

UNIVERSITY OF NIGERIANSUKKA

FACULTY OF SOCIAL SCIENCES

DEPARTMENT OF PUBLIC ADMINISTRATION AND LOCAL GOVERNMENT

TOPIC:

COOKED FOOD VENDING AND SUPPLY

A BUSINESS PLAN PROPOSAL

SUBMITTED IN PARTIAL FULFILMENT FOR THE REQUIREMENT OF THE

COURSE: CED 342

(BUSINESS DEVELOPMENT AND MANAGEMENT)

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INTRODUCTION:

The Business:

Ifeoma-joy Catherine Services Ltd is a firm that will produce cooked and packaged food for vending and supply. Mainly, this firm will be located in Enugu metropolis and will produce and packaged cooked food of various types like fried or jellof rice for vending, soups of various types like Bitter leaf (*Onugbu*), 'oha', Melon (*Egusi*), Okra, White (*Nsala*), Palm fruit (*Akwu*) soups among others for supply to career families that do not have time to go to the market to buy food stuffs and cook for their households. This means that the raw materials are food items and they are easily available in the locality. In the initial stage, this firm will produce for customers within the locality, but with an eye expansion in the long run which may include exporting cooked local dishes to Nigerians abroad

Basically, this organization aims to properly utilize the immense resources found in Enugu metropolis for the benefits of the society and the whole nation. This firm will access its raw materials (food stuffs) from the various markets in Enugu metropolis and will also serve customers within same.

EXECUTIVE SUMMERY:

Vision:

The main vision of the aspiring entrepreneur is to build an "innovation driven, market oriented, customer focused, and highly competitive, efficient and profitable "organization in its own sector. The main motto is to produce refreshing, hygienic product with new test and flavour of high quality at affordable prices through effective utilization of various locally available resources. Basically, this company seeks to impart all round benefits to the society and the nation by utilizing the agro-based, locally cultivated food stuffs/raw-materials within the country, processing them, generating various employments opportunities and delivering the products that are beneficial and satisfying to the customer/consumers' taste.

Strategic Goals

- ❖ To properly utilize the local resources.
- ❖ To encourage professionalism in food vending and supplies, and raising the living standards.
- ❖ To generate employment opportunities for the society and the nation at large.
- ❖ To provide the platform to establish a strong entrepreneurial culture.

❖ To encourage the closing of gaps between the farmers, market women and the firms.

Form of Organization:

This Firm is a private venture which is conceived by me, Nwokolo, Ifeoma Joy. The Firm is truly fallow and guided by the laws of the land, labour and the effort I made, and is bound under the rules and regulations concluded by the Ministry of Industry and it will also be registered under the “Company Act 2003” and “Partnership Act 2010”.

Apart from the management declaring otherwise, this company has a total of 300 working days in a year.

About the raw material (Food stuffs):

A brief introduction of some major food stuffs:

Bitter leaf: Bitter leaf as the name implies, is a plant that is often known for its bitter taste, but underneath that bitterness, are useful and numerous health benefits, that is highly needed by our body. The plant precisely in Nigeria is very a common vegetable that is abundantly grown almost everywhere in the country. it is popularly known as Ewuro amongst the Yoruba, Onugbu by the Igbo and called shiwaka by the Hausa. Botanically, it is called Vernonia Amygdalina, this shrub has been used by traditional locals to treat different ailment, diseases, due to the medicinal value and healing potencies present in this vegetable.

However the vegetable can be prepared by juicing it with your blender, juicer, or you can do it the local way by adding little water to the leaves rubbing it on your palm and squeezing the juice out of it. Another way of preparing it is by cooking it as a soup (Bitter Leaf soup is a popular delicacy amongst the Southeast people of Nigeria). But it works effectively when it is juiced.

Some of the health benefits of bitter leaf:

1. It increases the rate of metabolism in the body system thereby improving loss of weight.
2. It contains anti-parasite, anti-bacteria properties that is needed to cure malaria, therefore for its an anti-malaria.
3. It detoxifies the blood, prevents indigestion, rheumatism, scurvy and nourishes the skin.
4. Prevents diabetes, regular intake of bitter leaf in your diet, helps to counter the effects of excess sugar in your blood stream, thereby reducing the high level of sugar in the blood.
5. Cure common skin diseases, such as eczema, ying worms, rashes etc, just by squeezing the leaves

and apply it to the parts affected.

6. Bitter leaf juice when taken by nursing mothers; improve the quality and production of breast milk.

7. Cures mild stomach ailment, pile, fight liver problems, and energizes you.

8. Finally its a rich source of vitamins, such as Vitamin A, vitamin B1 & B2 which are needed by our body.

Fluted pumpkin (Ugu): Telfaria Occidental is a leaf populary known as Fluted Pumpkin or Ugu is an African tropical vine planted in Nigeria, normally the eastern part of the country. The plant is a dry spell-tolerant, dioeciously enduring species that is generally developed trellised.

The junior shoots and leaves of the mother plant are the Essential Ingredient of the popular Nigerian soup, Edikang Ikong. Ugu leaf can be taken when cooked as a soup, but it is best taken and highly nutritious when it is in a liquid form, all have to do is to juice it. However the dark red seed that is up to 5cm long is rich in protein and fat. It might be eaten raw or cooked; it can also be grounded into powder for a different sort of soup or eaten as potherb.

Below are the Health benefits of Fluted Pumpkin (Ugu)

Rich source of dietary fibre: fluted pumpkin is very rich in dietary fibre, it contains vitamin A, for clearer visions and also protect and keep our skin fresh, vitamin C, that helps to heal wounds and scar, it also contains some minerals like calcium for strong teeth and bones, Iron for the muscles.

Increases Blood Volume and Boost Immune System: Ugu helps in boosting the immune system and also increases blood volume. It is always prescribe by doctors for pregnant women, patients that have loss much blood because it will raise the blood level just in a matter of days.

Treats sudden attack of convulsion, malaria and anemia: According to Nigerian daily paper Tribune, when this plant is prepared herbally it is use to treat sudden attack of convulsion, malaria and anemia. In addition it also plays a vital and protective role in cardiovascular diseases.

Palm oil: Palm oil (also known as dendê oil, from Portuguese) is an edible [vegetable oil](#) derived from the [mesocarp](#) (reddish pulp) of the fruit of the [oil palms](#), primarily the African oil palm [Elaeis guineensis](#), and to a lesser extent from the American oil palm [Elaeis oleifera](#) and the maripa palm [Attalea maripa](#).

Palm oil is naturally reddish in color because of a high [beta-carotene](#) content. It is not to be confused with [palm kernel oil](#) derived from the [kernel](#) of the same fruit, or [coconut oil](#) derived from the kernel of the coconut palm ([Cocos nucifera](#)). The differences are in color (raw palm kernel oil lacks [carotenoids](#) and is not red), and in [saturated fat](#) content: palm mesocarp oil is 49% saturated, while palm kernel oil and coconut oil are 81% and 86% saturated fats, respectively. However, crude red palm oil that has been refined, bleached and deodorized, a common [commodity](#) called RBD palm oil, does not contain carotenoids.

Along with coconut oil, palm oil is one of the few highly saturated [vegetable fats](#) and is semisolid at room temperature. Palm oil is a common cooking ingredient in the tropical belt of [Africa](#), [Southeast Asia](#) and parts of [Brazil](#). Its use in the commercial food industry in other parts of the world is widespread because of its lower cost and the high oxidative stability ([saturation](#)) of the refined product when used for frying. One source reported that humans consumed an average 17 pounds (7.7 kg) of palm oil per person in 2015.

Rice: Rice is the [seed](#) of the [grass](#) species [Oryza sativa](#) (Asian rice) or [Oryza glaberrima](#) (African rice). As a [cereal grain](#), it is the most widely consumed [staple food](#) for a large part of the world's human population, especially in Asia. It is the agricultural commodity with the third-highest worldwide production (rice, 741.5 million [tonnes](#) in 2014), after [sugarcane](#) (1.9 billion tonnes) and [maize](#) (1.0 billion tonnes).

Since sizable portions of sugarcane and maize crops are used for purposes other than human consumption, rice is the most important grain with regard to human nutrition and caloric intake, providing more than one-fifth of the [calories](#) consumed worldwide by humans. There are many varieties of rice and culinary preferences tend to vary regionally.

Rice, a [monocot](#), is normally grown as an [annual plant](#), although in tropical areas it can survive as a [perennial](#) and can produce a [ratoon](#) crop for up to 30 years. Rice cultivation is well-suited to countries and regions with low labor costs and high rainfall, as it is labor-intensive to cultivate and requires ample water. However, rice can be grown practically anywhere, even on a steep hill or mountain area with the use of water-controlling terrace systems. Although its parent species are native to Asia and certain parts of Africa, centuries of trade and exportation have made it commonplace in many cultures worldwide.

The traditional method for cultivating rice is flooding the fields while, or after, setting the young seedlings. This simple method requires sound planning and servicing of the water damming and channeling, but reduces the growth of less robust weed and pest plants that have no submerged growth state, and deters [vermin](#). While flooding is not mandatory for the cultivation of rice, all other methods of [irrigation](#) require higher effort in [weed](#) and [pest control](#) during growth periods and a different approach for fertilizing the soil.

The name [wild rice](#) is usually used for species of the genera [Zizania](#) and [Porteresia](#), both wild and domesticated, although the term may also be used for primitive or uncultivated varieties of [Oryza](#).

Cocoyam: Cocoyam is a common name for more than one tropical [root and vegetable crop](#) belonging to the Arum family (Aroids) and may refer to:

- [Taro](#) (*Colocasia esculenta*) - old cocoyam
- [Malanga](#) (*Xanthosoma* spp.) - new cocoyam

Cocoyams are herbaceous perennial plants belonging to the family Araceae and are grown primarily for their edible roots, although all parts of the plant are edible. Cocoyams that are cultivated as food crops belong to either the genus *Colocasia* or the genus *Xanthosoma* and are generally composed of a large spherical corm (swollen underground storage stem), from which a few large leaves emerge. The petioles of the leaves (leaf stems) stand erect and can reach lengths in excess of 1 m (3.3 ft). The leaf blades are large and heart-shaped and can reach 50 cm (15.8 in) in length. The corm produces lateral buds that give rise to side-corms (cormels, suckers) or stolons (long runners, creeping rhizomes) depending on the species and variety. Cocoyams commonly reach in excess of 1 m (3.3 ft) in height and although they are perennials, they are often grown as annuals, harvested after one season. *Colocasia* species may also be referred to as taro, old cocoyam, arrowroot, eddoe, macabo or dasheen and originates from the region of Southeast Asia. *Xanthosoma* species may be referred to as tannia, yautia, new cocoyam or Chinese taro and originates from Central and South America

Melon: A melon is any of various plants of the family Cucurbitaceae with sweet edible, fleshy fruit. The word "melon" can refer to either the plant or specifically to the fruit. Botanically, a melon is a

kind of berry, specifically a "pepo". The word melon derives from Latin melopepo, which is the latinization of the Greek (mēlopepon), meaning "melon", itself a compound of (mēlon), "apple" and (pepōn), amongst others "a kind of gourd or melon". Many different cultivars have been produced, particularly of muskmelons.

Melons originated in Africa and southwest Asia, but they gradually began to appear in Europe toward the end of the Roman Empire. However recent discoveries of melon seeds dated between 1350 and 1120 BC in Nuragic sacred wells have shown that melons were first brought to Europe by the Nuragic civilization of Sardinia during the Bronze Age. Melons were among the earliest plants to be domesticated in both the Old and New Worlds. Early European settlers in the New World are recorded as growing honeydew and casaba melons as early as the 1600s. A number of Native American tribes in New Mexico, including Acoma, Cochiti, Isleta, Navajo, Santo Domingo and San Felipe, maintain a tradition of growing their own characteristic melon cultivars, derived from melons originally introduced by the Spanish. Organizations like native seeds/search have made an effort to collect and preserve these and other heritage seeds

Okra: Okra or okro, known in many English-speaking countries as ladies' fingers, ochro or gumbo, is a flowering plant in the mallow family. It is valued for its edible green seed pods. The geographical origin of okra is disputed, with supporters of West African, Ethiopian, and South Asian origins. The plant is cultivated in tropical, subtropical and warm temperate regions around the world.

The name okra is most often used in the UK, United States and the Philippines, with a variant pronunciation in Caribbean English and Nigeria of okro. The word okra is from the Igbo Ọkùrù. The plant and its seed pods are also known as "lady's fingers". In various Bantu languages, okra is called (ki)ngombo or a variant, and this is possibly the origin of the name "gumbo", used in parts of the United States and the English-speaking Caribbean (via Spanish/Portuguese "quingombo").

Okra is an allopolyploid of uncertain parentage (proposed parents include *Abelmoschus ficulneus*, *A. tuberculatus* and a reported "diploid" form of okra). Truly wild (as opposed to naturalised) populations are not known with certainty and the species may be a cultigen.

The geographical origin of okra is disputed, with supporters of South Asian, Ethiopian and West African origins. Supporters of a South Asian origin point to the presence of its proposed parents in that region. Supporters of a West African origin point to the greater diversity of okra in that region.

The Egyptians and Moors of the 12th and 13th centuries used the Arabic word for the plant, banya, suggesting it had come into Egypt from Arabia, but earlier it was probably taken from Ethiopia to Arabia. The plant may have entered southwest Asia across the Red Sea or the Bab-el-Mandeb straight to the Arabian Peninsula, rather than north across the Sahara, or from India. One of the earliest accounts is by a Spanish Moor who visited Egypt in 1216 and described the plant under cultivation by the locals who ate the tender, young pods with meal.

From Arabia, the plant spread around the shores of the Mediterranean Sea and eastward. The plant was introduced to the Americas by ships plying the Atlantic slave trade by 1658, when its presence was recorded in Brazil. It was further documented in Suriname in 1686. Okra may have been introduced to southeastern North America from Africa in the early 18th century. By 1748, it was being grown as far north as Philadelphia. Thomas Jefferson noted it was well established in Virginia by 1781. It was commonplace throughout the Southern United States by 1800, and the first mention of different cultivars was in 1806.

Fish: A fish is any member of a group of animals that consist of all [gill-bearing aquatic craniate](#) animals that lack [limbs](#) with [digits](#). They form a sister group to the [tunicates](#), together forming the [olfactores](#). Included in this definition are the living [hagfish](#), [lampreys](#), and [cartilaginous](#) and [bony fish](#) as well as various extinct related groups. [Tetrapods](#) emerged within [lobe-finned fishes](#), so [cladistically](#) they are fish as well. However, traditionally fish are rendered obsolete or [paraphyletic](#) by excluding the tetrapods (i.e., the [amphibians](#), [reptiles](#), [birds](#) and [mammals](#) which all descended from within the same ancestry). Because in this manner the term "fish" is defined negatively as a paraphyletic group, it is not considered a formal taxonomic grouping in [systematic biology](#). The traditional term pisces (also ichthyes) is considered a [typological](#), but not a [phylogenetic](#) classification.

The earliest organisms that can be classified as fish were soft-bodied [chordates](#) that first appeared during the [Cambrian](#) period. Although they lacked a [true spine](#), they possessed [notochords](#) which allowed them to be more agile than their invertebrate counterparts. Fish would continue to evolve

through the [Paleozoic](#) era, diversifying into a wide variety of forms. Many fish of the Paleozoic developed [external armor](#) that protected them from predators. The first fish with [jaws](#) appeared in the [Silurian](#) period, after which many (such as [sharks](#)) became formidable marine predators rather than just the prey of [arthropods](#).

Most fish are [ectothermic](#) ("cold-blooded"), allowing their body temperatures to vary as ambient temperatures change, though some of the large active swimmers like [white shark](#) and [tuna](#) can hold a higher [core temperature](#).^{[1][2]} Fish are abundant in most bodies of water. They can be found in nearly all aquatic environments, from high mountain streams (e.g., [char](#) and [gudgeon](#)) to the [abyssal](#) and even [hadal](#) depths of the deepest oceans (e.g., [gulpers](#) and [anglerfish](#)). With 33,100 described species, fish exhibit greater species diversity than any other group of vertebrates.^[3]

Fish are an important resource for humans worldwide, especially [as food](#). Commercial and subsistence fishers hunt fish in [wild fisheries](#) (see [fishing](#)) or [farm](#) them in ponds or in cages in the ocean (see [aquaculture](#)). They are also caught by [recreational fishers](#), kept as pets, raised by [fish keepers](#), and exhibited in public [aquaria](#). Fish have had a role in culture through the ages, serving as [deities](#), religious symbols, and as the subjects of art, books and movies

Meat: Meat is animal flesh that is eaten as food. Humans have hunted and killed animals for meat since prehistoric times. The advent of civilization allowed the domestication of animals such as chickens, sheep, pigs and cattle. This eventually led to their use in meat production on an industrial scale with the aid of slaughterhouses.

Meat is mainly composed of water, protein, and fat. It is edible raw, but is normally eaten after it has been cooked and seasoned or processed in a variety of ways. Unprocessed meat will spoil or rot within hours or days as a result of infection with and decomposition by bacteria and fungi.

Most often, meat refers to skeletal muscle and associated fat and other tissues, but it may also describe other edible tissues such as offal. Meat is sometimes also used in a more restrictive sense to mean the flesh of mammalian species (pigs, cattle, lambs, etc.) raised and prepared for human consumption, to the exclusion of fish, other seafood, poultry, or other animals

Business description:

Ifeoma-joy Catherine Services Ltd. is a proposed firm that will produce world class cooked and well packaged food in Enugu, Enugu State, Nigeria with the possibility of expansion by producing and packaging cooked food for export in the near future. It will utilize the raw materials (food stuffs) that are found within the state and its environs (Enugu, Benue, Abia, Anambra etc) to produce and package its products (cooked food) that will be readily available in the Nigerian market and possibly in the international market in the near future at a reasonable and competitive price.

Reason for cooked food vending and supply

- ❖ Majority of the parents are career parents and do not have the time to go to market and cook.
- ❖ Raw materials (food stuffs) of all kind are very cheap and are readily available in the Nigeria market.
- ❖ From experience, majority of the students in higher institution will prefer already well cooked food to snacks and minerals.
- ❖ It is cheaper to have cooked food supplied to families that do not have the time to cook

My case study has revealed some facts on food consumption in Enugu metropolis:

- ❖ Up till this date, there are no restaurants, Catherine services etc that offer this kind of home/ office delivery services of packaged cooked food.
- ❖ Nigeria consumes about 10 million metric tonnes of food a year, and this amount is growing rapidly as population increases and children becomes adults.
- ❖ The required food stuffs are readily and sufficiently available with the country.
- ❖ These food stuffs have not been utilized properly which results in farmers not benefitting much from their endeavours.
- ❖ These food stuffs are exported to the neighbouring countries without adding value to them and at very low prices.
- ❖ Though there are a few cooked food vendors in Enugu metropolis, but they are of a small scale and that make their services to be limited and their cost relatively high.
- ❖ The cooked food vendors in Enugu metropolis are not able to meet the demand of customers within the metropolis.

- ❖ The market share of about 50000 tonnes per year and is mostly occupied by companies like Mr Biggs, Sweet Sensation, Tantalizers, etc that sales mostly junk foods.
- ❖ Nigerian people are bound to pay high prices for these junk foods because they do not have alternative.

Careful consideration of the above mentioned facts reveal a large opportunity for a highly successful cooked food vending and supply firm in the metropolis. A well organized segment of the market would utilize these items in an economic managed company of this manner, satisfy the growing demand of would be customers and help to cut down the cost of cooked food and increase time management efficiency of career families and the export of this product will eventually enhance the national economy. Thus, it seems a viable business that has so many bright sides.

Registration of the firm:

This firm is a sole proprietorship form of business, owned by Nwokolo Ifeoma Joy and consisting of ten employees. All the rules and regulations according to the company act establishing the enabling environment for the organization are strictly followed. The firm will be registered under the company act of Medium Scale Industry and is dedicated to fulfill all the rules, regulation and norms governing the industry. The documents required for the registration process are as follows.

- ❖ An application form
- ❖ Two copies of your pass port photographs.
- ❖ Two copies of Article of Memorandum.
- ❖ Attested copies of the citizenship certificates.

The founder will provide a copy of the company registration certificate, a copy of the decision of the management regarding details of the investment to be made in the company, as well as the name and a copy of the citizenship certificate of the person(s) representing the company.

Industry analysis:

Competitive Analysis:

- ❖ The major competitors are Mr. Biggs, Sweet Sensation, Tantalizer, others are the '*Mama put*'
- ❖ Their products are junk foods that are not good for everybody especially adults.

- ❖ Though the firm will coming late to the market, it will enjoys comparatively advantages in producing and supplying local delicacies at homes and offices of customers
- ❖ This is the first cooked food vending and supply firm in Nigeria.
- ❖ The existing related business are the '*Mama put*' whose services are limited, uses manual production system whereas the one we will adapted will be near automatic for efficiency and better quality
- ❖ The demand will be increasing day by day and as the company remains committed to producing good quality and cost effective products, the company will be enjoying good profit.

Future analysis and trend

The study showed the following demand and supply of cooked food in Enugu metropolis

Parameters	Metric tonnes/Year
Demand	50000
Supply	22500

Steps that will be taken to maintain presence in the market:

Establishing a firm alone will not guarantee success, though there may be other opportunities and strategies that if taped into will ensure fast growth. Hence my vision for growth is;

a) Good Pricing: The first thing I will consider is the price of the product. Mainly cooked foods are very costly and short in supply, but if produced in large quantity, will be cheaper and cover quite a large number of customers.

b) Effective Distribution: Distribution is necessary for success. With GIS, we will map out routes that will help us to reach our customers as quick as possible and on time.

c) Good Promotion: I will be promoting my products through advertising and campaigns.

Cooked food Production Processes

1. Processing: Wash and cut required items according to appropriate sizes, cook a particular delicacy accordingly

2. **Packaging:** The cooked food will be packaged in a foil plate as in rice for vending to individual customers (this is served hot to customers). While soups will be poured in one (1) litre container, frozen for preservation and will be supplied to homes of career families.

3. **Distribution:** Production is said to be complete when it gets to the final consumer. The products will be distributed directly to the consumers

4. **Bye-products/Waste:** Bye-products from food stuffs are mainly green house manure that can be used for farming. Other waste products are polythene, cartons etc, which will be sorted out and parked for waste managers to collect for recycling, while waste water will be channeled to a sewage tank.

5. **Quality Control:** Quality will check throughout the production process and the environment will be kept clean in order to maintain good hygiene.

6. **Maintenance:** Maintenance is an investment made that provide more production time by keeping the equipment and machineries in proper conditions. Along with the increase in the complexity, sophistication and automation of the equipment and the system used in the industry, it becomes very essential to include an effective maintenance procedure. This ensures the proper operation and functioning of all the equipment as well as an appreciable reduction in the business risk. Various methods of maintenance can be used in order to keep the equipment in proper working condition and to reduce breakdowns. Among all the methods, the company will be using a mixture of preventive and routine maintenance to ensure better operation and minimum breakdown.

7. **Preventive Maintenance:** Because the equipments that will be used are all linked to another, breakdown of one may cause huge loss to the company hence it would be both economical in terms of efficiency and quality to adopt maintenance measures.

8. **Routine Maintenance:** It is the simplest and the most essential form of maintenance system which is considered about avoiding, reducing and eliminating the consequences of any failure. It is the carrying out of minor maintenance operations at regular intervals. Here jobs like cleaning, lubrication, inspection, minor pressure adjustments, flow control, inspection of bearings etc are performed. The industry is supposed to operate almost throughout the year; hence periodic maintenance will be required throughout the year.

Marketing Plan

Major customers:

My major customers will be middle income and high income earners, students of higher institutions, Traders, civil and public servants, career families, and also the government, since the government is embarking on feeding programs for primary school pupils.

Similarly, I will focus on the tourist since many of them visits Enugu. Focusing on the tourist will allow me to increase my market and also let them have the taste of some Nigeria delicacies.

Areas where the product will be sold:

The location of my Firm as a start up firm will be near Ogbete main market for easy access to raw materials (food stuffs) and also where I can get access to the numerous customers in Enugu metropolis.

Schedule of implementation:

S/No	Activity	Commencing date	Completion date
1	Firm registration	March 1 st 2020	April 30 th 2020
2	Procurement of equipments	May 30 th 2020	June 30 th 2020
3	Installation of equipments	July 2 nd 2020	August 2 nd 2020
4	Trial production	September 15 th 2020	October 30 th 2020
5	Commercial production	November 15 th 2020	-----

Raw materials:

The proposed raw materials (food stuffs) needed for the firm for a year is shown below

S/No	Raw materials	Quantity per year
1	Bitter leaf	3,000kg
2	Fluted pumpkin (Ugu)	3,000kg
3	Palm oil	100L
4	Rice	4,500kg
5	Melon	1,200kg
6	Okra	1,200kg
7	Fish	5,000Kg
8	Meat	10,000Kg
9	others	-----

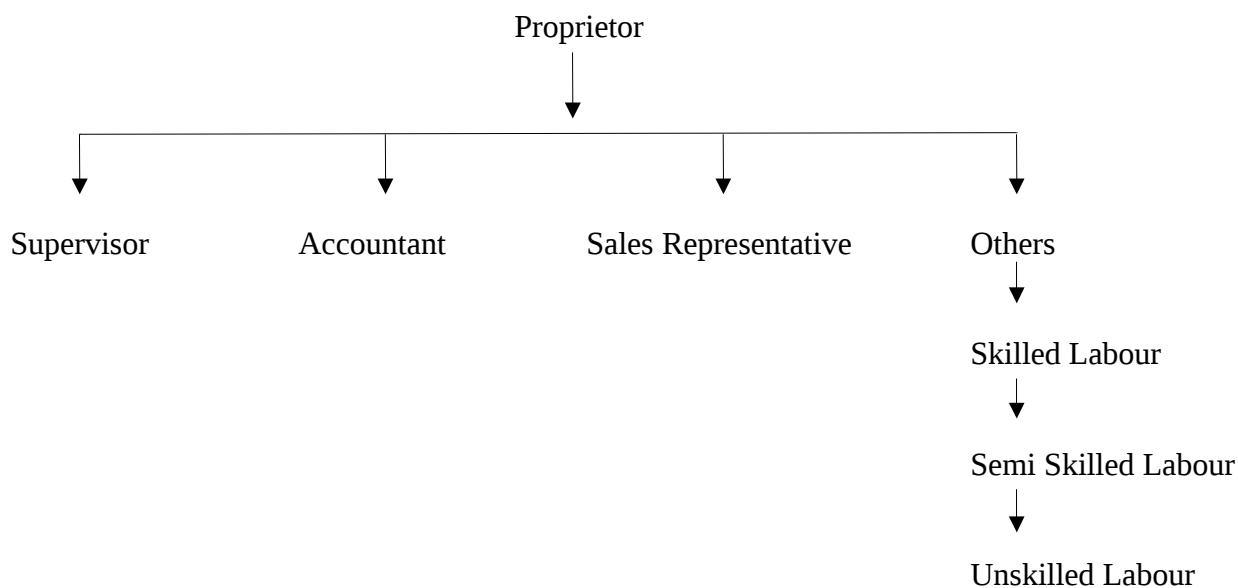
Suppliers of raw materials:

My suppliers will be market women in Ogbete, Akwata, Kenyatta market Enugu and farmers within and outside Enugu metropolis.

S/No	Raw materials	Suppliers
1	Bitter leaf	Local farmers
2	Fluted pumpkin (Ugu)	Local farmers
3	Palm oil	Market people
4	Rice	Market people
5	Melon	Local farmers/Market people
6	Okra	Local farmers/Market people
7	Fish	Market people/ Ibru fish
8	Meat	Market people/Cow/Goat dealers
9	Others	Local farmers/Market people

ORGANIZATIONAL PLAN:

The organizational chart



Location of company:

The location of my firm as already mentioned in the introduction is Enugu metropolis. I had done a lot of homework about fixing the location and finally concluded the best location for siting the firm is around Ogbete main market Enugu i.e around Uwani or Achara Layout.

Locational Advantages:

- Nearness to Ogbete, Akwata and Kenyatta markets.
- Limited problem of power since electricity supply is a bit stable in these areas.
- The needed water supply is easily obtained.
- The cost of land/production space is relatively affordable.
- Good road network for ease of accessibility.

SWOT ANALYSIS**Strength:**

Conversant with the environment where the business will be located

Large population of customers to serve

Increase in population means increase in market share

Easy access to sources of raw materials

Weakness:

Relatively inexperienced workers

Irregular supply of raw materials may occur due to climate change.

Opportunity:

First cooked food vending and supply firm in Enugu Nigeria.

Rise in product demand due to increasing population.

Ease of distribution due to good road network.

Enabling environment due to infrastructural development

Threats:

Political instability may pose risks in expansion of the business.

Irregular power and water supply.

Shortage in supply of raw materials due to crisis, clashes or natural disasters.

Sudden interruption or break down of the machines.

Financial plan**Pre operating cost**

S.No	Description	Total cost (N)
1	Market Survey	10,000
2	Installation	20,000
3	Licensing	6,500

4	Firm registration	40,000
5	Miscellaneous	50,000
	Total	126500

Proposed cost of raw materials per year:

S/No	Raw materials	Unit	Rate (N)	Quantity	Total cost (N)
1	Bitter leaf	Kg	100	3000kg	300,000
2	Fluted pumpkin (Ugu)	Kg	100	3000kg	300,000
3	Palm oil	L	400	1000L	400,000
4	Rice	Kg	200	5000kg	1,000,000
5	Melon	Kg	200	1200kg	240,000
6	Okra	Kg	200	1200kg	240,000
7	Fish	Kg	1000	5000Kg	5,000,000
8	Meat	Kg	1000	7000Kg	7,000,000
9	Others	-----	-----	-----	2,000,000
	Total				16,480,000

Salaries

The proposed personnel plan (staffing and salary structure)

S/N	Position	No. of staff	Salary per staff per month	Total annual salary
1	Proprietor	1	30,000	360,000
2	Supervisor	1	20,000	240,000
3	Accountant	1	20,000	240,000
4	Sales Representative	20	10000	2,400,000
5	Skilled Labour	2	15000	360,000
6	Semi Skilled Labour	2	12000	288,000
7	Unskilled Labour	2	10000	240,000
8	Total			4,128,000

Fixed assets

Equipment, Machinery and other miscellaneous inclusive

s/n	Investment (equipment and others)	Qty	Unit cost (N)	Total cost (N)
1.	Land			2,000,000
2.	Building			2,500,000
3.	Equipment			
	Gen set	2	150,000	300,000
	Storage facility	1	50,000	50,000

	Cold room facility	1	800,000	800,000
	Delivery van	2	750,000	1,500,000
4	Miscellaneous			1000,000
	Total			8,150,000

Packaging cost

	Cost/unit	Production/day	Total cost
Labeling	2	1100	2,200
0.2 Kg foil plate (rice)	10	1000	10,000
1 Kg plastic container (soup)	25	100	2,500
Total			14,700

Overheads

Description	Year 1	Year 2	Year 3
Electricity	15,000	15,000	15,000
Water	50,000	50,000	50,000
Maintenance of equipment	100,000	100,000	100,000
Transportation	20,000	20,000	20,000
Telephone	10,000	10,000	10,000
Advertisement	60,000	60,000	60,000
Miscellaneous	23,000	23,000	23,000
Vehicle tax	24,000	24,000	24,000
Trade mark renewal	500	500	500
Total	302,000	302,000	302,000

Proposed Working and total capital

Description	Year 1 (N)	Year 2 (N)	Year 3 (N)
Fixed assets	8,150,000	8,150,000	8,150,000
Pre operating cost	126500	126500	126500
Salaries	4,128,000	4,128,000	4,128,000
Packaging cost	14700	14700	14700
Overheads	302,000	302,000	302,000
Cost of raw materials	16,480,000	17,000,000	17,500,000
Total	29,201,200	29,721,200	30,221,200

Sources of Finance

Descriptions	Amount	Percentage
Bank	17,520,720	60%
Self	11,680,480	40%
Total	29,201,200	100%

Interest and repayment schedule

Year	Loan	Interests	Total	Repayments	Loan balance
1	17,520,720	1,752,072 (10%)	19272792	Nil	19272792
2	19,272,792	1,927,279.2 (10%)	21,200,071.2	Nil	21,200,071.2
3	21,200,071.2	2120007.12 (10%)	23,320,078.32	23,320,078.3 2	Nil

Production capacity

Products	Year 1	Year 2	Year3
0.2 Kg foil plate (rice)	300,000(60,000 Kg)	450,000(90,000Kg)	900,000(180,000Kg)
1 Kg container (soup)	150,000Kg	225,000Kg	300,000Kg

Proposed production cost

Per unit production cost	Per unit cost including VAT	Profit %	Price(including VAT & Profit)
337.26	354.12	21.31	450 per 0.2Kg

Financial Account Projection

Forecast of Profit and loss for the first 3 years

Particulars	Year 1	Year 2	Year 3
Sales/Income	94,500,000	141,750,000	216,000,000
Others	Nil	1000	9000
Net Sales	94,500,000	141,751,000	216,009,000
Cost of raw materials	16,480,000	17,000,000	17,500,000
Salaries	4,128,000	4,128,000	4,128,000
Utilities	302,000	302,000	302,000
Total expenses	20,910,000	21,430,000	21,930,000
Profit before Tax/Interest	73,590,000	120,321,000	194,079,000
Less interest	Nil	Nil	23,320,078.32
Profit before Tax	73,590,000	120,321,000	170,758,921.7
Less Tax	Nil	Nil	Nil
Profit After Tax	73,590,000	120,321,000	170,758,921.7
Less depreciation	200,000	250,000	270,000
Net Profit	73,390,000	120,071,000	170,488,921.7
Retained earnings	910,000	230,000	210,000
% Return on Turn over	39.79%	51.19%	63.07%
% Return on Equity	13.89%	15.35%	17.02%

% Return on Investment	25.62%	37.98%	56.73%
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Cash flow Projection

Cash in	Year 1 (N)	Year 2 (N)	Year 3 (N)
Equity	11,680,480	11,680,480	11,680,480
Bank loan	17,520,720	19,272,792	21,200,071.2
Net profits	73,390,000	120,071,000	170,488,921.7
Total cash-In	102,591,200	151,024,272	203369472.9
Cash out			
Working Capital	29,201,200	29,721,200	30,221,200
Interest	Nil	Nil	2,120,007.12
Loan repayment	Nil	Nil	23,320,078.32
Total cash out	29,201,200	29,721,200	55,661,285.44
Net cash flow	73,390,000	121,303,072	147,708,187.5
Opening cash balance	29,201,200	73,390,000	121,303,072
Closing cash balance	73,390,000	121,303,072	147,708,187.5

Balance of Sheet

Balance sheet assets	Year 1	Year 1	Year 3
Fixed assets			
Land, machinery & others	8,150,000	7,950,000	7,700,000
Less Cum Depreciation	200,000	250,000	270,000
Net Fixed Assets	7,950,000	7,700,000	7,430,000
Current Assets	73,390,000	121,303,072	147,708,187.5
Stock	16,480,000	17,000,000	17,500,000
Total Current Assets	97,820,000	146,003,072	165,951,187.5
Capital (equity)	11,680,480	11,680,480	11,680,480
Retained Earnings	910,000	230,000	210,000
Bank loan	17,520,720	19,272,792	21,200,071.2
Total Current Liabilities	30,111,200	31,183,272	33,090,551.2
Total Liabilities	Nil	Nil	Nil

Other consideration and conclusion

Economic justification: From the view point of our study and analysis of the findings made, the business offers good benefit to then would be promoters and the economy. Wealth will be created as well as employment, which is in consistence with the government's policy on entrepreneurship, employment and wealth creation.

Commercial viability: the commercial viability of the business is very clear, it has been found to be commercially viable, having shown through projections, an impressive product, sale, profits and cash flow positions.

In conclusion therefore, the business is highly recommended for funding and promoting.

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