**Business Plan**

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**18/CSI01/033**

**KLAWTMEF ENTERPRISES**

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| **Business** |
| INTRODUCTION  KLAWTMEF Enterprises is a family based business located in Lagos, Nigeria whose mission is to provide necessary service and products to people in the surrounding area. Additionally, it was created as a source of income to aid the family.  KLAWTMEF is led by Rtd. Major Lucky Fakrogha as Business Manager who has knowledge in the business world. The company expects to satisfy the needs of customers and in subsequent years increase in size.  OUR PRODUCTS  KLAWTMEF concentrates on cyber café as its primary business as that will attract more customers due to the rising need of online based work. This includes printing, internet, photocopying, scanning, passport, result checking etc.  As secondary business, KLAWTMEF focuses on raw food, cooking ingredients, chemicals, liquid soap, wines and drinks.  The choice of products will increase publicity of the enterprise and attract more customers and investors and in the long run, more revenue. |
| **SPONSORSHIP** |
| KLAWTMEF Enterprises is going to be sponsored by Addax Petroleum Ltd, Zenith Bank and Stanbic IBTC Bank. Addax Petroleum is donating #12,000,000 to finance the Cyber café branch, Zenith is donating #9,000,000 to finance the chemical branch and Stanbic is donating #5,000,000 to finance the food and wine branch.  The business manager will finance the infrastructures and equipment needed for smooth running of the business. |
| **Skills and experience** |
| * I have worked as a sales woman in two food shops Blenco and Wallmart. * I have worked as an IT consultant in a Safeway cyber café. * I have worked as a cook in Mega Chicken. * I have worked in Total factory producing chemicals |
| * Total factory carried out a mandatory safety and precaution training on chemicals for newbies. * At Blenco, I was trained on how to accommodate different types of customers. * At Mega Chicken, I learnt how to prepare several dishes. * I was trained on how to effectively distribute money. |
| **Transferable skills, talents or traits relevant to this business:** |
| * I have proven to be hardworking even while under pressure * I am honest and transparent In my dealings * I take responsibility for my mistakes. * I do necessary task without being told and on time. * I am careful and calculated * I am a good leader and listener. |

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| **Target customers** | | | | |
| **Age:** | **Gender:** | **Income:** | **Types:** | **Target regions:** |
| * 0 - 5 yrs * 6 - 12yrs * 13 - 17yrs * 18 - 30yrs * 31 - 50yrs * 51yrs + * All ages | * Males * Females | * #10 - #25,000 * #26,000 - #99,000 * #100,000 + | * Individuals * Businesses * Families * Other | * Local * National |
| It is estimated that for the first year 54% of potential customers are in my target region. For the second year, it would go up to 80%. Eventually, KLAWTMEF Enterprises would go international. | | | | |
| KLAWTMEF Enterprises whose mission is to provide necessary service and products to people the surrounding and make life easier for them, to create employment opportunities for all types of people.  Additionally KLAWTMEF Enterprises would do well to educate and train their workers in other to carry out their job effectively. | | | | |

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| **Market and Competition** | |
| **Research conducted to understand the market, the industry, regions, customers, competitors through:** | |
| * Surveys & questionnaires * Focus groups * Interviews * Desk or online research * Market testing * Trade fairs or exhibitions * Met with suppliers * Personal experience * Social media research * Mystery shopping competitors * Family and friends * Other | |
| **Competitor 1:** | |
| **Name, location, website:** | **Average prices:** |
| Dangote Enterprises,  Lagos, Nigeria. | #5 - #$12,000,000 |
| **Strengths:** | **Weaknesses:** |
| * All rounded * Good amount of well trained workers | * Not enough suppliers * Delivery takes time, and sometimes goods are damaged. |
| **Competitor 2:** | |
| **Name, location, website:** | **Average prices:** |
| Shoprite,  Lagos, Nigeria. | #10 - #100,000+ |
| **Strengths:** | **Weaknesses:** |
| * Versatile and all rounded | * Not enough branches |
| **KLAWTMEF:** | |
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| KLAWTMEF being a family business is all about serving the customers whole-souled and satisfying them in order for them to rely on us more. To us customer satisfaction is important even at our detriment. Our wide range of investors and large inflow of income make it easier to gain revenue and expand better. | |
| **strengths:** | **weaknesses:** |
| * Eager workers * Fast services * Government support * Quality products * Discounts and sales * Efficient services | * New to the business |

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| **Sales and marketing plans** |
| **We would promote this business through:** |
| * Website * Advertising (online) * Advertising (print, radio, TV) * Search engine marketing * Social media * Retail outlets * Referrals * Leaflets * Events and exhibitions * PR * Other |

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| **Back-up plan** |
| Nothing is set in stone. If this plan does not work out as intended, there is a family emergency fund and the financial benefit from the army to fall back on. Also funding from our house on sale and rent, and shops too. |