NAME: Akpeji Eneni Princess

MATRIC NO: 18/law01/030

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ASSIGNMENT ANSWER: **A BUSINESS PLAN FOR ENENI EVENT CATERING**

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**EXECUTIVE SUMMARY**

This business is names Eneni Event Catering. It is a partnership venture which is situated at Jonah Sang, Cresent high-level Makurdi. All the team members of this venture have basic entrepreneurship studies with an added especially in other business specially. No wonder we are able to work together as event caterers with the ability to deliver efficient, affordability, hygienically and professionally packed event catering services to our teaming customers in Makurdi, Nigeria, Africa and beyond.

For all of us here is in depth desire to be self-employed after graduation so we can make maximum use of our training in entrepreneurship studies and basic skill acquisition. We therefore invested in the business both ideas and monetary contribution of ( #100,000) only each member and interest free loan of #1,100,000 as a setup capital. The soft loan is a payable when the business is fully established. We may however need a bank loan after one year of successful business year which may also mean reviewing the plan. We basically, aim at offering maximum customer satisfaction in event catering through efficient service delivery.

Our services include at door food delivery, on the spot cooking. Cooked and packaged for deliveries. Our target customers range from friends, neighbours, Business mothers, wives, Bankers, Companies, offices, and government organzations. While we do not look the competence of our competitors, we have strategies to outrun our competitors taking advantage of strategies, weaknesses and building on their strengths. We are therefore confident that Eneni Event Catering will be established on a firm basis with an excellent future. This business plan have been supervised by our able instructor we are sure it will provide the needed support to our ideas to allow us a realistic over view of this proposal.

**BACKGROUND AND INFORMATION**

Eneni Event Catering is a business venture which aim at affecting the lives of people by making a difference in the world of event catering. It plans to render remarkable services by producing quality nutritious and affordable meals and service delivery that will give customers the ultimate satisfaction they desire and deserve.

**VISION STATEMENT**

The venture aims to becoming an unequaled name in all catering business in Nigeria and beyond in the next 3 years by the uniqueness of their services delivery, delicious native and intercontinental meals.

**MISSION AND STATEMENT**

Eneni Event Catering is a customer oriented service venture. To actualize our vision, the venture wishes to employ skilled and polite workers / measures in handling customers and that will help deliver quality services to them. Also to make available delicious hygienic and professionally prepared dishes, prompt delivey of service.

**BUSINESS GOALS**: Maximum Customer satisfaction, Prompt and total service delivery, Hygienically, professionally and maximum nutritious prepared dish.

**BUSINESS DESCRPTION**

**BUSINESS HISTORY**

Eneni Event catering is yet to begin a formal operation. It is planned to be partnership business partnership venture that will provide catering services to individual, groups, companies, planers/management organizations and offices. It is aimed at providing home deliveries, on the spot catering service, event catering service as prescribed by customers. Having observed one community for sometimes, we observe that many occasions attended have one setback or the other in the area of catering while people pay more attention on venue decoration, beauty and the rest, timely food services, quality meals and packaging have suffered great challenges. It is because of this that Eneni ……to close this gap by making a difference.

**LEGAL STRUCTURES**

Ours is a partnership small scale catering venture. Five of us all undergraduate students of AFE BABALOLA UNIVERSITY who acquired training in entrepreneurship studies. In this partnership deal entered in te presence of a Legal Practitioner. Barr. Emos Muhammed . provision is made or equal share of profits and hazard, assets and liabilities by all members. All of us having contributed equal equity of one one hundred thousand naira (#100,000) cash. All terms of benefits apply to all. On legal matters, the venture name will be registered soon before full operations begin. This is the recognition of the law governing the formation and the regulation of the law governing business enterprise in Nigeria which is under the Companies and Allied Matters, Act (CAMA)t 2004 which is legitimately found in the Laws of the Federation of Nigeria, 1990. So part –B the CORPERATE Affairs Commission (CAC). We also hope to register with Commerce and Industry, local Government and Board of Internal Revenue and the Tax, ACT.

**LOCATION**

The business will be located for a start at a shop owned by one of us at NO. SUIT A 20, Abuja shopping mall, zone 3, Makurdi. In the future we hope to rent a more decent place where we will be attracted to customers and providing restaurant service as a medium for business expansion. We will make her of her kitchen which is more equipped.

**START –UP CAPITAL**

As earlier mentioned, the funding of Eneni Catering Service is the contribution of five partners of 0ne Hundred Thousand (#100,000) Naira each amounting to One Million Naira (1,000,000) only. With that amount, we hope to start well. In future we may require to take a bank loan which may as well mean review of our business plan. The business has no record of achievement yet because a formal operation has not yet begun. An optimistic view of the goals, mission statement, achievement, success and rewards are inevitable.

The above amount of #1, 000,000 Naira enables us to buy our equipment.

**THE ITEMS REQUIRD TO DO THE BUSINESS**.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| S/N | Item | Number of items | Amount | Total |
| 1 | Big tripod pot | 3 | 5000 | 15000 |
| 2 | Big flat pots | 3 | 5000 | 15000 |
| 3 | Smaller sized pots | 5 | 2000 | 10000 |
| 4 | Pressure pots big | 1 | 40000 | 40000 |
| 5 | Pressure pots medium | 1 | 8000 | 80000 |
| 6 | Pressure pot small | 2 | 5000 | 10000 |
| 7 | Moderate freezer | 2 | 100000 | 100000 |
| 8 | Mobile Cooking gas | 4 | 25000 | 25000 |
| 9 | Gas cylinder | 1 | 10000 | 10000 |
| 10 | Multiple cooking gas | 1 | 10000 | 10000 |
| 11 | Serving Plates | 10 cartons | 5000 | 50000 |
| 12 | Table spoons cottony sets | 30 dozen | 500 | 15000 |
| 13 | Forks set | 30 dozen | 500 | 15000 |
| 14 | Knives set | 30 pcs | 500 | 15000 |
| 15 | Kitchen knives | 20 pcs | 200 | 4000 |
| 16 | Long/short cooking spoons | 10pcs | 500 | 5000 |
| 17 | Sterling spoons | 20 pcs | 500 | 10000 |
| 18 | Washing hand basin | 4 dozen | 5000 | 20000 |
| 19 | Washing Basin medium | 4 dozen | 3500 | 14000 |
| 20 | Washing Basin small | 5 numbers | 2000 | 10000 |
| 21 | Washing Basket medium | 5 numbers | 500 | 2500 |
| 22 | Chopping Board | 5 pcs | 400 | 1000 |
| 23 | Graters | 5pcs | 200 | 1000 |
| 24 | Tables | 2pcs | 2000 | 4000 |
| 25 | Kitchen Towels | 15 pcs | 2000 | 6000 |
| 26 | Aprons | 25 pcs | 1000 | 25000 |
| 27 | Wire mesh | 3 pcs | 1000 | 20000 |
| 28 | Trays | 10pcs | 1000 | 10000 |
| 29 | Iron sponge | 2 packs | 1000 | 2000 |
| 30 | Generator | 1 | 40000 | 40000 |
| 31 | Waste bins | 3 | 2000 | 4000 |
| 32 | Water Jars | 4 jars | 5000 | 10000 |
| 33 | Washing Basket big | 5 numbers | 2000 | 10000 |
| 34 | Washing Basket small | 10 numbers | 200 | 2000 |
| TOTAL COST OF EQUIPMENT = # 491,000 | | | | |

**EXPENDITURE ON TAXES LEVIES**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| S/N | Taxes levies | Cost | Number of year | Aggregate |
| 1 | Reg. with CAC | 20000 | Once | 20000 |
| 2 | Commerce and Industries | 2000 | Once per year | 2000 |
| 3 | BIRS | 2000 |  | 2000 |
| 4 | Light Bills | 2000 |  | 24000 |

**SUPPLIES**

For start, our supplies of food items will be in the open market. As time goes on we will establish a customer based purchase.

By the following year we will get involved with manufacturers of rice, flour, vegetable oil etc. for bulk purchasing and then we will cut off middle-men.

**FOOD ITEMS**

These are purchased by deposit paid by customers. We insist that customers pay three quarters of money charged or complete down payment for food items for cooking.

**PRODUCT AND SERVICE**

Owing to the growing need of society in hosting of events and resulting challenging in managing the guests, Eneni Catering service has arisen to meet the needs.

THE BASIC OPERATION DESIRED BY THIS VENTURE ARE:

* prepare pot of stew for busy mothers/wives
* Catering services offices, seminars, symposia and conferences
* Catering services at birthdays, weddings, parties and funerals.
* Cake presentations
* Snacks and other choppier
* We prepare fried rice, jollof rice, semovita, stew, amala, pounded fufu all with desired soups-Egusi, Ogbono, Ewedu, Salad and other numerous delicacies, spiced meat/chiken, roasted fish/chiken. dried fish and other native and continental dishes required by customers.

However, the service of more professionals will be required as the business grows, then the plan may need to be reviewed.

**MARKET PLAN ANALYSIS**

**CUSTOMER/TARGET MARKET**

In the first year of our business, majority of our customers will be our friends, neighbours and schoolmates who we are able to reach easily without service adverts.

We hope to develop the following market targeting approaches.

* Awareness creations in companies officers
* Liaise with event managers who do not offer catering services
* Use of T-shirts with business names and logos (when it is developed) place adverts on social media, newspapers and magazines
* Placing adverts, slips, fliers) in strategic public places like banks, hotels, hospital, market place, buses etc.
* Radio Television jingles
* Slots on news items.

**STRATEGIC CUSTOMERS**: Bankers, Busy mothers/wives, Intending couples via social media, Birthdays celebrants, Workshop, seminar conferences adverts, Political meetings, Officers and companies, Liaise with other event managers.

**MARKET RESEARCH ANALYSIS**

In researching, we developed some research questions inform of questioners that we take to everywhere with questions such as – are you looking for efficient catering services?

-do you have occasion coming up? Eneni Catering service is here to help

-how would you want catering services deliver to you at your door step let us know etc.

-provision of address, phone numbers also made available. An office to office, house to house survey of how much people have need of catering services was carried out

The results of this research was amazing. We carefully tried to know how much our prospective customers are willing to pay for these services by calculating the cost of items with them and many appreciate the understanding and the uniqueness of approach. Thereafter, a customer base was established even before we started.

Analyzing the market, we discovered that the demand even as the projected range from pots of soup from homes to wedding catering services. Price as earlier projected will be adjusted from customer to customer’s understanding hence our desire is a maximum customer satisfaction, reasonable profit making and customer’s strength of bargain. We are also concerned at establishing customer relationship with the future in mind.

**COMPETITOR’S PROFILE**

This venture is not the first of its kind and will definitely not be the last in the market. We have set our plans to remain on top of all at all times. Presently, we have identified our major competitors.

1. RISTA’S CUISINES –NO 4, Abidjan street, wuse zone, 3, Abuja.

They deal on; Restaurant and event catering, interior and exterior decoration, Bakery and snacks shop.

Their Strengths; Well-known and trusted by their customers, Strategic address, Good number of staff

Weakness: No door step services, Poor pay to workers making their work delayed, No delivery vehicles

1. USH EVENTS-OPPOSITE ZENITH BANK,II/I MAKURDI

Strengths: Adequate staff strength, Well-known and trusted by customers, Quite a number of delivery vehicles

Weakness: Imperfect meal presentations, No cake services

1. MIA EVENTS CREATION

Strengths: Well-known and trusted by customers, Efficient catering services, Strategically addressed.

Weakness: Inability to meet customer demands (customer demands, No door step delivery

**FINANCIAL PLAN/PROJECTION**

Financial Information

Sources of start up financing for Eneni event catering will come from individual savings .Each number of the team contributes N100,000 was given by one of our makeup N1,000,000 .A soft loan of N1,000,000.These we used to buy the required equipment for starting the business.

We have a delivery vehicle which was donated to the venture at no cost to enable us do deliveries. However the company will take over expenditures and maintenance of the vehicle. We hope to take a bank loan after our financial analysis ad profit at the end of one business year.

**COMPANY’S MONTHLY BUDGET**

Utilities (light & water) 5000.00

Vehicle: petrol, servicing 20000.00

Generator: fuel/servicing 5000.00

Purchase of water 10000.00

Advertising 20,000.00

T-shirts/Flier printing 280,000.00

Wages 200,000/month

Total sales/services income projecting

|  |  |  |  |
| --- | --- | --- | --- |
| Per month x 1yr | Cost of production | Amount Charged | Profit |
| Event 1.Fried rice Fried chicken 100 Guest | N80,000 | N150,000 | N70,000 |
| Event 2.Jollof Rice/Pepper Beef 50 guests | N50,000 | N120,000 | N90,000 |
| Events 3-50 balls of pounded yam Egusi/vegetables/Dry fish | N80,000 | N150,000 | N70,000 |
| Event 1-I carton of roasted fish | N20,000 | N120,000 | N100,000 |
| Event 5- 1000 balls of semovita/ogbonno/fish/beef | N30,000 | N120,000 | N90,000 |

This projection is homes dependent on the time of the year.

The low months are difficult months that people are managing to recover from end of year expenditure and school fees.

The average is when people have overcome hurdles of early year and are trying to relax.

The average months are when people have overcome the hurdles of early year and a trying to relax people room all over for festive celebrations and relaxation at faster. Sallah independent and Christmas celebrations.

Bank transactions monthly

Bank charges N550.00

Transaction fee N50.00

Total monthly N600.00 x 2= N7200.00

General summary of cash flow in the business for one year

Cash inflow Cash out flow

1. Equity N1,100,000 Equipment N491,000

2. Service profit N5,520,000 Taxes/Bills N360,000

Monthly Budget N280,000

Bank charges N7200

Wages N2,400,000

Miscellaneous N241,000

Total cash inflow =N6,620,000 Total cash outflow =N3,800,200

Closing balance/profit per year =5,040,000

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**STOW ANALYSIS**

For us Eneni Event catering strengths

1. Skill acquisition in entrepreneurship studies and specialized entrepreneurial skills.
2. Capacity to work ourselves for one year.
3. Commitment and dedication.
4. Unique strategies and market approach.
5. Personal income base.

**WEAKNESS**: No stable business place, Lean wages for partner, Lack of enough vehicles

**OPPORTUNITIES**: Experience building, Meeting new challenges, Earn good money, Learn new strategies.

**THREATS**: Challenge of low months, Vehicle breakdown, Business not yet insured.

**CONCLUSION**

Doing business is an adventure and a new one for that matter, however in business risk is worth taking after all life itself is a risk. This is our drive is not worth it. It is quite profitable as we move we have our eyes fixed at our customers and the on top of event catering business always.