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18/Sci14/004

GST 212 assignment

BUSINESS PLAN OUTLINE

The Business: it is a water distribution business in which large water coolers are used to transport clean fresh waters to areas where needed in order to gain money, aid but to also quench the thirst of people.

- A. **Marketing:** We are in the business of identifying anticipating and satisfying customers needs and wants. We use B2C marketing meaning that we use our marketers directly to consumers. We can also use our online services to sell our products and B2C makes it easier.
- B. **Competition:** We always strive to gain or win something by defeating or establishing superiority over others.
So far we haven't really had any competition and we intend to keep it that way but if any arises we are sure to establish our dominance.
- C. **Operating procedures:** well, the water is treated and made safe in our hidden labs then they are transported to our multiple branches for final checks, branding and sealing. Then the bottles would be taken to multiple big companies that have placed their orders.
- D. **Personnel:** we have over 480 employees nationwide and hope t get more scientists for our labs
- E. **Financial data :** We don't take loans from banks but we did take loans from personal friends which makes our balance sheet on the positive side.