

UNIVERSITY OF NIGERIA NSUKKA

FACULTY OF AGRICULTURE

DEPARTMENT OF HUMAN NUTRITION AND DIETETICS

**A TERM PAPER SUBMITTED IN PARTIAL FULFILMENT FOR THE
REQUIREMENT OF THE COURSE CEDR 342 (BUSINESS CREATION AND
GROWTH)**

TOPIC

BUSINESS PLAN

BY

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TOPIC

HAPPY COMPUTER ACCESSORIES COMPANY LIMITED

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CHAPTER ONE

1.0 Executive summary

The business whose summary appears below is gotten from the fact that the excessive demand for computer technology is steadily on the increase due to its advancement potential across the globe, particularly from the particularly from the aspect of software and hardware computer. This is due to the fact that, the hardware and software accessories of the computer are highly demanding around the school community among the students, staff, and in administrative offices of the university community.

The business idea emerged in response to the above need. It is planned to make use of computer technology accessories and peripherals in providing fast and efficient academic services among the students and administrative quarters of university community with a distinct touch of professionalism. The market potential of this service is great.

1.1 Name of the business

The name of the business is HAPPY COMPUTER ACCESSORIES COMPANY LIMITED.

1.2 Legal form of business

HAPPY COMPUTER ACCESSORIES COMPANY LIMITED is a private limited liability company registered with corporate affairs commission (CAC) with CAC registration number QA199022.

1.3 Location of the business

It is located at university of Nigeria's main gate and second gate.

1.4 Tel: 08162990271 **E-mail:** ogbonnahappinessfebe@gmail.com.

1.5 Type of business

HAPPY COMPUTER ACCESSORIES COMPANY LIMITED is a service provider located within University of Nigeria Nsukka campus.

1.6 THE JUSTIFICATION OF THE BUSINESS IDEA

a. Services

The service is on the delivery of all kinds of computer accessories on hardware and software such as micro soft-word of assorted edition, flash drives, computer keyboards, mouses, simulators, games, game pads, projectors, anti-virus apps, modems, web-browsers apps, printers ink, scanner, computer mother board, CD/DVD plate etc. It is both intra and inter-school delivery services that is operated with professional expertise. This provides. This provides an efficient service.

b. Customers

They are made up of both students and other computer operators around Nsukka university community and those who are in need of computer accessories.

c. Owner(s)

HAPPY COMPUTER ACCESSORIES COMPANY LIMITED is a private limited liability company.

1.7 Number of jobs to be created

24 direct jobs will be created at inception of the business

(4 manager, 8 computer operator, 4 receptionist, 4 security men and 4 driver)

1.8 Start- up capital

- a. Investment (various type of computer accessories) = ₦2,500,000
 - b. Building rentage (one year payment for the two store) = ₦600,00
 - c. Distributing van (one each for the two offices, sienna busses) = ₦4,500,000
 - d. Other equipment in the office store (such as table chair fan etc.) = ₦1,000,000
- Total = ₦ 8, 600,000

1.9 Source of capital

Owners capital	=	₦ 5, 000,000
Bank cash	=	₦ 3, 600,000
Total	=	₦ 8, 600,000

1.10 Profitability

1. Year 1	=	₦ 2, 000,000
2. Year 2	=	₦ 3, 000,000
3. Year 3	=	₦ 5, 000,000

1.11 level of capital

1. Year 1	=	₦ 2, 000,010
2. Year 2	=	₦ 3, 000,050
3. Year 3	=	₦ 5, 700,000
		Total= ₦ 10,751,000

1.12 Loan payment

Year	Loan	Repayment	Interest	Loan balance
1	3,600,000	nil	2,001,000	3,000,000
2	3,600,000	1,800,000	3,050,000	2,000,000
3	3,600,000	2,000,000	5,700,000	nil
Total		3,800,000	10,751,000	

THE FINANCIAL PROFITABILITY ANALYSIS

1.13 Total investment

N8, 600,000
 Return on total investment
 N10, 751,000 - N8, 600,000 = N2, 151,000
 Return on equity
 N10, 751,000 - N3, 800,000 = N6, 951,000
 Return on loan
 N10, 751,000 - N3, 600,000 = N7, 151,000

CHAPTER TWO

2.0 General Introduction

2.1 Background

The business is highly a feasible venture as it starting at a time that the population of UNN student is at its peak. The global world of science and technology expect an increase in demand for computer knowledge because of its crucial role in the global advancement in 2018. The unquenchable demand will really trigger the purpose of computer accessories. Also UNN is a university community and has a large influx of student from different Faculty and department who will as well clamour for these parts.

This business is focused on university community and beyond with organised, efficient, services will meet the demand of its wide and far customers, and not only the university student and staffs

2.2 Vision statement

To build and maintain the best efficiently organised intra and inter-school computer accessories distribution network transport on campuses, starting with UNN students.

2.3 Mission statement

To utilize vehicle of latest technologies, starting with the tricycles (keke), in making Intra- School transport a pleasurable and money saving, time saving experience, by ensuring the highest level of professional conduct and service.

2.4 Ownership of the enterprise

HAPPY COMPUTER ACCESSORIES COMPUTER LIMITED is a private limited liability company.

2.5 Legal Status

The company is a legal entity registered with the Corporate Affairs Commission (CAC) with the name HAPPY COMPUTER ACCESSORIES COMPUTER LIMITED hence, the company now wants to begin commercial operation.

2.6 Location of the business

The business headquarters will be located at university of Nigeria's Nsukka. This will be situated at the main and second gate of the respectively. These locations were chosen due to the fact that these are the main entrance to the school; therefore customers are more readily available there.

2.7 Product Services

This business will not only restrict its services to the school community alone, but deliberate effort will be made to get across to other computer operators away from the location of the headquarter here in Nsukka through our agents.

2.8 Business Strategy

HAPPY COMPUTER ACCESSORIES COMPUTER LIMITED aims to establish and maintain a highly professional and efficient mode of operation at very affordable price, quality and original products which will undoubtedly attract the members of the public, particularly students and staff who could purchase and use them on their personal computer, office computer and business computer such as cyber café owners around and beyond the vicinity.

2.9 Key Success Factors

Some key success factors are:

HAPPY COMPUTER ACCESSORIES COMPUTER LIMITED has a very professional mindset. It is backed by strong strategy and available at very competitive price. It is highly organised and efficient, making it more appealing to passersby.

In addition, the demand is much larger than would be supplied, and it is not seasonal because as the under- graduates vacate the campus, the post graduates and the sandwich students than storm the vicinity.

CHAPTER THREE

3.0 Marketing and Clients

3.1 Nature and size

At this beginning stage, the targets of HAPPY COMPUTER ACCESSORIES COMPUTER LIMITED are the inhabitants of UNN and subsequently UNEC. The company aims to operate within the university community. This is because computer software and hardware are always in high demand as a result of daily activities taking place among the photocopies, computer typist always in need of the computer A4 paper, other computer application like choral raw apps, ink, projectors to project teaching in lecture theatres, public address system among others. This business venture can be a perfect solution to the computer technology needs of the university community.

3.2 Target Clients

1. The target markets are:
2. The administrative quarters of the school environment.
3. School children, primary and secondary where games and teaching stimulator can be found.
4. Cyber café operator and other commercial people in need of the computer accessories,
5. Students and staffs.

3.3 Key Competitors and Players

a. Direct competition

Competitor	Strengths	Weaknesses	Other attributes
1. Ogige Market Computer Accessories Dealer	1. Already established in the market 2. Official recognition and sole right to	1. Confined to one or two specific areas 2. High prices 3. Not always of high quality goods	

3.4 Production Process

The office is opened early around 6.30 am the early travelers and our agents use the company vehicles, fill them with fuel and go into the hinter-land to distribute and create awareness of the services to the various outlets and customers. The day's service closes around 7pm. The expected fuel input per month is 2400 litres and the maintenance cost per month is N20,000.

3.5 Quality Assurance

1. Only qualified and licensed markets as well as drivers will be employed, and they will be well-supervised for their effective and efficient distribution and marketing of the

venture. The distribution shall be strictly to those who are have exclusive and exceptional knowledge on the computer software and hardware.

2. Also, the demands of the customers will be not accordingly

3.6 Demand/Supply/Analysis

Details	Size (Number of potential buyers)
Potential demand to be served	400,000
Less 30% existing competitors	80,000
Available market (in the absence of expansion and very high entry wall)	200,000
Less 10% due to possible expansion of existing competitors and entrant of new ones	19,000
Available market	188,000
Less 5% due to error in estimation	9,440
Available demand/qualified market demand supply gap	179,550
Initial installed capacity cat most 55% of available demand (serve market)	100,000

3.7 Technology

The technology involved in the **JAMESON AND GROUP COMPUTER ACCESSORIES COMPANY LIMITED** services is very simple. However, high quality products and delivery shall be the company's sole target.

3.8 Competitive Edge

Product/service	1
Denomination product line	COMPUTER ACCESSORIES COMPANY LIMITED
Specification (i.e size, colour and quality)	Professional company's building maintain green and white colour on the building while the aluminum zinc shall be green
Packaging	Well package of the parts in and well-sealed cartons
After sales service	None

CHAPTER FOUR

4.0 Marketing Plan

4.1 Marketing mix implementation tools (Strategy)

The marketing mix implementation with use the following strategies:

1. Good maintenance and neatness of both the building, the products and the environment

2. Competitive pricing
3. Professional customer service
4. Efficient system
5. Delivery of the products to those Universities or others towns where these accessories are needed
6. Door step delivery of goods

4.2 Marketing Plan Price

Product/service	1
How much are customers willing to pay	Depend on the item picked
Competitors price	Highest Average lowest 50 30 20(for instance)
My price	10% discount on each item
Reason for setting my price	To be price competitive, but remain profitable
Margin for discount	Yes

4.3 Promotion and Distribution strategy

We will use the following methods:

1. Public announcement by megaphone in the Transport Park
2. Start-up promo which will take place at PAA
3. Advertisement: through radio and print media (flyers)

We will offer our services direct to the consumers (individuals). This channel of distribution was chosen because of the size and nature of the business.

4.5 Market positioning

As a new player in the computer and technology sector, **JAMESON AND SONS COMPUTER ACCESSORIES COMPANY LIMITED** plans to establish itself in the market through focused, determined, and well-targeted marketing. To achieve this, the transport sector will be positioned in strategic locations within and outside the school community where people can have easy access to it.

4.6 Service Delivery Strategy

Date	Marketing plan activity	Evaluation index	Personnel involved	Estimated costs (₦)
Start June 2016 End July 2017	Announcement in public location	3 days with flyers	Outsourced	100,000
Start June 2016 End July 2016	Promo	Every day until target is reached	Company drivers	20,000
Start June 2016 End Oct., 2016	Advertisement in radio	Every day on Lion F.M for 1 month	Out sourced	200000
Start June 2016 End June 2016	Seminar for school authorities	Any appointed day	Management staff	20,000
			Total	340000

4.7 SWOT Analysis

JAMESON AND GROUP COMPUTER ACCESSORIES COMPANY LIMITED

has its own weaknesses, strengths, opportunities, and threats. They are as follows:

A Strength

1. Professionalism
2. Efficiency of service
3. Aggressive marketing strategy

b Weaknesses

1. Low capital
2. Yet to obtain access into school arenas

c Opportunities

1. Rapid growth of population, hence, increase in size of market
2. Growing demand due to desire for more efficient computer software and hardware technology by the public
3. Access to school arenas can be obtained by meeting appropriate authorities

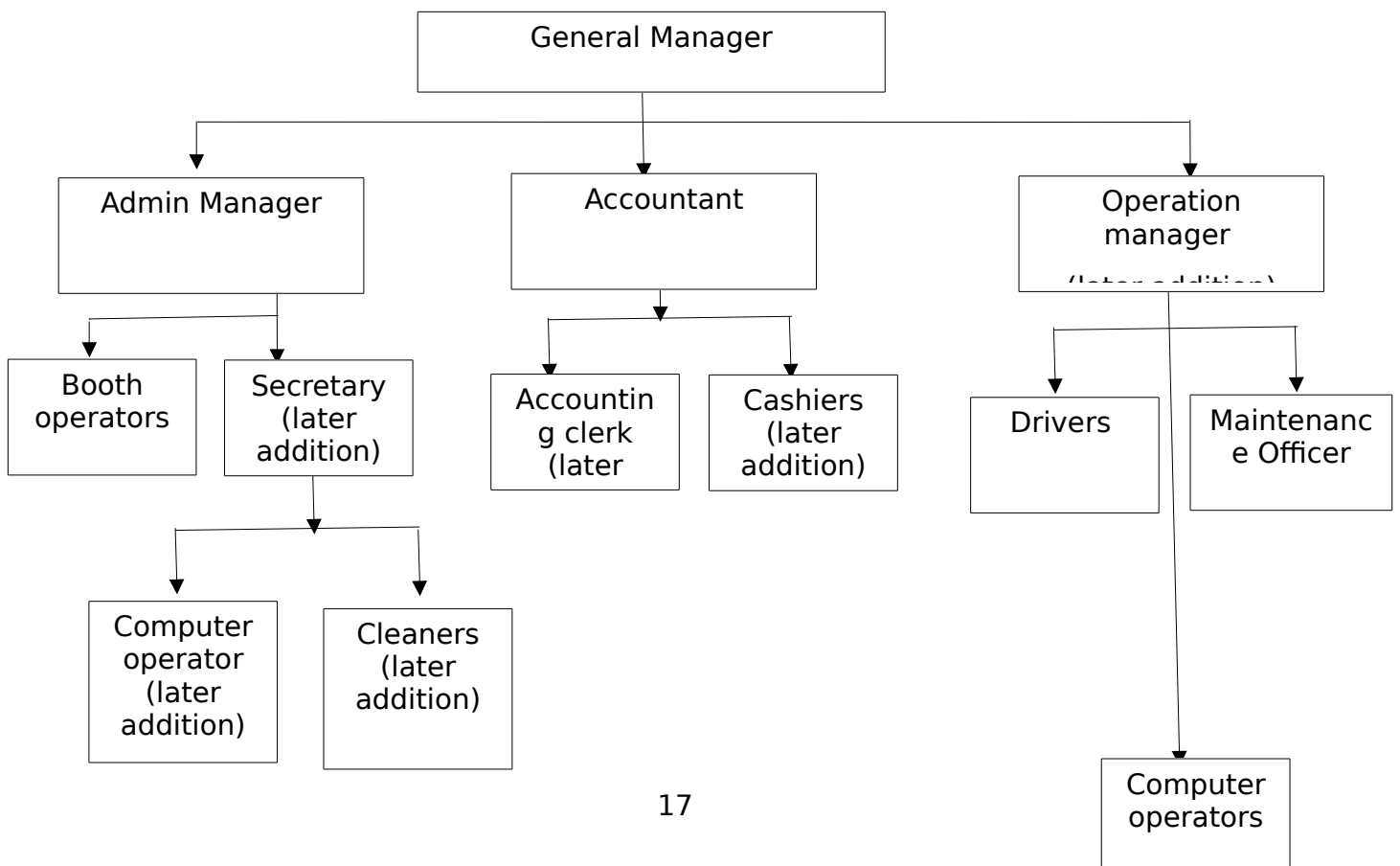
d Threats

1. Activities of competitors like drivers of other commercial vehicles
2. Unpredictable rise in dollar rate
3. High cost of importation of the products

CHAPTER FIVE

5.0 Organizational and Management Structure

5.1 Organizational Structure



5.2 Shareholder/ director

The owner of the business is Ogbonna Happiness Febechukwu.

5.3 Management Team

- i. General/Operation manager –B.Sc. in Management
- ii. Admin Manager/Secretary/Computer Operator – B.Sc. or B. A. in any course with computer expertise
- iii. Accountant – B.Sc. in Accountancy

It is the plan of business owners that the business will expand in capacity in a few years time. When that happens, the office of general of general manager will be separated from operation manager. Also, the offices of secretary, administration manager, and computer operator will be separated.

5.4 External Support (out sourcing)

The only external **JAMESON AND GROUP COMPUTER ACCESSORIES COMPANY LIMITED** will need is the favourable government policy, the filling stations for supply of fuel for the company's mobile vehicles for effective and efficient supply of the products.