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DETAILS: WRITE A SAMPLE  
BUSINESS PLAN ON ANY CHOICE  
BUSINESS VENTURE.

*N/B: ARBITRARY NAMES AND FIGURES HAVE BEING USED*

A BUSINESS PLAN ON BEAD MAKING AND JEWELRY PRODUCTION FOR  
MISS BEE JEWELS... (DEALERS OF ALL KINDS OF BEADS AND ACCESSORIES)  
PREPARED BY UPHILL BUSINESS AND CONSULTING SERVICES.

Business Details

MISS BEE JEWELS

Email: .....

Phone No:

Corporate Address:

Consultant Details

UPHILL BUSINESS AND CONSULTING SERVICES

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CONFIDENTIALITY

This business plan has been conceptualized for MISS BEE JEWELS by Uphill Business and Consulting services in pursuance to its request for funding from the .....

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Upon request, this document is to be immediately returned to the promoters of the proposed business

Signature:

Name:

Date:

## TABLE OF CONTENT

1. Executive Summary/ Brief Description of the Project
2. Introduction
3. Product and Service Description
4. Competition, Market Analysis/Strategy and Production Plan
5. Management and Job Responsibilities
6. Financial Analysis
7. Conclusion

Appendix A: Sample of Beading Materials

### **Executive Summary/ Brief Description of the Project**

MISS BEE JEWEL is a company which specializes in the production and designing of handmade beaded jewelries and dressing accessories made using a variety of beads. By establishing a beaded jewelry hub in Port Harcourt City, the Rivers State Capital for the design, manufacturing and marketing of beaded jewelry to appeal to women with style, elegance and class, Miss Bee Jewel plans to deliver quality products that will leave our customers with a ‘wow’.

Our beads come in different types like acrylic beads, bone & horn beads, celestial crystal, gemstone beads, metal beads, pearls, porcelain beads, shell beads, wood & nut beads, large-hole beads, Deepak’s gem palace, Czech glass beads, promo beads, Swarovski crystal, etc and have combined experience in beads making, wire works, and tiger tail works, amongst many others. Each piece of beaded work is an individually, handcrafted work of art made with durability and years of usability in mind. Handmade jewelry and dressing accessory are becoming increasingly popular with all ages of women and, thus, is an excellent growth industry with plenty room for additional competitors. We offer all types of products that will represent its brand well. This is one of the reasons why we will leave no stone unturned in garnering world class jewelry skills that will represent us well, as well as meet the teeming demands of our clients.

Our business goal is to become one of the leading bead-making company and we will make sure that every product we churn out meets the demands of all the authorities in charge. At MISS BEE JEWELS', our client's best interest will always come first, and everything we do will be guided by our values and professional ethics. We will cultivate a working environment that provides a human, sustainable approach to earning a living, and living in our world, for our partners, employees and for our clients. We strive to maintain a successful business with excellent customer service in order to keep customers both satisfied and coming back to make repeat purchases. We will market specifically to both young and old women who take pride in their appearances, especially to help them meet the demands of their rich cultural appearance.

All this will be hinged on a well-motivated and strategic human resource team which will be driven by Miss Longjohn Boma who will provide the needed motivation and drive for the organization. The value proposition, segments of design, product assembly, packaging, marketing and distribution will be coordinated by seasoned personnel. The MD/CEO of MISS BEE JEWEL will invest personal finance to drive the overall business within a convenient operational model to achieve the drive of the business.

### **Introduction**

As a unique brand, Miss Bee Jewels will be registered as a beaded jewelry crafting, design and marketing firm. The operation of Miss Bee Jewels will be driven on an effective production line which begins with the conceptualization of beaded jewelry or accessory designs to the eventual packaging of the outcome. With an unwavering bias for quality, Miss Bee Jewel will source varieties of quality beads from verifiable suppliers and manufacturers to ensure the durability and standard of products.

Miss Bee Jewels seeks to start operation using the low-cost technology by employing talented and trained handmade jewelry craftsmen and women to sustain the operational line and as time advances would move to mechanized technology for better production. The finished quality beads of various design and size will appeal to women of all age; a market which will support the gradual automation and enhancement of production processes.

### **Product and Service Description**

Miss Bee Jewel was established with the aim of maximizing profit in the female fashion and beauty industry. We want to compete favorably with the foremost bead making companies in Africa which is why we have put in place a competent quality assurance team that will ensure that any product and service rendered meet and even surpass our customers' expectations.

On offer are all the staples such as acrylic beads, resin beads, plastic beads, sand beads, bone beads, gemstone beads, glass beads and an enormous range of jewelry-stringing supplies, beading tools & supplies, beading books and magazines, indian glass beads, cinnabar, cubic zirconia, charms & trinkets, glue & adhesives, feathers, etc. These are all available to produce jewelry set that consist of a neck pieces, bangle, earring and rings.

On the aspects of the beaded accessories, our offers include auto-gele, handbags, sandals, traditional caps, slippers, vases, walking sticks and horse tails, bead blouses, keyholders, bowties, hand effects on sewn clothes and wrappers, pendants, waist beads, brooches and pins.

Our services are not limited only to the production and designing of the aforementioned but also include, training bead makers on how to become an expert, skill acquisition outings, retailing of products, delivery of orders ,repairs of various types of beads, sales of beading kits, tools and magazines, hire purchase of traditional beaded apparels etc.

More details on products sample can be seen via the business website to give ideas on what to expect while further question or enquires could be made via the customer service or through personal visit to the shop.

### **Competition, Market Analysis/Strategy and Production Plan**

Apart from recent fashion trends and the proliferation of beads production, Nigerian and African fashion history cannot be complete without beads. It forms part of attire for family, communal and festive events which cuts across the length and breadth of the nation. The firm is in the Niger Delta region whose culture is one that relies and places so much values on adornment. This create little of no room for competition as the market demand are high to meets the needs of the lady's recent fashion trend and the proliferate cultural adornment.

### Market Analysis/Strategy

With the rise in the popularity of smart business and casual attire, people wish to pair their everyday, work, and party outfits with the appropriate jewelry that defines their unique style, while also being comfortable to wear it for extended periods of time. Therefore, with a high demand for light, daily-wear jewelry, owing to the practicality, comfort, and versatility that they offer, we at Miss Bee Jewels have noted this trend and are ready to take the course of the market to meet such demands.

Our major market consists of a greater percentage of young ladies (18 – 40 years), jewelry stores and traditional holders. There would be direct marketing of brand and products through handbills, billboard, fashion competitions, sponsorships of events like skill acquisition enrolments, promo marketing and cold calling at event centers. There would be a website and social media platform for the firm that would render information on our services, more details on product samples like pictures, booking and delivery services. Award strategies for existing customers for referrals would be contemplated upon by the management and dished out accordingly.

### Production Plan

While the firm is open to on-demand customers and orders, the first few months would be spent solely on make few samples of high demand and desirable color of various beaded samples and accessories to start up a functional website. As time goes on there would be more market and production would be on the increase solely based on demands while the setup to sharpen bead makers skills and skill acquisition enrolment will be sharpened. At all times there would be sales and delivery of beader's kits, suppliers like mannequins, working tools, packaging boxes etc or magazines both in wholesale and in retail.

### **Management and Job Responsibilities**

The firm is founded and managed by Miss Longjohn Boma who has had five years of craft and beading experience. Alongside a university certificate, she has bagged a lot of awards and recognition in the beading and crafts industry through her various finesse works.

We at Miss Bee Jewels plan to hire workers that are very qualified, innovative, customer centric, having good communication skills and are open to help us build a business that can compete in the industry. From our second year in business, we plan to hire qualified and competent hands to occupy the following offices; Chief Executive Officer, Admin and HR manager, Bead designers, Marketing and Sales Manager, Information director, Company accountants, Deliverers, Cleaners and Security guard. Their responsibilities are briefly spelt out below:

#### Chief Executive Officer (Miss Longjohn Boma)

- ❖ Provide work direction for the business.
- ❖ Fixing prices and signs business deals, checks and documents for the business.
- ❖ Payment of workers salary.
- ❖ Evaluates the success of the organization.

#### Admin and HR manager

- ❖ Oversees the running of HR and administrative tasks for the company
- ❖ Monitor office supplies by checking stocks; placing and expediting orders; evaluating new products.
- ❖ State job positions for recruitment and managing interviewing process
- ❖ Manages all affairs of the employees including skill improvement.
- ❖ Oversee the smooth running of the daily office activities.

#### Bead Designer

- ❖ Uses hand and machine techniques to produce samples and finished works;
- ❖ Interpret orders and plans the layout of specific designs.
- ❖ Charged with producing instructional articles on projects for bead making publications.
- ❖ Repairs damaged bead works
- ❖ Instructor for training sections.

#### Marketing and Sales Manager

- ❖ Oversee external research and coordinate all the internal sources of information to retain the organizations' best customers and attract new ones

- ❖ Keep all customer contact and information
- ❖ Represents the company in strategic meetings
- ❖ Aid to increase sales and growth for the business

#### Information director

- ❖ Tasked with the organization website and social media platforms.
- ❖ Takes care of the ecommerce aspect of the business
- ❖ Handles any other technological and IT related duties.

#### Company accountants

- ❖ Manages ledger and prepares financial reports, budgets, and financial statements for the company
- ❖ Administers payrolls
- ❖ Ensuring compliance with taxation legislation
- ❖ Take care of all financial transactions for the business

#### Deliverers

- ❖ Delivers customer's orders on time
- ❖ Delivers correspondence for the facility
- ❖ Runs errand for the business and undertakes any other duty as assigned by the managing director

#### Cleaners

- ❖ Cleans the facility and manages toiletries.
- ❖ Handles any other duty as assigned by the manager.

#### Security guard

- ❖ Tasked with protecting the facility and its environs
- ❖ Controls traffic and organize parking and patrols around the building.



### Financial Analysis

#### Fixed Cost (per annum)

<b>Item</b>	<b>Price (in naira)</b>
Building Rent	120,000.00
Light and Power	60,000.00
Insurance	20,000.00
Taxation	5,000.00
Office equipment and machinery	30,000.00
<b>Total</b>	<b>235,000.00</b>

#### Variable Cost (per annum)

<b>Item</b>	<b>Price (in naira)</b>
Purchases	70,000.00
Office stock supplies	30,000.00
Salaries / Labor	100,000.00
Miscellaneous	50,000.00
<b>Total</b>	<b>250,000.00</b>

#### List of Purchases

- ❖ Straw
- ❖ Assorted beads
- ❖ Baked cay of glass
- ❖ Fishing line
- ❖ Stopper
- ❖ Rope
- ❖ Holden
- ❖ Clip
- ❖ Packages(boxes)
- ❖ Plier

❖ Cutter

NB: The list of purchases would be reviewed on a monthly basis based on the needs of the firm and the nature of the customers demand.

**Conclusion**

The business plan for Miss Bee Jewels is very viable and workable hence necessary funding can commence to kick start the project.

**Appendix A: Sample of Beading Materials**

