

**UNIVERSITY OF NIGERIA,
NSUKKA
FACULTY OF SOCIAL SCIENCE
DEPARTMENT OF PUBLIC
ADMINISTRATION AND LOCAL
GOVERNMENT**

TOPIC

CLEMENTINA'S LIQUID SOAP PRODUCTION

COMPANY

A BUSINESS PLAN
PREPARED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE COURSE: BUSINESS DEVELOPMENT
AND MANAGEMENT.

CED 342

BY

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CHAPTER 1

1.0 EXECUTIVE SUMMARY

- 1.1 The preceding report relate to the proposal to establish Clementina's Liquid soap production at Nsukka, Enugu. The liquid soap production shall require a startup capital of ₦5, 000,000 of which ₦3, 000,000 for fixed asset and ₦2, 000,000 for working capital.
- 1.2 Clementina's Liquid production have a new product that provides managers and the Masses with a quick, easy, and affordable method to effectively monitor employee hand washing, laundry wash, dish washing, car washing etc.
- 1.3 The raw materials used for production are Liquid soap making machine, heat resistance plastic or stainless steel pitcher with lid, big stainless steel or plastic spoon, Stainless steel measuring spoons, measuring cups, small beakers, stick blender (for saponification process), a soap mold, soap pot, rubber spatulas, large stainless steel or plastic ladle, protective goggles, protective rubber hand gloves, Quick reading and accurate thermometer. You will also need supply of lye solution, oils, additives (colorants), water and fragrances, amongst others.
- 1.4 The Soap production is solely owned by Ugwu Clementina .C and registered with the Corporate Affairs Commission. The Liquid soap production is located at Nsukka because it is a business town (and general Soap are on high demand as they are daily source of washing) and due to the easy access to the target market from that

location. The key operational feature is the preparation and Manufacturing of liquid soap during which the unique features of the products are added.

1.5 A close study of the soap and detergent production industry reveals that the market is becoming much more competitive over the last decade. As a matter of fact, you have to be highly creative, customer centric and proactive if you must survive in this industry. We are aware of the stiffer competition and we are well prepared to compete favorably with other soap and detergent production companies in Nsukka. Clementina's Liquid Soap Production Company is launching a standard soap and detergent production brand that will indeed become the preferred choice for businesses and households in Enugu in Nigeria where we intend marketing our soap and detergents.

Part of what is going to count as competitive advantage for Clementina's Liquid Soap Production Company is the vast experience of our management team, we have people on board who are highly experienced and understands how to grow business from the scratch to becoming a national phenomenon. So also our large national distribution network and of course our excellent customer service culture will definitely count as a strong strength for the business. Lastly, our employees will be well taken care of, and their welfare package will be amongst the best within our category (startups soap and detergent production companies) in the industry, meaning that they will be more than willing to build the business with us and help deliver our set goals

and achieve all our aims and objectives. We will also give good working conditions and commissions to freelance sales agents that we will recruit from time to time.

- 1.6 The Liquid soap production business aims to reach market demand by the end of its first quarter in 2017 and also reach its market demand per month at the same period.
- 1.7 The Liquid soap production also intends to increase its output market supply for day by upgrading its production machines by the year 2018. By the special grace of God, the loan will be fully liquidated by the end of the second year of the Clementina's Liquid soap production year of operation.

CHAPTER 2

2.0 BACKGROUND

2.1 Introduction

Soap is a universal product that can be found in all homes, canteen, laundries, hotels and toilets et al. Soaps are used for washing and bathing hence the demand for soap is hardly affected by economic meltdown due to the important role the product plays in our daily lives, for these reason Clementina's Soap production companies are involved in making liquid soaps, and detergent et al with different scent and packaging.

Vision Statement

Our vision is to establish a standard Soap Production Company whose product will not only be sold in Nsukka Enugu, but also throughout all the states in Nigeria and in other parts of World..

2.2 Mission Statement

Our mission is to establish a standard and world class Liquid Soap Production Company that in our own capacity will favorably compete with leaders in the industry. We want to build a soap production business that will be listed amongst the top 10 soap and detergent brands in the Nigeria. We want to build a household brand name.

2.3 Key market factors: The key success factors include:

- A first-mover branding campaign to build awareness of Clementina's products as the standard for ensuring hand washing compliance.
- Patent protection to defend our time-sensitive dye and product concept from competitors.
- Complementary relationships with organizations interested in increasing hand washing compliance.

2.4 Inherent Risks

- (i) There are slim chances of expansion because of limited resources and space.
- (ii) Provision of facilities like constant power supply to operate the electrical Machines.
- (iii) To checkmate these risks, plans have been put in place to ameliorate the situation.

2.5 Business Ownership

The business is a sole proprietorship solely owned by Ugwu Clementina .C and it is registered with the Corporate Affairs Commission.

2.6 Location and Facilities

The Soap production is located in one of the major cities in Enugu State, Nsukka, precisely University Of Nigeria plaza, 1st floor Nsukka because of the following reasons:

- (i) The city is a commercial type and has so many available markets like the students in its environs, banks, business

outlets in international markets, hospitals and residential homes.

- (ii) Existence of good road network to aid in easy distribution of products.
- (iii) Availability of skilled labour work force because of high population of the area.
- (iv) Presence of facilities like good water supply and power supply.

2.7 Services Rendered

The Soap Production Company is going to operate a standard and licensed soap production company whose product will not only be sold in Enugu but also throughout Nigeria. We are in the soap production line of business to make profits and also to give our customers value for their money and we are going to do all that is permitted by the law of the Nigeria to achieve our corporate goals.

Our products and services offering are listed below;

- Toilet Soap / Bathing Soap (Bar Soap) with different fragrance
- Baby Soap (Bar and liquid) with different fragrance
- Body Wash (Liquid Soap) with different fragrance
- Hand Wash (Liquid Soap) with different fragrance
- Dish Washer (Liquid Soap)
- Clothe Washing Soap
- Car Wash (Liquid Soap)

- Detergent

2.8 Industry Trends

The trend in the soap and detergent production industry is such that, any product that has been proven to be reliable and healthy tends to sell more and determine the direction of the market for such industry. You would quite agree that there are loads of soap and detergent brands out there in the market that you may have to compete with. One of the things that you need to do to get your own fair market share is to come out with a creative packaging for your soap and detergent and also come up with different fragrance and sizes. You might just have to consult a brand expert if you truly want to make it big with your soap making company.

Lastly, another trend in the soap production industry is that leading soap and detergent production companies ensure that they get well - known celebrity to become their brand ambassador. With that, it is easier for them to be able to sell their products and have an active presence in the industry.

2.9 Production Plan

2.10 The facilities required for production include:

Liquid soap making machine, heat resistance plastic or stainless steel pitcher with lid, big stainless steel or plastic spoon, Stainless steel measuring spoons, measuring cups, small beakers, stick blender.

This profile envisages setting up a business with a production capacity of 2,000 Hand wash liquid soap per day, 1000 car and dish wash liquid soap

production, 500 other liquid soap per day which will accrue the total sum of ₦525, 000 per day from all the production units.

2.9.1.1 **Raw materials:** a soap mold, soap pot, rubber spatulas, large stainless steel or plastic ladle, protective goggles, protective rubber hand gloves, Quick reading and accurate thermometer. You will also need supply of lye solution, oils, additives (colorants), and fragrances, amongst others

2.9.2 Production Process consist of:

- ❖ Dissolve Antisol with 2 liter of water and let it stay for at least 24 hours; If you are using Nitrosol, dissolve it with 5 liters of water and use immediately
- ❖ Dissolve caustic soda with a liter of water and keep it overnight for fermentation to take place.
- ❖ Dissolve soda ash with 1 tin milk of water and keep it over night.
- ❖ The next day, dissolve STPP with 1 cup of water and keep aside
- ❖ Dissolve SLS with 1 cup of water and keep aside
- ❖ Dissolve Texapon with sulphonic acid and keep aside
- ❖ Finally dissolve the colourant with 1 cup of water (make sure you dissolve the colour completely)
- ❖ Packaging and sealing.

The products are sent through quality control unit to checkmate for errors in packaging before they are supplied.

2.10 Business Strategy

Before choosing a location to launch Clementina's Liquid Soap Production Company we conduct a thorough market survey and feasibility studies in order for us to be able to be able to penetrate the available market in our target market locations.

We have detailed information and data that we were able to utilize to structure our business to attract the numbers of customers we want to attract per time and also for our soap and detergent to favorable compete with other leading brands in Illinois and throughout America.

We hired experts who have good understanding of the soap and detergent production industry to help us develop marketing strategies that will help us achieve our business goal of winning a larger percentage of the available market in Nsukka and other cities in throughout.

In order to continue to be in business and grow, we must continue to sell our soaps and detergents to the available market which is why we will go all out to empower or sales and marketing team to deliver our corporate sales goals. In summary, Clementina's Liquid Soap Production Company will adopt the following sales and marketing approach to sell our soaps and detergents;

- Introduce our Liquid soap and detergent brand by sending introductory letters to households, retailers, supermarkets, hotels, laundries, merchants and other stakeholders.

- Open our soap and detergent production company with a party so as to capture the attention of residence who are our first targets
- Engage in road show in targeted communities from time to time to sell our products
- Advertise our products in community based newspapers, local TV and radio stations
- List our business and products on yellow pages ads (local directories)
- Leverage on the internet to promote our soap and detergent brands
- Engage in direct marketing and sales
- Encourage the use of Word of mouth marketing (referrals)

CHAPTER 3:

3.0 MARKET

3.1 The Soap production is set to serve homes banks, students, business men and women hospitals and the Nsukka Community as a whole. The presence of other soap producer around serve as a competing feature but the strategies employed serves to handle the issue. The use of qualified staff and quality Tools ensures the quality neatness and good of the products are maintained. This gives the business a competitive edge over others.

3.2 Service delivery chart is below:

Client calls at the reception



Record & documentation of items needed



CHAPTER 4:

4.0 MARKETING PLAN

4.1 Promotion and distribution strategy

The marketing strategy is the delivery and sales agents who will be trained to market the products with best approach and develop customer strategy. They will be given authority for discounts at sales point. For promotion of products, the media - T.V, radio, newspapers, internet ads, fliers, and market women will be used. Also there will be 3% price discount for a given quantity of Soap purchased. Distribution in the soap industry is provided by regional providers. These distribution companies usually serve a large portion of the market based on the respective size of the

market, delivering to the organizations monthly or bi-monthly depending on demand and usage patterns. Food services typically receive deliveries of cleaning products once a month. Hospitals typically have a distribution system that operates on monthly deliveries of large quantities. Restaurants typically have a weekly delivery schedule.

4.2 Service delivery strategy.

The products for distant outlets would be transported to the distribution joints, homes, school, restaurants, among others and central markets.

4.3 SWOT Analysis

A SWOT analysis carried out on the project reveals

4.3.1 Strengths

Aside from quality and variety of soaps and detergents that we make, part of what is going to count as positives for Clementina's Soap Production Company is the vast experience of our management team, we have people on board who are highly experienced and understands how to grow business from the scratch to becoming a national phenomenon. So also our large national distribution network and of course our excellent customer service culture will definitely count as a strong strength for the business. The location of the business makes it have easy access to targeted customers. The quality, packaging and distribution of products is consistent as to meet customers' demands. The Clementina's Liquid soap

production has good plans to contain expansion to other parts of the city to aid in equal dissemination of her products.

4.3.2 Weakness

A major weakness that may count against us is the fact that we are a new soap production company and we don't have the enough financial capacity to engage in the kind of publicity that we intend giving the business. Inadequate power supply which will delay the rate of production and quantity of output. Lack of adequate water supply for production purposes.

4.3.3 Opportunities

The opportunities for soap production companies are enormous. This is due to the fact that soap is a universal product that can be found in all homes, canteen, laundries, hotels and toilets et al. As a result of that, we were able to conduct a thorough market survey and feasibility studies so as to position our business to take advantage of the existing market for soaps and detergents and also to create our own new market. We know that it is going to requires hard work, and we are ready to give all it will take to achieve it.

4.3.4 Threats

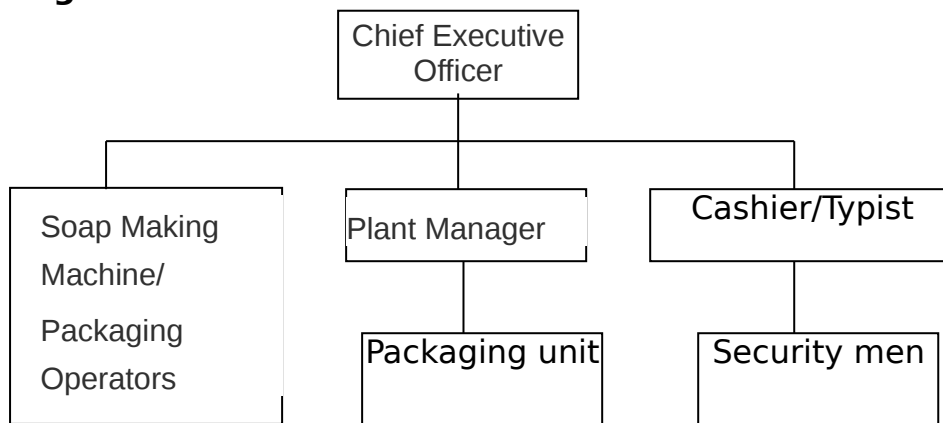
We are quite aware that just like any other business, one of the major threats that we are likely going to face is economic downturn and unfavorable government policies. It is a fact that economic downturn affects purchasing power. Another threat that may likely confront us is the arrival of a new soap production company in same location where ours is

located. Low initial demand for products increased competition due to more soap producers springing up.

CHAPTER 5

ORGANIZATIONAL & MANAGEMENT

5.1 Organizational Structure



5.2 Management

Clementina's Soap production is a private enterprise owned by Ugwu Clementina .C and managed by her and other members of the staff who will see to the affairs of the business. The manager is a trained personal with 6 of Experience and has a basic knowledge of what it takes to produce a good Liquid Soap and To help in day to day management of the company, some other good hands will be employed. They will assist in the area of machine maintenance and servicing as regards to the making the liquid soap. The table below shows the salary scale which is subject to amendment as the company's grows.

5.3

	Job Description or Post	Unit	Salary Scale per annum (₦)	Total salary (₦)
I	Chief Executive Officer	1	400,000	400,000
li	Plant Manager	6	299,000	1,200,000
lii	Typist/Cashier	1	210,000	210,000
lv	Security men	3	50,000	150,000
				1,960,000
	5% fringe benefits			100,000
	Grand Total			2,060,000

5.4 External Support

The bakery will seek for support on technical issues from Modulus Entrepreneurial Development Centre where the proprietor received entrepreneurial training. The services the machine technicians has been planned to be retained.

5.5 Value and norms of the Company

They adopts the following norms and values

- To see her employees as her most valuable asset
- To do her best within the federal, state and local government laws
- To uphold her integrity always
- To offer the best for the customer's benefit.

CHAPTER 6

LEGAL AND REGULATORY ISSUES

6.1 Legal Issues

Clementina's Liquid soap production plans to commence operations as a sole proprietorship, hence, the business name is registered with the appropriate department at the Local Government Headquarters and also the state government headquarters.

6.2 Regulatory Issues: the major federal regulations that govern the Soap production Company include

- (i) National soap and detergent Administration Control (NSFDAC): they ever see the standard quality of Soap products produced within the country.
- (ii) Ministry of Detergents & Commerce: they assist and govern the affairs of the manufacturing industries.
- (iii) Other regulating bodies include Manufacturers' Association of Nigeria (MAN), other trade associations, local and state government approval certificate. Some of the requirements needed by the operating regulating bodies have been duly met.

CHAPTER 7

FINANCIAL PLAN

7.1 Summary of Project Cost

The total cost of the project is ₦5,000,000 which is made up of ₦3,000,000 in fixed capital and ₦2,000,000 in working capital.

7.2 Fixed Capital Investments

Clementina's Liquid Soap productions is located at University Of Nigeria Nsukka shopping Plaza, 1st floor. The site is motorable all year round. The table below shows the fixed capital investment required for the project.

Table: Fixed Capital Investment

	Detail	Qty	Unit Price (₦)	Total amount (₦)
1	Office Building	1	700,000	700,000
2	Overhead water tanks	2	10,000	20,000
3	Delivery Vans	3	500,000	1,500,000
4	Generator/Lister	1	780,000	780,000
	Total			3,000,000

7.3 Utilities

7.3.1 The Company faces the challenge of non-constant water supply by the state water board and also fluctuations in electric supply. Hence, it pays commercial water supply tankers and uses generator to generate power in the absence of power supply.

Expenses on Utilities Projected

Utilities	Year 1 (₦)	Year 2 (₦)	Year 3 (₦)
Light	150,000	155,000	160,000
Light	144,000	147,000	150,000
Total	294,000	302,000	310,000

Other Expenses

Other expenses incurred in the process of running the Company include:

Type of Expenses	Year 1 (₦)	Year 2 (₦)	Year 3 (₦)
Vehicle maintenance	100,000	105,000	109,000
Business travels	20,000	25,000	29,000

Public relations/advert	50,000	53,000	55,000
Miscellaneous	90,000	95,000	97,000
Total	260,000	278,000	290,000

7.4 Working Capital Forecast

The following assumptions are made to arrive at working capital needed for the business.

1. Selling price of stocks increase annually by 10%
2. It is expected that goods are disposed of at the market as scheduled.

	Working capital items	Year 0 (₦)	Year 1 (₦)	Year 2 (₦)	Year 3 (₦)
1	Stock of raw materials	900,000	910,000	920,000	920,000
2	Provision for utilities and other expenses	300,000	300,000	305,000	305,000
3	Salaries/wages	600,000	600,000	602,000	605,000
4	Less creditor: 1 month need of stock of raw materials	200,000	200,000	210,000	210,000
5	Working capital	2,000,000	2,010,000	2,037,000	2,040,000
6	Increase/decrease in working capital	-	10,000	37,000	40,000

7.5 Total required start up capital

	Capital items	Amount (₦)
1	Machinery, Equipment & others	3,000,000
2	Working Capital Requirements	2,000,000
	Total	5,000,000

7.6 Financial Plan

To finance the required investment outlay, the proprietor plans to raise an equity capital of ₦1,000,000 while ₦4,000,000 will be borrowed from the bank.

Source	Amount
Equity contribution	1,000,000

Bank loan	4,000,000
Total	5,000,000

7.7 Fixed estimated costs of items

S/N	Materials	Cost of materials (N)
1	Generator	24,000
2.	stick blender	2,600
3	Plastic Snoop	1,200
4	Overhead tank	40,000
5	Liquid soap making machine	22,000
6	Soap pot	5,000
7	Fuel	10,000
8	large stainless steel	11,000
Total		11,58000

7.8 Loan Repayment Schedule and Interest Paid

It is expected that the loan would attract an interest of 5% and that funds are available to pay annual interest as well as scheduled repayment of the principal amount.

Interest and Repayment Schedule

Year	Loan	Repayment	Interests	Loan Balance
1	4,000,000	Nil	200,000	4,000,000

2	4,000,000	2,000,000	200,000	2,000,000
3	2,000,000	2,000,000	200,000	Nil

7.9 Schedule of Annual Depreciation

	Capital items	LS	IV	SV	Depreciation
1	building	20	700,000	500,000	10,000
2	Overhead tanks	10	20,000	10,000	1,000
3	Delivery Van	10	1,500,000	1,000,000	50,000
4	Generator/Lister	20	780,000	700,000	8,000
	Total				69,000

7.10 Forecast of Profit and Loss

Particulars	Year 1 (N)	Year 2 (N)	Year 3 (N)
Expected sales	1,800,000	3,500,000	5,000,000
Less 1% discount in price	18,000	35,000	50,000
Net sales	1,782,000	3,465,000	4,950,000
Expenses			
Cost of Soap Operations	1,200,000	1,210,000	1,225,000
Utilities	294,000	302,000	310,000
Other expenses	260,000	278,000	290,000
Salaries/wages	600,000	602,000	605,000
Total Expenses	2,354,000	2,120,200	2,430,000
Profit before Int. & Tax	572,000	1,344,800	2,520,000
Less Interest	200,000	200,000	100,000
Profit before Tax	772,000	1,144,800	2,420,000
Less 5% Tax	Nil	114,480	242,000
Profit after Tax	772,000	1,030,320	2,178,000
Less Depreciation	69,000	69,000	69,000
Net Profit	841,000	961,320	2,109,000

Retained Earnings	841,000	961,320	2,000,000
Dividend	Nil	Nil	109,000

7.11 Cash Flow Projection

Ash in	Year 0 (₦)	Year 1 (₦)	Year 2 (₦)	Year 3 (₦)
Equity	1,000,000	-	-	-
Bank loan	4,000,000	-	-	-
Net profit	-	841,000	961,320	2,109,000
Depreciation	=	910,000	1,030,320	2,178,000
Total Cash in	5,000,000	910,000	1,030,320	2,178,000
Cash out				
Equipment and others	3,000,000			
Working Capital	2,000,000			
Increase or decrease in cash		10,000	37,000	40,000
Loan Repayment	-	-	2,000,000	2,000,000
Dividends				109,000
Total Cash out	5,000,000	10,000	2,937,000	2,149,000
Opening Balance	Nil	Nil	1,320,000	950,000
Increase/Decrease in Cash	Nil	1,320,000	1,000,000	700,000
Closing Balance	Nil	1,320,000	180,000	1,650,000

7.12 BALANCE SHEET

	Year Zero	Year one	Year two	Year Three
Fixed assets				

Machinery, equity and others	389,000	389,000	389,000	389,000
Less com. Dep		- 15,472	- 30,944	- 46,416
Net fixed assets	389,000	373,528	358,056	342,584
Current assets			16,575	238,803
Liquid soap making machine	100,000	100,000	150,000	120,000
Debtors		480,000	300,000	450,000
Cash in bank	350,000	400000	550000	450000
Total current assets	100,000	580,000	666,575	808,803
Total assets	489,000	953,528	1,021,631	1,255,168
Long term liabilities				
Capital/ equity	1,200,000	1,200,000	1,200,000	1,200,000
Retained earning		1,102	524,756	949,744
Bank loan	328,500	328,500	14,925	Nil
Total long term liabilities	1,528,500	1,528,500	1,819,681	2,149,744
Current liability	50000	50000	50000	50000
Loan repayment			250,000	4,746
Creditors	50,000	50,000	150,000	100,000
Dividend				50,000
Total current liabilities	50,000	50,000	300,000	154,746
Total liabilities	1,578,500	1,728,500	2,119,681	2,304,490

7.13 PROFITABILITY ANALYSES

	YEAR ONE	YEAR TWO	YEAR THREE
Profit after tax	16,575	540,228	1,015,216
% Return on turnover	0.09	20.10	35.10
% Return on equity	1.36	45.15	85.31
% Return on investment	0.12	51.40	79.70

7.14 Break-Even Analysis

Break even analysis for year 2014 formula = $BE. P = FC$

$$\frac{1-VC}{S}$$

Where FC = fixed costs VC = Variable costs

S = Sales 1 = Constant

$$BEF' = \frac{FC}{S} = \frac{729,000}{500,000} \quad \frac{1-VC}{500,000} = \frac{1-90,000}{500,000} = -89999$$

$$\frac{-89999}{500,000} = 0.179998$$

$$729,000 - 0.179998 = 4050045$$

$$729,000 - 0.179998 = 4050045$$

CHAPTER EIGHT

8.0 RISK ANALYSIS, CONTINGENCY PLAN AND EXIST STRATEGY

8.1 Risk analysis and Mitigants

Risk analysis

S/N	Identified risk	Mitigants
1.	Power supply	Buying of enough stand-by generators.
2.	Emerging competition	Continuous high quality products, special delivery packages

8.2 Contingency Plan

We will insure my business and effect a merger with NBC, in Enugu state to ensure constant power supply in order to maintain my business.

8.3 Exit Strategy

There will be an alternative source of income for instance we can start another business like manufacturing of waterproof should the business not be viable any longer.

CHAPTER NINE

9.0 OTHER CONSIDERATIONS, CONCLUSIONS, AND RECOMMENDATIONS

9.1 Economic Justification

From the point of view of our study and analysis of the findings embodied in this plan, the profit offers good benefit to the economy, as it create job and wealth, is consistent with the spirit of vision 20:20:20 and Millennium Development Goals (MDG)

9.2 Commercial Viability

we have found this project to be commercially viable, having shown through my financial projections, a conservative but impressive turnover, cash flows, profit line and investment appraisal techniques.

9.3 Conclusion/Recommendation

Conclusively this project technically feasible, commercially viable and economically desirable, we therefore strongly recommend it for funding and implementation.