

UNIVERSITY OF NIGERIA, NSUKKA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF RELIGION AND CULTURAL STUDIES

TOPIC:

**INTERIOR/EXTERIOR DECORATION AND FASHION
DESIGNING**

**A BUSINESS PLAN
SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT
FOR THE COURSE: CED 342
(BUSINESS DEVELOPMENT AND MANAGEMENT)**

BY

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REG. NO: 2014/192941**

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

JULY, 2017

CHAPTER ONE

1.0 EXECUTIVE SUMMARY

1.1 This following report and recommendation relate to the proposal of **Designs and Decorations** to establish a clothing and decoration line.

1.2 The proposed project will be fully implemented with an investment of twenty eight million, naira (#28, 000,000), made up of the working capital of ten million, (#10, 000,000) and a fixed capital of thirteen million (#13,000,000)

1.3 The vision of the company is to be a renewed and leading clothing, line that deal on different varieties of clothes, and decoration both foreign and traditional wears, and decorations, and employ numerous staff both skilled and unskilled by the year 2017.

1.4 The mission of the company is to innovate with our professional skills in cloth designing, and decorations that will be second to none.

1.5 The business will be sited at No. 5A Birabi Street, Rumuobiakanni, P.H. Rivers State.

1.6 A ready market exists for the planned business based on the market survey.

1.7 The financial projection reveals a good level of liquidity and stability. The project turnover for the 2013, 2014 and 2015 are #1,800,000, #15, 000,000 and 27,000,000 respectively. The net profit for 2013, 2014 and 2015 are #5,184,600, #7, 500,228.75 and #9,780,118.50 respectively.

1.8 The only funding requirement is #1,000,000 while the promoters of the company committed #4,000,000.

1.9 The competitive edge of the proposed company is Bachelor degree in Combined Social Sciences, CEDR Entrepreneurship training and our Mentor.

1.10 The profitability indicators as based on the predictions concerning this business plan are shown in the table below:

	2013	2014	2015
Turnover	27,000,000	33,750,000	42,187,500
Operating Gross profit	20,000,000	22,706,400	30,300,900
Profit after tax	5,909,287	7,561,744	9,759,478
Return on Equity (%)	64.3	71.4	98.2
Return on Investment (%)	57.1	64.3	91.1

1.10 CONCLUSION AND RECOMMENDATION

The finding of our analysis has shown that the business, as proposed is commercially viable, technically feasible and economically desirable.

Therefore, it is recommended for funding and implementation.

CHAPTER TWO

2.0 INTRODUCTION

The proposed clothing, and decorations line is conceived as a result of the survey carried out in the two south-southern cities of Nigeria. The survey reveals that people in the south southern Nigeria are fashion trend. They always try to possess the latest wears and most beautiful decorations in the market, and that is where this company comes in. So that instead of importing those designer's wears, we will get the samples and produce in large quantities and reduce price thereby reducing importation of excess foreign goods, which has adverse effect on our balance of payment. With our high powered innovative mind, skilled and competent staff in conjunction with efficient machineries, we can produce all kinds of clothes, and decorations for any gender and event.

The trend is toward satisfying all the clients' desire for the best quality and decoration/stylish wears with the perfect machines and wears which give people a sense of confidence.

2.1 VISION STATEMENT

Our vision is to be a renowned designers company; which will produce different wears and decorations that gives the owner a sense of confidence, ambience and style.

2.2 MISSION STATEMENT

Our mission is to produce and supply the best quality wears, to create employment opportunities and help in correcting our balance of payment vis-à-vis import substitution.

2.3 OWNERSHIP OF THE ENTERPRISE

Gwendy Designers Plc is a business owned and managed by Chinwendu Gift (Gwendy)

2.4 LEGAL STATUS

This business is called **Nenex wears**. It is located at No. 5A Birabi Street Rumuobiakianni, Rivers State. This business is in the process of being incorporated with Corporate Affairs Commission (CAC), Abuja.

2.5 LOCATION

The location of the business is such that it is easily accessible (close to Balogun market). The factors that lead to the choice of the location are:

- Proximity to market
- Availability of cheap labour
- Good road network

- Availability of skilled technicians
- Availability of raw materials
- Availability of power supply.
- Also there will be high patronage as it is located in a busy area.

2.6 FACILITIES

The facilities of the company shall be:

- Built on administrative block.
- Office furniture and fittings
- Sewing and weaving machines
- An automobile truck
- A decorations unit.

2.7 PRODUCTS/SERVICES

Products: All kinds of gender western and traditional wears.

Services: Home services delivery.

2.8 BUSINESS STRATEGY

As an entrepreneur trained under the center for entrepreneurial and development research, (CEDR), University of Nigeria Nsukka, I will adopted the following business strategies for the business to thrive and remain open perpetually. The following shall be done:

- adopt a good customer care principle
- adopt the price and market penetration strategy through credit sales to trustworthy customers to achieve and maintain a good market share
- Maintain customer satisfaction and retention for the firm to remain open.

2.9 KEY SUCCESS FACTORS

The key success factors are the following among other things:

- Commitment to the day to day administration of the firm.
- Our customers' satisfaction is our main concern.
- Use of best quality fabrics/materials for production and at the lowest possible price.

- Choice of preferred motivational tools for the employees, for them to put their best in the company.
- Managerial advice shall be sought from those specialists who have been in the business.

2.9 REVENUE BASE

The business raises revenue from the different contribution of her promoters, sale of its products. Also it raises revenues from the services of delivery.

CHAPTER TWO

3.0 MARKETING AND CLIENTS

3.1 NATURE AND SIZE

Clothes being one of the basic human needs are needed by every individual, and people must and will always buy clothes to complement it, they also wear fragrances.

Nobody can do without cloth in fact the size of the market is very large that is almost the whole population and a matter of choice in terms of fragrances. The study reveals that demand for clothes is higher than the supply.

3.2 TARGET CLIENTS

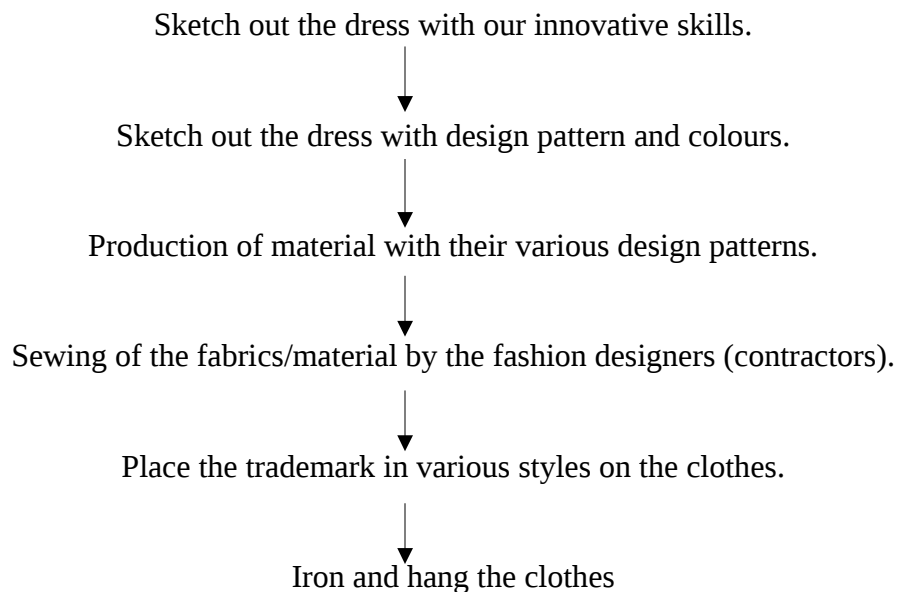
The target of the company is to sell and distribute her products in all major states in Nigeria.

3.3 KEY COMPETITORS AND PLAYERS

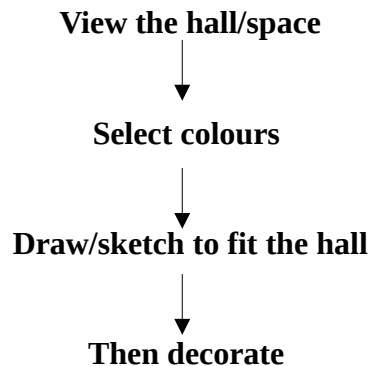
There are many key competitors and players in the clothing and decorations line both international and locally. Companies like Giorgio Armani, De Floxy Decoration, etc.

In spite of all these competitors, we intend to become the key players in the industry having secured the entire necessary requirements to compete favourably with them.

3.4 1 PRODUCTION PROCESS FOR CLOTHES



3.4 2 PRODUCTION PROCESS FOR DECORATIONS



3.5 SERVICE DELIVERY

We shall engage in home delivery or production of clothes and decorations at your home also consultant services to other clothes producers or intenders. We shall also train potential entrepreneurs and workers in the industry. We shall also conduct after sale services like shaping and patching fixing etc

3.6 QUALITY ASSURANCE

The main motive is profit-making through the use of resources in a less-costly way to produce our products. We can achieve that if our customers are supplied with quality products always. Therefore, we shall make sure that the clothes and fragrances are thoroughly supervised before delivery.

3.7 DEMAND AND SUPPLY ANALYSIS

During the market survey and feasibility study, it was gathered that there are about eighty thousand households in our target population.

Adjustments	Demand-Supply Gap
Estimated average annual demand	800,000
Less 50% of supplies due to existing similar stores in the areas.	400,000
Less 15% due to expansion of existing stores and establishment of new ones.	60,000
	340,000
Less 5% estimate error	17,000

Estimated Demand-Supply Gap	323,000
Installed capacity of stores	16,150

PURCHASE / PRODUCTION PLAN FOR YEAR ONE

Year	Installed capacity	Qty of cloth in yards	Cost of cloth per yard	Qty of cloth produced	Cost per cloth produced	Total input	Total output
Jan	16150	200	500	100	3500	100,000	350,000
Feb	16150	200	500	100	3000	100,000	300,000
Mar	16150	200	750	100	3000	150,000	300,000
Apr	16150	200	900	100	3800	180,000	380,000
May	16150	200	900	100	3750	180,000	375,000
Jun	16150	200	900	100	3150	180,000	315,000
July	16150	200	850	100	3100	170,000	310,000
Aug	16150	200	800	100	3100	160,000	310,000
Sept	16150	200	1000	100	3800	200,000	380,000
Oct	16150	200	1200	100	4200	240,000	420,000
Nov	16150	200	1350	100	4850	270,000	485,000
Dec	16150	200	1500	100	5100	300,000	510,000
Total	16150	2,400	12,100	1,200	44,350	2,230,000	4,435,500

Year	Installed capacity	Qty of chemical products in drums	Cost of chemical per drum	Qty of fragrance produced	Cost per fragrance produced	Total input	Total output
Jan	16150	5	7,500	250	1,500	37,500	375,000
Feb	16150	5	7,500	250	1,500	37,500	375,000
Mar	16150	5	8,000	250	1,650	40,000	412,500
Apr	16150	5	8,500	250	1,800	42,500	450,000
May	16150	5	8,100	250	1,700	40,500	425,000
Jun	16150	5	7,900	250	1,700	39,500	425,000
July	16150	5	7,500	250	1,600	37,500	400,000
Aug	16150	5	7,500	250	1,600	37,500	400,000
Sept	16150	5	8,200	250	1,750	41,000	437,500
Oct	16150	5	8,200	250	1,850	41,000	462,500
Nov	16150	5	8,300	250	2,000	41,500	500,000
Dec	16150	5	8,500	250	2,500	42,500	625,000
Total	16150	60	95,700	3,000	211,500	478,500	5,287,500

PURCHASE / PRODUCTION PLAN FOR YEAR TWO

Year	Installed capacity	Qty of cloth in yards	Cost of cloth per yard	Qty of cloth produced	Cost per cloth produced	Total input	Total output
Jan	17765	220	550	110	3850	121,000	423,500
Feb	17765	220	550	110	3300	121,000	363,000
Mar	17765	220	825	110	3300	181,500	363,000
Apr	17765	220	990	110	4180	217,800	459,800
May	17765	220	990	110	4125	217,800	453,750
Jun	17765	220	990	110	3811.5	217,800	419,265
July	17765	220	935	110	3410	204,600	375,100
Aug	17765	220	880	110	3410	193,600	375,100
Sept	17765	220	1100	110	4180	242,000	459,800
Oct	17765	220	1320	110	4620	290,400	508,200
Nov	17765	220	1485	110	5335	326,700	586,850
Dec	17765	220	1650	110	5610	363,000	617,100
Total	17765	2,640	12,265	1,320	49,131.5	2,697,200	5,404,465

Year	Installed capacity	Qty of Materials	Cost of Materials	Qty of per roll	Cost per yard	Total input	Total output
Jan	17765	5.5	8250	275	1,650	45,375	453,750

Feb	17765	5.5	8250	275	1,650	45,735	453,750
Mar	17765	5.5	8,800	275	1,815	48,400	499,125
Apr	17765	5.5	9,350	275	1,980	51,425	544,500
May	17765	5.5	8,910	275	1,870	49,005	514,250
Jun	17765	5.5	8,690	275	1,870	47,795	514,250
July	17765	5.5	8,250	275	1,760	45,375	484,000
Aug	17765	5.5	8,250	275	1,760	45,375	484,000
Sept	17765	5.5	9,020	275	1,925	49,610	529,375
Oct	17765	5.5	9,020	275	2,035	49,610	559,625
Nov	17765	5.5	9,130	275	2,640	50,215	726,000
Dec	17765	5.5	9,350	275	3,300	51,425	907,500
Total	17765	66	105,270	3,300	24,255	579,705	6,670,125

PURCHASE / PRODUCTION PLAN FOR YEAR THREE

Year	Installed capacity.	Qty of cloth in yards	Cost of cloth per yard	Qty of cloth produced	Cost per cloth produced	Total input	Total output
Jan	20,429.75	253	575	126.5	4,025	145,475	509,162.5
Feb	20,429.75	253	575	126.5	3,450	145,475	436,425
Mar	20,429.75	253	862.5	126.5	3,450	218,212.5	436,425
Apr	20,429.75	253	1,035	126.5	4,370	261,855	552,805
May	20,429.75	253	1,035	126.5	4,312.5	261,855	545,531.25

Jun	20,429.75	253	1,035	126.5	3,622.5	261,855	458,246.25
July	20,429.75	253	977.5	126.5	3,565	247,307.5	450,972.5
Aug	20,429.75	253	920	126.5	3,565	232,760	450,972.5
Sept	20,429.75	253	1,150	126.5	4,370	290,950	552,805
Oct	20,429.75	253	1,380	126.5	4,830	349,140	610,995
Nov	20,429.75	253	1,552.5	126.5	5,577.5	392,782.5	705,553.75
Dec	20,429.75	253	1,725	126.5	5,865	436,425	741,922.5
Total	20,429.75	3,036	12,822.5	1,518	51,002.5	3,244,092.5	6,451,816.25

Year	Installed capacity	Qty of Material s	Cost of materials	Qty per roll	Cost per yard	Total input	Total output
Jan	20,429.75	6.325	9,487.5	316.25	1,897.5	60,008.4	600,084.4
Feb	20,429.75	6.325	9,487.5	316.25	1,897.5	60,008.4	600,084.4
Mar	20,429.75	6.325	10,120	316.25	2087.25	64,009	660,092.8
Apr	20,429.75	6.325	10,752.5	316.25	2,277	68,009.6	720,101.25
May	20,429.75	6.325	10,246.5	316.25	2,127.5	64,809.1	670,924.3
Jun	20,429.75	6.325	9,993.5	316.25	2,150.5	63,208.9	680,095.6
July	20,429.75	6.325	9,487.5	316.25	2024	62,925.8	640,090
Aug	20,429.75	6.325	9,487.5	316.25	2024	62,925.8	640,090

Sept	20,429.7 5	6.325	10,373	316.25	2213.75	65,609.2	700,098.4
Oct	20,429.7 5	6.325	10,373	316.25	2,340.25	65,609.2	740,104.1
Nov	20,429.7 5	6.325	10,499.5	316.25	3,036	66,409.3	960,135
Dec	20,429.7 5	6.325	10,752.5	316.25	3,795	68,009.6	1,200,186.7 5
Total	20,429.7 5	75.9	206,448	3,795	27,870.25	771,542.3	8,812,087

3.9 TECHNOLOGY

As this is a new business less technology will be employed but business begins to expand, full automation will be achieved. We will acquire all the latest sewing machines and weavers in the market, lyster generator and so to enhance production and offer efficient services to our customers.

3.10 COMPETITIVE EDGE

As a student and also a graduate of the center for entrepreneurship and development research, I will position the enterprise to have an edge over other firms in the industry. I shall use incentives packages i.e. delivering the products to the customers and distributors free of carriage charges.

CHAPTER FOUR

4.0 MARKET PLAN

I will adopt the penetrative pricing system in selling our products and competitive advertising to achieve publicity. Direct chain to final consumers and the wholesale retail chain are going to be used in the distribution

4.1 PROMOTION AND DISTRIBUTION

For promotion, I shall make use of posters, local magazines, market exhibition and hand bills to create awareness. Will also make use of the church bulletin, announcements in meetings and street publicity. Price penetration mechanism also shall be used.

For distribution, I can start by delivering the products to the customers and distributors free of carriage, and also intend employing credit sales to trust worthy customers.

4.2 ALLIANCES

The business will be registered in the beneficiary unions i.e. trade union and so on to guide against external forces. I shall also solicit for advice from the Centre for Entrepreneurship and Development Research, University of Nigeria, Nsukka. This will lead to business sustainability and growth.

4.3 MARKET POSITIONING

This business will offer various customers adequate provision of quality clothes, fragrance and so on.

4.4 SERVICES DELIVERY STRATEGY

I shall make sure that the required measure (in terms of weight measure) by the customers is supplied to them timely. I shall also compensate for and replace any faulty batch to any customer at any time. This will help to maintain good will of the firm with the customers, thereby enhancing sustainability and growth.

4.5 SWOT ANALYSIS

The SWOT analysis is as follows:

a. Strength: the firm, has the following strength:

- i. Nigeria institute of management certificates.
- ii. CEDR, UNN entrepreneurship training
- iii. Experience in the business.
- iv. Skilled personnel
- v. Cheap labour supply
- vi. Good road and transportation system
- vii. Source of raw material

b. Weakness: the weakness is as follow:

- i. Lack of constant power supply which may lead to higher cost of production.
- ii. Lack of much experience in the business.

c. Opportunity: There are a lot of opportunities in the industry. Business always booms during the festive period. I can move into other related business such as modeling.

d. Threats: There are a lot of threats challenging **GWENDY DESIGNERS PLC** such as:

- i. Competition from the existing firms in the industry who seek to out-compete us.
- ii. Initial low demand as new entrants in the industry.

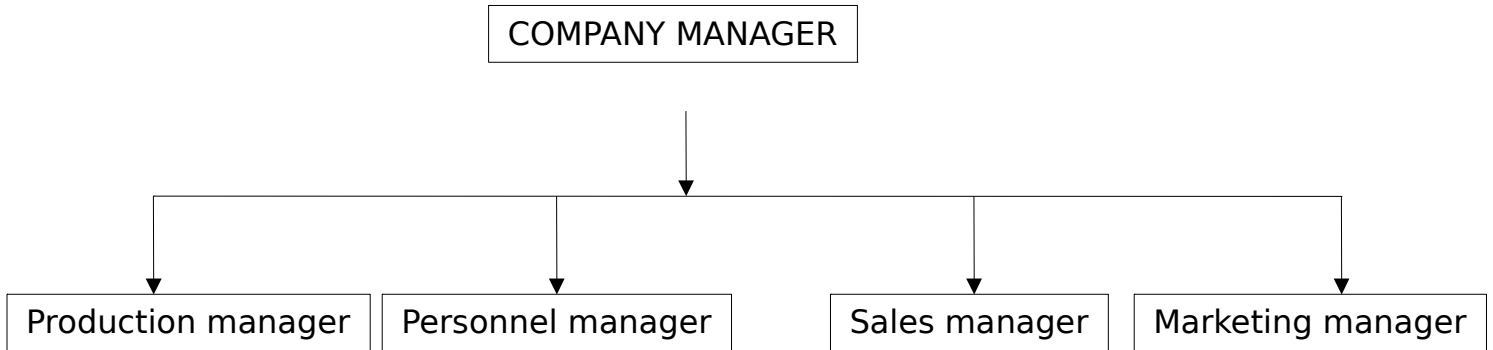
- iii.** Labour migration may occur, of which we need to use appropriate motivational tools used to keep the employees.

CHAPTER FIVE

5.0 ORGANIZATION AND STRUCTURE

5.1 ORGANISATION STRUCTURE

GWENDY DESIGNERS PLC is a partnership and shall have an organizational structure that looks thus:



5.2 SHAREHOLDERS/DIRECTORS

The proprietor Gwendy is the director and the CEO of the company, with the other four serving as managers in the other departments.

5.3 MANAGEMENT TEAM

The management team is made up of the company manager, the production manager, the personnel manager, the sale manager and the marketing manager.

5.4 EXTERNAL SUPPORT

The external support shall be from my mentor and from the Centre for Entrepreneurship and Development Research, UNN to guide us into survival and growth.

5.5 PERSONNEL PLAN

The personal plan is to hire professionals who will assist the company manager and the other departmental managers in running the firm.

S/N	Position	No	# Per Month	Per Annum
1	Company manager	1	150,000	1,800,000
2	Production manager	1	120,000	1,440,000
3	Personnel manager	1	120,000	1,440,000

4	Sales manager	1	120,000	1,440,000
5	Marketing manager	1	120,000	1,440,000
6	Other employees	30	80,000 (each)	960,000
	Total			8,520,000

5.6. VALUES AND NORMS OF THE COMPANY

The values and norms of the company is the following:

- i. To do our business within the ambit of the government regulation (legal requirement).
- ii. To take care of our customers.
- iii. To see our employees as our most valued assets.
- iv. To carry out our social responsibility to the community and,
- v. To produce quality products.

CHAPTER SIX

6.0 LEGAL REGULATORY, SOCIAL AND ENVIRONMENTAL ISSUES

6.1 LEGAL ISSUES

The company is registered with the Corporate Affairs Commission (CAC), Abuja. This conferred a legal status on the company. When it is finally established, it will be referred to as **GWENDY DESIGNERS PLC**

6.2 REGULATORY ISSUES

We shall observe every rule and regulation governing the clothing and fragrance industry in Nigeria as stipulated under the Company and Allied Matters Act 1990.

6.3 SOCIAL AND ECONOMIC RESPONSIBILITY

On the implementation of the project, it will bring social and economic benefits in the following ways:

- i. it will create employment
- ii. it will enhance the wealth creation
- iii. it will enhance creativity

6.4 ENVIRONMENTAL ISSUES

Clothing and decorations is not environmental unfriendly. It does not generate any health and environmental threat. The company will keep a very clean environment.

CHAPTER SEVEN

7.0 PROJECT COST

For the project to be fully established, it will cost the amount of twenty six million, eight hundred and eighty thousand naira (#28,000,000). This broken into fixed capital of 10,000,000 and a working capital of 13,000,000.

7.1 FUNDING PLAN AND STATEMENT

The funding for the **GWENDY DESIGNERS** is scheduled as follow:

To finance the required investment outlay, the proprietor plans to raise all the equity capital herself contributing from her personal savings, thus no much need for obtaining bank loan.

The funding requirement for the company is #1,000,000 and #4,000,000 for promoters of the company.

7.2 PROJECT INCOME STATEMENT

Assets	Amount	scrap value	Life span	Depreciation
Administrative block	1,500,000	800,000	8years	87,500
Furniture and fittings	1,000,000	-	-	-
Lister generator	850,0000	250,000	5years	120,000
Utility truck	2,000,000	900,000	5years	220,000
Sewing machine	2,000,000	750,000	4years	312,500
Sewing motor	100,000	20,000	4years	20,000
Decorating materials	50,000	5,000	2years	22,500
Materials	500,000	150,000	5years	70,000
Total				852,500

7.3 PROJECTED CASH-FLOWS STATEMENT

Particulars	Year 1 (N)	Year 2 (N)	Year 3 (N)
Sales	9,723,000	12,074,590	15,263,903
Less 5% discount	486,150	603,729.5	763,195.15
Net sales	9,236,850	11,470,860	14,500,707
Cost of raw materials.	107,800	117,535	219,270.5
Utilities	60,000	62,000	63,800

Operating expenses	230,000	237,000	245,000
Salaries and wages	960,000	960,000	960,000
Total expenses	1,357,800	1,376,535	1,488,070
Profit before interest and tax	7,879,050	10,094,325	13,012,637
Less interest rate	-	-	-
Profit before tax	7,879,050	10,094,325	13,012,637
Less 25% tax	1,969,762	2,523,581	3,253,159
Profit after tax	5,909,287	7,561,744	9,759,478
Less depreciation	852,500	852,500	852,500
Net profit	5,056,787	6,709,244	8,909,978
Dividend	-	-	-

7.4 PROJECTED BALANCE SHEET

	YEAR 0 (N)	YEAR 1 (N)	YEAR 2 (N)	YEAR 3 (N)
Fixed assets: Machinery, Equity & others	8,010,800	8,010,800	8,010,800	8,010,800
Less depreciation		852,500	852,500	852,500
Net Fixed Assets	8,010,800	7,158,300	7,158,300	7,158,300
Current Assets				
Stock of material	9,236,850	9,236,850	11,470,860	14,500,707
Total Current Assets	9,236,850	9,236,850	11,470,860	14,500,707
Total Assets	17,247,650	17,247,650	18,629,160	21,659,007

Total Liabilities	-	-	-	-
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7.5 PROFITABILITY ANALYSIS

	2013	2014	2015
Return On Owners Equity	81.9	82.1	124
Return On Total Expenditure	54.6	57.7	82.9

7.6 BREAK DOWN OF FIXED CAPITAL

S/n	Details	Qty	Unit price (N)	Total amount (N)
1	Administrative block	2	750,000	1,500,000
2	Furniture and fittings	2	500,000	1,000,000
3	Lister generator	1	850,000	850,000
4	Utility truck	2	1,000,000	2,000,000
5	Sewing machine	40	50,000	2,000,000
6	Sewing motor	20	5,000	100,000
7	Scissors	36	300	10,800
8	Flowers/tables etc	100	500	50,000
9	Decoration materials	2	250,000	500,000
Total				8,010,800

7.7 BREAKDOWN OF WORKING CAPITAL

Working capital items	Year 0	Year 1	Year 2	Year 3
Stock of materials, provision of sewing materials(threads, needles and scissors) etc	2,708,500	2,708,500	3,276,905	4,015,634

Administrative expenses and other expenses	230,000	230,000	237,000	245,000
Electricity	20,000	20,000	20,500	21,000
Salaries/wages	960,000	960,000	960,000	960,000
Fuels	50,000	50,000	55,000	65,000
Working capital	3,968,500	3,968,500	4,549,405	5,306,634
Decrease/Increase In Working Capital	-	364,833.333	(216,071)	(973,300)

7.8 TOTAL START UP CAPITAL REQUIRED

S/N	Capital items	Amount (N)
1	Machinery, equipment and others	8,010,800
2	Working capital requirement	3,968,500
	Total	11,979,300

CHAPTER EIGHT

8.0 RISK ANALYSIS, CONTINGENCY PLAN AND EXIT STRATEGY

8.1 RISK ANALYSIS

The risk analysis for the venture have been done to identify the imminent risks associated to it. After identifying the risks, we generated measures to reduce the negative effects of the risks of the business.

S/N	IDENTIFIED RISK	MEASURES
1	Competition	Use of competitive and persuasive advertising
2	Initial low demand	Use of price strategy and good customer relation
3	Labour migration	Use of relevant motivational tools and incentives both financial and non-financial for the employees

8.2 CONTINGENCY PLAN

In any case of contingency in the first few months after the business take-off, the following contingencies will be used:

- Price and quantity discounts
- Aggressive advertising
- Use of strong customer relationship and
- Effective customer care and retention

8.3 EXIT STRATEGY

From the cash inflows the business will generate, we will be able to set off the bank loan and its interest thereby. This is to avoid court case or violation of the business legal requirements.

The business will still be open and pursue expansion and sustainable growth.

CHAPTER NINE

OTHER CONSIDERATIONS, CONCLUSION/RECOMMENDATION

9.1 ECONOMIC JUSTIFICATION

The proposed business is justified economically since it will create employment, wealth, enhance creativity and people or youth empowerment. All these benefits are in consonance with the objectives of the millennium development goals, vision 20:20 and the National Economic Empowerment and Development Strategy.

9.2 COMMERCIAL VIABILITY

Looking at the profitability analysis i.e. cash flows, balance sheet and other analysis, one can see that the business is highly commercially viable.

9.3 CONCLUSION AND RECOMMENDATION

Going by the analysis and the findings there from, the clothing and fragrance line is shown to be commercially viable and economically desirable. It will be a perpetual venture.

In that case, we recommend it for funding and implementation.

10.0 APPENDIX

ASSUMPTION BEHIND THE FIGURES

All the estimations and figures used for these and the projections in this plan are strictly based on prevailing market