

UNIVERSITY OF NIGERIA, NSUKKA

FACULTY OF SOCIAL SCIENCES

DEPARTMENT OF POLITICAL SCIENCE

TOPIC

**ESTABLISHMENT OF A PARTNERSHIP LIBRARY AND BOOKSHOP AT
ONUIYI JUNCTION NSUKKA ENUGU STATE**

A BUSINESS PLAN

**SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR THE COURSE: CEDR 342
(BUSINESS DEVELOPMENT AND MANAGEMENT)**

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CHAPTER ONE

EXECUTIVE SUMMARY

The following report and recommendation relate to the proposal by pace-setter to establish a partnership library and book shop at Onuiyi junction, Nsukka, Enugu State.

CHAPTER TWO

2.0 BACKGROUND

Owing to the fact that knowledge is power and the learning never ends, I wish to start up a partnership owned library in Onuiyi junction, Nsukka, Enugu State.

Pace-Setter Library and bookshop is the first of its kind with a distinct vision and mission which is elaborated here in.

In summary, it aims at providing an excellent environment and academic materials for a student in both secondary schools and higher learning as well as for professionals in practice where researcher materials can be sourced. It is located at GRA Port Harcourt Rivers State.

The major impediment to the establishment of this library is funding which would affect my start up and control operational costs.

2.1 VISION

Knowledge makes a man and 'man's' captivity begin where his knowledge ends. Hence my vision is to provide quality service in accordance to the society demand and development of knowledge.

2.2 MISSION

Efforts to achieve the mission, Pace-Setter defines its mission as follows;

The pace-setter library and bookshop is an establishment under the supervision of its owner for public use. My mission is to constitute collections, conserve them, make them available to the public, produce reference catalogue, cooperates with other national and international establishment and participates in research programme. The bookshop is established to make academic materials readily available for individuals to purchase.

2.3 OWNERSHIP OF THE LIBRARY

The Pace-Setter library and bookshop is private owned business. It shall be managed by me Imokhai Irene. It is registered with a academic community.

2.4 LEGAL STATUS

Pace-Setter library has been duely registered with the relevant authorities including the Federal Ministry of Education, copyrights commission.

2.5 LOCATION AND FACILITIES

Pace-setter library and bookshop is located at a central area in New Haven, with government residential areas beside it. In Port Harcourt State, research showed that there are close to 25 schools in this area, ranging from primary schools to higher institutions of postgraduate studies. It is a

commercial area, with industries of various land ranging from banking, medical and para-medical institutions to production industries.

2.6 LIBRARY FACILITIES

The main library floors are the 1st, 2nd, 3rd and 4th floors. The pace-setter library has reading rooms, with 25000 reading study seats. The information room holds 250 seats. The ground floor contains the bookshop with 50 sheaves with a capacity of about 120 books each and also a printing press with 2 printing machines. The fourth floor contains the digital library, with 100 standalone computers and 20 racks for holding DVD's and C-D ROMs.

2.7 PRODUCT SERVICES

1. Wholesales and retails of books in the bookshop
2. Conducive atmosphere for reading
3. Provision of research materials
4. Supply of academic accessories
5. Printing press services
6. Burning of CD ROMS
7. Provision of internet services and e-learning

CHAPTER THREE

3.0 BUSINESS STRATEGY

Having studied its location and the marketing strategies of her competitors, Pace-setter library intends to market its goods and services through the following methods; public relations, promotional materials posters, information leaflets, packaging bags, visiting schools, etc telephone sales and one-on-one sales.

Language plays 'vital role' in winning people, so Pace-setter intends to communicate with the people in the language they understand besides staff attitude to customers is itself a marketing strategy, therefore the library has developed a customer care formular called the five (5) dimensions of services quality.

Tangibles: Physical appearance of library, facilities and book shelves

Reliability: Ability to deliver on promise accurately and consistently.

Assurance: The faith I have in the personnel they are trained knowledgeable and trustworthy.

Empathy: Heart felt show of care and understanding about customers frustration and needs.

Involves setting operations to suit customers not management or employees.

3.1 KEY SUCCESS FACTORS

- Up dating our library with recent publication
- Consistent updating of our e-learning facilities
- Library constant power supply
- Monthly servicing of the computers, electronics and other machineries.
- Maintenance of a conducive atmosphere for study
- Re-orientation of staff for excellent customer service
- Ability to deliver goods consistently
- Consistent satisfaction of our customer on product delivery as promised.

3.2 REVENUE BASE

- Through registration for library usage
- Annual renewal of library cards
- Demorage
- Sales of book (retail and wholesales of book)
- Auction of outdated books
- Re-publication of books as copy right owners
- Payment realized for internet usage

- Books supplied to school based on demand.

3.3 MARKETING AND CLIENT

- Nature and Size:** Out of the projected 11 million people, there is a population estimates 65% youth and adult in the academic world and also of working class in the locality.
- Target client:** Our target clients include student of both junior and senior secondary schools. Students of higher institution and post graduate studies. Professional researchers authors and publishers.

3.4 KEY COMPETITORS AND PLAYERS

- Other bookshops in the activity
- School libraries
- Other printing press, etc

Technology: Pace-setter hopes to be a digital library and as such, all catalogues both by author names and by book titles would be computerized.

Additionally, Pace-setter library intend to have soft copies of books. Head set would be made available so that uses can listen to audio books without disturbing others. This audio system would also go a long way to assist blind students in learning, protected internet and intranet connectivity

for e-learning. Surveillance camera are also in place to monitor the in and out of every body in the library.

3.5 COMPETITIVE EDGE

- Constant importation of recent books
- Digitalization and computerization of the library
- Alliance with international libraries and bookshop
- Copy right license
- Serene and conducive for reading
- Constant power supply
- Availability of services to the blind e.g. audio learning
- E-learning
- The library services are open to everybody unlike that of many schools.

CHAPTER FOUR

4.0 MARKETING PLAN

Goal: To provide profitable service

Objective I: To increase the annual sale of books

Objective II: By the end of one year have about Ten thousand registered library users.

Objective III: Within one year I might have at least 12 books to be reprinted i.e. copy right license.

Objective IV: In twelve months, receive about 5000 (five thousand) people using our e-library (internet) services.

4.1 TARGET MARKET

Pace-setter library is located in an area characterized by primary schools, secondary schools, higher institution i.e. for degree and post-graduate learning.

This target market comprised of young (less than 40 years) people who are relatively carrier individual in different fields of study such as banks, hospitals, industries, law firms, churches, etc. These people may be single or have families. Most are well-educated and have income at or above average.

This target market is made up of people who are middle age and older who are also interested in private study. Most are well educated and technologically oriented.

4.2 MARKETING MIX

There are basically a set of decisions that Pace-setter library make to market its goods and services and they include:

- a. **Production:** Auditioning of old books making available the most current edition of books and updating my on-line books from time to time with most recent research information. Our staff will be trained to be able to render help to customers.
- b. **Place:** Auctioning of library used books will take place in the book shop and while other services would be in the library.
- c. **Price:** Always embarking on consistent market survey to keep our prices with respect to books and other services at a competitive advantageous rate with other library and bookshop.
- d. **Personnel:** The libraries will be primary service providers who will at least a B.Sc. holder in library and information studies and are computer literates. A technical/digital operator will be hired and trained to perform various activities relating to internet with at least HND or B.Sc. in

computer science or computer education, and those with at least OND to help at the bookshop segment.

4.3 PROMOTION AND DISTRIBUTION STRATEGY

- Annual auction of old books
- 5% discount on purchase worth N5000
- A purchase of a dozen of book from time to time attracts one free copy.
- For every 6hrs used in the internet, 30 minutes free would be given
- Through the use of coupons, sample and trials
- Public awareness/seminars on study skills, and the essential of e-learning.
- Advertisement via radio, television, hand bills, etc.
- 10% discount would be given for every 1000 copies of books reprinted or published in our printing press.

Alliance: International acclaimed authors and also standard international and national libraries and bookshops, secondary and higher institutions and also other publishers, researchers and internet providers as well as software developers.

4.5 DELIVERY STRATEGY

Once one enters the library through the main entrance he/she first meet the receptionist. After confirmation that the person is a registered member, if the person needs a book, the book will be sourced from the catalogue on-line and written note will be given to the person to the departmental librarian for immediate action.

If the person is for e-learning, the time will be purchased from the receptionist and directed to the appropriate section. While for someone who wants to borrow a book after the due process have been followed, the person would be checked out by both the receptionist as well as the security at the gate. Moreover, if a borrowed book stays beyond the stipulated date or demand of hundred naira (100) per day is played to the receptionist.

CHAPTER FIVE

5.0 SWOT ANALYSIS

A SWOT analysis assesses the internal strengths, weaknesses of the library context with the opportunities and threats that may exist in its external environment. A SWOT analysis allows Pace-setter library to improve its overall marketing management process it is especially useful during planning.

5.1 STRENGTH

- 1.** Pace-setter library has loyal customers due to high quality services.
- 2.** Pace-setter library personnel have excellent library skills and knowledge about internet and thus a good reputation among most schools and higher institution of learning.
- 3.** My recent books in the bookshops and library is sufficient to support the incorporation of an automated or digital library system.

5.2 WEAKNESS

- Some of my personnel and staff have limited experience in delivering some needed services.
- Lack of commitment by some of my staff

5.3 OPPORTUNITIES

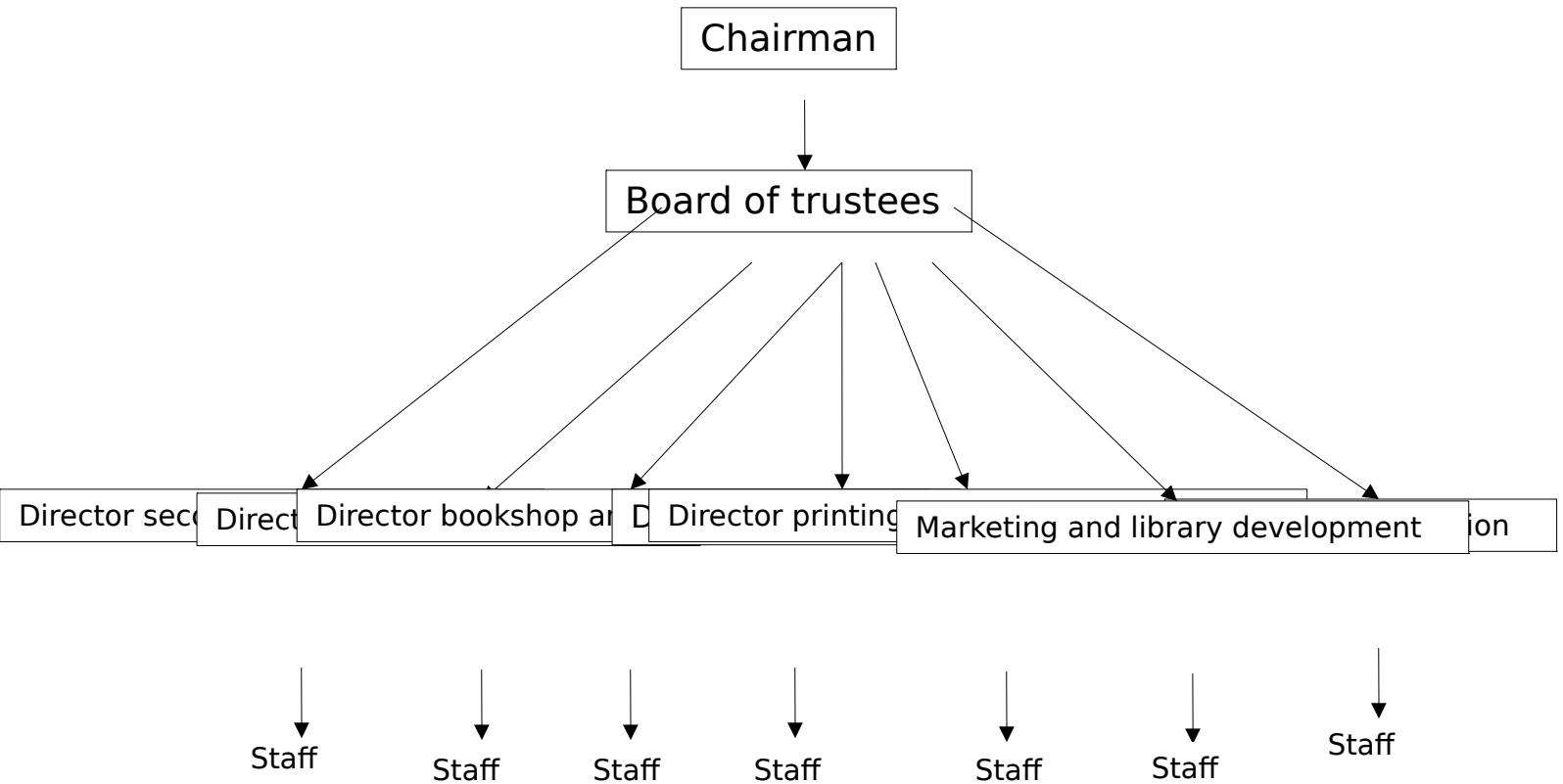
- Relatively large population who are academically inclined including those in secondary and higher institution of learning
- A sizeable number of people who engage in research work.
- Pace-setter library is the first of its kind
- Direct importation of books from publishers

5.4 THREATS

1. Other bookshops around the vicinity and school libraries are putting pressure on Pace-setter library
2. Internet viruses
3. Poor power supply
4. Delayed port clearing

CHAPTER SIX

6.0 ORGANIZATION AND MANAGEMENT



6.1 SHAREHOLDERS AND DIRECTORS/EXTERNAL SUPPORT

The shareholders of Pace-setter library and bookshop and their respective shares are listed below

External Support 30%

Partners 70%

The following are contribution from the Partners

Mr. Emmanuel Chukwu N1,600,000

Dr. Alphonsus Okoro N1,500,000

Ngozika Ekene	N1,500,000
Chioma Ugbaja	N1,000,000
Rita Onyekwere	N900,000
Ikpe Blaise	N700,000
Onuorah Samuel	N700,000
TOTAL	N7,900,000

Pace-setter library and bookshop need an estimate of 14 million naira to establish. Since about 70% of the money has been contributed by the partners. I pleaded with ECO bank Plc to help with the remaining 6 million naira.

6.3 MANAGEMENT TEAM

The partners are to be incorporated into the management of the organization. The roles of each partner is listed below

Executive Chairman	-	Mr. Vincent
Director of Bookshop	-	Dr. Vera
Director of Printing Press	-	Wilson
Director of Marketing Importation	-	Pamela
Director of Finance	-	Irene
Director of Secondary/University Section	-	Blaise

CHAPTER SEVEN

7.0 PERSONAL PLAN

S/ N	COURSE TITLE	TARGET PARTICIPANTS	DATE	FEE	VENUE
1.	Teamwork and productivity among directors	Shareholders and directors	January Tue 200 – Wed 21 (2days)	N20,000	Merit House 22 Aguiyi Ironsi Street, Ikeja, Lagos
2.	Teamwork productivity among staff	Director librarians other staff	February 21 – 24 (4days)	Free	Merit House 22 Aguiyi Ironsi Street, Ikeja, Lagos
3.	Global trends in library management	Librarians directors, press workers	March 8 (3days)	Free	Durbar guest hall Ikeja Lagos
4.	Publishing and bookshop delivery system	Press workers publishers bookshop staff	April, 4-6 (3days)	N20,000 N15,000 for groups	Pace-Setter 3 rd floor Ikeja, Lagos
5.	Catalogue management system	Librarians, director	May 7-10 (4days)	Free	Pace-setter library Ikeja, Lagos
6.	Internet management and usage training	Directors librarians other staff	June 2-6 (5days)	N5,000 N4,000 for groups	Pace –setter library Ikeja Lagos
7.	Book inventory management	Directors libraries	July 11 – 13 (3days)	Free	Pace-Setter library Ikeja

	and distribution	bookshop workers			Lagos
8.	Librarian clients relationship	Directors librarians bookshop workers press workers	August 6-8 (3days)	Free	Merit House 22 Aguiyi Ironsi Street, Ikeja, Lagos
9.	Customer adherence and compliance	Customers librarians other staff	September 7-10 (4days)	Free	Pace-Setter library Ikeja Lagos
10.	Software management services	Librarians directors press workers	October 17-20 (4days)	1,000	Pace-setter library Ikeja Lagos
11.	Technical servicing	Press workers librarians directors	November 1-6 (days)	N5,000	Pace-setter library Ikeja Lagos
12.	Book auctioning and promotion	Temporal employees	December 2-7(6days)	N500	Pace-setter library Ikeja Lagos

7.1 VALUE AND NORMS OF THE COMPANY

The following values and norms are held by the organization

1. **Integrity:** All directors and staffs as expected to be upright and consistent in all activities relating to the organization.

2. **Accountability:** Members of staff as well as management are advised to be accountable to the executive chairman.
3. Excellent the Pace-setter library and bookshop is an epitome of excellence hence all the staff are to conduct themselves in excellent manners at all times.

CHAPTER EIGHT

8.0 LEGAL, REGULATORY SOCIAL AND ENVIRONMENTAL ISSUES

LEGAL ISSUES

The company is to be registered with the cooperative affairs commission as a partnership business. This is to ensure that unforeseen legal issues are not encountered during the running of the business. The name of the company is to be registered as the Pace-setter library and bookshop limited.

SOCIAL ISSUES

The Pace-setter library aims at providing job opportunities for the inhabitants of various islands by employing security guards, technicians, receptionist and others. This will contribute immensely to reduce/alleviate poverty in the area.

ENVIRONMENTAL ISSUES

In order to uphold the environmental law of the area, the Pace-setter library and bookshop will make sure that waste bins are positioned at strategic locations to avoid littering of the environment. Also, incinerators are to be provided for disposing of such refuse. The generators are also going to be sound proof so that noise pollution is kept at minimum level. Although, generators from other houses located near the premise tend to disturb the quietness of the library, the height of the library building will serve as an advantage making the noise negligible.

CHAPTER NINE

9.0 FINANCIAL PLAN

1. Project cost/fixed assets

4 storey building

100 stand alone computers _____ N3million

Sound proof listre generators _____ N700,000

Shelves, chairs and tables _____ N550,000

8 split air conditions _____ N360,000

Books and stationary _____ N5 million

Printing machine _____ N728,000

Toyota Hiace _____ N950,000

Miscellaneous _____ N1 million

TOTAL **N12,288000**

9.1 COMPANY FINANCIAL PLAN

Pace-setter library expect to have or generate an average of N100,000 in the e-learning per week. While N10,000 can be generated from borrowing of books N2.5 million from the bookshop seating and a sum of N4.2million naira making a total of

Section weekly forecast of sales in N

Section	Weekly forecast of Sales in (N)
e-learning	100,000
Book borrowing	10,000
Bookshop	2,500000
Printing press	4,200000

9.2 ESTIMATE OF COST

Materials	Amount (N)
Computer	3,000000
Generator	250,000
Printing machine CD (both library and bookshop)	728,000 5000000
Seats and tables	620,000
Vehicle	950,000
Fire extinguisher	300,000
Air conditioners	50,000
Communication accessories	220,000
TOTAL	11,598,000

9.3 FIXED ASSETS COST

Vehicles	N220,000
Generator	N250,000
TOTAL	N1,200,000

9.4 WORKING CAPITAL PROJECTION

This takes into account the initial operating payment. These are the expenditure associated with the running of the business in the first few months.

Pace-setter library and bookshops hope to set aside the sum of N500,000 for running the affairs of the establishment in the first 6 (six) months before generating revenue.

9.5 START-UP CAPITAL REQUIRED

Purchase of stocks	N5,000000
Insurance	N1500000
Electricity	N50,000
Telephone	N52,000
Office suppliers	N1,200000
Promotion and advertisements	N300,000
Owner's salary staff wages	N1,200000
TOTAL	N9,302,000

9.6 PRE-OPERATING EXPENSES

Pace setter library, books, shop and printing press procured the following for the smooth running of the establishment life amount of expenditure

Machinery	N500,000
Equipments	N800,000
Legal fees	N800,000
Electricity connection	N25,000
Telephone service	N50,000
Advertising	N180,000
Business licenses	N50,000
Business Permit	N25,000
TOTAL	N2,580,000

CHAPTER TEN

10.0 RISK ANALYSIS, CONTINGENCY PLAN EXIT STRATEGY

10.1 RISK ANALYSIS AND MITIGANTS

- Fire outbreak
- Incompetent staff
- Theft
- Delayed port clearing
- Accident during transportation of goods
- Community crisis

10.2 MITIGANTS

- The availability of fire extinguishers at strategic positions of the library
- The use of burglary
- Insurance including cargo
- The use of effective leadership styles
- Security system e.g. alarm, camera's

10.3 EXIT STRATEGY

- i. After the first five years, if Pace-setter library is unable to pay up to 80% of the money borrowed from financial bodies, we look forward to closing the business.
- ii. When cost of maintenance (expenditure) is greater than our earnings.

10.4 DEPRECIATION SCHEDULE

After five years, some of the computers and outdated books will be auctioned by the Pace-setter library.

10.5 LOAN REPAYMENT AND INTEREST PAYMENT SCHEDULE

Pace-setter library, bookshop and printing press hope to repay every money borrowed from friends, government agency or from financial institution with interest starting from the second year after establishment.

This payment would be completed within five years of establishment.

Activity	J 1	F 2	M 3	M 4	M 5	J 6	J 7	A 8	S 9	O 10	N 11	D 12
Cash at the beginning of the month	3million	□	□	□	□	2.8m	□	□	□	3.2	□	□
Cash from	6.8	□	□	5.3	□	□	□	□	6.2m	□	□	□

sales				m								
Any other	-	-	-	-	-	-	-	-	-	-	-	-
cash												
Total cash	6.8m	□	□	5.3	□	□	□	□	6.2	□	□	□
in				m								
Cash out	3.8	□	□	□	□	□	□	□	4.2m	□	□	□
for staff												
Cash out	20,000	□	□	□	8,000	□	□	□	25,000	□	□	□
for												
operation												
s												
Total cash	□	□	□	□	□	□	□	□	□	□	□	□
out												
Cash in	2.8m	□	□	□	142,000	□	□	□	577500	□	□	□
cash out =					0				0			
net cash												
out												
Cash	2.8	□	□	□	142,000	□	□	□	577500	□	□	□
balance									0			