

UNIVERSITY OF NIGERIA NSUKKA
FACULTY OF SOCIAL SCIENCE

DEPARTMENT OF PUBLIC ADMINISTRATION AND LOCAL
GOVERNMENT

PREPARED IN PARTIAL FULFIMENT OF THE REQUIRMENT
FOR THE COURSE CEDR 342
(ENTREPRENUERSHIP)

TOPIC
A BUSINESS PLAN ON PALM OIL PRODUCTION

BY

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REG NO: 2015/203934

LECTURER: DR. (MRS.) NWOGA

JULY, 2107

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CHAPTER ONE

1. EXECUTIVE SUMMARY

1.1.1 The following plan is prepared for Patson oil Company, based on one year of cognate apprenticeship experience, both practical and intellectual in the palm kernel oil extracting business. The firm is highly focused and promise to follow a path of prosperity of palm kernel nuts for its owner and staff. Patson Oil Company will engage in the crushing of palm kernel nuts in order to extract palm kernel oil and palm kernel cake.

1.1.2 The vision of Patson oil Company is to become the leading producer of high quality palm kernel oil and palm kernel cake in the country.

1.1.3 The purpose of this plan is to demonstrate to my key financial partner (bank of industry) of the high profit making potential of the business. The factory produces palm kernel oil as its main product. Palm kernel oil is a main raw material in the production of edible vegetable oil and palm kernel cake is a major raw material in the production of assorted animal feeds.

1.1.4 The project will be located at Nnewi, Anambra State

1.1.5 Our intention to become one of the most renowned palm kernel oil making businesses in Nnewi as well as in Nigeria in a few years' time means we need to draft strategies that will allow us have a competitive advantage over our counterparts in the agro processing industry.

Our first competitive advantage is in ensuring that we provide the best customer services to our numerous customers. This we can do by employing the most competent professionals who will ensure that our customers' inquiries are answered in a timely manner, and that complaints are handled as quickly as possible.

We also intend to ensure that we pick the right management team that will align with the vision of the Chief Executive Office and in like manner coordinate the lower end staff in such a way that the goals and objectives of the company is achieved.

Providing a conducive working environment for our employees is a must as we would like them to be able to work in an environment that would enhance their productivity and efficiency whilst ensuring that they grow their careers as well.

1.1.6 The Huge market is available for the company to serve

1.1.7 Subsequently the projections contained herein are authentic and will be used as the budget for the business.

1.2 Mission and Objective

Patson Oil Company will produce palm kernel cake for the city of its domicile, Nnewi, the entire Anambra State and the Nation in general. The first three years will be used to consolidate its hold on the raw materials bases while continuing its production process in the state.

1.3 Key Success Factors

- a. To produce palm kernel oil and palm kernel cake of high quality matching industry standards and chemistry expectations.
- b. To deliver to buyers of our finished products with punctuality and at competitive and guaranteed prices.
- c. To give incentives and good purchasing prices to suppliers who deliver to us good quality palm kernel nuts with low moisture, low shell content and low imparities content and regular basis.

1.4 Vision and Mission Statement

VISION: the vision is to become the leading producer of high quality palm kernel oil and palm kernel cake in the country.

MISSION: the mission statement of the company is to operate a production plant committed to excellence in the production of high quality products that will be accepted across the industry.

CHAPTER TWO

2.0 BUSINESS MODEL

2.1 PALM KERNEL OIL PRODUCTION

This is the process of extracting palm kernel oil (PKO) from palm nuts (PKN). This palm kernel oil which is the primary products are used by the industries that produces vegetable oils, soaps, creams and other cosmetics, or for any vital industries purposes. In the process of extracting this palm kernel oil, there are also two secondary products which are being derived from these palm kernel nuts, they are called the palm kernel cakes (PKC) which is the rudiments, and the sludge which is the sediments. These secondary products are used as animal feeds and for other purposes.

2.2 THE PROBLEM STATEMENT

Those industries that uses this palm kernel oil as their raw materials to produce edible vegetable oils, soaps and creams find it difficult going into the remote areas or villages where palm kernel nuts can be gotten in large quantities in which can be used to produce their raw materials. This is because most of the operators of those industries are foreigners, thereby they find it difficult and dangerous going into the villages to source for palm kernel nuts.

The livestock owners who make use of the palm kernel cake (PKC) as animal feeds for their livestock cannot on their own go ahead to produce those palm kernel cakes, this is because for them to produce those palm kernel cakes, they need to own a palm kernel oil production factory, in which will seem so difficult, cumbersome and expensive for them to embark on. So as regarding the fact that they cannot produce feeds because they do not have the palm kernel oil or machineries, they go about every day in search of these palm kernel cakes for their livestock. Being unable to get these feed and on time thereby cause malnutrition or death to the livestock.

2.3 THE SOLUTIONS

Patson Oil Company will be going to those typical villages or remote areas that those foreigners could not go to source palm kernel nuts, bring it to the city where that factory is located, crush the palm kernel nuts and extracts the crude palm kernel oil and sludge for those industries to

access the raw materials for their production with ease or without fears of going to into the typical villages or remote areas of the country.

We will deliver to those livestock owners who uses our palm kernel cake as their poultry feeds, thereby relieving them of the pain and the inability to own a palm kernel oil crushing machine just for the purpose of getting their animal feeds.

CHAPTER THREE

3.0 THE MARKETING PLAN

3.1 MARKET RESEARCH

Nigeria with an estimated population of over 170million people, a national population growth rate of 5.7% per annum and an average economic growth rate 3.5% per annum in the last five years it has a very large market for palm kernel oil and palm kernel cake. This is because about 80% of all the edible vegetable oil consumed in Nigeria is made from refined palm kernel oil, what we call ground nut oil in the ordinary market place.

So with these, the market demand for crude palm kernel oil in the local market is very huge, as a result of that, the refineries that uses it as their raw materials do book for the products and pay in advance in order to secure the products.

3.2 MARKET SIZE, STRUCTURE AND GROWTH

Going by a recently concluded detail research, presents a detailed analysis which shows that demand and supply gap is currently estimated to be between 500000 metric tons to 600000 metric tons per annum. An annual estimate also show that Nigeria requires about 1200000 tons of vegetable oils to meet up to the national requirements for food and non-food uses.

From a detailed analysis of the sector, the total palm kernel oil and palm kernel product per annum is currently about 74000 tons even though the ban on crude palm kernel oil importation into the country was lifted in the year 2008, yet it has not bridged the gap. So we can see that with this demand and supply gap, it opens up more business opportunities for investors and business owners in the sector.

3.3 MARKET SEGMENTATION AND ACTIONS

MARKET SEGMENTATION: Market Segmentation of Patson Oil Company Limited intends to segment base on geographic and psychographic segmentation.

Geographical Segmentation

Patson Oil Company Limited will adopt regions and cities, since our business will be located in Nnewi Region. This is due to the fact that cities and regions are densely populated with our targeted market and potential customers who earn descent income and can purchase our product.

Psychographic Segmentation

Patson Palm Oil will adopt lifestyle since our target market product interests are influence by their lifestyle. Patson Oil Company Limited will be producing for a market that wants quality product and also health conscious.

Our markets in this industry are being segmented into three which are namely:

The palm kernel oil market segment

The palm kernel cake market segment

The palm kernel sludge market segment

As regards to our market segmentation, some of the customer's needs in all the markets are homogenous while some are different. Those customers in the palm kernel oil market segment have some atom of homogeneity needs with those customers in the palm kernel sludge market. Meanwhile between those our customers in the palm kernel oil and palm kernel cake market segments their needs are different.

MARKETING ACTIONS: in marketing the firm's products to its different market segments, the firm will undertake on the following actions.

The firm will engage in prospecting customers through the owners of those factories which uses our end products or through their marketing/purchasing managers. We can also prospect our customers through agents. We will be informing our customers through our various or multiple channels of communication about the availability of our products after the production process. Prompt and adequate delivery of products to our customers after.

3.4 SWOT ANALYSIS

A SWOT analysis carried out on the project shows the following:

Strengths

- The Location. Patson Oil Company Limited will be located at Nnewi which will have easy access to its targeted customers
- Product uniqueness in terms of taste and package.
- Good marketing skills.
- Availability of competent qualified and experience workforce.
- High quality refined palm oil with the correct free fat acid (FFA) 2%.
- We will use high level technological machines to process and package our product.
- Health benefits of our product. Patson oil has multiple health benefits due to this we have the certainty that people will buy it.
- Good customer relationship.
- We will have hygienic environment.
- We will have a well-built storage tank.

Weakness

- Undefined market share.
- That is in terms of customers.
- Brand awareness of Patson Oil Company Limited.

Opportunities

- Government incentives and initiatives for local production especially companies that are into the processing of agricultural product.
- Ready market for our palm oil
- Growing demand for our company product.
- Politically, there is peace and stability
- Government fiscal policies statement and laws has introduced tax holiday for new businesses.

Threats

- Competitive rivalry
- The bargaining power of buyers

3.6 MARKETING MIX

Product

The current status of palm oil is not well package. The local market sellers do not endeavor to take note of correct percentage of FFA and also the way it is packaged. The product of Patson Oil Company Limited will be vegetable oil. Patson Oil Company Limited intends to sell vegetable oil which will be packaged in a more hygienic environment to its target market. This will be the main activity of the company. Patson oil will have a well-designed label with eye catching colours. The palm oil will be in a very attractive bottles, gallons, drums and sachets which will be easy to handle Patson oil will have an expiry date. Patson oil is different and contains the following benefits;

1. Patson Oil is trans-fat free.
2. Patson oil is 15 times richer in bête-carotene than carrot. Bête-carotene is vitamin A that helps protect against diseases such as heart attack, blindness and cataracts by acting as anti- oxidants.
3. Patson Oil also contains other natural source of vitamins like vitamin E.
- 4 Patson Oil is a quality guaranteed products.
5. Patson Oil gives the normal percentage of free fat acid (2%).
6. Patson oil contains high density lipoprotein (HDL) which is the good type of fat that helps protect against cholesterol.

Pricing

Patson Oil Company Limited has realized that it will be serving the same market as its competitor, it has clearly defined its target markets and has differentiated itself by offering a unique solution to its customer needs. Therefore since Patson target market is price sensitive it will use price penetration strategy in order to penetrate the market. With this strategy Patson Oil Company Limited intends to differentiate its product by quality and affordable price.

Discount

As the company progresses, there will be discounts offered to our customers, in order to maintain their loyalty to the company's product.

Promotion

Personal Selling

Patson Oil Company Limited intends to use personal selling as its main promotional tool to promote the product. We will use this strategy because it is the only way to develop strong brand awareness, personal relationship with our target market, send message about Patson Oil specifically to the target customers and receive immediate feedback, to know what they need and provide a mirror of their desires. To make the personal selling successful we will adopt direct marketing which will enable us to reach the workers in the various corporate bodies. With personal selling it entails face-to-face contact which will enable us to engage directly with our customers, have a flexible targeting (well-defined the target market) and also cost effective which is far cheaper than the mass communication.

Advertising

Advertisement in Nigeria can be done in many ways ranging from TV, radio, posters billboards and newspapers. Therefore in order for Patson Oil Company Limited to reach the other target market, we will use these advertising strategies which include radio, posters and billboards to create awareness of the product. The billboards and posters which will feature Patson Oil and contacts of the company will be placed at potential areas to attract attention. This will be supported by radio advert for the unreached customers to be captured.

Public Relations

In order for our customers to know more about Patson oil, we intend to add public relations to our promotional tools. With this tool we will buy air time on radio to explain to customers the benefits they will get when they purchase our product. The air time will be bought on radio and programmes (such health issues programmes) that a lot of people listen to.

Place Strategy

Since Patson Oil Company is targeting supermarkets, Major markets, Household and other retail shops, we intend to use an appropriate distribution channel which will give us the best result for

our product. Therefore we will use intensive distribution as this will give Patson Oil maximum. This distribution will be done directly to the markets by our sales force while the distribution for the household will be done through the super market and other retail shops. We will also open our doors to any customer who will walk to our premises to make order.

Sales Strategy

Patson Oil Company Limited sales strategy is relatively straightforward. Get the word out about our product to our customers, educate them about value added product through the promotion tools above. Our present management team will become the main sales force when operations begin. In the first six to twelve months of operations, our sales team will focus on target market, with which the team will promote the products based on the distribution channel. Patson oil Company limited will use other channels of distribution after the first year.

CHAPTER FOUR

4.0 PRODUCTION PLAN/PROCESS

4.1.1 Business Systems and Operations

The following are involved in expelling palm kernel oil (PKO). The raw palm kernel nut is an oil yielding seed which contains between 40% to 48% of oil, 55% to 47% of cake and 5% of sludge. The raw kernel is bought from the village markers and packed ready for processing. They are fed into the palm kernel oil expelling machine through a hopper for crushing. The machine propels the nuts through a tight iron age which then squeezes and extracts the oil from the crushed nuts.

The oil funnels into an oil tank under the machine and subsequently tunnels into the primary tank from where it is picked up by the filter press machine for filtration. The filtered oil descends into the secondary tank by gravity from where it is pumped to the storage tank. After the crushing and extraction process in the iron cage, the cake comes out at the front end of the cage and is conveyed from there by a conveyor to the bagging section and thereafter packed ready for sale. The filter press machine removes all the debris and dirt's from the crude thereby leaving us with a clear golden coloured clean oil in the storage tank ready for sale. The sludge and debris are trapped in the filter press machine and scooped from the bottom of the primary tank and stored in open drums ready for sale.

4.1 Raw material

Palm kernel nuts

4.2 The machines and equipment's

Storage Tank

Canter Truck

4.3 Products

However we also believe in creating multiple sources of income and as a result, we intend to sell the by-products gotten after extracting and refining the palm kernel oil.

Listed below are some of our products and services;

- Refined Palm Kernel Oil (PKO)
- Crude Palm Kernel Oil (CPKO)
- Palm Kernel cake for animal feed production
- Palm kernel sludge

CHAPTER FIVE

5.0 Organization

The General Manager will be in control of all the activities of the company. All the company personnel will be answerable to him.

5.1 Organizational structure of the company

See appendix

5.2 Management team

Below is the business structure for Patson Oil Company

- Chief Executive Officer
- General Manager
- Plant Manager
- Production Floor Supervisor
- Purchasing Manager
- Human Resources and Admin Manager
- Accountants
- Marketing Executives
- Truck Drivers
- Customer Care Executives
- Maintenance Team
- Security Guard

5.2.1 Roles and Responsibilities

Chief Executive Officer

Formulate the policies of the company

General Manager

- Oversees all the operations and departments of the company
- Communicates the company's culture and value to the management staff
- Responsible for high negotiation deals with clients and investors

Plant Manager:

- Works closely with production floor supervisor to ensure the successful day-to-day operation of the facility
- Responsible for all the manufacturing personnel hired and coordinates their training
- Monitors production expenses and seeks for ways to reduce cost without reducing quality
- Responsible for developing and ensuring that the plant manufacturing budgets are executed
- Works with the purchasing manager to ensure that purchase orders are created and placed

Production Floor Supervisor:

- Responsible for decision on resources requirement
- Responsible for maintenance of equipment
- Monitors the production processes and adjusts schedules accordingly
- Responsible for ensuring that production is cost effective
- Responsible for drafting a timescale for each task

Purchasing Manager

- Responsible for drafting and executing purchasing strategies
- Responsible for seeking reliable vendors and suppliers
- Responsible for monitoring and also predicting demand levels
- Determines delivery quantity and timing

Human Resources and Admin Manager:

- Responsible for communicating policies regarding employee benefits, compensation as well as employment opportunities to staff
- Responsible for recruiting, hiring and giving orientation to employees so as to ensure they align with company's goals
- Carries out performance appraisal of employees within the organization to ensure that adequate compensation packages are allotted
- Prepares the budget for the human resources and admin department
- Works directly with the General Manager

Accountants:

- Responsible for the preparation of profit and loss statements on behalf of Patson Oil Company.
- Ensures that the company accounts as well as its tax returns are not only prepared on time but filed accurately
- Helps in ensuring that budgets are produced and implemented
- Critically analyze the budget as well as other financial information and give advice on where savings could be applied
- Works hand in hand with the General Manager

Marketing Executives:

- Responsible for contributing to, drafting marketing strategies and reviewing them whenever possible
- Responsible for the maintenance and up-to-date records of customer databases
- Evaluates marketing campaigns and managing the marketing budget
- Manages the production of marketing materials and ensuring its effective distribution
- Manages existing customer relationships and continually communicating with target audiences to source for potential customers

Customer Care Executives:

- Ensures that they are familiar with the company's products and services and the benefits of each to the customer
- Responsible for order processing, and satisfaction of customer needs in a satisfactory and professional manner
- Takes orders, resolves complaints, provide information and answers inquiries from clients
- Keeps accurate records of company's customers in such a way that it can be easily retrieved when necessary
- Develop and constantly review plans and strategies for customer support

Maintenance Team:

- The maintenance team must ensure that the machineries are all performing efficiently and effectively
- Responsible for carrying out corrective maintenance on machineries
- Monitors new technologies and machineries
- Arranges for replacements of needed parts
- Keeps plant manager and floor supervisor informed of defects and or progress

Truck Drivers:

- Ensures that driving activities logbook is maintained so as to show compliance with federal regulations
- Responsible for keeping record of vehicle inspections
- Ensures that truck is equipped with standard safety equipment
- Supervise the loading and unloading of cargo
- Ensure that the route is planned in accordance with delivery schedule

Security Guard:

- Protects the facilities of Patson Oil Company and also its staff by ensuring that the environment is safe and secure
- Takes note of unusual occurrences and take prompt lawful action as required
- Ensures that the entry and exit access of the facility are adequately monitored and controlled
- Takes random or regular patrols around the buildings or its perimeter
- Responsible for monitoring surveillance equipment

5.3 Ownership of business

The business is a sole proprietorship wholly owned and managed by Patrick Akuzue. Mr. Patrick Akuzue, who will manage the affairs of the company is a BSc and Master Degree holder in Biochemistry.

Date of Birth: 3rd February 1985

Place of Birth: Irua-Anyika, Awkuzu, Anambra State.

Email: Patrick@yahoo.com

Contact address: Irua-Anyika, Awkuzu, Anambra State.

5.4 Value and Norms of the company

Patson Oil Company Plans to adopt the following norms and values:

- To offer the best for the benefit of her customer
- To uphold her integrity always
- To see her employees as her most valuable assets
- To always be available to her customer
- To do her business with the federal, state and local government laws.

5.5 Exit strategy

No exit is planned, rather diversification will be pursued.

CHAPTER SIX

6.0 Legal, environmental, social and regulatory issues

Legal issues

Patson Oil Company, plans to commence operations as a sole proprietorship. To register the business name at the appropriate Local Government Headquarters N45, 000 is budgeted.

Environmental

Patson Oil Company could pose an environmental challenge if certain precautions are not taken especially with respect to waste disposal. The exocarp of Palm kernel is recycled as it is used as fuel for domestic use, while the palm kernel cake will be sold out where it is used a feed.

Social

The implementation of the project will bring about social and economic benefits to the society in the following ways:

1. Job creation

Poverty reduction and wealth creation

The company will comply with all environmental regulations, as well as all relevant industrial safety regulatory requirements.

CHAPTER SEVEN

7.0 Summary of the project cost

The total cost of the project is N8000000 which is to be financed with a loan that will be repaid over its first five year of operation starting in its first year.

7.1 Financial plan

The financial plan for the company for its first three years of operation includes the:

- Profit and loss Account
- Cash Flow Statement
- Balance Sheet
- Depreciation Schedule

The financial plan will only consider palm kernel oil, palm kernel cake.

7.2 Estimated capital expenditure needs

Erection of industrial buildings/furniture	N 1,500000
Payment of workers for first year	N 300,000
Acquisition of machines and equipment	N 1,500,000

20 Metric Tons Storage Tank	N 150,000
10 Metric Tons Filter Press Machine	N 350,000
miscellaneous	N 500,000
Total Capital Expenditure needs	N 4,300,000

7.2.1 Estimated working capital requirement for the month

Raw materials-palm kernel nuts one month's estimate	N 1, 800,000
Salaries-two months estimate	N 300, 000
Other operating expenses two months estimate	N 80,000
Miscellaneous	N 300,000
Total working capital	N 2,480,000
Total capital required	N 6,780,000

7.3 PROJECTED INCOME STATEMENT

PROFIT AND LOSS ACCOUNT

	YEAR ONE(N)	YEAR TWO(N)	YEAR THREE(N)
INCOME			
Gross sales	224,219,000	303,269,000	303,269,000
Discount on affiliate marketing	2242190	3,032,690	3,032,690
Net sales	221976810	300,236,310	300,236,310
Cost of sales	186,830,000	241,605,000	333,345,000
Gross profit	35,146810	58,631,310	58,631,310
Operating expenses	-		
rent	-		
maintenance	1,732,000	2,791,000	2,791,000
salaries	1,800,000	2,880,000	2,880,000
Buildings/furniture	1,500,000		
Equipments/machines	1,850,000	3,500,000	
Advertisements	250,000		
Company Name Registration	45,000		

Insurance	150,000	150,000	
Mitsubishi Canter truck	800,000		
Accumulated Depreciation	360,000	790,000	
Loan Servicing	1,500,000	2,000,000	
20 Mt Storage Tanks	150,000		
Total Expenses	10,137,000	12,111,000	9,171,000
Net Income	25,009,810	46,520,310	49,460,310
Tax	2,500,981	4,652,031	4,946,031
Net Income after Tax	22,508,829	41,868,279	44,514,279

7.4 CASH FLOW FORECAST

	YEAR ONE(N)	YEAR TWO(N)	YEAR THREE(N)
Cash at the beginning of the year		30,003,639	80,252,918
Operating activities			
Cash receipts			
Cash sales	221,976,810	303,269,000	303,269,000
Cash paid for			
Inventory purchase	186,830,000	241,605,000	241,605,000
salaries	1,800,000	2,880,000	2,880,000
General administrative expenses			
Tax	2,500,981	4,652,031	4,946,031
Affiliate bonus	2,242,190	3,032,690	3,032,690
Net Cash Flow from operations	28,603,639	51,099,279	51,099,279
Investing activities			
Financing activities			
Cash Paid for			
Fixed Assets	4,300,000	7,800,000	
Net Cash Flow from Investing Activities	4,300,000	3,500,000	0.00000
Financing activities			

Cash receipts from loan	8,000,000	-	-
Cash paid for Repayment of Loan	1,500,000	2,000,000	2,000,000
Interest on Loan	800,000	650,000	450,000
Net Cash Flow from Financing Activities	5,700,000	5,700,000	2,650,000
Net Increase in Cash	30,003,6239	50,249,279	133,802,197
Cash at the end of the year	30,003,639	80,252,918	214,055,115

7.5 BALANCE SHEET FORECAST

Assets	YEAR ONE(N)	YEAR TWO(N)	YEAR THREE(N)
Current Assets:			
Cash	30,003,639	80,252,918	214,055,115
Stock	-	-	
Total Current Assets	30,003,639	80,252,918	214,055,115
Fixed Assets			
Property, machinery and equipment	4,300,000	3,500,000	0.0000
Accumulated Depreciation	360,000	790,000	1,350,000
Total fixed Assets	33,943,639	82,962,918	212,705,115
Liabilities			
Long Term Debt	6,500,000	4,500,000	2,500,000
Net Worth	27,443,639	78,462918	210,205,115

7.6 PRICES OF PALM PRODUCTS

MONTH	PRICE OF PALM KERNEL OIL/TONNE	PRICE OF PALM OIL,TONNE	PRICE OF PALM KERNEL CAKE/TONNE
January	195,000	160,000	160,000
February	195,000	140,000	160,000
March	180,000	110,000	160,000
April	160,000	110,000	160,000
May	150,000	130,000	160,000
June	150,000	130,000	160,000
July	155,000	150,000	160,000

August	155,000	150,000	160,000
September	150,000	150,000	160,000
October	150,000	150,000	160,000
November	150,000	150,000	160,000
December	195,000	175,000	160,000

7.7 LOAN REPAYMENT PLAN

year	Principal Owing (N)	Interest @ 10% (N)	Annual Installment Payment (N)	Principal Payment (N)	Balance ^{c/d}
1	8,000,000	800,000	2050000	1,500,000	6,500,000
2	6,500,000	650,000	2050000	2,000,000	4,500,000
3	4,500,000	450,000	2050000	2,000,000	2,500,000
4	2,500,000	250,000	2050000	1,500,000	1,000,000
5	1,000,000	100,000	2050000	1,000,000	

7.8 MONTHLY ANALYSIS OF WORKERS SALARIES (PAYROLL)

	POSITION	YEAR ONE(N)	YEAR TWO(N)	YEAR THREE(N)
1	General Manager	90,000	90,000	90,000
1	Plant Manager	70,000	70,000	70,000
2	Production Floor Supervisor	65,000	65,000	65,000
3	Purchasing Manager	55,000	55,000	55,000
4	Human Resources and Admin Manager	45,000	45,000	45,000
5	Accountants	40,000	40,000	40,000
6	Marketing Executives	35,000	35,000	35,000
	Customer Care Executives	30,000	30,000	30,000
7	Maintenance Team	20,000	20,000	20,000
8	Truck Driver	10,000	10,000	10,000
	Security Guard	8,000	8,000	8,000

Appendix

Organizational Structure of Patson Oil Company

