**AYANLERE OLUWAPELUMI DEBORAH**

**18/LAW01/050**

**LAW**

**INTRODUCTION TO ENTREPRENEURSHIP**

**GST212**

**Executive Summary**

The Obio-Akpor Local Government Area of Rivers State has experienced explosive growth the past three years. A lot of new residents live in this area. Area businesses are slowly catching up with this new opportunity. Pizza Place is opening a new pizza delivery service that will focus on But not only limited to the area.

Currently, the area's closest pizza restaurant takes up to 45 minutes to deliver a pizza. Pizza Place will cut the delivery time to no more than 20 minutes.

Pizza Place will offer a better pizza, at a lower price, and will deliver it hot to the customer's door faster than the closest competitor.

**Objectives**

Capture the majority of the pizza delivery business in the Obio-Akpor Local Government Area and Rivers State at large.

Offer our customers a superior product, at a low price, and provide customer service that is second to none.

**Mission**

Pizza Place's mission is to offer residents of the Local Government Area the best pizza delivery service in the city.

**Keys to Success**

* A superior product that promotes customer loyalty.
* A business location that will assure the people that the pizza will be delivered quickly.
* Delivery people that have great customer skills.

**Company Summary**

Pizza Place is a new pizza delivery service started in the Obio-Akpor Local Government Area. Ayanlere Deborah, owner of Pizza Place has seven years of experience in the restaurant industry. Her focus is to satisfy the customer's demand for a quality pizza that is delivered quickly with a smile.  Pizza Place will serve all over Obio-Akpor Local Government with multiple residents. Overhead will be kept low so that Pizza Place's prices will beat the competition. Delivery people will use their own vehicles so the business will not have to purchase delivery vehicles.

**2.1 Start-up Summary**

The start-up cost of Pizza Place will consist primarily of kitchen equipment. Ayanlere Deborah will invest ₦1,000,000

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**2.1.1 Company Ownership**

Pizza Place is owned by Ayanlere Deborah

**Start-up Requirements**

**Start-up Expense**

1. Legal - ₦120,000
2. Kitchen Inventory - ₦100,000
3. Delivery Paper Product - ₦60,000
4. Leased Kitchen Equipment - ₦200,000
5. Insurance - ₦70,000
6. Rent ₦70,000
7. Promotional Signs for Delivery Cars - ₦40,000
8. Expensed Equipment - ₦0
9. Business Sign ₦80,000
10. Other -₦0
11. Total Start-up Expenses ₦740,000

**Start-up Assets**

Cash Required - ₦100,000

Other Current Assets ₦0

Long-term Assets - ₦160,000

Total Assets - ₦260,000

Total Requirements ₦1,000,000

**Start-up Funding**

Start-up Expenses to Fund - ₦37,000

Start-up Assets to Fund - ₦13,000

Total Funding Required - ₦50,000

**Assets**

Non-cash Assets from Start-up ₦160,000

Cash Requirements from Start-up ₦100,000

Additional Cash Raised ₦0

Cash Balance on Starting Date ₦100,000

Total Assets ₦260,000

**Liabilities and Capital**

**Liabilities**

Current Borrowing ₦0

Long-term Liabilities ₦0

Accounts Payable (Outstanding Bills) ₦0

Other Current Liabilities (interest-free) ₦0

Total Liabilities ₦0

Capital

**Planned Investment**

Ayanlere Deborah - ₦50,000

Other - ₦0

Additional Investment Requirement - ₦0

Total Planned Investment – ₦50,000

Loss at Start-up (Start-up Expenses) - ₦37,000

Total Capital - ₦13,000

Total Capital and Liabilities - ₦13,000

Total Funding - ₦50,000

**Company Locations and Facilities**

Pizza Place will be located at the center of Obio-Akpor Local Government with hopes to expand in the near future.

**Products**

Pizza Place will offer a wide variety of pizzas, as well as sodas and fruit juices.

**Market Analysis Summary**

Obio-Akpor is a growing middle-class area with a lot of residents.  A majority of these residents are families of four or more.  The average income for the area is ₦500,000.   The boom in the area is primarily in response to new employment opportunities in the Local Government Area.  Businesses that traditionally do well with this population have demonstrated the potential for Pizza Place.  A neighbor of Pizza Place, Magic Videos, has been in operation in the area for a little over a year.  Magic Videos is the closest video store serving the area. Their sales have grown by 40% due to its location and the absence of direct competition in the area.

With continued growth in the area, opportunities to serve the e residents will increase.   The company will sell predominantly to individuals, but it will also accept some catering jobs to individual parties and company functions in the area.

**Strategy and Implementation Summary**

Pizza Place will use advertising to promote the business.  We will use the local Obio-Akpor Local Government flyer to advertise.  In addition, we will hire people to hold signs at the corner of 11th and Tyler. We will also use door handle flyer promotion throughout the Obio-Akpor Local Government neighborhoods.

Our most important promotion will done in conjunction with Magic Video.  We will offer a two for price of one video coupon with each purchase at Pizza Place that can be used at Magic Video.  Magic Video will offer its customers a ₦2 off coupon that can be used at Pizza Place.

**5.1 Competitive Edge**

  Pizza Place's competitive edge is:

* Location:  Pizza Place is located in the heart of the Obio-Akpor Local Government area. The closest pizza restaurant to the Obio-Akpor Local Government area is a fifteen minute drive. Pizza Place can deliver in half the time of its competitors.
* Low Overhead/Lower Prices: Since Pizza Place only delivers pizza, its prices don't reflect overhead demands of a traditional pizza restaurant.

**5.2 Sales Strategy**

The sales strategy of Pizza Place is simple. First, offer the customer a superior pizza at a low price. Second, make sure that pizza is delivered quickly. Third, the delivery people must work to create customer loyalty.

**5.2.1 Sales Forecast**

|  |  |  |  |
| --- | --- | --- | --- |
| Sales | Year 1 | Year 2 | Year 3 |
| Pizza/Drinks | ₦3.250,000 | ₦3,560,000 | ₦3,900,000 |
| Catering Income | ₦280.000 | ₦360,000 | ₦480,000 |
| Total Sales | ₦3,530,000 | ₦3,920,000 | ₦4,380,000 |

**Management Summary**

Ayanlere Deborah will be the manager of Pizza Place. Deborah started as a waiter at the city's Kilimanjaro restaurant. At the time, Deborah was in her second year at Afe Babalola University. Deborah was offered the position of shift manager at the Kilimanjaro. She 000has held that position for five years.

**6.1 Personnel Plan**

The Pizza Place will have the following staff:

* Manager.
* One kitchen staff.
* Two delivery staff.

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| --- | --- | --- | --- |
| Personnel Plan | Year 1 | Year 2 | Year 3 |
| Manager | ₦600,000 | ₦680,000 | ₦760,000 |
| Kitchen Staff Member | ₦480,000 | ₦500,000 | ₦580,000 |
| Delivery Staff(2) | ₦720,000 | ₦740,000 | ₦760,000 |
| Other | ₦0 | ₦0 | ₦0 |
| Total Payroll | ₦1,800,000 | ₦1,920,000 | ₦2,100,000 |