

## PART I

### 1.10 Executive Summary

### 1.11. Name of Business

The name of my business is Shalom Nursery and Primary school

### 1.12. Legal form of Business

Shalom Nursery and Primary school will be a limited liability company when registered.

### 1.13 Contact Address

No 15 Markurdi, Benue Nigeria

1.14. Tel 08160775881 E-mail: [afamefunaalexander@gmail.com](mailto:afamefunaalexander@gmail.com).

### 1.15. Types of Business

(√) Service provider

### 1.16 Concise Description of the Business Idea

**A. products or Services:** A primary school is a place where children between three to twelve years are kept while their parents are busy with work for their normal physical, educational and psychological development.

**B. Customers:** The children for working class parents and even those engaged in a business that involves traveling from one state to another.

**C. Owner(s):** Asogwa Alexander Afamefuna. Number 15, Makurdi, Benue, Undergraduate and Mrs. Joy. The function of the business is to see that children

even though their parent has limited time due to their work related activities will still maintain a normal emotional and psychological development.

### **1.17 Number of Jobs to be created**

9 Jobs

1.18 start-up capital

(a) Investment (equipment, machinery and other) 1088200

(b) Working capital ₦ 1423200

Total ₦ 2511400

### **1.19 Source of capital**

(a) Owner, Capital ₦ 1088200

(b) Donations/ Grants

(c) Bank loan ₦ 1423200

Total: 2511400

1.110 Profitability

1. Year I 60479340

2. Year 2 ₦ 219508921

3. Years 3 ₦ 23830664

## **PART II**

### **2.10 GENERAL INTRODUCTION**

#### **2.11 Background**

As regards the situation in our society nowadays in terms of poor educational performance and the challenges facing every family both father and mother now engage in one job or the other to get enough money that will be sufficient in taking care of their children both academically and socially .

With this job interest, demand that parents do not have enough time for their children educational and mental growth. With this absence in the house and busy at respective job position, see the need for establishing nursery and primary school because so many couple will demand for it due to their limited time as regards their respective jobs.

#### **2.11 Vision Statement**

My vision is to be known as the best proficient academic trainer to our little ones that need our service in Nigeria.

#### **2.12. Mission Statement**

To see that children develop psychologically, educationally and physically as they grow despite the absence of their parents.

### **2.13. The Company**

The company will be addressed with the name Shalom Nursery and Primary School and it is a new business that is yet to be registered.

### **2.14 Products or Services Offered**

Shalom Nursery and Primary School is a service providing company that offer good care for children for healthy and educational development.

### **1.15 Legal form and Ownership of the Enterprise**

Shalom Nursery and Primary School is a sole proprietorship company and the promoter is no other person but the proprietor by name Asogwa Afamefuna Alexander.

### **1.16. Location of the Business**

The business will be located at Benue State the reason is that there are increased population which as well create more opportunity for the business to grow and also there you can find many working class couple together with poor educational attention.

### **2.18 Industry Trend and Analysis**

This company will in it capacity meet up with solving the problem as regards children that will experience attachment disorder which is usually developed as a result of parental or care giver absence, which always have a critical and advance effect on the child psychological development. Though Shalom School will face competition as regard to close substitute that offer similar

service, however it will flourish due to their solely emphases on psychological and educational well being of children which is the starting point for every well adjusted human being.

### **1.19 Business strategy**

Shalom Nursery and Primary school within my possible capacity will provide a healthy and nourishing environment to my customers and also disseminate information in terms of advertisement in my targeted city so that there will be awareness on the new service.

### **2.20 Key Success Factors**

Shalom Nursery and primary school will have a psychology assessment technique and also price competitive as regard their substitute.

## PARTS III

### The Market

#### 3.10 Nature, location, size, and attribute analysis

The main target of Shalom Day care are the middle belt zone eastern part of Nigeria, with the growing population in this cities it will add to my advantage because with the estimate of 75%of parent living in the city are working class and are the target for Shalom Nursery and primary school.

**3.11 Sales and market share analysis:** Like I have earlier stated the market for the service are being controlled by other substitute care giving centers but Shalom nursery and primary school will equally, compete favorably due to its emphasis on psychological well being of customers with the help of professional in the field will make the children adapt successfully with the environment.

**3.12 Key competitors and competitive advantage:** Competition could be direct (pertaining to companies in your line of business) or indirect (relating to companies whose products or service could act as substitutes to your products/services).

#### a. Indirect Competition

Business	Competition type	Strengths	Weaknesses
Other schools in the house	Direction competition	Already established cheap	No core market not structured

	indirect	to here and as well can cause problem in the house	
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### 3.13 SWOT Analysis

#### a. Strengths

1. Provision for medical centre
2. Intimate and cordial relationship between the workers
3. Recreational facilities adequately provided

#### b. Weakness

Funding is low

#### c. Opportunities

1. Increase in maternity (birth rate)
2. Availability of job among parent especially one that requires much time.
3. Societal demand for improved educated individuals

#### d. Threats

1. Activities of their competitor

## **4.10 MARKETING PLAN**

### **4.11 Market segmentations**

This is very important so as to accurately target marketing efforts in such a way as to yield best results. Segmentation can be by way of: industry- where efforts are made to identify the needs of each industry; production process- which considers the production process adopted by the customers; financial muscle making-whereby cognizance is given to different financial capacities of customers; location- which considers level of consumption that varies with location as a good segmenting tool, i.e. the preferences of customers may vary with their location, i.e., rural and urban dwellers usually differ in their taste, and consumption.

- Spouse that want normal development of the children despite their absence
- Service will be given directly from the owner/sole proprietor.

### **4.14 Target Market**

For the selected segment, we consider: use profile and purchaser profiles, existing core customers, high potential new customers, buyers decision making and buying processes; and secondary market/ customer or low potential customers.



- Children that their parent are working corporate firms that gives them little time to stay at home such as Bankers, ministries etc.
- Traders are equally not excluded especially those that travel far and near in purpose or sale of their product thereby making their time limited.
- To aid societal upbringing through manpower development

#### 4.13 Description of the edge of product or product range of service.

Product/ service	
Denomination/ product	Shalom Nursery and Primary School
Packaging	Designed in such a way that each child has his/ her own private corner.

#### 4. 15 marketing plan Price

Product/service	Highest	Average	Lowest
How much are customers willing to pay?	400 Per month	3,860 For month	3600 Per month
	Highest	Average	Lowest
	4,00 Per month	3,860 For month	3600 Per month
My price	3500per person in one month		
Reasons for setting my price	To be price competitive and still making profit		
Margin for discount	Yes (%) No		

**4.16 marketing mix implementation tools:** state how you would use any of these tool: products/ services; advertising message; pricing, publicity; packaging, merchandising, personal selling operations; branding; and media.

1. Attractive healthy environment
2. Competitive pricing
3. Personal delivery
4. Advertisement

#### **4.17 Start-up Promotion**

Description of the planned actions to inform customers about the opening of the new business (i.e. posters, fliers, advertisement, radio, opening ceremony, church announcements, etc. find out the cost of each form of promotion). These are the planned actions to inform customers about the opening of the new business that is posters, fliers. Advertisement, radio, television, church announcements etc. however Shalom Nursery and Primary school will use the following promotional activities such as:

1. Advertisement in different form such as TV, Radio print media.
2. Church announcement
3. Door to Door notification

## PART IV

### TECHNICAL ANALYSIS

#### 5.00 Production Plan:

**5.11 The Project:** As I have earlier stated Shalom Nursery and Primary school is a service rendering company that ensure normal mental and emotional development of children that do not have their parent close to them because of one reason or the other and also to meet up to improved children standard. A month payment for each child is 2800. It is estimated that the output per month is ₦105000.

**5.12 Production Process:** Immediately when the parents of the children brings their children, we shall receive them and take them to their own class and relax them and as time elapse we are giving them their favorite snacks or food with appropriate time durations and in afternoon time they come out for their recreation and equally ensure that they ease themselves when they till like and this will ensure normal physical and mental development as the child grows.

#### 5.13 Machinery, Equipment and other Equipments

s/n	Investment (equipment and other	Qty	Life span	Other comments
1	Land			Existing
2	Building		50 years	Existing
3	Equipment and machine:			
	i. Kitchen	10	200yrs	
	ii. Toilets	6	200yrs	
	iii. Beds	3	6 years	
	iv. Recording Books	1	1 year	

v. blankets	1	1 year	
vi. Toys	1	8 yrs	
vii. swing	3	6 yrs	
viii. football	1	1yrs	
• TV	2	8 yrs	
• Chairs & tables	8	3 yrs	
• Generator	2	10 yrs	
• Delivering Bus	2	10yrs	

5.14 **Technology:** My business technology in its process will be sophisticated, one which can last for a very period of time and it makes use of local and inexpensive technology that require much or well equipped training for its operation.

## 6.10 Management and Organization Structure

6.11

The key promoter of this project is Mr. Asogwa Afamefuna Alexander and Mr.Joy.

The shareholding structure is shown below Mr. Asogwa Alexander Asogwa 70%

Mrs. Joy. 30%.

## 6. 13. Organizational structure: show the hierarchy in the management using of organizational

Proprietor

Head Teacher

Assistant HM

Class supervisors

Bursar

Driver Messenger

Cleaners

Nannies

#### 6. 14 the personnel plan (staffing and salary structure)

s/n	Position	No. of staff	Salary per staff per month	Total annual salary
1	HM	1	25000	240000
2	Ass HM	1	17000	204000
3	Class supervisor	7	300000	600000
4	Health care	1	8000	36,0000
5	Receptionist	1	20,000	240,000
6	Driver	1	15,000	180,000
7	Cookers	2	15,000	180,000
8	Nurse	1	25,000	300,000

**6.16 Organization's Values and Norms:**

- (a) Business must work in line with ethical standards
- (b) Honesty and accountability will be assured
- (c) Maintain quality of all time
- (d) Accurate update of profiles

## **PART V**

### **7. 10 Legal, Regulatory, Social, and Environmental Issues**

#### **7.11 Legal Issues**

There will be an intellectual property right and legal agreement between the company and regulatory Body.

#### **7.12 Regulatory and Environment Issues**

##### **A. Regulatory Issues:**

The service will be regulated by cooperate affair commission (CAC).

It will be registered with them before its commencement

##### **B. Environmental Issues**

Waste material after usage like water proof rubber etc

Effect of pollution on the environment which has advance effect.

By burning the waste material.

Like stated before it has not been done but shall be executed before we start

### PART VI

s/n	Investment (equipment and other	Qty	Unit cost(₦)	Total cost (₦)
1	Land			
2	Building	1	500,000	500000
3	Equipment and machine			
	i. small chairs	30	500	15,000
	ii. tables	6	700	4,200
	iii. toys	20	200	4000
	iv. TV set	1	20,000	20,000
	v. VCD player	1	5,000	5,000
	vi. Books shelf		10,000	10,000
	vii. Generator	1	40,000	40,000
	viii. Delivery Bus	1	800, 000	800,000
	ix. Recreational facility			60,000
	Health section		30,000	30,000
	Other		50,000	50,000
	Total investment			₦1, 088200

#### 8.12 Sales Plan

	Year 1	Year 2	Year 5
Product/ service	Shalom N/P	Shalom N/P	Shalom N/P
Product/ service quantity (Volume)	50	56	50
Price per unity	8,500	10,000	10,000
Sales	425000	560,000	600,000

#### 8.13 Cost plan

	Year 1	Year 2	Year 5
Product/ service	Shalom N/P	Shalom N/ P	Shalom Nur/P
Product/ service quantity (Volume)	369000	850000	700,000
Price per unity	13	89.49	90,00
Sales	450000	3000,000	350,000



### 8.14 Imported raw materials & Other Inputs (at Full Capacity)

Items	Unit Cost ₦	Quantity Required/ Annum		Customs Duty Rate(%)
		Current (Existing)	Proposed (After Expansion)	
a. TV set	20,000	1	2	
b. VCD player	5000	1	2	
c. generator	40,000	1	1	
d. Delivery Bus	800,000	1	2	
<b>Total</b>	<b>865,000</b>			

### (a) Local raw materials and other inputs

Items	Unit Cost ₦	Quantity Required/ Annum	
		Current (Existing)	Proposed (After Expansion)
a. small chairs	500	30	50
b. tables	700	6	10
c. book shelf	10,000	1	1
d. recreational facilities	60,000	4	6
e. Health section	30,000	1	1
<b>Total</b>	<b>101,200</b>		

### (b) Indicate Sources of Raw Materials

Item	Source
a. chairs	Abba
a. table	Abba
c. toys	Enugu
d. TV set	Imported
e. VCD	Imported
Shelf	Enugu
Generator	Imported

Recreational faultiest	Enugu
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### 8.15 General cost of administration

Item	Current (for existing projects only) (₦)	Proposed (for new/expansion projects) (₦)
a. rents and rates	40,000	40,000
b. Traveling Expenses	100,000	100,000
c. stationary& sundry exp.	25,000	25000
d. vehicle Running expenses	50,000	50,000
e. Insurance	150,000	150000
f. professional fee	80,000	80000
g. other expenses	50,000	50000
<b>Total</b>	<b>₦ 455,040</b>	<b>₦ 455,040</b>

### 8.16 Preliminary and Operating Expense (for New Projects Only)

Item	Amount (₦)
a. Company incorporation	150,000
b. increase in authorized share capital	50,000
c. traveling expenses	100,000
d. preparation of business plan /F.S.	40,000
<b>Total</b>	<b>₦ 340,000</b>

#### Notes:

- ❖ Fixed asset investment is also called fixed capital

- ❖ Fixed asset investment + working capital + pre-operative expenses= initial total investment outlay.
- ❖ Pre-operating expenses refers to all costs incurred as a result of activities associated with setting up the business. Examples are: cost of writing the business plan; travelling expenses incurred before the business kick starts.
- ❖ WIP means work in progress; the intermediate state between raw materials and finished goods.
- ❖ FG means finished goods inventories; the final state of transformation of raw materials i.e. finished goods, before it is sold.
- ❖ The number of raw materials used to produce a given good/product could range from one to any number.
- ❖ For raw materials, the length of the period, time usually corresponds to the gestation period.
- ❖ Debtors could be more in value than creditor or vice versa. If debtors are more, then it means the business is assenting in supporting the operations of customers. This could be done as a type of marketing strategy. On the other hand, if the creditors are more in value, then supplies are assisting in financing the business( this is usually done by way of trade credit)

### **8.17 Working Capital Projection (to Cover the Gestation Period)**

<b>Working capital items</b>	<b>Year 0()</b>	<b>Year 2()</b>	<b>Year 3()</b>	<b>Year 3()</b>
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-stock of raw materials # 1 (n... days/months value)	600,000	600000	687,000	6940660
stock of raw materials # 2 (n... days/months value)	40000	400000	100000	1,10000
Stock of raw materials # 2 (n... days/months value)	30200	30200	41842	43000
Stock raw materials #n (n.20 days/months value)	3000	3000	8000	12,000
Provision for utilities and others: n I . months need	3,000	3,000	3,000	35000
Salaries/wages	20,000	21000	36,000	50,00
Debtors: n10 days value of annual sales	Nil	200000	600000	100000
Less creditor: n20 days need of raw materials	Nil	100000	100000	500000
Working capital	1083200	2010000	7004000	7401000
Increase/decrease in working capital	1083200	103,000	40,000	470000

### 8.18 START UP CAPITAL NEEDED

s/n	Item of expenditure	Amount
1	Fixed asset investment (Equip., machinery and the requirement)	1088200
2	Working capital	1083200
3	Pre-operating expenses	340,000
	Initial total investment outlay	₦2,511400

### 8.19 Financing Plan

s/n	Source of fund	Amount
1	Owner's capital	1088200
2	Bank loan	1423200
	Initial total investment outlay	₦2,511400

**8.23 Estimate of Profit and loss account for the first 3 years**

Particulars	Year 1	Year 2	Year 3
Sales	425000	560,000	600,000
Others	_____	_____	_____
Net sales	42500	560000	6000000
Less expenses			
Cost of raw materials	450,000	300,000	350000

## PART VII

### Risk analysis, Contingency plan, and Exit Strategy:

#### 10.10 Risk Contingent analysis

S/N	RISKS	MITIGATES
1	Lack of staff that is tolerance	Ensure that the selection process was of no bias such as using appropriate testing
2	Proper and update recording of profile of the children	There should be close supervision to ensure that there is no mistakes
3	Governmental laws and policies involving payment of tax	Collaborate with the government activities that are being active participant.

#### 1.12 Contingency Plan & Exit Strategy

Normally there is no establisher of a firm that will like it to fail but when experienced such will be sole to engage in other product or savvies which he feels that will be more profitable.

## **PART VIII**

### **11.10 Other considerations and Conclusion**

#### **11.11 Economic justification**

This project can provide job opportunities for the nurse nannies, cooks etc and equally its activities is more of domestic and it will add to the cross domestic product (GDP)

#### **11.12 Commercial viability**

The Project is a profitable one a sit will generate more than 5 million in the next seven years

#### **11.13 Conclusion and Recommendations**

Seeing the fact that there is a need for, primary and nursery school from busy parents and also there is a lot of gain/profit attached to such investment it is recommended that one should go for execution of the project.