

**UNIVERSITY OF NIGERIA, NSUKKA**

**FACULTY OF THE SOCIAL SCIENCES**

**DEPARTMENT OF PUBLIC ADMINISTRATION/LOCAL GOVERNMENT**

**TOPIC:  
BUSINESS PLAN**

**A BUSINESS PLAN:  
PRESENTED IN PARTIAL FULFILMENT OF THE  
REQUIREMENTS FOR THE COURSE: CEDR 342  
(BUSINESS DEVELOPMENT AND MANAGEMENT)**

**BY**

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2014/193552**

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A business plan of Gideon's Computer Centre written by Gideon Mfon Andy

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- 1. **EXECUTIVE SUMMARY**

1.1 The following report and recommendation relate to the business proposal by GIDEON'S COMPUTER CENTRE (cyber café) in Uyo Akwa Ibom State of Nigeria.

1.1 The business is a sole proprietorship one and is not registered yet and it is owned and managed by Gideon Mfon Andy for now.

1.2 The business is located in Uyo, Akwa Ibom State, because of the easy access to available customers.

1.3 Phone No. +2348139442430 E-mail: [gideonmfonandy@yahoo.com](mailto:gideonmfonandy@yahoo.com)

1.4 Gideon's Computer Centre is a Service provider business.

1.5 A huge market is available for the computer centre, I have discovered that most time people find it difficult to typed and print their document in a quality standard and these have made many customers unsatisfied with the services the existing computer centre offer to them.

1.6 My customer is manly students, lecturers and other people who have a computer problem to solve.

1.7 Ten (10) workers will be employed in the business.

1.8	Investment (equipment and others)	1,668000
b.	Working capital	532000
c.	Total	2,2000,00

1.9	Source of capital	
a.	Owner' Capital	700000
b.	Donations/Grants	500000
c.	Bank loan	1,000,000
	Total	2, 2000, 00

## **2.0 INTRODUCTION**

Gideon's Computer centre is the result of the need for quality computer service by the masses, I discovered that the demand for computer service is high while there are very few qualified computer centre to meet with this demand. It is important for people especially the youth, businessmen and women to derive quality computer service each time they required it and I can provide these quality services.

### **2.1 Vision Statement**

To be the best computer centre (cyber café) with quality staffs and high standard of computer service in the area.

### **2.2 Mission Statement**

To deliver computer service by using high speed internet connection and adopting modern practice in computer service.

### **2.3 Ownership**

The business is a sole proprietorship wholly owned and managed by Gideon Mfon Andy.

### **2.4 Legal Status**

The business is not registered for now but will be register.

### **2.5 Location Factors**

The business is located at Uyo, Akwa Ibom State. What informed the choices of the location are?

- i. Existence of good road network and ease of market access
- ii. The existence of a tertiary institution, (University of Uyo).
- iii. Available of computer experts in the area.

- iv. It is densely populated and its proximity to potential local/international business associate.

## **2.6 Business Strategies**

The business plans to provide the best service at an affordable price and organized computer training for student who just finish their secondary education waiting for admission into a higher institution and it will range from three (3) to six (6) month.

## **2.7 Key Success Factors**

- i. The used of high speed internet connection
- ii. To make the customers very comfortable with large and well ventilated hall
- iii. The employment of well qualified computer specialist
- iv With constant power from the generator set.

## **3.0 MARKET**

### **3.1 Nature and Size**

The computer business is dynamic and it is a very large one due to the advancement in education and business world and on a daily basic people make used of computer system for one function or the other.

### **3.2 Target Market**

Gideon's Computer Centre services are for those;

- ✓ Students who have to print their document from time to time
- ✓ Businessmen and women in the area
- ✓ Lecturers who work in University of Uyo (uniuyo)

- ✓ Others individuals who needs to browse the internet.

### 3.3 Key Competitors and Players

There are a number of competitors in the area but the customers are not satisfied with the service and the way they render it.

### 3.4 Quality Assurance:

We will carry out a survey from time to time on the latest practiced in my line of business in order to maintain high quality of service to the customers at all time.

### 3.5 Demand/Supply Analysis:

	existing computer services in the
	expansion of existing computer

### 3.6 Competitive Edge

Gideon's Computer Centre will employed well trained employee and comfortable environment for effective computer services to our customers at all time.

## 4.0 MARKETING AND SALE PLAN



From the survey I have done there are evident that when Gideon's Computer Centre commences operations as planned, it will be a market leader in no distant time because the competition from other computer centre is weak to pose any major treat to my business.

#### **4.1 Promotion Strategy:**

Gideon's Computer Centre will embark on an aggressive awareness campaign to inform the general public about the business and to do this Gideon's Computer Centre intends to print flyer and post it in every strategic point in the area and also run radio advertising and having a company web site to advertising the company to the public.

#### **4.2 Market Strategy**

To maintain a large portion of computer service in Uyo and its environs, Gideon's Computer Centre will give great attention to customer service in the business, prices of the services will be affordable for all and well functioning computer systems.

Gideon's Computer Centre will conduct raffle draw and give trade discount to our regular customers.

#### **4.3 Market Positioning**

Gideon's Computer Centre will position itself as the leading computer centre in Akwa Ibom State and its environs. And also make great profit for the business. The under stated is how the firm will want to be seen by its customers, competitors and the general public.

- As a provider of computer service with the best quality
- As a trust worthy provider of excellence, reliable computer service

#### **4.4 Swot Analysis:**

**Strengths** – the computer system are of high quality, the staffs are well trained and the business is located in a very densely populated area.

**Weakness** – lack of adequate capital base

**Opportunities** – the number of students who need computer service for their assignment, school fee print-out and the lecturers in the area and grant from government to SMEs.

**Threat** – the unstance power supply from PHCN in the area

## 5.0 ORGANIZATION AND MANAGEMENT

### 5.1 Owner/Manager:

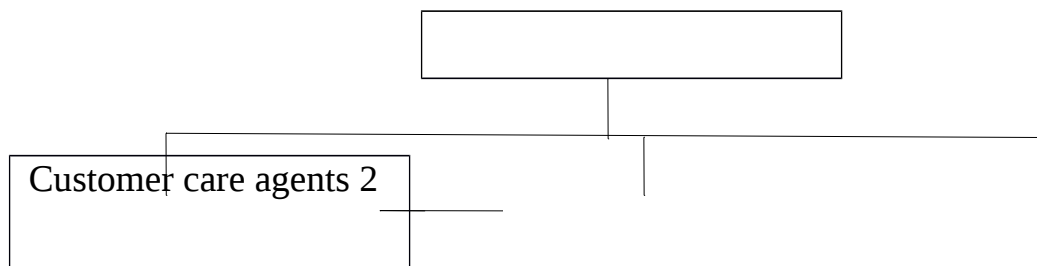
Gideon’s Computer Centre is a sole proprietorship. It is wholly owned by Gideon Mfon Andy.

### 5.2 Management Team:

To help in the day to day management of the computer centre. Some other good hand will be hired. The plan is that the hired hands will compliment Mr. Gideon especially in the area of technical knowhow in computer and management.

### 5.3 Personnel Plan:

Workers with computer skill, knowledge and other competent individual will be recruited. The number of employee required is 10



#### 5.4 Value and Norms of the Company:

Gideon's Computer Centre will the adopt the following values and norms

- To provide the best computer services to our customers
- To be reliable and  maintain   
high level integrity in our day to day services
- To employed quality staffs and pay their remuneration as at when due

#### 6.0 Legal, Regulatory, Social and Environmental issues

**6.1 Legal issue:** Gideon's Computer Centre is a sole proprietor company. Such it is just enough to register the business name with the appropriate department at the Local Government Headquarter

**6.2 Regulatory issue:** the business has ensure to paid its entire requirement to the local government e.g. business permit and sanitation fee.

**6.3 Social issue:** the business has provided employment opportunity to individuals and has provided current information to the people through the internet.

**6.4 Environmental issue:** the environment is a friendly one and I comply to environmental laws and requirements.

#### 7.0 FINANCIAL PLAN

##### 7.1 Initial:

The total cost of the business is n2, 2000, 00 this is made up of 166800000 in fixed capital and 532000 in working capital.

## 7.2 Forecast of Sale


## 7.3 Estimate of Cost


## 7.4 Working Capital Projection for the Computer Centre:


## 7.5 Startup Capital Required


## 7.6 Proposed Financial Structure




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**7.10 Cash Flow Projection:**


**7.11 Balance Sheet Projection**



**7.12 Financial Analysis:**

The business is a profitable venture which generates sales for the first year is N800000 and is expected to grow to N1000000 and N1950000 respectively for the second and the third years.

**7.13 Profitability Analysis**


**8.0 RISK ANALYSIS AND MITIGANTS**


**8.1 Exit Strategy:** No exit is planned, rather diversification will be pursued.

## **9.0 OTHERS CONSIDERATIONS AND CONCLUSION**

### **9.1 Economic Justification.**

From the study carry out and analysis of the survey made, the business offers a great reward to the owned and the society at large. Jobs will be provided to masses and wealth will be generated. These are consistent with the Federal and States Government Policy on entrepreneurship.

### **9.2 Commercial viability:**

The commercial viability of the business is very clear, the business has been found to be commercially viable, having shown through the projections, great sales, profits and cash flow positions

### **9.3 Conclusions:**

Therefore, from the business plan it reveal that the business is highly recommended both finding and implementation.