

UNIVERSITY OF NIGERIA, NSUKKA

**FACULTY OF THE SOCIAL SCIENCES
DEPARTMENT OF PUBLICADMINISTFATION AND LOCAL GOVERNMENT**

**TOPIC:
WEB DESIGN/COMPUTER TRAINING FOR KIDS**

**A BUSINESS PLAN
SUBMITTED IN PARTIAL FULFILMENT FOR THE COURSE CED342 (BUSINESS
DEVELOPMENT AND MANAGEMENT)**

**BY:
EJIOFFOR, AMARACHUKWU**

2015/197784

LECTURER:

DR. MRS. C.T. NWAOGA

JULY, 2017

A CASE STUDY

We now present in full detail the full business plan for the establishment of a computer institution called brighter kids computer institution.

TABLE OF CONTENTS

1.0 Executive Summary

2.0 Introduction

2.1 Vision

2.2 Mission

2.3 Key Success Factor

2.4 Inherent Risks

2.5 Business Ownership

2.6 Locational Factors

2.7 available markets

3.0 products

3.1 products description

3.2 costing

3.3 market demand

3.4 Projected annual demand of web design in Kastina and its environs

3.5 Projected Demand-Supply Gap of Web designer in Katsina and its environs

4.0 Market Analysis

4.1 Customer/market segmentation

5.0 Marketing Plan

5.1 Promotion Strategy

5.2 Marketing Strategy

5.3 Market Positioning

6.0 Technical Analysis

6.1 Schedule of Operation

6.2 Management and Organization

6.2.1 Owner/Manger

6.3 External Support

6.4 Value and Norms of the Company

7.0 Legal Issues

7.1 Environmental

7.2 Social

7.3 Regulatory

8.0 Risk Analysis

8.1 Swot Analysis

8.1.1 Strength

8.1.2 Weakness

8.1.3 Opportunities

8.1.4 Threats

8.2 Exit Strategy

9.0 Summary of the Project Cost

9.1 Fixed Capital Investment

9.3 Utilities

9.4 Other Expenses

9.5 Working Capital Forecast

9.6 Total required Investment Outlay

9.7 Financing Plan

9.8 Loan repayment schedule and interest paid

9.9 Cast flow projection

10.0 Financial Analysis

10.1 Cash Flow Projection

10.2 Other Considerations and Conclusion

10.2.1 Economic Justification

10.2.2 Commercial Viability

10.2.3 Conclusion

PART 1

1.0 Executive summary

- 1.1 The following reports and recommendation relates to the proposal by “Brighter kids web design and computer training” at G.R.A Katsina State.
- 1.2 The project would require a start-up capita of N4,104000 made up of the N3,104000 for fixed assets and N1000,000 for working capital.
- 2.3 The enterprise vision is to be the most outstand producer of brighter kids in the whole entire north of Nigeria, particularly in Katsina State where this type of programme is most lacking.
- 1.4 The project will be located at Katsina town because of its easy access to target kids populations from that location.
- 1.5 A lot number of school kids are available for the institution to serve.
- 1.6 The financial projections show that the project would be financially stable and liquid by the time it matures. The gain figure stand at N1000000 for the first fear, year 2, and year 3 respectively N2000000,

N3000,000 pending on the rate of tax that will be imposed which is not yet verifiable. The cash inflow is not also verified due to the fact that the percentage of depreciation for a fixed assets is unknown.

1.7 The competitive edge of the project lies on the fact that it trends to produce kids that are good at web designing, and other computer package.

1.8 The profitability measures are as shown below

	Year 1	Year 2	Year 3
Turnover	1000,000	2000,000	3000,000
Profit before Int and tax	687000	2570000	2773000
Profit after tax	313,000	2000,000	3000,000
Return on sale	N/A	26.02%	41.43%
Return on equity	N/A	101.45%	99.40%
Return on investment	N/A	72.88%	92.14%

PART II

2.0 INTRODUCTION

The planed with design especially computer training for kids is as a result of the current rate of rapid introduction of modern facilities in our educational system, for example the use of CBT (computer base test) for assessing kids in both test and examination and also the use of projector for lecturing or teaching students at different levels of education. Studies shows that the demand for kids knowledge on computer programmes and web designs are high but there are little or nobody rendering such service in Katsina town or should I say Katsina State as a whole.

2.1 Vision

To be the most outstanding producer of bright kids in the entire North West of Nigeria, particularly Katsina State.

2.3 Mission

To produce kids with high knowledge quality on computer education and also adopting new upgrades and re-evaluation (yearly) on how to improve my business.

2.3 Key success factors

- (1) The use of modern computer systems for the training.
- (2) The separation of kids' base on their level of understanding. i.e to be able to identify kids that can learn fast and those that can't and fix them in different class rooms.
- (3) Selling of mini-laptops and ideal-pad for kids whose parent would love them to practice at home.
- (4) Existence of institutional school buses that will convey some of this kids whose parents are too busy to their homes.
- (5) Employments of teachers with high knowledge on web design and computer programmes.
- (6) There will also be an end of the year competition among kids on the best web designer and operator of system. And with a take away price of laptop, ideal-pad and tablet.
- (7) Inherent Risks
 - (1) The current need for resources for the expansion of the computer institution.

- (2) Will the implementation of this project attract more participants to the business to complete with.
- (3) Provision of basic utilities like electricity is not guaranteed

2.5 Business ownership

The business is a sole proprietorship wholly owned and managed by Ejiofor Amarachukwu.

2.6 Locational factors

The web design/ computer training for kids is located at GRA Katina, what informed the choices of this location are:

- (1) It's nearness to educational institutions and quietness of the place which is conducive for learning.
- (2) Availability of land to contain more expansion
- (3) Existence of good road network.
- (4) Availability of cheap-equipment.
- (5) Availability of cheap labour

2.7 Availability Market

Information from survey shows that there is high demand for computer literates in Katsina State and the North West as a whole.

PART III

3.0 PRODUCTS

Brighter kids web design/computer training for kids

1. Computer literates
2. Sales of systems like the mini-laptop and ideal-pad for kids

3.1 Product description

Computer literate: it has basically to do with training of kids in computer programmes especially web design so as to help them to be conversant with it when the need arises (i.e any CBT test or exams to enable them not to freak out or panic in the exam hall) and to be able to make a living or survive on their own at a very tender age.

Sales of systems: They said of course, that practice make perfect what you know and stop reminding yourself about it, you will definitely foregut with time, and that's why I recommend mini-laptops and ideal-pads to parent who can afford it, to help keep kids right on track.

3.2 Costing

The costing of the web design/computer training is mainly built around three major cost items, they are:

- (1) Remuneration
- (2) Maintenance of the systems
- (3) Maintenance of the institutional bus

Remuneration: The cost of money that is paid for the services rendered or in exchange for goods and services for a start the institution will have about 3-4 staff depending on the turn up of kids (of course that is the experimental stage), when it get to maturity stage, I will be looking at about 5-10 staff and of course after the end of each month they need to be paid for the service rendered.

Maintenance of the systems: They computers are technologies and devices that is being constructed and fixed by man, so they can be faulty at times which will incur more expenses on the business.

Maintenance of the basics: The buses can easily develop faulty and can also be in need of diesels (petrol), it will also incur cost on the institution.

3.3 Market Demands

Brighter kids web design and computer training is located at GRA which is within easy reach of some kids like

church quarters lay out, Kofar Kaura, Labun Khadiya, Sabon Laiyi and even the Kuntigu where schools are located. Information from survey carried out shows that there is nothing like the programme within the range and thousands of kids have been failing their CBT exams because of lack of experiences to run such programme.

3.4 Projected annual demand of web design in Kastina and its environs

As earlier stated, about thousands programmes especially web designers were demanded yearly in Kastina and its environs for the past years. This figure is expected to grow with the growth in population. This, since population growth rate in the area varies around 2.5% to 3.25 for about 5 years now, it seems rational to expect that the demand for designers will grow with at least a growth rate of 1/2 % for the next three years.

3.5 Projected Demand-Supply Gap of Web designer in Katsina and its environs

The demand supply gap of web designers in Katsina and its environs is very high, because there are few or no existing programmes as web programmes for kids in the

state. So I assume that starting such institution for kids won't be a problem.

PART IV

MARKET, CUSTOMERS AND COMPETITORS

4.0 MARKET ANALYSIS

Brighter kids web design and computer training has an exciting business opportunity since there is a huge demand for computer programmes for kids in Katsina and its environs. The increase in the population and the fading away of the hand-writing test (paper and pencil exam) will be a great advantage to my business.

4.1 Customer/market segmentation

The following are the classes of customers for the programme.

- (a) The primary school kids; which will help prepare them for more practical aspect of computer studies when they get to secondary school. So that they can be familiar with the computer system.
- (b) The kids in secondary schools: it will help them to be used to systems especially those preparing to take jamb as their examination during the running of the programme will be CBT, this is to avoid panic in the exam hall.

- (c) The graduate of both secondary and high institution: They are specially for web design, it will help them to make name for themselves and organization that needed to create a website and will also serve as a source of income to them.

PART V

5.0 MARKETING PLAN

There are no major programme for web design/computer training programmes for kids in Katsina area hence there is complete absence of structured institution that can really put up commendable competition. Therefore, if brighter kids computers commences operations as planned, it will be an institution leader in no distant time.

5.1 promotion strategy

Brighter kids will embark on an aggressive awareness campaign to break the last parents' heart to see the important of engaging their kids into my institution. This will make parents and kids hunger for my programme which will lead to increase in demand of it. To do this, Brighter kids plans to use fliers, outreach sensitization programs, radio as well as television programmes. Brighter kids will sponsor open quiz competition using systems to reach out to households.

5.2 Marketing Strategy

To maintain a sizeable portion of the institution in Katsina and its environs, brighter kids has decided that her programs will get to the market at a highly competitive price.

Furthermore, Brighter kids planned her program in Such way that at the end of each six months, kids will be graduated and new ones admitted, the schedule of the programmes done in such a way that it will maintain its reputation amongst their customers.

Brighter kids will also give discount to parent who send more than two (2) kids to the institution. There are plans to distribute calendars and almanacs to her numerous customers. This will help in no small way to increase the institution's popularity amongst the middle men.

5.3 Market positioning

Brighter kids institution will position itself as the prime over and market-leader in the computer programme market in Katsina and its environs. The institution will create peculiar leading profile for itself. The customers,

competitors and the general public will see her as the best producers of kids in computer knowledge and attitude, a place where the interest of the kids is her high priority and a trust worthy and reliable place for coaching kids for better tomorrow.

PART VI

TECHNICAL ANALYSIS, MANAGEMENT AND ORGANIZATION

6.0 TECHNICAL ANALYSIS

The computer is highly profile device that is capable of transfer priming its users for a shortest period of time. It is normal for kids to share systems but can at times create problem and challenges among them. Therefore, Brighter kids he as planned to schedule its operational such as way that these challenges will be contained.

6.1 Schedule of operation

40 (thirty laptops) has been planned for the institution as a start-up. It will consist of different brands with different windows, it is expected that the kids involve will use them interchangeably so as to be used to the brands.

This implies that the kids will be concluded using different types of modern computers like HP, acer, lanovo, samsong, apple and so forth, so that they can be used to them and also different was of creating webs will be taught there.

It is expected that at the end of the session, examination will be conducted and kids will have to take the two types of exams both practical and CBT, then CBT will be based on theory while the practical will be to create two web sites, one for their family and the second for the institution before they can be qualified as graduates.

Schedule table for the operation

	Students	1st stage	2nd stage	Final stage
1 Jan	30			
2 Feb	30	30	28	28
3 March	30	28	28	28
4 April	30	28	27	27
5 May	30	27	27	27
6 June	30	26	26	26
7 July	50	54	-	-
8 Aug	50	54	52	52
9 Sept	50	52	51	51
10 Oct	50	51	50	50
11 Nov	50	50	50	50
12 Dec	50	50	49	48
Total	80	452	388	381

6.2 Management and Organization

6.2.1 Owner/manger

Brighter kids computer, institution is a sole proprietorship. It is of the institution will manage the affairs of the institution (computers) Miss. Ejioffor Amarachukwu is a trained programme and as such has enough basic knowledge of financial management which she is expected to utilize in running the institution.

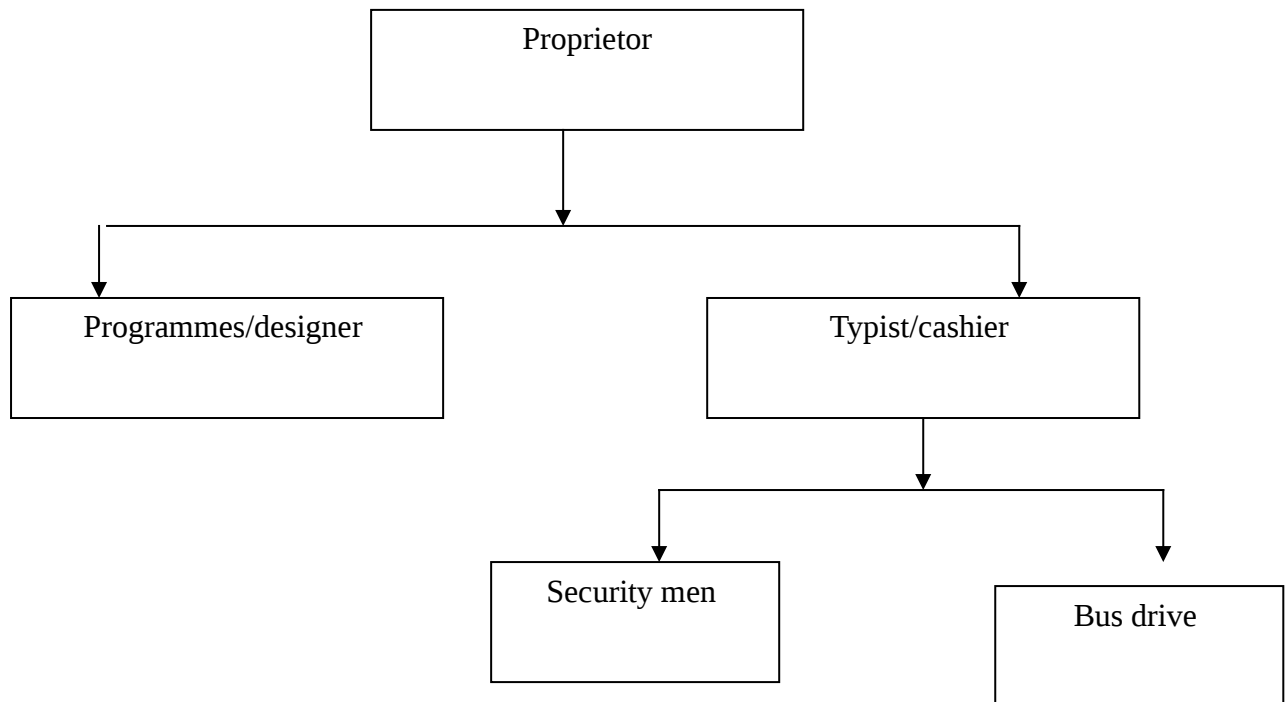
To help in the day to day management of the institution, some other good hands will be hired. The plan is that the hired hands will compliment Miss. Ejioffor especially in the areas of technical know-how in computer web design.

Management and labour compliments

s/n	Positions	Numbers of staff	Annual salary per staff (N)	Total
1	Proprietor	1	320,000	320,000
2	Programmes/ designers	3	120,000	360,000
3	Typist/cashier	1	120,000	120,000
4	Security men	2	70,000	140,000
5	Bus driver	1	70,000	70,000

	Fringe benefit of transport			1,010,000
	Grand total			10,10,000

Organizational structure of the institution



6.3 External support

Brighter kids computer institution is discussing with the Ministry of Education and other school proprietors to over a period of years, strong management and academic support service. Also the institute will access support on technological and technical issue from the entrepreneurship development centre where the proprietor received

training on entrepreneurship. Finally the services of a computer engineer and consultant has been planned to be retained.

6.4 Value and norms of the company

Brighter kids computers institution plans to adopt the following norms and values.

- (1) To offer the best for the benefit of her customers.
- (2) To uphold her integrity always.
- (3) To see her students & employees as her most valuable assets.
- (4) To always be available to her customers
- (5) To do her business within the federal, state and local government laws.

PART VII

LEGAL, ENVIRONMENTAL, SOCIAL AND REGULATORY ISSUES

7.0 LEGAL ISSUES

Brighter kids computer institution plans to commence commercial operations as a sole-proprietorship. Such it is just enough to register the business name with the appropriate department at the state headquarters. And obtain special licenses that is required for the operation of a computer training school.

7.1 Environmental

Computer training for kids could pose an environmental challenge if certain precautions are not taken especially with respect to waste disposal (in respect to the air generated from the use of light generator which can also cause noise pollution to the environment).

7.2 Social

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

1. It create new jobs

2. It will bring about poverty reduction and academic intelligence on the part of the kids.

7.3 Regulatory

The computer institute will comply with all environmental regulators, as well as all relevant industrial safety regulatory requirements.

PART VIII

8.0 RISK ANALYSIS

This project has been subjected to risk analysis and some inherent risk identified and appropriate mitigates preferred to avoid the business being disrupted.

	Identified risks	Mitigates
1	Possible damage of systems	(1) The services of export in computer engineering and maintenance.
2	Inadequate start-up demand	(2) Aggressive promotion and advertising campaigns.
3	Irregular electric power supply.	(3) A big generator will be positioned to power up all systems which will be used in the cause of the

		programme.
--	--	------------

8.1 SWOT Analysis

A SWOT analysis carried out the project reveals the following.

8.1.1 Strength

The location of the computer institute makes it to have easy access to its targeted costumers, the class or set of kids being selected have a very good impact on the society as a whole, the institute provides plans for its expansion in the nearest future. The computer institution will build on these strengths.

8.1.2 Weakness

The initial problems of rising adequate capital for the project anticipated.

The proprietor has limited experience and expertise on running computer institute.

Brighter kids computer institute plans to address these weakness through wiring of skilled form hands and retaining the services of exerts in computer training and web design.

8.1.3 Opportunities

Currently there is no quality computer training programmes and web design for kids in the state, there this institute is expected to produce an exceptional programme for the kids which will make them to be use with modern facilities and also be a major advantage compared to other kids who doesn't have access to such, facilities.

Since computer experts are of high demand both in the co-unity and abroad, it is expected that this institution will be able to train this kids to be experts so as the fill in the gaps in the society both at home and abroad.

The computer institution homes to exploit these opportunities.

8.1.4 Threats

- (1) There is still the challenges of convincing parent to let their wards participate fully in this program.
- (2) Increase in competition due to the entry of more computer, institutes.
- (3) Low initial entry or registration of kids.

To checkmate these threats, the institution will mount aggressive awareness campaign and other promotions that will portray academic excellence on the part on the kids.

8.2 Exit Strategy

There is no exit planned, rather there will be diversification for the expansion of the institution, to accommodate sales of systems and accessories.

PART X

COMPANY FINANCIAL

9.1 SUMMARY OF THE PROJECT COST

The total cost of the project is N4,104,000 this is made up of 3,104,000 in fix capital and N1,000,000 in working capital.

9.1 Fixed capital investment

Brighter kids computer institute is located at G.R.A. in Katsina on a land area of about 5 standard plots of “60 x 120”, the site is motorable all year round.

Fixed capital investment

S/N	Detail	Qty	Unit price (N)	Total amount (N)
1	Classrooms	4	200,000	800,000
2	Chairs & tables	200	2000	400,000
3	Waste bin	4	1000	4000
4	Generator	1	100,000	100,000
5	Computers	40	450,000	1800000
	Grand total			31,04000

9.3 Utilities

The computer institute is located in a place that is connected to source of electricity, as such power will be supplied to the institution by the utility company.

9.4 Other Expenses

There are other expenses expected to be incurred in the course of running the computer programme and they are system maintenance, miscellaneous, public advert, chair and table repairs etc.

9.5 Working Capital Forecast

To arrive at the working capital needed for the business, the following assumptions are made:

- i) Cost price of items increase annually by 25 except for items mention under the operating expenses (other expenses) which grows by 5%
- ii) Price of computer training fees may increase by 10%
- iii) Discount are giving to parent pending on the number of their wards in the institution.
- iv) It is expected that training will be imposed on kids as scheduled.

9.6 Total required Investment Outlay

S/N	Capital Item	Amount (N)
1	Machinery, Equipment and others	31,04000
2	Working capital requirement	1000,000
	Total	4104000

9.7 Financing Plan

To finance the required investment outlay, the proprietor plans to raise an equity capital of N2,000000 while N2,104000 will be borrowed from the bank, total 4,104000.

9.8 Loan repayment schedule and interest paid

It is expected that the loan will attract interest of 10% that will be paid monthly as well scheduled repayment of the principal amount.

9.9 Cast flow projection

To get our cash flow projection we subtract depreciation from retained earnings (net profit) to get our total cash in. then our cast out you add all the equipment

(capital asset) and working capital, increase/decrease in cash, loan repayment, dividend for each financial year.

To get our increase/decrease in cash closing balance, we add the total cash in and the total cash out (i.e for the first year. For the second year, we bring forward our total for the first year and add it up with the increased/decrease in cash of the second year and same applies to the third year and so forth.

PART X

10.0 Financial Analysis

The project comes out of the gestation period in 6 months and own by that time the profit for the month stood at N500,000 by the end of the first year the profit will be at N1000000 and above and it is expected to grow to N2000000 and N3000000 respectively for this second and third years.

10.1 Cash flow projection

By the second year of operation when the business has fully matured the cash flow position is expected to be N2000000 and N3000000 respectively, which means that the business will be able to generate enough funds to meet maturing obligation as from the second year operation.

10.2 Other considerations and conclusion

10.2.1 Economic justification

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

federal and states government policy on entrepreneurship, wealth and job creation.

10.2.2 Commercial Viability

The commercial Viability of the project is very clear. The project has been found to be commercially viable, having shown through projections an impressive profits and cash flow methods or positions.

10.2.3 Conclusion

There this project is highly recommended both finding and implementation.