

UNIVERSITY OF NIGERIA, NSUKKA

FACULTY OF THE SOCIAL SCIENCES

DEPARTMENT OF POLITICAL SCIENCE

TOPIC

BUSINESS PLAN

(OKORO AGRI-VENTURE: SNAIL FARM)

**PRESENTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS
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(BUSINESS DEVELOPMENT AND MANAGEMENT)**

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PART I

1.0 Executive Summary

- 1.1 The following report recommendations relate to the proposal by Okoro Agri-Venture to establish an enterprise at Nsukka.
- 1.2 The project would require a start-up capital of ₦2, 975,000, made up of ₦ 2,270,000 fixed assets and ₦ 706,000 for working capital.
- 1.3 The enterprises vision is to be the biggest supplier and outstanding producer of snail (meat) in Nsukka and beyond Nsukka.
- 1.4 The project will be located at Nsukka because of its easy access to target markets from that location.
- 1.5 A huge market available for the business to serve.
- 1.6 The financial projections show that the project would be financially stable and liquid by the time it matures. The sales figures stand at ₦ 1, 780,000 for year 1, year II and year III respectively. Also the profits after tax are (₦ 85,800, ₦209,6000 and ₦265,000) for year I, year, year II and year III respectively. The cash flow position is equally good and encouraging by the second year through the flied year.
- 1.7 The Competitive edge of the enterprise lies in one, it being the first large scale snail producer, and it being able to produce good quality snail.
- 1.8 The profitability measures are as shown below:

	1st month	2nd months	3rd Months
Turnover	1,780,000	2,096,000	2,650,000
Profit before Int. and tax	779,000	249,000	299,000
Profit after tax	850,000	2,094,000	265,00
Return on sales	N/A	36.04%	41.43%
Return of equity	N/A	101.45%	99.40%
Return on investment	N/A	72.88%	92.14%

From the point of view of the analysis of my findings the proposed project is found to be technically feasible, financially viable, and economically desirable. Thus, the project offers good investment benefits and is therefore highly recommended for implementation.

PART II

2.0 INTRODUCTION

The planned snail production is as a result of high demand for snail (meat) among the population in Nsukka, notably, within the university environment which is made up of students (undergraduates and post graduates), staff of the university, civil/public servants, and other business class. The studies reveal that the demand for snail (meat) is very high due to the fact that snail meat is very nutritious.

Today it has been discovered that people tend to buy more snail (meat) because of the belief that snail is medicinal. This has made the demand for snail to rise.

2.1 Vision

My vision is to be the most outstanding producer of good quality snail in Nsukka and beyond.

2.2 Mission

Our mission is to sell our produce (live snails), and processed snail meat in commercial quantities locally, nationally and internationally. We want to build a snail farming business that will become the pacesetter for snail farming business in Nigeria.

2.3 Key Success Factors

The key success factors are:

- a. The production of quality species of snail.
- b. The ability to produce snail in large quantity.
- c. Existence of reliable market outlets.

2.4 Inherent Risks

- a. There is a currently discovered virus that was traced back to wide animal.
- b. Sacristy of snail due to urban encroachment in the rural areas.
- c. Will the implementation of this project attracted more entrants to the business to complete with?
- d. Provision of basic utilities for preserving the snail is not guaranteed
- e. Risk of catching the snail.
- f. There are plans to use reliable mitigants checkmate these identified risks.

2.5 Business Ownership

The business is a sole proprietorship wholly owned by OKORO, HENRY NWANNEKA.

2.6 Location Factors

The Okoro Agri-Venture project is located at Nsukka, in Enugu State.

What informed the choices of this location are:-

- a. It's nearness to the university campus will make it easy to sell the products
- b. Availability of land to contain the production site.
- c. It's nearness to Okwutu forest for the raw materials (snail)
- d. Availability of cheap and reliable labour

2.7 Available Market

Information from research shows that thousands of snails are demanded annually in Nsukka mainly from the students and lecturers in University of Nigeria, Nsukka (UNN). This demand figure is expected to rise as the populations within the market area being targeted continue to rise due to the admission of news students into the university. Within the university community, expert said that not more than 40% of existing demands for snail are being met by existing suppliers this leaves about 60% of demand-supply gap implying a huge market available for new entrant into the business. This actually is cheering information for the promoters whose primary market is the Nsukka area.

PART III

3.0 Products

Okoro Agri-Venture will produce snails of different species which include:

- Achatina Fulica
- Achatina Achatina
- Archachatina Marginata

3.1 Product description

Snail production for consumption

Edible snails are part of regular meals in most households around the world. In Nigeria for instance, many homes prepare their soups with snails occasionally. Despite the infrequent use of snails in meal preparations in the country, the demand still exceeds the

supply. This want doesn't just show a large snail farming business opportunity in the country, but also shows the large potential in exports outside the country.

Snail production for Cosmetics

Snails have great uses in the cosmetic industry. Different skin creams are gotten from the *Helix Aspersa*, and can be used in treating scars, acne, wrinkles, and dry skin. The secretions from the *Helix Aspersa* under stress can be used in the regeneration of wounded tissue.

3.2 Costing: The costing of the Okoro Agri-Venture is mainly built around two major cost parts they are (i) raw material (let's say the young snails) (ii) breeding cost

- Raw Material (young snails): The raw material is supplied locally by the hunters who travel far into the forest to find some of these snails. To get a quality snail hunters have periods for hunting. And some of these snails have varying ages for maturity.
- Processing: The most chartering part in the snail production is the breeding; recently there have been a virus that is being linked to snails, so in breeding there are some medical challenges that one to take care of. Okoro Agri-Venture employs medical expert to diagnose and quarantine any infected snail. During and preservation of the snail are very necessary to avoid decaying before use.

3.3 Market Demand

Okoro Agri-Venture is located at Nsukka which is within easy reach for students in the campus, Ogige Market, Nkwo-Ibagwa, Obollo-Afor, Eke-Enugu Ezike where snail is high in demand. Experts in snail production reveals that thousands of snails are demanded in Nsukka and its environ for the past 5 years and that this demand figure is expected to rise as the population is been considerably increasing, available statistics agreed on the fact not more than 35% of the snail demanded figures are met by existing shoe makers.

3.4 Projected Annual Demand of Snail in Nsukka and its Environs (2010-2012)

As earlier stated, about 2,000 snails makers were demanded yearly in Nsukka and its environs for the past 5 years. This figure is expected to grow with the growth in population. Since the population growth rate in the area hovers around 2.5% to 3.25% for about 5 years now, it indeed seems rational to expect that the demand for shoe/bag making industry will grow with at least a growth rate $\frac{1}{2}\%$ for the next three years.

Table 1: Projected Annual Demand for Snail in Nsukka and its Environs (2010-2012)

S/N	Years	Annual growth rate	Projected demand
0	Base year (0) (2009)	0.5%	2,000
1	2010	0.5%	2,200
2	2011	0.5%	2,400
3	2012	0.5%	2,000
	Total	20%	8,600
	Average	0.5%	2,150

This projected average annual demand for snail in Nsukka and its environs is about 8,600snails. It is expected that this level of demand will subsist for the next years.

3.5 Projected Demand-Supply Gap of Snail in Nsukka and its Environs

As earlier stated that of the total demand figure of snail, only about 35% of the demand are met by existing snail production ventures. Thus, the demand supply gap of snail in Nsukka and its environs is shown in table 2.

Table 2: Projected Demand-Supply Gap of Snail

Adjustment	Demand-Supply Gap
Estimated average annual demand	8,600
less 35% of supplies of existing snail producing venture in the area	3,010
Less 20% due to expansion of existing snail production ventures and establishment of new ones.	5,500
Less 5% estimate error	1,118
	4,472
	2,236
Estimated demand-supply gap anticipated	2,236
annual production of snails	500

However, the plan is to produce about 5,000 snails yearly (the installed capacity). This represents about 25% of the total demand-supply gap of snails. Thus, it is assumed that selling the snails will not be a problem.

PART IV

4.0 Market, customers and competitors

4.1 Market Analysis

Okoro Agri-Venture has exciting business opportunities since there is a huge market for snail in Nsukka and its environs. There is increase in the demand of snail meat.

4.2 Customers/Market Segmentation

The following are the classes of customer for snails

- a. There are those that mainly buy the product in bulk for the purpose of selling it. They are usually price sensitive
 - b. Household: The household mainly buy in bid and sometimes are not particularly price sensitive. However, they are sensitivity to quality of the snail.
 - c. Retailers etc. like the households, these classes of customer buy due the quality but unlike household they buy in bulk, they can pay in advance. They are price sensitive
- Okoro Agri-Venture plans to articulate appropriate market strategies for each classes of customer

PART V

5.0 Marketing Plan

There are no major snail ventures in Nuskka area hence there is complete absence of structural industry that can really put up commendable competition. Therefore if Okoro's Agri-Venture commences operates as planned, it will become a market leader in no distance time.

5.1 Promotion Strategy

The Okoro Agri-Venture will embark on an aggressive awareness campaign to break the last restage of superstition on bush animal and Ebola viruses. This will make the demand for snail to really increase. In order to achieve this Okoro Agri-Venture plans to use fliers. Outreach sensitization programs; radio, television programmes. Okoro's Agri-Venture also plan to sponsor market awareness parades in the campus.

5.2 Market Strategy

To maintain a sizable portion of the meat market in Nsukka and its environs, Okoro's Agri-Venture has decided that her products will get to the market in good shape especially making available the species of snail that is best for human consumption.

Furthermore, Okoro Agri-Venture has planned her industry in such a way that up to 100's snails would be up for sale every month. The schedule of production would enhance that tike industry maintains. Okoro Agri-Venture will also give trade discounts to drive the market factor.

5.3 Market Positioning

Okoro Agri-Venture will position itself as the prime-mover and market leader in Nsukka and its environs. The venture will create peculiar leading profile for itself. The under stated is the firm will want to be seen by its customers, competitors and the general public.

- As a producer of snails with the best quality.
- As a venture that has the customer interest in form of good quality, pricing and delivery at hearth
- As a trust worthy producer and consistently reliable supplier of snail

Table 3: Projected Sales

	Sales to those that consume the snail at home	Sale cosmetics companies	to other retailers	Total sales
Year 1	330,00	520,000	7,100,000	1,560,000
Year 2	2,900,000	2,920,000	1,310,000	7,130,000
Year 3	3,110,000	3,060,000	400,000	6,570,000

Note: to push sales, 2% discount is given to regular customers

PART VI

6.0 Technical analysis management and organization

The snail is a highly profitable meat venture depending on two factors

- The species of the snail
- The age of the snail
- **Species of the snail**

In this part of the West Africa there so many species of snail that are good and they live in different zones and there are some factors that affect their distributions in the forest and grassland for example food, predators and temperature.

The table below shows the distribution of snail of different species.

Table 4: Analysis of animal distribution in West Africa

	Species	Zone	Predators %	Temperature
1	Achatina Fulica	Guinea Savannah	Minimal	30 ⁰ c
2	Achatina Achatina	Guinea Savannah		28 ⁰ c
3	Archachatina Marginata	Grassland	„	31 ⁰ c

The age of the snail

In the market, animal age is highly considered because it affects the price of the snail this determines the quality of their nutrients.

6.1 Schedule of Operation

Due to the risk of going into the bush to hunt this snail for their meat one can rear them till they reach mature stage and ready for use. Achatina Fulica is the commonest species and has high nutrient content and is not costly in keeping.

A parent stock of 22 snails has been planned for the rearing. This will contain 20 female and 2 male. The gestation period lasting for 8 months delivering about quadruplet once a year. This implies that the farm expects 4 calf in smooth interval. The plan is that the first set 5 female will deliver within 8 months the second 5 female will deliver within the next 8 months and so on.

A 5% mortality rate is assumed between the period of birth to the matured merchantable age. It is gathered that rearing snails are profitable for the meat production after the shell must have been taking. After every 10years the parent stocks are assumed to have been used for mostly meat production and other beneficial purposes.

Table 5: Shows the schedule of Operation of the Snail Farm

S/N	Year	Parent stock	Location stage	Weaned stage	Mature stage	Meat for food	For Cosmetics and other purposes
1	Jan	22	35	-	-	-	-
2	Feb	22	35	35	-	-	-
3	March	22	35	70	-	-	-
4	April	22	35	105	-	-	-
5	May	22	35	105	-	-	-
6	June	22	35	105	-	-	-
7	July	22	35	105	-	-	-
8	August	22	35	105	-	-	-
9	September	22	35	105	-	-	-
10	October	22	35	105	-	-	-
11	November	22	35	105	-	--	-
12	December	22	35	105	22	-	-

	Total	22	420			22	22
13	Jan	22	35	105	70	22	22
14	Feb	22	35	105	70	22	22
15	March	22	35	105	70	22	22
16	April	22	35	105	70	22	22
17	May	22	35	105	70	22	22
18	June	22	35	105	70	22	22
19	July	22	35	105	70	22	22
20	August	22	35	105	70	22	22

6.2 Management and Organization

Okoro Agri-Venture is a sole proprietorship. It is wholly owned by Mr. Okoro, Henry Nwanneka, who being the sole owner of the firm will manage the affairs of the venture. Mr. Okoro, Henry Nwanneka is a trained stock broker and as such had enough basic knowledge of financial management which he is expected to utilize in running the venture.

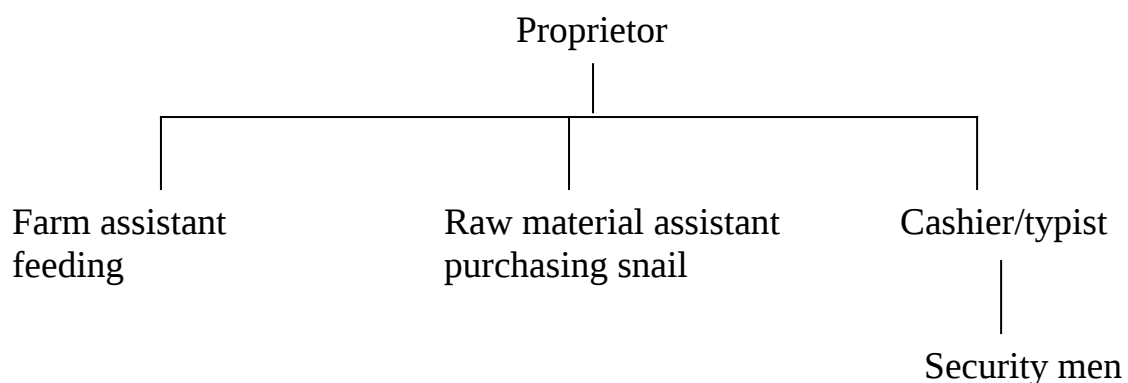
To help in the day and day management of the business, some other good hands will be hired. The plan is that the hired hands will compliment Mr. Okoro especially in the area of technical know-how in snail production.

Table 7: Shows the staff and management compliment the Venture.

Management and labour Compliments

S/N	Position	No. of Staff	Annual salary staff (N)	Total
1	Proprietor	1	200,000	200,000
2	Factory assistant	2	120,000	240,000
3	Typist/cashier	1	120,000	120,000
4	Security men	2	75,000	150,000
	Add 5% triangle			359,000
	Benefits			50,000
	Grand total			409,000

Figure below shows that organizational structure of the venture



63. External Support

Okoro Agri-Venture is discussing with the Nsukka small and medium enterprises (SME) carter to offer, over a period of years, strategy management and business support service. Also the farm will access support technical issues from the entrepreneurship development center, what the proprietor received training on entrepreneurship hereby the service of a veterinary expert and consultant has been planned to be retained.

6.4 Value and Norms of the Industry

Okoro Agri-Venture plan to adopt the following norms and values:

- a. To offer the best for the benefit of her customer
- b. To uphold here integrity always
- c. To see her employees as her most valuable assets
- d. To always be available to her customer

PART VII

8.0 Legal Environmental, Social and Regulatory Issues

7.1 Legal Issues

Okoro Agri-Venture plan to commence commercial operations as a sole proprietorship. Such it is just enough to register the business name with the appropriate department at the local government headquarter. No special licenses are required for till every attempt will be made to get all necessary permit and licenses.

7.2 Environment

Snail farming could pose an environmental challenge if certain precautions are not taken especially with respect to waste disposed. It is the plan of the venture also to dig a very big septic tank/dust bin for the solid and liquid waste of the venture. Also, the faces of the farm where the animals are kept will be clean and recycled as organic manure handled this way the industry will not constitute environmental hazard to the community.

7.2 Social

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

- it will create new jobs
- it will bring about wealth creation and poverty reduction

7.3 Regulatory

Okoro Agri-Venture will comply with all environmental regulations, as well as all relevant industry safety regulatory requirements.

PART VIII

8.0 Risk Analysis

This project has been subjected to risk analysis and some inherent risks identified and appropriate mitigant preferred to avoid the business being disrupted (see tables).

Identified risk	Mitigants
Possible outbreak of disease	The service of veterinary experts
Inadequate start-up demand	Aggressive promotion and advertising campaigns
Irregular water supply	A big underground tank will be constructed to serve as source of water for the venture/farm.

8.1 SWOT Analysis

A SWOT analysis carried out on the project reveals the following:

8.1.1 Strengths

Our strength as a snail farming business is the fact that we have healthy relationships with loads of major players (agriculture merchants, cosmetics companies and hotels who serve snail meats) in the meat production industry; both suppliers and buyers within and outside Nsukka.

We have some of the latest snail farming tools and equipment that will help us breed snails in commercial quantities with less stress. Aside from our relationship (network) and equipment, we can confidently boast that we have some the most experienced hands in snail farming line of under our payroll.

8.1.2 Weakness

Aside from the fact that loads of people do not eat snail meat in Nsukka, one of our weaknesses could be that we are a new livestock cum snail farms in Nsukka and we may not have the required cash to pump into promoting of our business and encourage people to eat snail meat. We are aware of this and from our projection will overcome this weakness with time and turn it to a major advantage for the business

8.1.3 Opportunities

Despite the fact that the an average Nsukka person do not eat snail meat, the opportunities that are available to us as a snail farming business cannot be quantified, we

know that there are loads of cosmetics companies and hotels that will source for snail meat from our snail farms both in the Nsukka area and other parts Enugu State.

8.14 Threats

Some of the threats and challenges that we are likely going to face when we start our own livestock farm cum snail farming business are economic downturn that can impact negatively on household spending, bad weather, unfavorable government policies and the arrival of a competitor within same location. There is hardly anything you can do as regards this threats and challenges other than to be optimistic that things will continue to work for your good.

8.2 Exist Strategy

- No exit is planned, rather diversification will be pursued

PART IX

9.0 Venture Financial

9.1 Summary of Project Cost

The total cost of the project is made up of 2,270,000, for fixed capital and 706,000 for working capital.

9.2 Fixed capital investments

Okoro Agri-Venture is located in Nsukka on a land area of about two standard plot of 60 x 120". This site is motor able all year round.

Table 9: Fixed Capital Investment

S/N	Detail	Qty	Unit price (₦)	Total Amt (₦)
1	Venture houses with 12 pens	2	200,000	400,000
2	Processing machines	3	150,000	450,000
3	Delivery van	3	750,00	2,250,000
4	Tools for hunting snails	4	50,000	200,000
5	Containers of preservation chemicals	6	30,000	180,000
6	Parent stock for rearing	22	10,000	220,000
7	Grand total			₦3,700,000

9.3 Utilities

The venture is located in a place that there is no constant water; as such water will be supplied to the venture for necessary water usages.

Utility	Year 1(₦)	Year 2(₦)	Year 3(₦)
Light	60,000	61,200	62,400

9.4 Other Expenses

There are other expenses expected to be incurred in the course of running the venture.

Table 11: Show the other expenses to be incurred

Type of expense	Year 1(₦)	Year 2(₦)	Year 3(₦)
Vehicle maintenance	100,000	105,000	11,000
Business travels	30,000	31,500	3,300
Public relation/advent	90,000	92,500	93,000
Taxation	50,000	50,000	50,000
Miscellaneous	50,000	50,000	50,000
Total	320,000	320,000	204,300

9.5 Working Capital Forecast

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

- Cost prices of items increase annually by 25 except for items mentioned under other operation expenses which grow by 5%.
- Selling price of product increase annually by 10%
- Trade credit are given and taken to and from deserving customers respectively
- It is expected that goods are sold at the markets as schedules

Table bellows to forecast of working capital needed for the project

Working capital items	Year 0(₦)	Year 1(₦)	Year 2(₦)	Year 3(₦)
Stock of feed, provision for drugs, and dressing/packaging	3,830	3,830	63,200	6,470
Provision for utilities and other expense:4 months need	11,500	11,500	12,000	12,400
Salaries/wages	347,000	347,000	35,400	354,000
Debtors: 14 day value of annual sales		16,800	22,500	24,500
Less creditor: 33 days need of stock of feeds/drugs	13,900	13,900	14,000	14,000
Working Capital	70,600	68,000	119,000	269,000
Increase/decrease in working capital				
Provision for raw material from the hunters	90,00	90,100	92,200	100,000

9.6 Total required investment outlay (required start-up capital)

Table 13: shows the total investment outlay required to execute the project

S/N	Capital Items	Amount (₦)
-----	---------------	------------

1	Machinery, equipment and others	2,170,000
2	Working capital requirement	706,000
	Total	2, 876,000

9.7 Financing Plan

To finance the required investment outlay, the proprietor plans to raise an equity capital of ₦ 950,000 while ₦ 2,210,000 will be borrowed from the bank.

Table Financing Plan

Source	Amount (₦)
Equity contribution	666,000
Bank loan	221,000
Total	2,876,000

9.8 Loan repayment schedule and interest paid

It is expected that the loan would attract an interest of 10% and that funds are available to pay monthly interest as well schedule repayments of the principal amount.

Year	Loan	Repayment	Interest	Loan balance
1	2, 210,000	Nil	74,000	2,210,000
2	2, 210,000	810,000	161,000	1,400,000
3	1,400,000	1,400,000	50,000	

9.9 Depreciation

The annual depreciation is calculated using the straight line method.

Table: Schedule of annual depreciation.

Capital items	LS	IV	SV	Depreciation
Industry house	2	800,000	600,000	10,000
Processing machines	3	250,000	200,000	2,500
Delivery van	3	50,000	10,000	4,000
Tools for hunting snails	4	20,000	Nil	4,000
Chemical container	6	75,000	20,000	55,000
Parent stock	22	161,000	Nil	20,000

The parent stock for rearing doesn't depreciate in value and could be sold even more than the cost of purchasing; as such (parent stock) is not included as an item in the depreciation schedule.

Particulars	1st month ₦	2 nd month ₦	3 rd month ₦
Expected sales	178,000	5,874,000	6,416,000
Less 1% discount	1,900	59,000	65,000

Net sales	1,761,000	5,874,000	6,396,00
Expenses			
Cost of venture	1,149,000	1,897,000	1, 940,000
Operations	75,000	77,000	78,000
Utilities	270,000	284,000	296,000
Salaries and wages	1, 046,000	1,067,000	1,088,000
Total expenses	2,540,000	3,325,000	3,402,000
Profit before Int& Tax	779,000	2,490,000	2,993,000
Less interest	74,000	161,000	50,000
Profit before Tax	853,000	2,329,000	2,944,000
Less 10% Tax	Nil	233,000	294,000
Profit after Tax	853,000	2,096,000	265,000
Less depreciation	91,000	91,000	
Net Profit	944,000	2,005,000	2,559,000
Retained earnings	944,000	2,005,000	200,000
Dividend	Nil	Nil	559,000

9.9.1 Cash Flow Projection

Cash in:	Year 0=₦	1st month=₦	2 nd month ₦	3 rd month ₦
Equity	666,000			
Bank loan	2,210,000			
Net profit		(944,000)	2,005,000	2,559,000
Depreciation		91,000	91,000	91,000
Total cash in:	2,876,000	853,000	2,096,000	2,650,000
Cash out				
Rent/light	2,170,000			
Working capital	706,000			
Increase/decrease in cash		68,000	119,000	269,000
Loan repayment			810,000	1,400,000
Divided			1,167,000	559,000
Total cash out	2,876,000	853,000	2096,000	2,650,000
Opening balance	Nil	Nil	921,000	246,000
Increase/decrease in cash	Nil	921,000	1,167,000	422,000
Closing balance	Nil	921,000	246,000	668,000

PART X

10.0 Financial Analysis

The project comes out of the gestation period in 9 months and even by that time the sales for the month stood at ₦ 445,000. By the end of the first year (of which there was only 4 months selling activities) the sales was ₦17,800,000 and this is expected to grow to ₦ 58,740,000 and ₦ 646,200,000 respectively for the second and third years.

10.2 Profitability Analysis

Relevant key profitability ratios for the first three years are shown here under

	1st month ₦	2 nd month ₦	3 rd month ₦
Profit after Tax	853,000	2,096,000	2,650,000
% return on turnover	N/A	36.04	41.43
% return on equity	N/A	101.45	99.40
% return on investment	N/A	72.88	92.14

Cash Flow Projection

By the second year of operation when the venture has fully matured the cash flow position is as shown below:

Year 2	Year 3
246,000	668,000

This means that the venture will be able to generate enough funds to meet maturity obligation as from the second year operation

10.3 Projected Balance sheet

For the three period it was shown that shareholders fund grew on the average

Year of operation	1st (₦)	2 nd (₦)	3 rd (₦)
Profit after Tax	853,000	2,096,000	2,650,000

PART XI

11.0 Other Consideration and Conclusion

11.1 Economic Justification

From the view point of our study and analysis of the findings made the project offers good benefits to the created. These are consistent with the federal and state government policy on entrepreneurship wealth and job creation.

11.2 Commercial Viability

The commercial viability of the project is very clear. The project has been found to be commercially viable having shown through projection, and impressive sales, profits and cash flow positions.

11.3 Conclusion

Therefore the project is highly recommended both finding and implementation.