

**UNIVERSITY OF NIGERIA NSUKKA**  
**FACULTY OF THE SOCIAL SCIENCES**  
**DEPARTMENT OF PUBLIC ADMINISTRATION AND LOCAL**  
**GOVERNMENT**

**TOPIC:**

**A BUSINESS PLAN OF A FASHION DESIGNING**  
**BUSINESS OUTLET**

**SUBMITTED IN PARTIAL FULFILLMENT OF THE COURSE**  
**CEDR (342)**

**BY**

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**2014/195230**

**LECTURER: DR. (MRS). C. NWAOGA**

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# **BUSINESS PLAN**

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## PART I

### 1.0 EXECUTIVE SUMMARY

1.1 The following report and recommendations relate to the proposal by **CHI EXCEPTIONAL FASHION OUTLET (NIGERIA)** to establish a Fashion Designing Outlet.

1.2 The proposed project is to be fully implemented with an investment of N1 million (One million), made up of N600, 000 fixed capital and N400, 000 working capital.

1.3 The company's vision is "to be a fashion designing firm of choice, providing quality wears/service to discerning customers".

1.4 The proposed project will be located at Nsukka in Enugu State.

1.5 A ready market exists for the planned business, based on our market survey.

1.6 The financial projections reveal a good level of liquidity and stability. The projected turnover for 2010, 2011 and 2012 respectively is N1.5million, N1.8million and N2.16million. Profit after taxation in 2010 is N197, 000 increasing to N712, 985 in 2012

1.7 The funding requirement is N800, 000, as the promoter is committing N200, 000 to the project.

1.8 The company's competitive edge is the management's strong technical skills and knowledge of the industry.

1.9 The profitability indicators as extracted from the projections embodied in this plan are as follows:

<b>Indicator</b>	<b>2010 N</b>	<b>2011 N</b>	<b>2012 N</b>
Turnover	1,500,000	1,800,000	1,434,000
Gross Margin	900,000	1,400,000	1,434,000
Net operating profit	197,000	408,700	356,49
Return on Equity or Owner's contr. %	98.5	204.35	356.49
Return on Total Investment %	19.7	40.87	71.29

### 1.10 Conclusion and Recommendation

From the point of view of the analysis of our findings, the proposed project is found to be technically feasible, financially viable and economically desirable. • The project offers good investment benefits. We therefore, highly recommend it to be funded so that we can ensure its implementation.

## **PART II**

### **2.0 BACKGROUND**

#### **2.1 Introduction**

The planned fashion design – **CHI EXCEPTIONAL FASHION OUTLET Ltd** is the result of strong industry and needs assessment studies undertaken in the South Eastern zone of Nigeria, particularly Enugu State by the promoter of this business (**Chigozirim, Maureen Chioma**). The studies reveals that the demand for quality and well-designed outfits by mainly the undergraduates, working class, etc. is high and going by the rapid influx and development of the place coupled with the presence of the University –University of Nigeria, Nsukka the environment is economically cashable.

#### **2.2 Vision Statement**

To be the most outstanding fashion designing firm in the South Eastern part of Nigeria, particularly Enugu.

#### **2.3 Mission Statement**

To produce quality and well-designed wears using the best mechanism possible.

#### **2.4 Ownership of Enterprise**

The Business is a sole-proprietorship business wholly owned and managed by Chigozirim, Maureen Chioma.

#### **2.5 Legal Status**

As a sole- proprietorship outlet, it is yet to be registered with the Nigerian government.

#### **2.6 Location and Facilities**

The business is sited at No. Shop 311 Nsukka market.

Office line: +2348148005407

E-mail: [chigozirimmaureen@gmail.com](mailto:chigozirimmaureen@gmail.com)

## **2.7 Production/Service**

- Male and females (adult) designers' wears as well as
- Male and female (children) designers' wears.

## **2.8 Business Strategy**

- To be known as the best fashion designing outlet that produces long-lasting and quality wears
- To engage in at home delivery service with little or no charges based on the distance of the home.

## **2.9 Key Success Factors**

- Enough fashion-driven target markets i.e. students and working class.
- Our entrepreneurial qualities of decisiveness, self control, determination, ability to focus and trustworthy character are also our strength.
- Our entrepreneurial qualities of decisiveness, self control, determination, ability to focus and trustworthy character by the company; to keep knowledge of market need and quick ability to respond to them.
- A+ Fashion Design Outlet will introduce the idea of adding excellence to our other customer care services. For instance, friendly reception, smile, proper attention, etc.

### 3.0 MARKET AND CLIENTS

#### 3.1 Nature and Size

Our business is solely managed by Miss. Chigozirim Maureen Chioma and she will employ at least six workers as staff i.e. the manager, two seamstresses, three male and one female designer, two marketers, one service deliverer and one accountant doubling as a marketer too. Some of our product will be sold at the industrial area or at Nsukka market where we rented shop for our product sales. The fashion industry is a lucrative business; it is one of the most viable business ventures in Nigeria and Nsukka in particular. Our outlet is capable of producing 500 wears in 2 months hence, a budding business.

#### 3.2 Target Market

The target market of Nsukka is very viable. The presence of the university with consequent influx of people from all parts of the country has provided for the Admiral Fashion Concept a large estimated target market of over 28,000; comprising of children, youths and adults

#### 3.3 Key Competitors and Players

The key competitors are very few because of the inadequate knowledge in the production of designed wears and the absence of customized designing machines. However, **Oma Fashion** and **Ikye Outfit Ltd** are potential competitors.

#### Competition Analysis

Names of Competitors	OMA FASHION	IKYE OUTFIT LTD
Location of Business	304 Nsukka main Market.	314 Nsukka main Market
Product/services	Designers' wears for adult	Designers' wears for adult
Pricing strategy	5% higher	7% higher
What are their other strength	A good number of employees ranging from 10-15	A larger shop hence, two shops merged as one
What are their weakness	Produces only adult wears, have no delivery service and negligence to customer care service	No delivery service, incompetent staff, and production of only adults wears.

#### 3.4 Service Delivery

Use of firm's motorcycle.

### 3.5 Quality Assurance

The CHI Exceptional Fashion Outlet promises a retrieval of not well-designed/quality clothes.

### 3.6 Demand/Supply Analysis

#### Demand and Supply Analysis and Estimating the Initial Capacity

<b>Details</b>	<b>Size (Number)</b>
Potential Demand of wears to be served at the market monthly	1000
Less 30% existing competitors	700
<b>Available Market (in the absence of expansion and very high entry wall)</b>	
Less 10% due to possible expansion of competitors and entrant of new ones	<b>900</b>
<b>Available Market</b>	
Less 5% due to error in estimation	950
<b>Available demand/Qualified Market/Demand Supply gap</b>	
<b>Initial Installed Capacity 60% of available demand (served market)</b>	600

### 3.7 Technology

The technology required here are process technologies like:

- Sawing machines
- Designing machines
- Weaving machines
- Generator

While delivery service technology is

- Motorcycle



### **3.8 Competitive Edge**

The competitive edges of The CHI Exceptional Fashion Outlet are as follow:

- Service delivery motorcycle
- Well equipped and trained staff
- Service delivery
- Top notch customer care services

## **PART IV**

### **4.0 MARKETING PLAN**

#### **4.1 Promotion and Distribution Strategy**

- Distributorship: distributing our products to our potential customers on request basis.
- Sales depot: we shall create a room for sales in the university campus for those who may wish to come back on their own.
- Open market: our proposal has a vision to store rents at market where we shall be marketing our products during market hours.
- Opening of website for the business promotion
- Promotion of the business through our staff promoters

#### **4.2 Alliances**

There are no alliances since it is a solo-proprietorship business except for the market union.

#### **4.3 Market Positioning**

The market positioning is SQUARE i.e

- Satisfactorily service delivery
- Quality product
- Unequal Customer friendliness
- Activeness
- Readily available support system/Reassurance and
- Energy

#### **4.4 Service Delivery Strategy**

The service delivery strategy is the use of the firm's website and motorcycle in the delivery of products and even services like information on sowing progress, latest designs/new arrivals, etc.

#### **4.5 SWOT Analysis**

SWOT analysis carried out in the business reveals the following:

Strength:

- Motorcycle
- New and latest designing machines
- Quality staff
- Customer care oriented services

Weakness:

- Low running/operating capital due to staff

Opportunities:

- Large target market
- Adult and children wears production

Threats:

- Thugs and hoodlums theft and disturbance
- Excessive payment of dues and levies
- Activities of competitors like Oma Fashions and Ikye Outfit Ltd that is already established.
- High cost of cloth and other accessories for designing

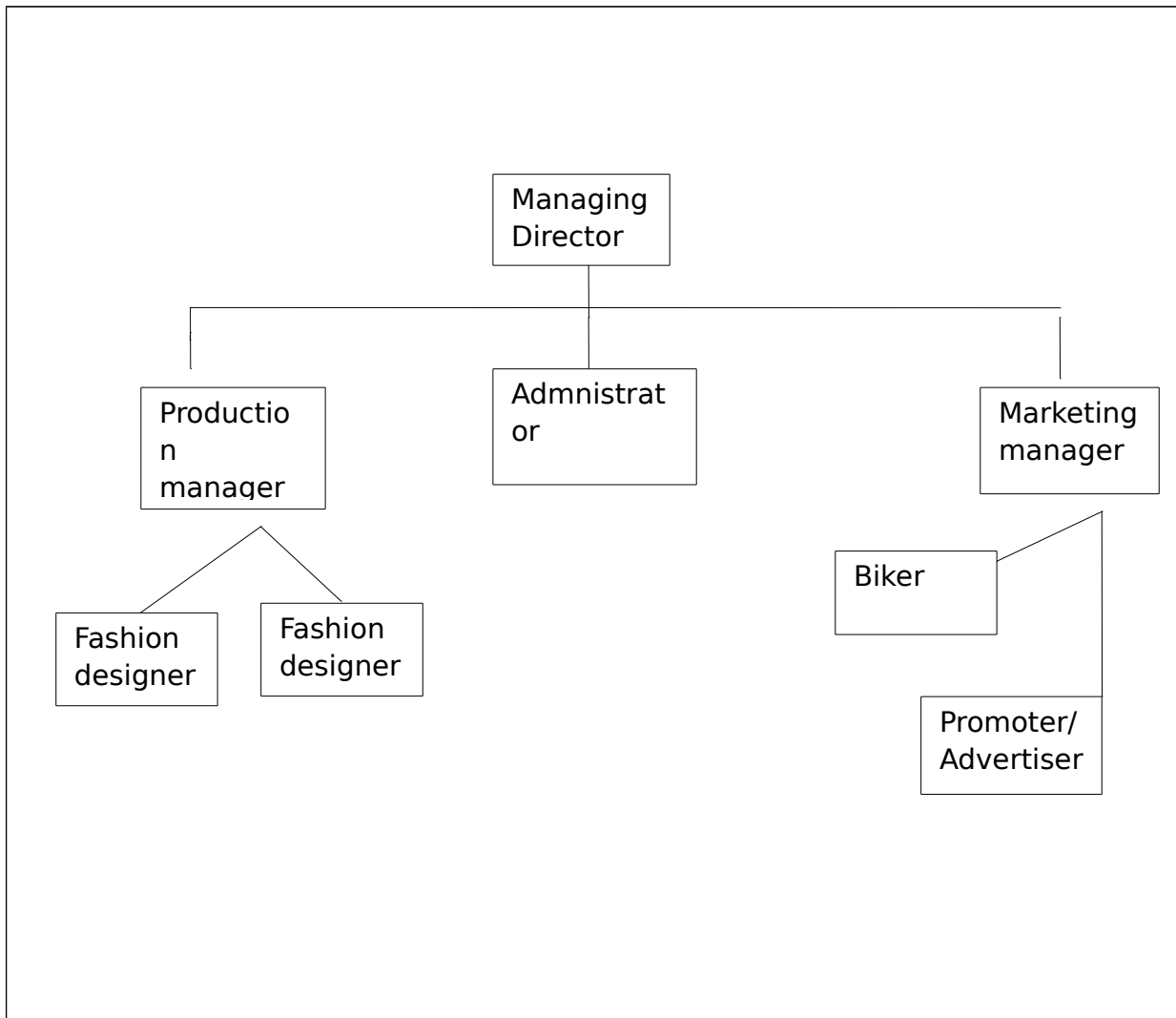


## PART V

### 5.0 ORGANISATION AND MANAGEMENT

#### 5.1 Organizational Structure

##### Organizational Structure of CHI Exceptional Fashion Outlet



#### 5.2 Personal Plan

My personal plan is to see to the adherence of this business plan by every aspect and unity of this firm in order to ensure productivity and materialization of the written and estimated goals and objectives.

### **5.3 Shareholders and Directors**

For the time commencement, there are neither shareholders nor directors

### **5.4 Value and Norms of the Company**

Admiral Fashion Concept has the following Value and norms upon which she chooses to thrive on:

- To offer the best of fashion services to customers
- To uphold high integrity
- To uphold qualitative standards in all aspects
- To see to her employees as her most valuable assets
- To give out-of –the world customer care services.

### **5.5 Management Team**

The management of the outfit is relatively small since it is a budding business a sole-proprietorship. I, Miss. Juliet will remain the manager of the firm until further expansion.

### **5.6 External Support**

CHI Exceptional Fashion Outlet is discussing the Enugu small and medium Enterprise (SMEs) centers to offer, over a period of years, strong management and business support service. Also, the outfit will access support on technical issues from the Entrepreneurship Development Centre where the proprietor received training on entrepreneurship.

## **PART VI**

### **6.0 LEGAL REGULATORY, SOCIAL AND ENVIRONMENTAL ISSUES**

#### **6.1 Legal Issues**

CHI Exceptional Fashion Outlet plans to commence commercial operations as a sole proprietorship. Such, it is will embark on registering the name with the appropriate department of the Nsukka Local Government. No special licenses are required for the operation of the fashion outlet; however, every attempt will be made to get all the permits and licenses.

#### **6.2 Regulatory Issues**

The regulatory issues are:

- Activities and operations are supposed to be halted during the burial of a trade unionist.
- Time-consuming sanitation every Wednesday and Friday.
- Excessive union levy in times of wedding, death, birth, etc.

#### **6.3 Social Issues**

Although Enugu state happens to be my state, there seems to be some form of discrimination from those of Nsukka LGA towards others.

#### **6.4 Environmental Issues**

From the feasibility study engaged business in the Nsukka main market is always halted particularly when it comes raining; customers are left with no means of entrance to the market hence, flooded with dirty water.

## PART VII

### 7.0 FINANCIAL PLAN

#### 7.1 Project Cost

The total cost of the business is N1, 000, 000. This is further divided into 600, 000 as fixed capital and 400, 000 as working capital.

#### 7.2 Funding Plan and Statement

##### LIST OF CAPITAL EQUIPMENT

Equipment	Description/Uses	Supplier
Shop	Single room size	Capital/self
Generator	Source of power supply	Benbella Afor ltd
Motorcycle	To deliver wears to customers	Jekwu automobile
Water dispenser	To show customer care	Nalex home appliances
Designing machines	For designing wears	Obado fashion stores
Iron gate	To guard the shop	Edumaco welding and construction Enugu Ezike

#### Sales Plan

	Year 1	Year 2	Year 3
<b>Product/Service</b>	<b>Designers wears</b>	<b>Designers wears</b>	<b>Designer s wears</b>
<b>Product/Service</b>	30000	90000	90000
<b>Quantity(estimated)</b>			
<b>Cost per unit</b>	80	100	150
<b>Cost of raw inputs</b>	4800000	9000000	1350000



**Imported Raw Materials and Other Inputs (at Full Capacity) Quantity required/Annum**

Items	Unit Cost ₦	Current (Existing)	Proposed (After Expansion)	Customs Duty Rate(%)
A Materials	300/400/600	17,0000		
B				
C				
D				
E				
F				
G				
H				

**Local raw materials and other inputs**

**Quantity required/Annum**

Items	Unit Cost ₦	Current (Existing)	Proposed (After Expansion)
a. Cloth	100/500 yards	20,000	60,000
b. Buttons		10,000	30,000
c. Others		50,000	85,0000

**Sources of Raw Materials**

Item	
A Designers buttons	Enugu (Nsukka), Benue, Cameroon
B Materials	Lagos
C Collar sets	Nsukka
D Threads	Lagos

Contractual arrangements have been made for raw materials procurement?

**General cost of Administration**

Item	Current (for existing projects only) (₦)	Proposed (for new/expansion projects)(₦)

a. Rents and Rates	50,000	50,000
b. Travelling Expenses	100,000	100,000
c. Stationery and Sundry Exp.	30,000	30,000
Motorcycle Running Expenses	500,000	500,000
e. Insurance	150,000	150,000
f. Professional Fee	10,000	10,000
Other Expenses	80,000	80,000
<b>TOTAL</b>	920000	920000

### **Preliminary and Pre-Operating Expenses (for New Projects Only)**

<b>Item</b>	<b>Amount (₹)</b>
a. Company Incorporation	10,000
b. Travelling Expenses	150,000
c. Preparation of Business Plan/F.S	
d. Others (please specify)	
<b>Total</b>	160,000

### **Working Capital Projection (to cover the gestation period)**

<b>Working Capital Items</b>	<b>Year 0(N)</b>	<b>Year 1(N)</b>	<b>Year 2(N)</b>	<b>Year 3(N)</b>
-Stock of raw materials#1(n....days/months value)	120000	120000	10000 0	15000 0
-Stock of raw materials#2(n....days/months value)	150000	150000	15000 0	15000 0
-Stock of raw materials#3(n....days/months value)	200000	200000		

-...				
-...				
-N				
-Stock of raw materials#(n....days/months value)				
_Stock of WIP (n....days/months value)				
-Stock of FG(n....days/months value)				
-Provision for utilities and others: n....months need				
-Salaries/wages	400000	400000	40000 0	
-Debtors: n.....days of annual sales				
-Less creditor: n...days need of raw materials				
<b>Working Capital</b>	<b>366000</b> <b>0</b>	<b>366000</b> <b>0</b>	<b>34600</b>	<b>30000</b>
-Increase/Decrease in working capital				

### Start -Up Capital Needed

S/N	Item of Expenditure	Amount
1	Fixed asset investment (Equipment, Machinery and other requirements)	600,0000
2	Working Capital	400,000
	<b>Initial Total Investment Outlay</b>	<b>1,000,000</b>

### Financing Plan

S/N	Source of Fund	Amount
1	Owner's capital	200,000
2	Bank loan	800,000
3	Others (Specify)	
	<b>Total</b>	1,000,0000

### Loan Repayment and Interest payment schedule

Year	Loan/Loan Bal B/d	Interest	Annual installment	Loan Repayment	Loan Bal c/f
	A	B	C	D	E
	A	B=r(A)	C (A value in equation 1)	D=C-B	E=A-D
0	800000				800000
1	2000000	100,000	60,000	50,000	1.500000
2	1500000	75,000	10,75000	100000	50,0000
3	5000000	25,000	525000	500,000	
4					
5					
Total					

### Note

$$PV = A(1-(1+r)^{-n})$$

$$r \dots\dots\dots(1)$$

Where PV= Loan amount; A= Annual installment; r=rate of interest per annum and n= tenure of loan in years.

## DEPRECIATION SCHEDULE

S/ N	Item	Unit	Cost per Unit	Value	Life Span Estimatio n in Months	Monthly Depreciatio n
2	Generator	1	100000	100000	60	1666.6
4	Barrow	1	18000	18000	60	300
5	Motorcycle	1	100000	100000	60	1666.6
9	Wire guards	1	3500	3500	60	38
					<b>Total</b>	3671.2

### 7.3 Projected income statement

Estimate of Profit and Loss Account for the first 3 years

Particulars	Year 1	Year 2	Year 3
Sales	4800000	9000000	1350000
Others			
<b>Net Sales</b>	4800000	9000000	1350000
<b>Less Expenses</b>			
Cost of raw materials	6060000	13752000	6048000
Salaries	6120000	6120000	7120000
Rent	50,000	50,000	50,000
Telephone/travelling	100,000	100,000	100,000
Electricity	40,000	40,000	40,000
Advertising	500,0000	600,0000	700,0000

Entertainment	70,000	70,000	70,000
Insurance	150,000	150,000	150,000
Legal	10,000	10,000	10,000
Office supplies	20,000	20,000	20,000
Motor Vehicle maintenance	500,000	500,000	500,000
<b>Total Expenses</b>	13620000	21412000	14808000
<b>Profit before Tax/Int</b>	34380000	68588000	12019200
Less Interest	100000	75000	25000
<b>Profit After Interest</b>	34280000	68153000	119787000
Less Tax	350,000	360,000	380,000
<b>Profit After Tax</b>	33930000	68153000	119787000
Less Depreciation	21950	21950	21950
<b>Net Profit</b>	3371050	68131050	119765050
<b>Appropriation</b>	<b>Year 1</b>	<b>Year 2</b>	<b>Year 3</b>
Dividend			
Retained Earnings			

#### 7.4 Projected balance sheet

The Balance sheet combines the results from the profit and loss statement and the Cash Flow Statement

<b>Balance Sheet Assets</b>				
<b>Fixed Assets:</b>				

Machinery, Generator, Water dispenser, Motorcycle and others				600,000
Less Cum. Dep. Of 5%	30,000			30,000
<b>Current Assets:</b>				570,000
Cash(use as balancing item)				
Debtors	--	---	---	-----
Stock				
<b>Total Current Assets (B)</b>				
<b>TOTAL ASSETS (C)</b>				
<b>Liabilities</b>				
<b>Current liabilities</b>				
Creditors	----	-----	----	-----
Accrued Expenses	-----	-----	----	-----
Overdraft	-----	-----	----	-----
Short Term Loan				800,000
<b>Total Current Liabilities(D)</b>				
Capital Employed (A-D)				200,0000
<b>Long Term liabilities</b>	-----	-----	----	-----
Long Term loan	-----	-----	----	-----
Others (specify)	-----	-----	----	-----
<b>Total long Term liabilities(E)</b>	-----	-----	----	-----
<b>Long + Short Term Liab.(F)</b>				800,000
<b>Shareholders Equity(C-F)</b>	-----	-----	----	-----

<b>Shareholders Equity:</b>	-----	-----	-----	-----
Capital(Shares)				1,000,000
Retained Profits				457,0000
<b>Total shareholders fund (G)</b>				

## 7.6 Projected cash-flows statement

Cash flow Projection

	<b>Yr 1 Total (₦)</b>	<b>Yr 2 Total (₦)</b>	<b>Yr 3Total (₦)</b>
<b>Cash In</b>			
Bank Loan	2000000		
Sales Income	4800000	9000000	135000000
Other Income (state)	200000		
<b>Total Cash In</b>			
<b>Cash Out</b>			
Admin .Outgoings/salaries	6,120,000	7,120,000	7,120,000
Marketing	350,000	350,000	350,000
Cost of Goods	100,000	100,000	100,000
Interest Expenses	100,000	100,000	100,000
Loan Repayment	10,000	10,000	10,000
.			
.			
.			



Other Payments	50,000	50,000	50,000
<b>Total Cash out</b>	6730000	6720000	7730000
<b>Net Cash Flow</b>	270000	1280000	5770000
<b>Opening cash Bal</b>		270000	1550000
<b>Closing cash Bal</b>	270000	1550000	7320000

### 7.5 Profitability Analysis

The project comes out of the gestation period in 12 months and even by that time the sale for the months stood at N1,500,000. By the end of the first year (of which there was only 11 months of selling activities) the sales were N1,800,000 and this is expected to grow in the subsequent years.

<b>Indicator</b>	<b>2010 N</b>	<b>2011 N</b>	<b>2012 N</b>
Turnover	1,500,000	1,800,000	1,434,000
Gross Margin	900,000	1,400,000	1,434,000
Net operating profit	197,000	408,700	356,49
Return on Equity or Owner's contr. %	98.5	204.35	356.49
Return on Total Investment %	19.7	40.87	71.29

7.6

### Break-Even Analysis

There is no estimated break-even point hence; the firm is believed to be making more income in her various financial periods.

## **PART VIII**

### **8.0 RISK ANALYSIS, CONTINGENCY PLAN AND EXIT STRATEGY**

#### **8.1 Risk Analysis**

The project has been subjected to risk analysis and some inherent risks identified and appropriate mitigants preferred to avoid the business being disrupted

Inadequate start-up demand ----Aggressive promotion and advertising campaigns

#### **8.2 Contingency Plan**

Sourcing of resort-funds from family and friends in times of emergency.

#### **8.3 Exit Strategy**

The firm- Amaka Fashion Concept has no plan for exit but expansion.

## **PART IX**

### **9.0 OTHER CONSIDERATIONS CONCLUSION/ RECOMMENDATION**

#### **9.1 Economic Justification**

From the view of our study and analysis of the findings made, the project offers a good benefit to the promoter- Chigozirim, Maureen Chioma and to the economy. Wealth will be created and employment opportunities created. These are consistent with the Federal and State Government policy on entrepreneurship, wealth and job creation.

#### **9.2 Commercial Viability**

The commercial viability of the project is very clear. The project has been found to be commercially viable, having shown through projections, an impressive sales, profits and cash flow positions.

#### **9.3 Conclusion/Recommendation**

Therefore, the project- CHI Exceptional Fashion Outlet is highly recommend for both funding and implementation.

## **APPENDIX**

Photocopy of certificate of incorporation or Registration

Approvals

Licenses

