

CHAPTER ONE

1.0 EXECUTIVE SUMMARY

The following relates to their business:

- The business will be a Sole proprietorship wholly owned by Mbadugha Ekpereumaka Juliet
- Ekpe's ice cream will be the name of the ice cream production business, the name been derived from the first letter of the partners.
- The business would be fully implement with an investment of N5,000,000. Made up of N3,758,000 fixed capital & N1, 242, 000 working capital.
- The proposed business will be located in Kessington broad way. Satellite town, Lagos.
- A read market exist for ice cream business based on our research and market survey.
- The enterprise vision is to be the outstanding ice cream producing company in the whole of southern Nigeria.
- The financial projections reveal a good level of liquidity and stability. The projection turnover for the year 2014, 2015, and 2016 respectively is N20,880,000 and N25,165,000.
- The competitive edge of the enterprise lies in its ability to produce ice cream with the mixture of best flavours and peanut mixture.

CHAPTER TWO

2.1 INTRODUCTION

The ice cream production shop is highly needed due to the increased demand for quality ice cream in southern Nigeria. This is so because we have come to realize the high health and beauty benefits it offers. The company's ice cream is made from the purest of materials and pasteurized milk with less sugar in it and this increasing our stand with the general public in the line intake of sugar still get the best out of the product.

2.2 VISION AND MISSION

2.2.1 VISION: The vision of Ekpe's ice cream is to be the key producer manufacturer. Wholesaler & distributor of pure good tasting ice cream in the southern part of Nigeria, Satellite precisely.

2.2.2 MISSION: The mission of Ekpe's ice cream is to be the leading producer and distributor of the product to create employment opportunities and this limit the rate of unemployment in Nigeria.

2.2.3: OWNERSHIP OF THE ENTERPRISE

Ekpe's ice cream as a business enterprise ice cream, managed and controlled by Mbadugha Ekperemaka Juliet.

2.2.4: LEGAL STATUS: Ekpe's ice cream is a sole proprietorship. It is a legal approved company that has undergone the necessary legal activities. It is a limited

liability company whose assets are limited to the business. The business is a legal entity separate from the owners, which implies that it can sue and be sued.

2.2.5: LOCATION OF FACILITY

Location: Ekpe's ice cream is located in Kensington broad way satellite town, Lagos State and intends to supply the southern parts with its unique ice cream and the whole of Nigeria at large. Satellite town was chosen due to the availability of labour power, transportation, accommodation communication system, etc.

2.3 PRODUCT/SERVICES

We provide low sugar and quality refined ice cream mixed with peanut. The services rendered include the packaging, branding, and distribution of our products and also for delivery of wholesale purchase to the required location at an affordable price.

2.4 BUSINESS STRATEGY

To make our new business a success we have derived some strategies to achieve the needed business penetration in Lagos. The strategies include:-

- Low selling price to attract customers.
- Packaging of different sizes to be sold at different prices.

- Sales of our newly flavored, low sugar and peanut mixed ice cream to retain existing customer are to get new customer through lip services of those who have experienced the quality of our produces.
- The use of unique and extractive packaging.
- An effective distribution and delivery mechanism.
- Disciplined and polite customer services.
- Ensuring an all year round availability of ice cream to strike a balance between demands of supply. The strategies will retain old customers and attract new customers.

CHAPTER THREE

3.0 MARKET

3.1 Nature and Size: The size of the business is to be large one, so as to ensure availability to the various parts of the country and to strike balance between demand and supply.

3.2 NATURE OF BUSINESS

The nature of business is the production, processing and marketing of ice cream using the best of raw materials such as lecithin, glucose, milk, flavor, cram, refined sugar, and underground water that has less contaminants.

3.3 Production Plan And Process

Production plan

Gallons of Honey in litres	Direction	Number of Drums	Unit prices N	Total turnover N
10 litres	Daily	14	4,000	56,000
50 litres	Weekly	100	“	400,000
200 litres	Monthly	400	“	1,600,000
158 litres	Annually	5200	“	20,800,000

The mined turnover in forecasted to increase at the rate of 10% in the following years.

3.4 PRODUCTION PROCESS

- A conducive environment is required for the production, free from polluted water, rodents and high pesticide sprays.
- Buy raw materials from existing producers of the products raw material.

- Managing the products includes knowing the amount of cream flour, lecithin, flavor, milk and glucose to be added at each interval.
- The mixing to desired quality and storage temperature to achieve the desired texture and temperature to prevent spoilage of the products.
- And finally the addition of preservative.

CHAPTER FOUR

4.0MARKETING PLAN

4.1 Marketing plan to be adopted

The marketing plan we adopted includes the four of marketing. They are

- Product-determining the packaging of the product that will attract people and bring about an increased sales also we intent to have packages in

containers, both big and small, so as to include the low income earners in the whole package. We will also have them in sachets for immediate consumption.

4.2 SWOT ANALYSIS

This entails the strength, weakness, opportunity and threat being encountered in the course of carrying out this business. Based on our assessment of this business plan the SWOT analysis entails.

4.2.1 STRENGTH

Strength of our business lies mainly in

- Knowledge of the business
- The availability to technical-know-how
- Knowledge of public administration
- High quality at affordable price.
- Adequate and effective record-keeping technique

4.2.2 WEAKNESSES

Our major weakness rest on the fact that it's a virgin enterprise and are still in the developing stage. There are already existing ice cream producers in the area and we need a solid foundation and enough convincing power to detach their customers and make them patronize us instead, lack of constant power supply may

weaken this business but the alternative power supply like the use of generator will minimize the problem.

4.2.3 OPPORTUNITY

Our greatest opportunity for survival is that we are literates and are able to obtain loan from the bank obtain collateral and undergo all other procedures of obtaining loan. As a result of this, we have the opportunity to operate on a large scale and use advanced equipments.

4.2.4 THREATS

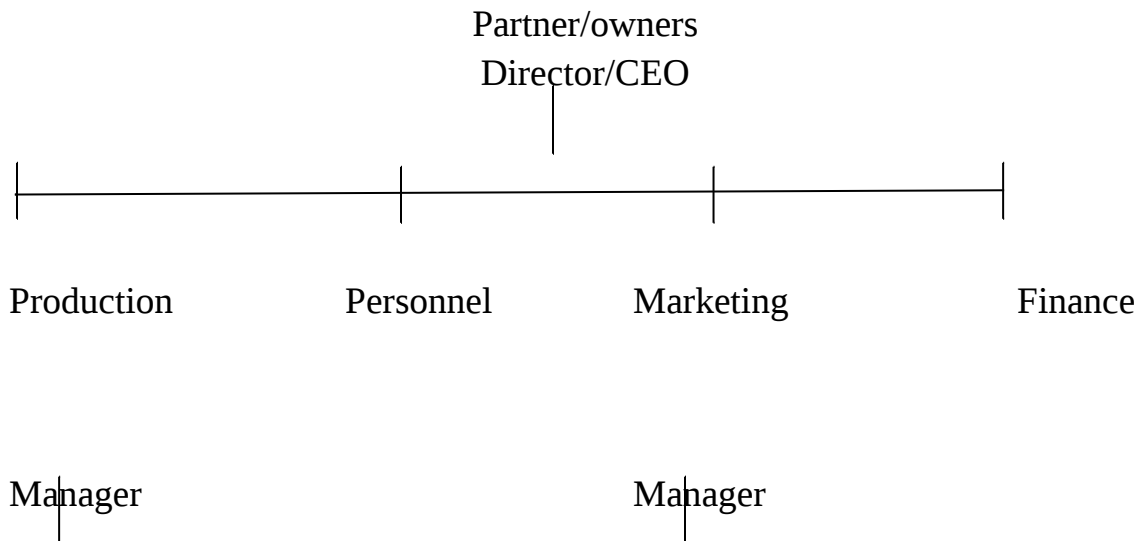
We encountered some threats as a result of the following:

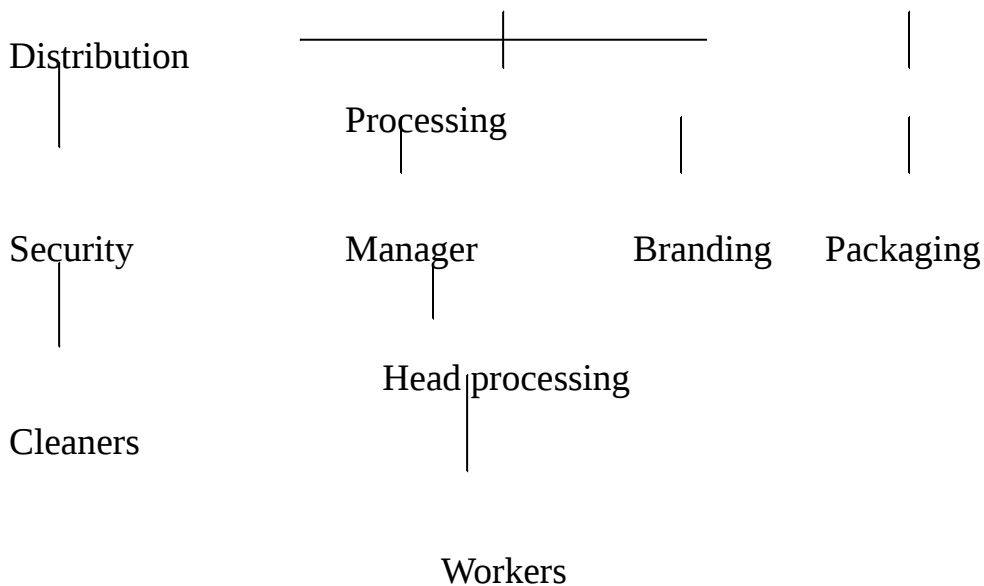
- Low demand as a result of new entry.
- Slow acceptance of change since the people in this area are not used to the new product.
- There could be some rules made by the legal authority as a means of protecting their own. We could be taxed heavily.

CHAPTER FIVE

5.0 ORGANIZATION AND MANGEMENT

5.1 ORGANORGRAM





5.2 SHARE HOLDERS AND DIRECTORS

The business is a sole proprietorship belonging to Mbadugha Ekpereamaka Juliet.

CHAPTER SIX

6.0 LEGAL, REGULATIONS, SOCIAL AND ENVIRONMENTAL ISSUES

6.1 LEGAL ISSUES

The business will soon be incorporated under the company and allied matters decree of 1990

6.1.2 CERTIFIED ICE CREAM.

This is processed and packaged in accordance with national regulations and certified as such by some government body or an independent organic farming certification organization.

6.2 REGULATOR ISSUES

This business is going to be registered with Corporate Affairs Commission (CAC), National Agency for food and Drug Administration Commission (NAFDAC) and other essential regulatory bodies.

6.3 SOCIAL ISSUES

The social implication of the ice cream production includes:

- Creation of employment.

CHAPTER SEVEN

7.0 FINANCIAL PLAN

7.1 PROJECT COST

The proposed business is to start up with a capital of N5,000,000 this is used to finance both the fixed capital and the working capital. The run down is as follows-

Fixed capital

Generator – N95,000

Solo N150,000

Vehicles – N2,050,000

Plant and machinery N100,000

Glucose extractor N50,000

Flour feeders N20,000

Smokers N3,000

Storage frame – N220,000

Refrigerator (industrial) N700,000

Furniture & fixtures –N120, 000

Total fixed capital N3, 758,000

Working capital

Containers/bottles/jars/gallons N100, 000

Overall, gloves N1000, 00

Stationery –N12, 000

Other N950, 000

Total working cost N12, 42000

7.2 FUNDING PLAN

The funding plan of this business is as follows:

Owners contributions N3, 000,000

Bank loan N2, 000,000

Total capital = N5, 000,000

7.3 FUNDING REQUIREMENT

The requirement for the business is N3,000,000, which is being contributed by the owners of the business in equal percentage.

CHAPTER EIGHT

8.0 RISK ANALYSIS, CONTINGENCY PLAN AND EXIT STRATEGY

8.1 RISK ANALYSIS AND MIGRATE

S/n	Identified risk	mitigates
1	Inconsistent power supply	Provision have been made for a generator and diesel

2	Tendency of the occurrence of spoilage	The use of coveralls, gloves protectors, smokers etc.
3	Low demand	Promotion, advertisement, reduced price.
4	Competition	Production of pure, natural undiluted ice cream, to give us competitive edge over other.
5	Government policies	Registration and undergoing the necessary protocol and having the necessary documents to back up the business
6	Fire outbreak	Enrolling in insurance policies to back up the business and making available, fire extinguisher in case of emergencies.

8.2 CONTINGENCY PLAN

Ice cream as a commodity is highly valued as a result of its value and immense contribution economically and socially. Things that could be done to ameliorate the situation are

- Ensuring that there is strong demand stimulation through quality goods, promotions, discounts and price reduction.

- Creating a satiable customers care service.
- Obtaining information and feedback to make for performing assessment and ensure positive changes.
- Forming strong customer bonds and customer relationship management (CRM).
- Advertisement and creation of awareness.

8.3 EXIT STRATEGY

- This venture is demand driven as its need transcends human consumption to include economic gains. The money generated will be used to pay off the loan of N2,000,000 loan we collected from the bank alongside with the interest to ensure smooth exit without having and adverse effect on the business. We will adopt a long-term objective to ensure continuity, and if possible, begin to operate internationally.

CHAPTER NINE

9.0 OTHER CONSIDERATION

9.1 ECONOMIC JUSTIFICATION

The business is economically justified because it creates employment, reduces, poverty and crime wave, and encourage value orientation and people's empowerment.

9.2 COMMERCIAL VIABILLITY

Ice cream production business is commercially viable in the sence that it generates adequate cash flows and good profitability return to expand and offset our loan with the charge interest.

CHAPTER TEN

10.0 IMPORTANCE, PROBLEMS, RECOMMENDATION AND CONCLUSION

10.1 IMPORTANCE

- Ice cream sweetness from the monosaccharide, fructose and glucose and has approximately the same relative sweetener as that of granulated sugar.
- Help to nourish body and provide essential vitamin and mineral.
- Children tends to love it more than adult.
- Very helpful in hot weather or hot environment to cool off from the heat

10.2 PROBLEMS

- The unavailability of desired flavoured plant product due to scare land and manpower.
- The extra care taken in order to maintain the quality and production processes

10.3 COMMERCIAL VIABILITY

This project is highly viable due to the mode of operation, hired experts and services it has rendered.

10.4 CONCLUSION

Finally, recommendation and implementation is needed in this project.