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Question

Prepare a business plan on any business of your choice.

Answer

Feasibility Study and Report Writing.

A feasibility study is an analysis of the viability of a business idea. It is an investigation of a project to validate the viability of the report by examining it through the technical, economic, commercial, financial and environmental impact lens. It focuses on the rationality or otherwise of the investment required to execute the project.

With this in mind, we head to the business plan at hand;

A Business plan for the development of OBEANS UNIVERSE 2.0 PHONES project

Phone Development.

The undersigned reader acknowledges that the information provided in this business plan is a confidential intellectual property; therefore, the reader agrees not to disclose it to a third party without the express written permission of the promoters of the proposed business.

It is acknowledged by the reader that information furnished in this business plan is in all respect confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of same by the reader, may cause serious harm or damage to the promoters of the proposed business.

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

Signature:

Name:

Date:

Contents of the Feasibility Report

- Executive Summary/ Brief Description of the Project
- Sponsorship, Management and Technical Assistance
- Market and Sales
- Technical Feasibility, Strategy and Competition
- Timelines of Projects
- Estimated Project Cost and Revenue
- Funding Mechanism
- Conclusion

Executive Summary/ Project Description:

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.

OBEANS CELLULAR PHONES', INC. 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 whole Africa especially West Africa.

In order to achieve this goal, OBEANS CELLULAR PHONES', INC 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."

The company was initially formed as a sole proprietorship by Mr. Obiekwe Obinna in South Eastern Nigeria, and succeeded tremendously in that market. Capitalizing on the growing wireless communications industry and based on their success decided to expand their company's operations to South East Asia, Singapore and create a niche market for its products and accessories.

Keys to Success

Our company keys to success will include:

1. Provide excellent customer service
2. Grow and maintain a referral network of customers
3. Focus expertise in GSM cellular phones and GSM cellular phone programs
4. Respond rapidly to customer problems with product or plan

Sponsorship:

The project is sponsored by Obiekwe Obinna Prince-well an educationist and founder of Love Alarm, the fastest growing active social media software application and also one of the youngest multi-billionaires 2020 according to Forbes.

Management:

The management of Garbles Cellular Phones, Inc. is made up of the owner, a Marketing manager (Mr. Kim Tae-Hyung and his assistant Goo Joon Pyo) and three other members who will be hired locally and will be added. A Programmer, and two store attendants with one serving at the beginning as secretary.

	YEAR 1	YEAR 2	YEAR 3
CEO	12.6M	14.4M	18.72M

Marketing Managers	7M	8.4M	9.3M
Programmer/Office Administrator	6M	6.6M	6.9M
2 Store Attendants	9M	10M	12M
Other	0	0	0
Total Payroll	34.6M	39.4M	49.92M

Market Sales:

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. One illustrative example is that it is forecasted that within two years over 65% of children from age of 10-15 will have cell phones.

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

Text messages between friends. 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. Email can also be sent between different provider phones, but many of the special characters are lost, hence users may try to keep a circle of friends on the same provider to receive the special characters. Email, of course, may be sent from computers as well, but files are often stripped of headers and attachments when received on cell phones.

Most North American phones come with a few games to keep people entertained for a limited duration. Japanese 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. You can even buy joysticks and navigation consoles that plug into your phone.

One of the recent popular additions to many of the Japanese and Korean phone models is a CCD Camera that is mounted either on the outside of the clamshell or on the clamshell hinge. The camera lens is slightly smaller than a dime and takes 4x4 cm pictures to display on the phone's screen or to send to others. 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 microphone and earpiece). The camera also has a couple of neat accessories including an external flash that pops into an accessory port and a miniature printer that will print out pictures.

Our company will try to take advantage of these developments and serve its customers in all these new trends and developments.

Market Segmentation, OBEANS CELLULAR PHONES, INC. 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- 5%
- Students- 5%
- General public- 50%
- Professionals- 15%
- Service organizations and companies that need to be in constant communication with their employees- 25%

Competition and Strategic Analysis:

Given the contemporary society we are at, we'll be up against mobile technology giants such as Samsung, iPhone and Huawei. But given the below strategic resolve we may be able to run a good race.

The OBEANS Communication's competitive edge will be:

Location: Locating the company in West Africa, Nigeria enables the company to cover a large and rapidly developing customer populace.

Customer Service: Mr. Obiekwe Obinna, owner and CEO of Obeans Cellular Inc., has been the CEO of the Obeans Cellular Phones Ltd. for many years past, and accumulated a vast knowledge and experience in the cellular phone market, with a special expertise in GSM phones. He is very familiar with his target customer base. He has an excellent reputation for customer service.

E-Commerce: The company will make an effort to enhance its sales through a serious and advantageous website in order to attract customers that are reluctant to do business with large companies.

Market Potential:

There is strong demand for fast network, superb performance and logic breaking technological phones worldwide but higher concentration in west Africa due to the fake lives people want to lead. To do so high tech mobile devices are needed and we can give it to them at a high price of course.

Profitability:

All elements are working in our favor, location, competition and strategy, with all are cards played properly, there would be a high profit benefit backing up this company.

Technical Feasibility:

The projects are technically feasible. The CEO has had outright experience in business management for about 10 years and both graduates of Columbia University and Imperial College

business school holding a degree in marketing science and strategic marketing respectively with 5 years of experience. We also have outstanding programmers who were part of the initial development process of the novel iPhone we have today. Given our squad, the project has an outstanding technical feasibility range.

Project Timeline:

The project would be completed within a year, there would be time needed for the set-up of shareholders and investors alongside some foolproof check of certain technological parts.

- **Estimated Project Costs and Revenue**

	YEAR 1	YEAR 2	YEAR 3
Sales	\$357,000	\$500,000	\$710,000
Direct Cost of Sales	\$85,510	\$123,860	\$175,900
Other Costs of Sales	\$26,824	\$30,000	\$45,000
TOTAL COST OF SALES	\$112,334	\$153,860	\$220,900
Gross Margin	\$244,666	\$346,140	\$489,100
Gross Margin %	68.53%	69.23%	68.89%
Expenses			
Payroll	\$123,000	\$135,960	\$148,600
Marketing/Promotion	\$4,500	\$10,000	\$25,000
Depreciation	\$0	\$0	\$0
Rent	\$24,000	\$24,000	\$24,000
Insurance	\$12,000	\$12,000	\$12,000
Payroll Taxes	\$0	\$0	\$0
Other	\$0	\$0	\$0
Total Operating Expenses	\$163,500	\$181,960	\$209,600
Profit Before Interest and Taxes	\$81,166	\$164,180	\$279,500
EBITDA	\$81,166	\$164,180	\$279,500
Interest Expense	\$0	\$0	\$0
Taxes Incurred	\$24,350	\$49,254	\$83,850
Net Profit	\$56,816	\$114,926	\$195,650
Net Profit/Sales	15.91%	22.99%	27.56%

Funding Mechanism:

The project would be funded majorly by Obiekwe Obinna Prince-well, he'll play a major role in the funding of the project alongside other shareholders and investors.

In Conclusion: The project is technically feasible, commercially viable and highly profitable. It is therefore recommended for funding. In the long run, it can improve the technological resolve of West African Countries.

