

UNIVERSITY OF NIGERIA, NSUKKA

FACULTY OF SOCIAL SCIENCES

DEPARTMENT OF POLITICAL SCIENCE

TOPIC

ADULT EDUCATION LESION CENTRE

**BUSINESS PLAN WRITTEN IN PARTIAL FULFILLMENT OF
THE REQUIREMENT FOR THE COURSE CEDR: RCS 342**

(BUSINESS DEVELOPMENT AND MANAGEMENT)

BY

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PART 1

1.0 Executive Summary

1.1 Name of Business

The name of the business is Olivia's adult education lesson

1.2 Legal form of Business

Olivia's adult education in a private limited liability company registered with corporate affairs commission (CAC) with CAC registration number RC 892901

1.3 Contact Address

No 10 model street, Gombe State. The business is providing service to the adults cadre.

1.4 Concise Description of the Business Idea.

A. Product or Services

The adult education lesson provides services to the teaming illiterate-adult populace, who are willing to study, providing them with basic skills of writing and reading.

B. Customers

The customers are basically adults who are willing to patronize the business, those within the age limit of 30-35 who are not able to read and write.

C. Owner

The name of the owner is Omeje Chiamaka Dalingtina. All of high-academic standards and expert. She has got experience of the work for 5 years, thus, knows how to manage adult issue diplomatically.

1. The business has created and provided more than 10 abstracts I employ individuals on part times basis.

1.5 Start-up Capital of 1182850

a. Investment (equipment, machinery and others) at 670, 980

b. Working capital total 447300

Total of N1118280

1.6 Sources of capital

a. Others capital -760

b. Donations – 100,000

c. Bank loan-500,000

Total – 1,360, 000

1.7 Profitability

1. Year 1,881, 764

2. Year 2,1,041,269

3. Year 33.661,277

1.8 Level of Liquidity

1. Year 1942079

2. Year 23041269

3. Year 24,012,66

PART II

2.0 Background

The identified needs of these project is the result of strong learning centers and general assessments in the north-east particularly Gobe, the promoters of this project are of the need to established an adult education learning centre due to the high level of illiteracy among the adults who are willing and ready to be educated.

It has planned to use qualified teachers of proven integrity, and the combination of both experienced teachers and lecturers, good capital plus other trained personnel to produce an appreciable number of adult student annually. The demand for adult education is very high.

1.1 Vision Statement

To be known as the best and most reliable outstanding adult education lesion centre in the whole of the North East.

2.2 Mission Statement

To produce the best of adults seasoned academics and drastically reduce mass illiteracy among adults.

2.3 The Services Offered

It is a new business in Gombe Town and stands a change of competing with other adult learning centre's in the town.

The key success factors are:

- The employment and use of qualified lectures/teachers for quality education.
- The shareholders/promoters has undergone training in entrepreneurship.
- There is the existence of mass adult willing and ready to patronize and attend the adult education lesson.

2.4 Inherent Risk

There is limited number of available lecturers and teachers to take up the task of proper lesson and teaching these adults.

The implementation of this project might attract more entrance and participation to the business to compete with.

The provision of basic facilities like electricity, health center and projectors is not guaranteed.

2.5 Business Ownership

This business is a private limited company wholly owned and managed by Miss Omeje Chiamaka.

2.6 Business Location

This business will be located at model street, Gombe state what formed the choice of this location are:

1. It's nearness to produce markets in Gombe state will make it easily accessible.
2. Availability of land to start the lesson
3. Existence of good road network

PART III

The adult lesson center is to be established in a rural area, where its target is the illiterate adult, who are eager to learn and can be met. The culture and people of the vicinity is good and has a population of about 3000 persons.

3.0 Services Analysis

The lesson is made for a 4 years programme, covering wide range of curriculum like mathematics, English, government, writing skills, reading skills and sciences. Its divided into 2 sections morning and evening (from 6-10am and evening 3pm-7pm).

3.1 Direct Competition

Competition	Strengths	Weakness	Other
The Dimas excel	Has high technology equipment	Lack of qualify staff	Attribute

3.3 SWOT Analysis

A. Strengths

High technological gadgets like the computers and projectors available makes its more easier to teach this adults, the presence of high quality and experience lecturers and teachers also contributes to its strength.

B. Weakness

Lack of adequate manpower and show up for lessons by these adults constitute a major draw back.

C. Opportunities

Opportunities evolve outside the lesson centres of more adults joining the lesson from far places and also donations from the local government chairman for such a program.

D. Threats

Tax payments and incessant payment of levies to the local government for use of land and other expenses to be incurred, demand and supply analysis and estimating the initial installed capacity.

Detail	Size (number)
Potential demand to be served less than 30% existing competitors	200,000
Available market less than 10% due to possible expansion of existing connection and extent of new ones.	140,000
Available market	126,000
Less than 5% due to error in estimation	6,500
Available demand	119,500

PART IV

4.0 The segmentation of the business is tightly based in the rural area due to adults who are willing to learn and its cheap to enable mass participation

4.1 Target Market

The business target basically adult both young and old, unable to read and write, the adult are willing to pay for services rendered in six months for N7,000.

4.2 Marketing Plan Price

Product Service

Product/service	1	2
How much are customers Willing to pay?	Higher-average lowest 7,000 6500 6000	-
Competitors price	Higher average lowest 14, 500.12,00010,500	-
My price	7,000	
Reasons for setting my price	To make it easier for adult to afford the lesson	Also considering the encourage hash conditions and location of the business

The positioning and strategy of the business would be in a 6 month duration and the fees avers the growth all trough till the services year.

4.3 Marketing mix Implementation Tools

The service would be made publicly through adverts, using the local radio network and creating awareness, due to the location of the business in the rural area .

4.4 customers (adults willingly to learn) would be reach through the sales of form to the local chiefs who would help disseminate it, this individuals would help as a

safer means, though convincing the villagers about the ongoing program and relevance

4.5 The start up promotion would be made also through the use of postal, fliers and announcement by church, posters cost N8,000, fliers costs N2000 and church announcement cost N1000.

4.6 Alliance with other business enables me with an experience work force, technical and experience teacher into could work for part time basis and fives business guidance.

4.7 the project is a medium scale business, geared at providing services to the teaming population of adults with the necessary skill acquisition in reading writing and speaking effective language, it require enough capital case for a productive and high-class lesson centre.

PART V

5.0 Machinery, Equipment and other Requirements

S/N	Investment (equipment and other)			
1.	Land			
2.	Building			
3.	Equipment		5years	

	i. Generator	2	5 years	
	ii. Projector	2	2 years	
	iii. Computers	5	10 years	
	iv. Furniture	7	-	
	Chalkboard	2	15 years	

5.1 Technology like the computer is foreign to this locality and needs a special training for its usage, it's a process technology and complex for illiterate adults.

PART IV

6.0 Quality assurance and standards to ensure quality assurance, the service is registered with a legal body and is has been insured, the quality is been assured in the caliber of professionals teaching this adults.

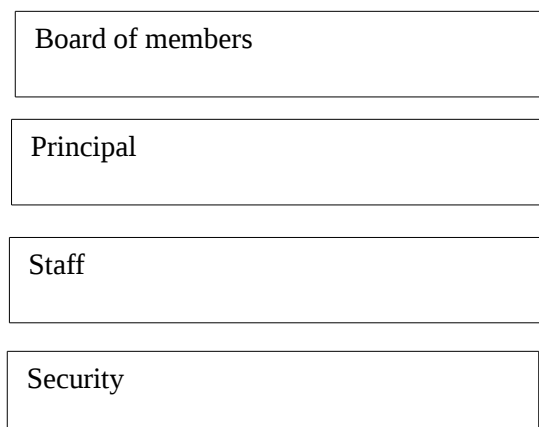
6.1 Management and Organizational Structure

The board member here are the shareholders, made up of 6 boards members with advisors and consultant, who are the highest paid in the organization.

6.2 Management Team

- The key members are the principal/hand, the staff, and the security man, at the apex is the board members.
- The board members are the major governing body of the lesson centre with an age long experience.
- The principal is a B.Sc holder, who has been trained in adult education with a 10 years experience. Then 4 staff responsible for both arts and science 2 respectively to each disciplines, the two science inclined lectures are B.Sc and HND holders while the arts are B.Sc holders, both with an adequate skill and training. In mining an adult lesson center with nice experience on the job while the security men is a board and educational type.
- The management in future needs an increase in salary

6.3 The Organizational Structure



6.4 The organization structure

S/N	Position	No of staff	Salary per staff	Total manual
1	Principal	4 staffs	7 thousand per annum	72 thousand annually
2.	Vice principal			
3.	Secretary			
4	Clark			
5	Security			
	Add 5% fringe benefits and bonus 12, 6,72	77 thousand		

CONTINGENCY PLAN AND EXIT STRATEGY

Contingency Plan

We don't foresee a situation where this business will fail. However, if the business does fail in such a way that it could be remedied, we can easily opt for a merger with another business. Alternatively, we can diversify into lesson centre for children.

Economic Justification

From the view point of the study and analysis of the funding made, the project offers good benefits to the promoter, and the economy. Wealth will be created even as jobs are also created.

Conclusion

Therefore, the project is recommended both in finding and implementation.