

BUSINESS PLAN FOR HARRY-BEST COMPUTER TRAINING SCHOOL SERVICE

Executive Summary

Harry-Best Computer Training School is a standard and leading Computer Training School based in Enugu – Enugu State, here in Nigeria and will training individual of different category in computer application packages. Our aim is to lender quality services. We also aim to offer other services as well such as business center and cafe services in line with our revenue generation goals.

Our aim of establishing Harry-Best Computer Training School is not only to generate revenue and maximize profit but also to favorably compete against similar institutions both new and existing, and be known as one of the top best computer training institution in Nigeria within five years. In order to achieve this, we have gone the extra mile to ensure that we get the best professionals and also the best equipment so that we will run a standard computer institution.

We have been able to procure the necessary licenses and permits from the relevant departments here in Enugu State so that we can carry out our services without going against any laws.

Our institution is located in an area that is not only easily accessible to our employees but also to our clients. We have put in structures to ensure that the facility is conducive at all times for our employees, which is why our employees have come to see the factory as a home to them and are always eager to come to work and be productive for the good of the institution.

Because of how seriously we take our institution structure, we have gone the extra mile to ensure that we source for and hire only the best employees for Harry-Best Computer Training School. Our employees do not only come with the required experience, they also understand the institution we are in and know how best to ensure that from scratch we achieve our intention of becoming a national phenomenon.

Our employees are going to be well paid, and their pay and welfare packages would be better than that of their colleagues in similar start-ups such as ours here in Enugu and even in neighboring states. We will carry out continuous performance appraisals to ensure that hardworking employees are promoted as at when due.

We will also put measures in place to ensure that our employees receive regular training in line with the institution trend so as to make them more productive. To

achieve all this, we have hired a very experienced Human Resources and Admin Manager.

Harry-Best Computer Training School is established and owned by Nwankwo Harrison whose father owned several Computer training and services centers and who has the required experience and expertise necessary to ensure that the institution is able to attain all its goals and objectives.

Our Products and Services

In order to ensure that our clients acquire all the necessary knowledge on computer application, the following services are offered in Harry-Best Computer Training School:

- Microsoft word
- Microsoft excel
- Microsoft power point
- Microsoft database
- Corel draw
- Photoshop
- Oracle
- AutoCad
- Windows
- MSdos
- Internet

Our Vision Statement

Our vision is to produce student with better knowledge in computer application. We also intend to be the preferred institution by customers and clients when it comes to computer training.

Our Mission Statement

In order to achieve our vision, we intend to deal in the best institutional practices and also build a solid institution structure that will see us employing competent and dedicated employees that understand our corporate goals and objectives.

Our Business Structure

When starting a business, all may not go exactly as planned and this is sometimes due to circumstances that might be beyond the control of the entrepreneur. However, having a solid business structure should be something that should firmly

be in the control of the entrepreneur as this would make starting the business have little or no hitches as regards the employees and will also allow the entrepreneur concentrate on other aspects of the business.

In view of how serious we regard our business structure, we are willing to go the extra mile to ensure that we source for and hire competent and dedicated employees who understand how our sort of services works and who are willing and committed to ensuring that we are able to achieve all our set goals and objectives. Our management staff for instance is fully identified with our core vision and philosophies.

Below therefore is the business structure that we intend to build at Harry-Best Computer Training School Chief:

- An administrator
- Teachers
- Receptionist
- Business center managers
- Software and Hardware Technicians
- Cleaner

SWOT Analysis

In our bid to ensure that we run a standard computer training institution, we have engaged the services of the finest business consultant here in Enugu to look through our business concept and determine how best suited we are to not only run a standard computer training institution, but to also favorably compete with other similar businesses as well.

Due to this we have taken stock of our strengths, weaknesses, opportunities and threats and used this to understand how we are likely to survive not only in our industry here in Enugu but also all over Nigeria as well. The result we got after conducting the SWOT analysis for Harry-Best Computer Training School are;

Strengths

Our strength lies in the fact that our packages are not common among other similar institutions that mainly limit their services on only Microsoft office suit. We have the best equipment in place that will be able to handle a large batch of student.

Our employees are the best in the field and have the experience necessary to ensure that we achieve all our corporate goals and objectives. Finally, our administrator

has vast experience and the necessary expertise that will ensure that we achieve all that we set out to.

Weaknesses

We are a new institution and as such do not have the necessary finance and staff strength needed to compete against already established computer training schools, which means that it will be hard for us to break into the field here in Enugu and all over the Nigeria. We however have plans in place that will help us overcome this.

Opportunities

There are several opportunities available to us in this field as there are lots of people who understand the important and benefits of being a computer literate owing to the fact that firms, organizations and institution this days only sought for computer literates as their employees.

Threats

Every business faces threats every now and then and so the arrival of a new competitor to our same location, offering the same services is a threat as well as stringent government (ministry of education) policies regarding the academic institutions.

MARKET ANALYSIS

Market Trends

Knowledge in computer application over the years had been the major criteria required of employees. However in order to meet the growing demand, a lot of new packages beyond office management have been added which will help those in the business to keep up with demand of the society.

Our Target Market

Our packages will be made available to all our customers in our target market. Our target market however at a glance cannot be restricted to just a group of people, which is why we have conducted a market research that will enable us fully determine who we are really going to sell our services to.

The market research we have conducted will enable us have an idea of the market and what we should be expecting from them. We therefore are in business according to research to cater to the following groups of people;

- Primary and secondary school students

- Schools and Institutions
- Undergraduates
- Post graduates
- Bankers
- Workers of various institutions
- General public

Our Competitive Advantage

Our intention of starting Harry-Best Computer Training School is to ensure that we build a computer training center that will be amongst the top ten well known computer training institution in Nigeria and will be amongst the first top four institutions here in the Enugu. To achieve this huge vision, we have come up with competitive strategies that will allow us compete favorably against our competitors.

We intend to add additional packages not commonly found in other institutions, we have therefore set plans in place to ensure that we are able to grow our own center so as to fully achieve our vision of being the best. Our facility is not only one that is well equipped and fitted with standard equipment but is also conducive and accessible to our employees and staff.

All those who work for us come with vast experience and our management staff are those who are not only highly experienced but understand how to build a business from scratch to becoming a national phenomenon. We have a solid distribution network and an excellent customer service culture that will be of great advantage to our business.

Finally, we have great welfare and incentive packages that will ensure that our employees are well paid, and that those who work hard enough get incentives that are intended to boost their attitude.

SERVICE AND MARKETING STRATEGY

Sources of Income

Harry-Best Computer Training School is established with the aim of generating revenue and maximizing profit in computer application training services here in Nigeria. To maximize this profit, we are going to do all that we can to ensure that a large percentage of our target market gets our services.

Harry-Best Computer Training School will therefore generate income by selling the following products and services;

Training of clients on computer application packages

Sales of computer accessories

Sales of computer software

Consultancy and Advisory Services

Sales Forecast

The rate at which revolution in information and communication technology is advancing, had place heavy demand on individuals, groups and societies to embarking and sponsoring their members in computer education so that, they can meet the demand of the change world where everything is tending towards digitization and computerization, no wonder the present world is tagged global village where everything is linked today. So it is a truism that, computer training school business will continue to flourish as far as everyone wants to be a computer literate in other not to be left out.

Since the demand for computer education in more intense in urban centers, our location here in Enugu city means that we are well positioned to meet the demands of our target market all over Enugu states, so we will not only be generating enough income but also making enough profit in our first year and breaking even in our second year.

Our optimism stems from the fact that we carried out critical examination of the information and communication industry, in order to analyze our chances and know how we were likely to fare not only in this industry but from the environment where we are operating from. Data and information that was used to forecast our sales projection were taken from similar start-ups such as ours here in Enugu and all over Nigeria.

Below therefore are the sales projections for Harry-Best Computer Training School and based on several assumptions and data gotten from the market;

- ✓ First Fiscal Year-: ₦8,000,000
- ✓ Second Fiscal Year-: ₦9,000,000
- ✓ Third Fiscal Year-: ₦ 11,000,000

N.B: The above sales projections were carried out based on what we obtained from the industry for the stated period. The assumptions used were that there won't be an economic meltdown and that we won't have to battle with the arrival of a major competitor offering same services during the stated period. Should there be any change whatsoever in the above assumptions used, it would affect our sales projections and might cause an increase or decrease in the figures.

Marketing and Sales Strategy

Marketing is a very important part of any start-up business as this section not only has to understand what the target market wants but also know the right strategies that will be needed to be applied on this target market in order to bring forth results – revenue. The revenue gotten from marketing a business is what is being used to continue to run the business after the capital must have been exhausted. Marketing therefore is very paramount to the growth of a business.

In view of this, we intend to first conduct a thorough market research that will allow us understand our target market and what to expect from them. Also the market research will allow us draft effective marketing strategies that will allow us have a huge share of the market and also be able to compete favorably against our competitors, not only here in the city center but throughout Enugu State. We will also look for new target markets so as to gain grounds and have a large share market.

We intend to engage the services of a reputable marketing consultant who has experience in this industry and environment to help draft effective marketing strategies that will allow us stand out in the market place. We will also empower the marketing consultant to ensure that he or she works with our marketing team to incorporate our corporate marketing and sales goal and help us achieve our goals and objectives.

We intend to ensure that our marketing and sales team are not only empowered to monitor the marketing strategies drafted but also review and remove the ones thought to be ineffective or ones that will not fully achieve what we intend it to. Our marketing and sales team will also make use of technology and other means in ensuring that our services are marketed to our target audience.

Therefore, the marketing and sales strategies that we intend to adopt at Harry-Best Computer Training School and marketing our services are;

- ✓ Ensure that we introduce our computer application training business formally to high level and corporate clients as well as other stakeholders in the industry
- ✓ Give out free scholarship as the business will be declared open, to generate interest and attract as many patronage as possible.
- ✓ Place advertisements in local newspapers and lifestyle magazines as well as on local radio and television stations
- ✓ Use our social media platforms such as Facebook, Whatsapp, Twitter and Instagram to advert our services
- ✓ Ensure that we are listed in yellow pages as well as on online directories
- ✓ Engage in direct contact with all our clients

Publicity and Advertising Strategy

Ensuring that a brand has constant and positive awareness is very important and all brands know the essence of this, whether new or already established. Publicizing a brand is also a means of advertising the brand to ensure that not only the target market are aware of the brand, but that more people patronize the brand by either buying its products or paying for its services. Publicity also ensures that the image of the brand is positively communicated as well as its corporate values.

In view of this, we intend to engage the services of a brand expert who not only understands the business thoroughly but the environment we are operating from and what strategies would best be applied that will allow more people to be attracted to us.

Also, the publicity strategies that would be proffered will be one that will allow us competes favorably against our competitors – new or already existing. The platforms that we intend to use therefore in promoting and advertising Harry-Best Computer Training School are;

- ✓ Create an interactive website and do all we can to publicize our services
- ✓ Place advertisements on local newspapers and lifestyle magazines as well as on radio and television stations
- ✓ Place flexi banners in strategic locations in and around the environs of Enugu
- ✓ Distribute our handbills and fliers in target areas
- ✓ Use social media platforms such as Facebook, Twitter and Instagram to vigorously promote our services
- ✓ Participate in local community programs by sponsoring programs that would promote our institution

Our Pricing Strategy

Setting the right price for our packages and services is very important especially as we intend to make profit from our services. It is important therefore that we identify all the factors necessary so that we would be able to offer fair prices to our clients whilst also not running at a loss as a business ourselves. The factors that we will consider are what our overhead and running costs are, what our competitors are offering and what the industry determines as fair without causing a price war.

In order therefore for us to attract the number of client and patronizes that will allow our business to grow as it should, we will be offering a discount on our services for the period of six months. We have carried out a careful study of this period and have determined that even though we will be running at a low gross margin for this period, we will not be incurring any loss whatsoever for our business.

Payment Options

Due to the all inclusive payment plans we intend to adopt at Harry-Best Computer Training School that will accommodate all our different clients and their diverse preferences, we have carefully studied several payment options and come up with the best.

Some of the payment options that we therefore will make available in every of outlets include;

- ✓ Payment via cash
- ✓ Payment via Point of Sale (POS) machine
- ✓ Payment via Credit Card
- ✓ Payment via online payment portal
- ✓ Payment via bank draft

In view of this, it should be noted that we carried out careful deliberations on each payment option before adopting it. The above payment options will be advantageous to both our institution and our clients as well.

Start-Up Expenditure (Budget)

When starting a Computer Training School, there are certain aspects where one is expected to spend the bulk of the generated capital on and most of the bulk of this capital is usually used for stuffs that are majorly under overhead expenses like renting a facility, procuring equipment and purchasing of accessories. Others may

be running expenses such as paying the salaries of employees as well as utility bills.

The key areas where we will be spending our start-up capital on are;

- ✎ Total fee for registering the institution in Nigeria – ₦20,000
- ✎ Obtaining of licenses and permits as well as accounting software and other legal expenses are – ₦50,000
- ✎ Cost of hiring a business consultant – ₦50,000
- ✎ Insurance coverage (general liability, workers' compensation and equipment insurance) – ₦200,000
- ✎ Marketing promotion expenses – for general marketing expenses as well as for the grand opening of Harry-Best Computer Training School – ₦300,000
- ✎ Operational cost for the first six months (paying of employee salaries and payment of utility bills) – ₦400,000
- ✎ Cost of start-up inventory (Equipments like Desktop computer sets with printer, scanner, photocopy machine, internet and networking materials and computer accessories) – ₦1,000,000
- ✎ Cost of administrative expenses (stationery, phones, and furniture) – ₦800,000
- ✎ Cost of leasing a facility for at least two years and carrying out renovations – ₦3,500,000
- ✎ Cost of launching an interactive website – ₦100,000
- ✎ Cost of giving a free scholarship – ₦300,000
- ✎ Miscellaneous – ₦800,000

From the above break down, it is obvious that we need the sum of ₦7,502,000 in order to start and run our computer training institution successfully here in Enugu. The bulk of the sum will be going into paying of equipments and accessories for at least 3 months, payment of salaries and utility bills, leasing a.

Generating Funding/Startup Capital for Harry-Best Computer Training School

Harry-Best Computer Training School is an institution owned and run by Udeh Harrison and his immediate family members. The Udeh's family took over the institution from their father and therefore have no intention whatsoever of inviting any external partners to own a share of their business. This has led to the restriction of the capital sourcing to just three major sources.

Therefore the areas where we intend generating our start-up capital from are;

- ✓ Getting part of the capital from personal savings
- ✓ Sourcing for soft loans from family members
- ✓ Applying for loan from the bank

N.B: We were able to generate the sum of ₦1,502,000 from personal savings. We got the sum of ₦2,000,000 as soft loan from our family members, and we recently got the sum of ₦4,000,000 approved for us by the bank after all documents were signed and conditions met. The loan is to be repaid in 10 years at an interest rate of 4% or less if we are able to pay back before the end of the stipulated period.

Sustainability and Expansion Strategy

We know how valuable how clients and customers are to us because without them we will not be able to generate the needed revenue that will not only sustain our institution and business but allow us grow and expand at the pace we want. Due to this we intend to give our clients and customers' utmost priority especially when it comes to services delivery.

Finally, we intend to ensure that we retain a certain percentage of our earnings back into our capital base. This will ensure that we have a sustained bottom line that will allow us run our institution/business and also expand it when we deem fit. These strategies we have listed above will be enough to boost and expand our Computer Training School.