** antennas, batteries, belt clips, cables and adapters, cases, chargers, faceplates, and modems.

## PRODUCTION PLAN

Our production system shall strive to attain service excellence in addition to manufacturing safe, quality products. This shall be undertaken through the engagement of modern production techniques using up-to-date assembly technology. This will also result in low production costs being attained by the company.

We also intend to ensure that the suppliers we engage are committed and reliable so as not to let down the final consumer in terms of the quality of the product and time of delivery.

In order to improve productivity in our plants we intend to reduce waste and duplication in our breweries by streamlining administrative functions and promoting and instilling a business culture that focuses on the teamwork rather than individual productivity. By the undertaking the above we will optimize our productivity given our available resources.

## ORGANISATIONAL PLAN

### Company Ownership

Macfay cellphone company is wholly owned by Mr. Akinjisola Fayinminu, who is a citizen of Nigeria and has as his state of origin Ondo state. He is the owner of Macfay Cellphone company in that country.



