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TOIPIC:

BUSINES PLAN ON GIFTS, NOVELTIES AND SOUVENOIR

**A BUSINESS PLAN PREPARED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE COURSE:**

(BUSINESS DEVELOPMENT AND MANAGEMENT) CEDR 342

BY

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1.0 Executive Summary

The "Gift Shop" at Only-time Building is meant to offer a wide range of novelties and stationary inside one of the most prestigious landmark buildings in Jakarta, Indonesia. The Gift Shop's customers were primarily employees of the Only-time Building's tenants. The new venture "Only-time Shop" is taking over this space and redesigning it as the flagship store of the Only-time Building, through a joint operation. We will broaden our customer base by focusing not only on tenants, but also on neighbors of and visitors to the Only-time Building. Our main priority at ABC Company is to refurbish the existing outlet to become an official store associated with the lifestyle of the professionals who are the focus of our marketing program.

This business plan lays out our strategy for re-positioning the "Gift Shop" from "just-another-store" to the "Official Store of Only-time." This plan will detail services to be provided by ABC Company in the joint operation, along with the implementation milestones for each step. ABC Company will provide several strategic recommendations on how to enhance the traffic and image of the retail facility through re-naming and image revamping, re-modeling of interior and merchandise resource planning.

2.0 Introduction

Because of the increase in occasions that people celebrate almost every day, there is high need for souvenirs for attending those occasions. There will be need for a sophisticated and well planned business that will serve their purpose and attend to their demand.

2.1 Vision

To be the best gift and Novelty shop since people don't put so much interest in that kind of business.

2.2 Mission

To make available, those things that people will not spend their time running from one place to another to get. They will all be in one place at an affordable rate and with the quality.

2.3 Business ownership

The business is a sole proprietorship owned and managed by Onyishi Collins

2.4 Locational factors

The only-time shop is located at Nsukka, Enugu state

3.0 The Market

There will be approximately 10 offices inside Only-time Building and roughly 1,000 visitors daily to Only-time Building. The Only-time Shop will identify three distinct market segments: tenants, neighbors, and visitors.

There will be roughly 50 Tenants, our primary target customers, who are white-collar workers with large disposable incomes. The secondary target customers are the surrounding office community in the area, who often visit the Only-time Building during lunch hour to meet their colleagues or friends. Both of these groups have already proven their willingness to buy from retail stores within the Only-time building, and out location, on the Mezzanine above the ground floor dining area, is ideal for catching their eye.

The last target customer of the Only-time Shop is visiting guests, both tourists and residents of the Nsukka region who have come to the Only-time Building for a taste of glamour, as the symbol of high-class, high-tech, fast and modern living in Indonesia's new economy.

3.1 The Strategy

Only-time Shop will leverage the existing image and brand-name of the Only-time Building into a formidable brand that reflects power, modernity, wealth, and global sophistication. We will enhance the existing retail space with a new design, and supplement retail sales with catalog and website orders. We must remember that we are not selling merchandise, we are selling a brand, and an image: the New Nsukka.

4.1 Objectives

The Only-time Shop has two objectives for the organization. The objectives are lofty, yet achievable. By developing and tracking progress toward the goals, the organization will push everyone to perform their best.

1. To re-position the current "Gift Store" as the Official Store of Only-time, through remodeling of the retail space and various marketing program to generate more revenue and contribute to the overall Only-time Building equity.
2. To achieve a modest net profit of #10,000,000 by year two and #20,000,000 by year three.

4.2 Mission

The Only-time Shop is a retail store specializing in the sale of novelty of various product mix. The store, however, will emphasis the sale of official merchandise of the Only-time brand with a full assortment of apparel, accessories and stationary, as well as other lifestyle related novelties.

Our goal in ABC Company is to be the sole supplier to those official merchandise of Only-time. We believe that to attain the Only-time Shop positioning strategy, we will need to be consistent within the theme according to lifestyle association of the target customers.

4.3 Keys to Success

In order to succeed in the merchandising retail, the team of Only-time Shop must consider all aspects of significant value to their customers:

- Carry an assortment of various mix to fit the more ample frames of their white collar target customer base, and also create an image where visiting guests can associate themselves with the merchandise offers.
- Provide customers with top notch personalized customer service in an atmosphere of professionalism and hospitality.

- Advertise and promote in areas where our target customer base will learn about our store, through the implementation of point-of-sales (banners, leaflets, flyers), website and other method of marketing medium to attract visitors to visit the location.
- Continuously review our inventory and sales and adjust our inventory levels accordingly.

5.0 Company Summary

"Gift Shop" at Only-time Building is an established retail business that offers a wide range of novelty inside one of the most prestigious landmark buildings in Nsukka, Enugu state. Now operating with minimal overhead, and a limited staff, the new, revamped "Only-time Shop" will serve a wider customer base that in the end will go hand-in-hand with the image of the Only-time Building and internationally.

ABC Company has agreed to help "Only-time Shop" in establishing its new identity so it can be utilized as a driver to attract customers to purchase the merchandise.

The hours of operation will be Monday - Saturday 8 a.m. - 6 p.m. and Sunday 12 p.m. - 6 p.m. There will be extended special hours designated during special exhibition events. All merchandise will be purchased and supplied according to the company's mission and customer focus profile, according to the image associated with Only-time or Only-time Building.

5.1 Company Ownership

"Only-time Shop" will be part of the nonprofit organization Nsukka. Through this joint cooperation, "Only-time" will share its activities with ABC Company. The details of the profit sharing agreement will be further discussed with all interested parties.

5.2 Start-up Summary

The "Only-time Shop" will start with three months inventory on hand for apparel and accessories, as this is the main revenue generator. The majority of the company's non-cash assets will reside in inventory.

The purpose of this business plan is to secure a #10,000,000 investment for its first year of operation. This supplemental financing is required to work on site preparation, inventory, and operational expenses.

Successful operation and building an exposure base will allow the Only-timee Shop to be self sufficient and profitable in year two.

5.3 Company Locations and Facilities

There are three levels of world class restaurants, banks, cafes, shopping and service facilities, such as a stationery shop, laundry, canteen, money changer, post office and travel agency to service an impressive list of international and multinational tenants.

Restaurants:

- Nanking Noodle.
- Izzi Pizza.
- Rice & Co.
- Pho Hoa.
- Siam Square.

Cafes:

- Daily Bread.
- Pan de France.
- Starbucks.
- Country Style Donut.

- Cigar Bar.
- Quickly.

Mini Market/Convenient/Stationary:

- Century.
- AmPm.
- Martinizing Laundry.
- Paper Clip.
- NexCom/Fujitsu.

The Only-time Shop will be located at the Mezzanine Level of Only-time Building. On this level, there is also Cigar Bar. The Mezzanine Level offers a strategic point where outside visitors can observe the daily market activities from the observation balcony; that will afford us good exposure for visiting guests.

Another advantage of this location is the proximity to the library, which is located on the same level. This complex will attract many potential customers (visiting guests) to our immediate vicinity.

By locating in close proximity to the daily action of buying and selling, the Only-time Shop will enjoy a guided traffic that eventually will built its customer base through word-of-mouth. The popularity of Only-time Building will bring outside visitors that will help spawn traffic to the Only-time Shop.

This space occupies 35 meters square and has been leased by the management of Only-time Building. We feel it is essential to our initial and ongoing success that we locate ourselves in the heartbeat of the community. We also strive to create an atmosphere of

acceptance, as well as a retail environment where individuals can identify and practice their lifestyle.

6.0 Only-time Products

Only-time-themed merchandise will be the product focus of the Only-time Shop. Our task is to make sure that the Only-time-themed merchandise is keeping up with the latest category trend and needs. The following lists shows examples of products within their respective categories:

Only-time-Themed Novelties/Stationary

- T-Shirts.
- Caps.
- Bags.
- Pens.
- Memopads.
- Calculators.
- Clocks.
- Umbrellas.
- Key chains.
- Mugs.
- Golf Balls.
- Golf Club Covers.

Nigeria's Arts and Crafts (small size merchandise that will consist of 15% of total merchandise displayed)

- Silver jewelry.
- Masks.
- Other ethnic accessories.

Others

- Books (history books about Nigeria and topics related to Nigeria's commerce, politics, and social sciences).
- Magazines.

Merchandise will be managed by ABC Company; they will find the right supplier, propose a design concept and day-to-day retail activity. Inventory management will be tracked through our computerized cash register, so that each month we are aware of the style, trend and quantity on every item sold in the store for future planning. Re-orders are drop-shipped by ABC Company, or can be rush ordered directly through our channel, if needed.

6.1 Product Description

Product pricing will be adjusted according to the re-positioning effort to enable premium charges to each product. All products are quality checked when they arrive and quality checked before the customer takes them home to ensure they meet the standards of the official store of the Only-time.

Products will not limited to one type per category, for example we will offer 3 types of different kinds of key chains or 5 different design types for caps or t-shirts, because we know that customers want options!

Pricing example

- Official Only-time Caps: #2,200 - #5,000
- Key Chains: #800 - #2,200.
- Golf Shirts: #4,800 - #14,000.
- Golf Balls (3): #2,800.
- Umbrellas: #800.
- Memo Pads: #1,800.
- Pen/Stylus/Pencils: #600 - #1400.
- Clocks: #3,400.
- Coffee Mugs: #2,600 - #3,200.
- Only-time Theme Checker Game: #4,800.
- Bags: #5,200 - #14,000
- Calculators - #1,200.

6.2 Competitive Comparison

When we positioned the "Gift Store" as the official "Only-time Shop" for the Only-time Building, we narrowed our competition in a niche portion of the market as more than 80 percent of the inventory will be exclusively marked under Only-time brand.

In general, however, our other product mixes, such as Nigeria's ethnic arts and crafts, will face competition from other specialty souvenir stores in the area around the "Golden Triangle" and other establishments that carry ethnic merchandise.

6.3 Sales Literature

After much research, we found that the product mix we have compiled in the attached catalog most closely meets the needs of the consumer niche that we are focusing upon. An online catalog will also be offered to supplement the awareness of this new, revamped store of the Only-time Building.

Our sales literature is simple, because we realize that most sales depend on existing foot traffic from visitors, tenants and guests of the Only-time Building, thus the sales generation will depend on the image communication from the management of Only-time. We will produce flyers in-house on an as-needed basis. These will primarily showcase new products and/or to advertise special sales promotions. The flyers will be distributed inside the Only-time Building, especially in those areas which have the most significant traffic, such as cafes and restaurants at Ground Level.

Only-time Shop will use additional targeted advertising and sales program to generate publicity and build a customer base.

- Standing banner or metal post with the new logo and color theme, announcing the opening of the new Only-time Shop.
- 2,000 flyers to be distributed inside the Only-time Building and in establishments surrounding the Golden Triangle.

6.4 Sourcing

Only-time Shop will partner with ABC Company for all merchandise as outlined below:

- With ABC Company, who have the expertise of running the retail and supply chain management, the Only-time Shop under ABC Company Management will place quarterly reorders with qualified manufacturers on Only-time-themed merchandise.

- For all other products we will work directly with the manufacturer and minimize the selection by purchasing small amounts for store display.
- Seasonal gift orders will be handled personally with ABC Company and with direct communication to ABC Company office.

We will also work to solidify our relationships with manufacturers and suppliers so that we may achieve decreased cost of goods. Our competitors, both direct and indirect, purchase from the same sources and we believe that through marketing programs and strategic alliances we will begin to gain a competitive advantage.

6.5 Technology

Retail establishments have a tendency to have a high number of SKUs because of the level of inventory. It is imperative that an advanced inventory and point of sales program be utilized to maintain stock levels and track sales. The Only-time Shop will utilize database merchandise software for all tracking and accounting purposes as well as inventory management and point of sale transactions that will be summed into one database for handling the online store as well.

Online commerce is becoming an increasingly attractive option due to the the global reach of the medium; this could be an additional re-positioning element to increase the visibility of the Only-time Shop.

6.6 Future Products

Future expansion may allow for a horizontal increase of our product line by offering additional product categories: sport gear and accessories. We won't rule out the possibility of vertically integrating through our own line business gift products. We will also explore new services such as providing a gift certificates for our customers, or a membership cards for discounted price at affiliated retail establishments.

It is my dream to become more than just another souvenir store at Only-time Building, but also an extended official representative of Only-time to the public.

7.0 Market Segmentation

Tenants

This category commonly includes Only-time employees, who possess the strongest "sense of belonging," although this also includes all employees whose companies reside inside the Only-time Building.

This will comprise the largest segment of our target market (53%); we will focus on tenants for several simple reasons:

- The group will be the first to become aware that there is a new, revamped store.
- They have the sense of belonging or attachment to the whole idea of working inside one of the most prestigious buildings in Nsukka.
- This group will also make the most "lifestyle" purchases, either buying for themselves or as a gift for a friend or relative.

Neighbors

The second potential segment (26%) is nearby workers within the "Golden Triangle" radius, who are drawn to the Only-time building by the handful of retail food establishments. Perhaps, they will not be aware of the store's existence until their second visit to Only-time Building, but as they repeatedly spend lunch/break time here, they will become aware of the existence of the Only-time Shop via sales literature (flyers, banners, etc.).

- This group does not necessarily have an attachment to Only-time, but may make impulse purchases, if the selection of merchandise fits their styles and needs.
- This also means that the merchandise aimed at them does not have to be Only-time-themed, as it could be generic products such as trinkets or ethnic arts and crafts.

Guests/

Visitors

This last segment (21%) has not yet been fully cultivated. This segment is as important as the other two, particularly in communicating the image of Only-time Building itself as a

destination spot within the Nsukka Area. They will maybe unaware of the store existence until several visit to Only-time Building, this we will implement advertising effort such as guided tour, distribute flyer at the entry door, or positioning of banner inside the high traffic area of Only-time Building.

- This group shops at Only-time Building infrequently, but may be subject to impulse purchases once they are in the store.
- They will likely purchase the Only-time-themed merchandise as a memoir of their only or rare visits to the Only-time Building.

Category	Benefits Sought	Product Segment	Purchase Behavior	Only-time Brand Image
Tenants	Sense of belonging. Collectible. Lifestyle.	Only-time -themed merchandise, specific niche merchandise.	Planned shopping. Specific product look ups.	High.
Neighbors	Memoir of visit. Value shopping.	Only-time -themed merchandise. Nigerian arts and crafts. Various product mix.	Impulse shopping. Random selection.	Medium.
Guests	Memoir of visit. Value Shopping.	Generic Only-time -themed merchandise. Books and magazines.	Traffic shoppers. Random shopping.	Medium - Low.

		Various product mix.		
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Market Analysis

		Year 1	Year 2	Year 3	Year 4	Year 5	CAGR
Potential Customers	Growth						
Tenants	1%	1,590	1,606	1,622	1,638	1,654	0.99%
Neighbors	1%	780	788	796	804	812	1.01%
Guests or Visitors	1%	630	636	642	648	654	0.94%
Total	0.99%	3,000	3,030	3,060	3,090	3,120	0.99%

7.1 Target Market Segment Strategy

We want to clearly differentiate the Tenants from the other two segments (Neighbors and Guests). The focus strategy for the category of Tenants is to establish the sense of "belonging," meaning that we need to create the Only-time Shop as if it is their own. For example, the customers should feel a sense of pride in owning an " Only-time " coffee mug, and displaying it in their office or home. This will give us a large opportunity for multiple sales and allow us to gain further access into the community's numerous occasions, such as giving the themed merchandise for their friends and families as tokens.

While the Neighbors and Guests categories for the Only-time Shop will be the next important ones, they mostly fall under the rubric of "accidental" shoppers or impulse shoppers. With the Tenants, purchases might be conducted after several visits to the store because of their close proximity and frequency of visiting the Only-time Building. On the other hand, with Neighbors and particularly with Visiting Guests, the purchase decision will be decided instantly after viewing the selection of merchandise that is suitable to their own needs.

7.2 Market Trends

Only-time Building is the "embassy" of commerce with representative offices of multi-national firms internationally. There is already a trend of putting the Only-time image in every tenant's logo or corporate name. We may feature some of the finest tenants' logos, in conjunction with the Only-time logo, in our merchandise.

7.3 Market Needs

There are several important needs in the official theme business that are being either undeserved or not met to any standard of quality at all. Only-time and ABC Company plan to meet and service those needs.

- ABC Company will provide a large assortment of sizes to compliment the theme series of all merchandise of the Only-time Shop.
- Focus and attention to customer's personal preferences and customer retention will be given high priority. The inconsistency in positioning the current Gift Store has caused the decline of the store's image, which is preventing the establishment from growing.

7.4 Industry Analysis

In general, retail businesses with similar target markets tend to concentrate together in malls. As this strategy has generally worked well for retailers, such a trend is expected to continue, with new shopping centers coming into operation.

Most low- to mid-range merchandise and knick-knacks are heavily Chinese-manufactured products, as they offer a lower cost of purchasing and slightly higher quality than locally-manufactured products.

Due to its current rapid expansion, the retail property sector in Nsukka is expected to become saturated, with new retail developments over the next three to four years as land for retail projects become increasingly scarce.

Theme-based merchandise stores vary in terms of the scope of their merchandise:

- One (Few) Merchandise Categories: many of these offer only apparel, for establishments in the core of the entertainment district, such as Hard Rock Cafe or Planet, along with their brand-building-through-merchandising strategy.
- Multiple Merchandise Categories: these are retail stores with a wide range of product categories, varying from electronics, to stationary, apparel, novelties, etc.; for example, Duty Free Shops at various airports, with broad product mixes, including both their own brands and those of other vendors.

7.5 Competition and Buying Patterns

Competition in this particular retail area is relatively low, as the Only-time Shop uniquely belongs to the whole identity of Only-time Building or Only-time image and lifestyle. Knock-off products will be our biggest threat in this market, thus product differentiation and standards must be implemented to limit such damage to the image and value of the Only-time Shop.

With other items, such as magazines, books and generic stationary, we will face competition from retail vendors inside the Only-time Building such as AmPm and Paper Clip.

However, we are not really selling mugs, or caps, or t-shirts; we are selling the image of the Only-time Building. The Only-time brand relies on the building's reputation for high-class, high-tech, fast and modern living in Nsukka. Only-time is the symbol of Enugu State's economic success, and a mug or cap casually displayed links the owner to that success. The key to the consumer's buying decision is the image the brand communicates to its audience. The signage and interior of the shop, the appearance and demeanor of the staff, and the kind of merchandise offered will all reinforce this image.

7.6 Main Competitors

The Only-time Shop will be the official specialty shop of Nsukka in the metropolitan area. We are competing with other stores selling similar merchandise, and also with other stores selling similar icons of modern life in Nsukka.

8.0 Strategy and Implementation Summary

Our strategy is based on serving the niche of collectors and shoppers. The Only-time Shop will leverage its competitive edge to quickly gain market exposure. We will support our product selection with excellent customer service, allowing visitors to the store to feel equally at "home" as the Tenants of the landmark building and to create a memorable visiting experience.

The Only-time Shop will rely on two forms of media for their marketing campaign. Our main priority is to raise awareness of the Only-time Shop among the first main target markets, the Tenants. Simple banners or a standing post will be put on the areas with largest traffic. Additional prints such as flyers and catalog will also be put into consideration and distributed during the first couple of months after the re-launching day, December 9th 2004.

Our second strategy is to use Customer Relationship Management to pull customers to coming into the Only-time Shop by putting the Only-time Shop as the last destination in its guided tour, or offering discounted prices in cooperation with retail food establishments inside Only-time Building, such as Daily Bread or Rice & Co. Another proposed relationship strategy is creating a loyalty card program that can be "annexed" to several other programs, such as discounts at favorite restaurants, corporate gift discount, etc.

8.1 Competitive Edge

The Only-time Shop's competitive edge can be summed up as the recognition of Only-time Building as the symbol of successful commerce in Enugu state. There is a sense of prestige to buying merchandise based on the Only-time theme. Our complete assortment and latest product designs will also immediately appeal to customers.

Once established, our selection of items and services will set us apart from similar stores. For example, Hard Rock Cafe is identified with "hip, cool, young", while our

Only-time brand is associated with "Enugu state's finest, global sophistication and money." The other edge that we want to develop in the future is to become a platform of ordering other merchandise for PT. ABC Company in helping with the SSI development in manufacturing sectors.

Indeed, our store should appeal to a wider selection of the population. Some items may seem to push the limits of taste to build positioning of the Only-time brand. Part of a customer's desire to explore the store is their curiosity about the historical context of Only-time and Only-time Building, a total experience where they can feel firsthand what it's like to be inside the most important building that runs the nation's commerce. Also, the customers must feel that they were treated professionally and that the sales staff truly wanted to help the customer in any way possible. Having this level of customer service helps support the Only-time brand and product selection in appealing to a wide range of customers.

The Only-time Shop believes it has a significant competitive advantage over these chains on non Only-time -themed merchandise because of the following benefits:

- Sense of Belonging - Community.
- Valued Image.
- More Substantial Customer Service.
- Greater Product Selections.
- Higher Product Quality.
- Loyalty Program.

8.2 Marketing Strategy

The retail marketing strategy of the Only-time Shop centers on creating a corporate identity that clearly defines our market niche in terms that benefit our customer. Other specific strategies that will be used follow:

1. **Print Ads** - Keeping the Only-time Shop name in all theme merchandise will be necessary. We plan on running banners inside the Only-time Building. In addition we plan on utilizing our catalog as a method of increasing our sales revenue.
2. **Press Releases** - Also posted in our newsletter and website (both Only-time Building's website and Only-time Shop's website). The local business magazines inclusive.
3. **Grand Opening** - A Grand Opening is the most successful of any in-store promotions.
4. **Word of Mouth** - By giving first-time customers great service and a wide selection of products, the word is sure to spread. Also, the many contacts that we already have in the area will prove to be most beneficial in spreading the word.

All marketing decisions with regard to specific media choices, frequency, size, and expenditures will be conducted on an ongoing basis with careful considerations of returns generated.

8.3 Pricing Strategy

We will encourage impulse buying, so it is important that we maintain a flexible pricing strategy.

- Our pricing strategy will be based on competitive parity guidelines. We will not exceed our margin by more than a normal of 70% on all of our theme merchandise.
- Price says a lot about a product. The products that are unique and not available elsewhere in the region will be marked up to meet the demand curve. We are not afraid of premium pricing a premium product.

We will allow a 10% discount for all Only-time staff, available by showing their ID tags to the sales staff. Seasonal discounts will also be offered during special events, such as end-of-year clearance sale.

5.2.2 Promotion Strategy

Brand identity is the key issue with consumers. Direct mail is planned in the form of post card-sized mailings. Our form of advertisement will be put out in Press Release and

through the Public Relation channels. Giving away promotional merchandise such as apparel and stationary is a must, especially during events that are sponsored by Only-time. To enhance our brand-building strategy, we will establish cooperation from many vendors to participate in our sales program, for example, sweepstakes of two round-trip airline tickets to Bali.

8.4 Distribution Strategy

Our customers will buy our products at our location. However, we anticipate a significant amount of mail order sales in order to meet or exceed our Sales Forecast. We will receive orders by mail, phone, or fax, process them immediately, and ship the goods via a courier service.

In the future, electronic commerce with a secure website will be thoroughly investigated for feasibility, but for now, all website orders will be handled by phone or fax with various payment options (bank transfers, COD).

All telephone orders will be taken at the store through either our local number. Mail orders will be processed at the Only-time store and shipped from the store. All debits and credits, order transactions, charge backs, and price discounts will be accounted for on our accounting system at the ABC Company office.

8.5 Marketing Programs

DistinctiveLogo:

The new revamped logo will be easy to recognize and attach to the existing Only-time image of exclusivity, prestige and wealth. The team of ABC Company will work closely with Only-time's staff to bring the solid brand name in the re-positioning effort of the Only-time Shop.

DistinctiveInteriors:

The new store will maximize the efficiency of the total 33 square meters space, as well as adding exclusivity and a modern ambience to the existing store. ABC Company will

appoint our trusted interior designer and contractor who has expertise in revamping the interiors of several prestigious establishments in the Nsukka Metro Area.

Advertising and Promotion:

In the first year, the Only-time Shop plans to set aside #20,000 for advertising and promotion each month, after the launching of the new store. This would not be considered a serious advertising budget for any business, but we feel the exposure will come from publicity and promotion, so most of the funds will be spent on a good publicist who will get the word out about the charitable contribution program and positive image it projects to the public. We also believe that word-of-mouth advertising will be valuable.

5.2.5 Positioning Statement

From "just-another-store" at the Only-time Building we will transform this space into the official store of the Only-time. The Only-time Shop is the only place in Indonesia that carries the official merchandise of the Only-time brand.

8.6 Sales Strategy

THE

CUSTOMER

The Only-time Shop will approach sales from a salesperson-customer relationship basis. All sales associates will be trained and encouraged to assist customers in a personal manner, utilizing first names and asking the questions needed to provide the customers with the services they desire. Gathering key customer information and seeking performance feedback on the products and services offered will assist us in the following ways:

- Targeting our marketing efforts more effectively.
- Developing product offers and merchandising formats that will increase sales.
- Developing services that enhance the shopping experience.
- Training and developing sales associates in order to effectively service the customer.

- Develop future sales opportunities in wholesale that allow for continued growth of the business.

MERCHANDISING

Products will be showcased via lifestyle merchandising that inspires and promotes multiple purchases. We look to create a strong visual impact, creating an invitation to touch and purchase.

TECHNOLOGY

Proper software must be implemented to enhance our CRM system, features include:

Point-of-Sale

- Customer transactions: receipts, gift certificates, special orders, gift registry.
- Bar code scanning.
- Price check.
- Inventory lookup.
- Gift receipts.

Transaction Tracking

- Track and review each register transaction.
- Daily summaries by store and register.

Customer Management

- Multiple ship-to addresses.
- Preferences.

- Advanced reporting: minimum purchases within inventory class, geographic.

Inventory Management

- Item entry: matrix, 12 customizable categories, unlimited bar codes.
- Pricing: markdown, price changes.
- Physical counts.

Purchase Orders & Receiving

- Quick receiving.
- Order approval process.

Vendors

- Full contact management.
- Multiple contacts for a single vendor.
- Link multiple brands.
- Link multiple remit to contacts for payable generation.
- Track terms and payment.

Analysis

- Complete inventory performance profiling.
- Ordering analysis.
- Search multiple unrelated brands, classes, styles, etc.

- Exceptions based on: on-hand levels, sell-thru performance, sales performance, aging.
- Data export to excel.

Administration

- Store management: centralized administration from a single location.
- Employees: complete rights-based security.

Others

- Integrated Accounting with QuickBooks.

8.7 Sales Forecast

We expect sales to increase at a rate of 1% per month for each product in the first few months and a modest yearly 6% growth each year, while cost of goods sold increases 2% each year. This is a conservative rate, given the 8% average economic growth rate in Indonesia, which is considerably higher in the metro region.

8.8 Value Proposition

Our message to the audience is that we will sell only 100% made in Nigeria products; a tag specifically made by ABC will be attached to each item to promote the buying local campaign. This will give added value for the Only-time shop in communicating its identity as a helping institution to create more jobs and economic growth among Indonesia's small size businesses.

provide a substantial community value to patronizing the development of Small Scale Industries (SSI) in Enugu state through the LB-ABC (non-profit association of helping small scale business and industry in Enugu state). For every purchase a customer makes from the Only-time Shop, LB-ABC will donate up to 5% of the sale for various small business funding, shown in the Pro Forma Profit and Loss below under Marketing Expenses.

9.0 Web Plan Summary

The website can be viewed at [proprietary and confidential information removed]; while the Jakarta Stock Exchange also owns a domain. Both can be utilized to advertise the new Only-time Shop, as well as linked to our own website that list all the merchandise and services we offer.

- **Management Summary**

- The management of the Only-time Shop is made of the interim management team from ABC Company, who will monitor the growth of the retail store, as well as making improvements and business maneuvers, if necessary. The many administrative functions of the Only-time Shop would become the primary focus of the other team member, Only-time.

- **7.1 Organizational Structure**

- The organization will be a relatively dynamic one, since the majority of personnel are involved in both planning and operation.
- There are three functioning groups within the company: Shareholders, who make the final decisions.

- **7.2 Personnel Plan**

- The personnel plan is included in the following table. It shows the Store Staff's salary as other functions are working inside both PT. Avant-Garde and PT. ABC Company.

Financial Plan

The initial funding from investors (ABC Company and XYZ Company) will enable us to renovate the space and buy initial inventory. With heavy marketing and outreach to customers who work outside the Avant-garde Building, we expect to pass the break-even point early in the second year of this plan.

We will keep costs to a minimum: 2 full-time employees will run the shop, while advisors and directors from AMC Company will oversee operations under their existing duties at ABC Company. We will begin paying dividends to these investors in the second year.

9.1 Start-up Funding

Approximately Rp. 166,597,000 will be needed from the shareholders for these purposes. Some of the funding is priority as it's crucially important to go on to the next step of development. The remainder of the start-up capital required, for the continuation of operations, will be provided by the end of the project. We will start paying dividends to the investors in year two of operations (see Cash Flow table for details).

Start-up Funding	
Start-up Expenses to Fund	#360,000
Start-up Assets to Fund	#400,000
Total Funding Required	#166,000
Assets	
Non-cash Assets from Start-up	#250,000
Cash Requirements from Start-up	#690000
Additional Cash Raised	#0
Cash Balance on Starting Date	#690,000
Total Assets	#940,000
Liabilities and Capital	
Liabilities	
Current Borrowing	#0
Long-term Liabilities	#0
Accounts Payable (Outstanding Bills)	#0
Other Current Liabilities (interest-free)	#0
Total Liabilities	#0
Capital	
Planned Investment	
PT. XYZ (32%)	#630,000
PT. ABC Nigeria (62%)	#103,290
Additional Investment Requirement	#0
Total Planned Investment	#3,000,000
Loss at Start-up (Start-up Expenses)	(#72,000)
Total Capital	#940,597
Total Capital and Liabilities	#940,597

Total Funding #3,000,000

9.2 Important Assumptions

- We assume that we at least secured our purchase of merchandise in the first two years of operation.
- All employees except Store Staff are working under Interim Management Team.
- The Only-time Shop assumes a medium growth in the beginning, without major recession.
- The Only-time Shop assumes of course that there are no unforeseen significant increase of the retail space.

9.3 Key Financial Indicators

The key indicators of financial success are all positive in our plan: increasing sales, increasing control over costs, and increasing profit margins.