

**UNIVERSITY OF NIGERIA, NSUKKA
FACULTY OF THE SOCIAL SCIENCES
DEPARTMENT OF POLITICAL SCIENCE**

TOPIC:

**A BUSINESS PLAN
(MOLOWO'S MUSICAL SHOW ROOM)**

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

BY

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2014/196192**

LECTURER: DR. MRS. NWOGA

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EXECUTIVE SUMMARY

This business plan is about establishing Molowo's Musical Show Room in 9th Mile Enugu State.

- The project would require a startup capital of ₦45, 000, 000 which is made up of (₦43,425 000) fixed capital and (₦1, 575, 000) is working capital
- The Mission of this outstanding project is to expose the idea of music export as a great income opportunity.
- The project will be located in 9th Mile Enugu State due to nearness to source of raw material and developed market.
- Within the area, where there are a huge population of musical instrumentalist.
- Based on the figures gotten from the financial projections, the business will be financially stable and liquid by the time it matures the sales figure stands to be ₦5, 500, 000, ₦10, 250, 000, and ₦9, 900, 000 respectively for year 1, year 2 and year 3 the profits after tax are ₦18, 000, 000, ₦26, 500, 000 and ₦37, 000, 000 respectively year 1, year 2 and year 3.

(A) NAME OF BUSINESS

Molowo's Musical Show Room

(B) LOCATION OF THE BUSINESS

No 15, Uzornarco, Along Nsukka Express Road 9th Mile

Tel. 08166578386/ 081175566119

Email: nwachukwuchidiebere87@gmail.com

(C) JUSTIFICATION OF THE BUSINESS WITH RESPECT TO MARKETING AND LOCATION

After the feasibility study, it was obvious that there is no Musical Show Room in the whole of Udi Local Government Area. The issues of market demand for high quality products has not really been addressed that most producers lack effective and efficient technology and professionalism to produce quality and sound instruments as demanded, that is why Molowo's Musical Show Room has come to address that situation.

(D) EXPENDITURE AND INCOME ANALYSIS

Expenditure Analysis

Equipment and machinery expenses

S/N	Detail	Qty	Unit Price	Total Account
			₦	₦
1	Drums	10	100, 000	1, 000, 000
2	Saxophone	10	70,000	700, 000
3	Trumpet	20	50, 000	1, 000, 000

4	Speakers	100	90,000	9,000,000
5	Brass band	20	100,000	2,000,000
6	Guitar	40	30,000	1,200,000
7	Venom	150	3,000	450,000
8	Power amp	20	80,000	1,600,000
9	Mixer	20	70,000	1,400,000
10	Key board	10	200,000	2,000,000
11	Sub	40	100,000	4,000,000
12	Power amp mixer	30	70,000	2,100,000
13	Base combo	40	150,000	6,000,000
14	Cords	50	5,000	250,000
15	Mouth piece	10	5,000	250,000
16	Stings	50	5,000	250,000
17	Nubs	200	1,000	200,000
18	Sticks	50	500	25,000
19	Microphone	20	30,000	600,000
20	Bus	2	3,000,000	6,000,000
21	Generator	2	1,500,000	3,000,000
22	Shop	4	100,000	400,000
	Total			43,425,000

Utilities Expenses

Utilities	Year 1 ₦	Year 2 ₦	Year ₦
Light	30,000	40,000	50,000

Total	30,000	40, 000	50, 000
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Other Operating Expenses

Type of expense	Year 1 ₦	Year 2 ₦	Year 3 ₦
Vehicle maintenances	200, 000	250, 000	300, 000
Business travels	150, 000	200, 000	250, 000
Public Relations/Advert	100, 000	150, 000	200, 000
Miscellaneous	100, 000	150, 000	200, 000
Total	550, 000	750, 000	950, 000

Income Analysis

(E) PROFITABILITY ANALYSIS

	Year 1 ₦	Year 2 ₦	Year 3 ₦
Profit after task	10, 500, 000	18, 000, 000	26, 000, 000
% return of turnover	N/A	5, 500, 000	8, 000, 000
% return on Equity	N/A	7, 000, 000	4, 000, 000
% return on investment	N/A	25, 000, 000	34, 000, 000

(F) THE START UP CAPITAL

S/N	Capital	Amount ₦
1	Musical equipment and others	43, 425, 000

2	Working capital requirement	1,575, 000
	Total	45, 000, 000

**(G) RETURNS ON INVESTMENT ON INVESTMENT, EQUITY AND
LOAN**

Source	Amount
	₦
Equity contribution	₦35, 000, 000
Bank loan	₦10, 000, 000
Total	₦45, 000, 000