

PRINCE PRINTING PRESS

1.0 EXECUTIVE SUMMARY

INTRODUCTION

The business is a printing press, business. The business would acquire starting capital of N 500, 000. The business would be located at Lagos state Nigeria, because of the high level of literacy in the city. The city is a metropolis, with high rate of literate individual and intellectuals.

The business would employ the use of machines, as well as efficient man power to beat other competitors.

What makes this business true is the day to day publication made by scholars and researchers in this modern scientific period

1.1 Vision

To be the most reliable and efficient printing press in the city

1.2 Mission

To produce standard publications, using standard machines and man power

1.3 The Success Factors

The press would make use of efficient machines for clear and legible printings. The press would also employ the help of skilled editors, to avoid typographical errors in publications. For quick publications, the company would employ specialised and highly skilled computer personnel, as well as extra labour.

Another factor that would guarantee the success of this business, is location

1.4 Business strategy

The strategy this press would employ is the use of standard machines, standard technicians, computer wizards efficient editors and numerous workers. For quick easy and efficient publications

1.5 industrial trend and analysis

Due to our present scientific and research era, the business would trend. Every now and then publications are made either to publicize a research or to attain a name or promotion at organisations and schools or for even profit realisation. We are in an era where education is valued, therefore the business targets schools and organisations interested in publications.

1.6 Ownership

The business is a sole proprietorship and would be owned and managed by Prince Emma Peters.

1.7 Location of the Business

The business would be located in the metropolitan city of Lagos and Abuja due to its population of educated and civilised individuals.

1.8 Legal

The business would be legal, therefore would be registered under all legal authenticities, so as to obtain the licence of making publications.

1.9 products

The product offered by the business is printing and publication of books.

Part II

2.0 Market

Nature and size

The business is a printing and publication business, with branches in Abuja and Lagos. It employs the use of modern machines as well as not more than 15 persons at each branch

2.1 Market Target

The market targets intellectuals and educated persons at primary, secondary and University level. The business targets among others, citizens or organisations wanting to publish a research.

2.2 key competitors and competitive advantage.

S/n	Big Type	Competition type	Strengths	Weakness
1	Timex enterprises	Direct competition	Already established in the market Branded	No core market
2	UNN printing press	Direct competition	Already established in the in the market Branded	Slow publication

2.3 Swot Analysis

Strength:

- 1 use of efficient machines and technicians
- 2 quick but accurate publications

Weakness:

Low start up profit, due to newness in market

Opportunities

Scientific and research era, leading to increase in research documentation

2.4 Service delivery:

The business would deliver products to bookshops, wholesalers and retailers in need through delivery vans.

2.5 Quality assurance

The business would use standard machines to produce clear copies and as well as good computer experts in CorelDraw and printers to produce attractive book covers.

2.6 Technology

Printing press machines would be employed, as well as computers, duplications, and printers' e.t.c.

2.7 Marketing Plan

Promotion and distribution strategy: to achieve this, the business would employ the use of distribution vans to reach customers. It will also promote products through advertising and various forms of public exhibitions.

2.8 Advertising

For advertising, the business would use the option and method of posters, fliers and hand bills, as this are the cheapest form of advertisement for the business.

The business would often help customers advertise goods through public exhibition and also employ the use of the internet, as this is the highest form of publicity in our modern age.

2.9 Alliances

The business would ally with other printing business, so as to seek advice, in terms of threats and business promotion.

2.10 Channel of distribution

1 Through Wholesalers, 2 directly to final customers 3 through retailers

2.11 Marketing mixing

- 1 Attracting cover/ packaging
- 2 Competitive price
- 3 Advertisement
- 4 Quality and legible printing
- 5 Fast, quick publications and delivery.

2.12 Marketing plan price

S/N	Product/ Service	Product		
		Highest	Average	lowest
1	How much customers are willing to pay	₦ 5,000	4, 500	₦ 4, 000
2	Competitor's price	₦6,500	6, 000	₦ 5, 500
3	My price	₦4500	3, 500	₦ 3, 000
4	Reason for price	To be competitive and to maximize profit		
5	Discount	No		

2.13 Marketing Budgeting

S/N	Date	Marketing activity	plan	Evaluation index	Personal involved	Cost
1	Start April 2017					
2	Start April End April	Exhibitions through bookshops		1 Month	Out Sourced	₦ 5, 000
3	Start May End May	Fliers and posters adverts		1 Month	Out Sourced	₦ 5, 000
4	Start June End August	Internet publicizing		2 Months on line	Out Sourced	₦ 150, 000
5	Total					₦ 160, 000

Part III

TECHNICAL ANALYSIS

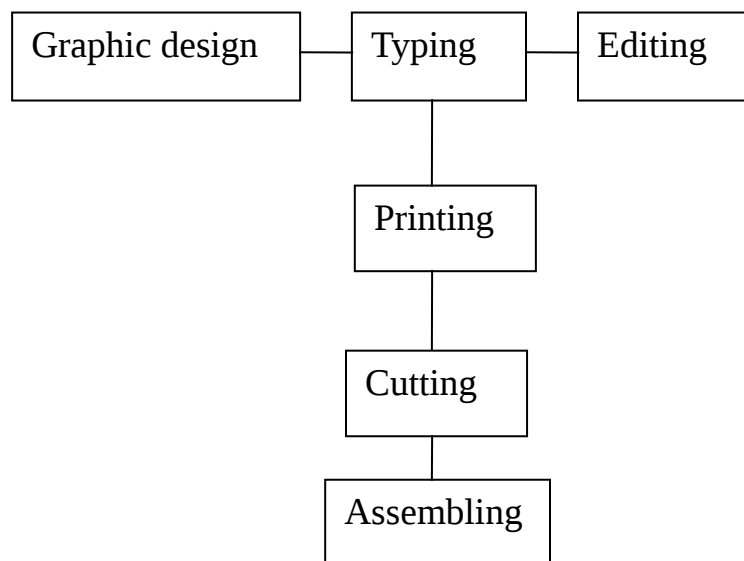
3.1 THE PROJECT

The project as already stated is a printing press business, with the aim of making publication for individuals and scholars. Business targets universities, colleges of education polytechnic as well as both primary and secondary schools.

3.2 Production Process

The production process involves the use of computers to type, edit and design articles and documents and the final another process involved is the use of printing machines to print out documents, followed by cutting this print out, into normal sizes designed by author, before finally assembling, stapling and packaging the business

3.3 production flow chart



3.4 Machinery and equipments

S/n	Investment	Qty	Life span	Other comments
1	Land			Existing
2	Building		50 years	Existing
3	Equipment and machine			
4	Duplicating Machine	2	5 years	2 piece existing

5	Cutting Machine	2	5 years	2 piece existing
6	Printing Machine	2	7 years	2 piece existing
7	Computer	2	5 years	2 piece existing
8	Binding Machine	2	5 years	2 piece existing
9	Paper shredder	1	5 years	1 piece existing
10	Air conditioner	2	5 years	2 piece existing
11	Generator	2	10 years	1 piece existing
12	Incinerator	1	20 years	1 piece existing
13	Scanner	2	5 years	2 piece existing

3.5 Management and organisational structure

1) Directors

The business is sole proprietor but will establish manages at other branches the proprietor is Prince Emma Peters.

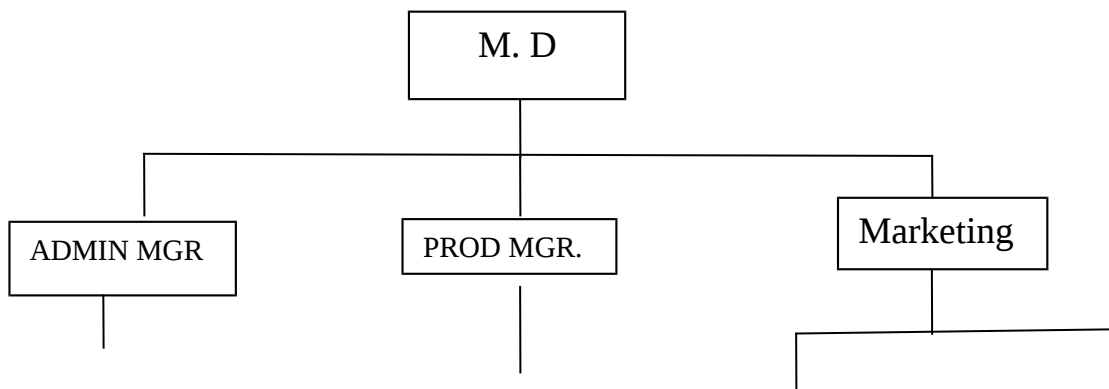
3.6 Management team.

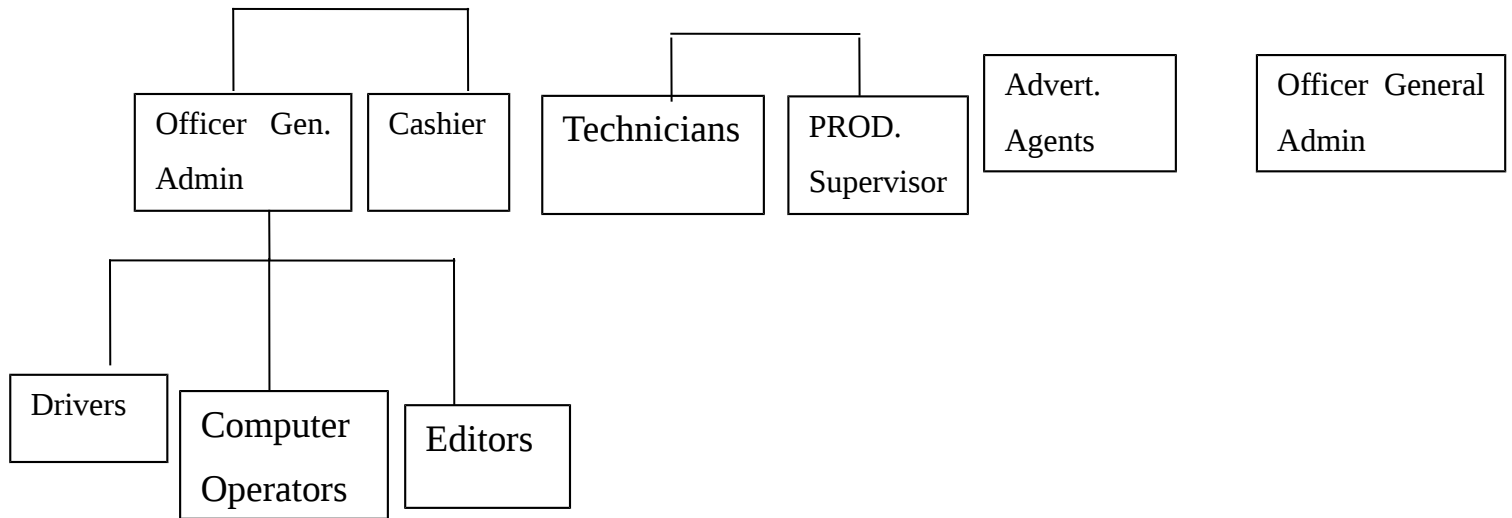
Production Manager – Bsc Engr.

Admin / net Manager – Bsc TCE with 3 years experience

Marketing Manager – Bsc Marketing

3.7 ORGANISATIONAL STRUCTURE





3.8 Person Planning

S/n	Position	No of Staff	Salary of staff per Month	Total annual Salary
1	Proprietor	1	200, 000	2,400,000
2	Production Manager	1	150,000	1,800,00
3	Admin Manager	1	150,000	1,800,000
4	Marketing Manager	1	100,000	1,200,000
5	Office General Admin.	1	60,000	120, 000
6	Technicians	3	50,000	600,000
7	Computer designers/ operator	2	50,000	600,000
8	Driver	2	20,000	240,000
9	PRO	1	20,000	240,000

10	Editors	3	30,000	360,000
10	Cleaners	3	15,000	180,000
11	Total	22	845,000	10,140,000

3.9 External support

The capacity of the managing and working crew may not be adequate to handle all manner of tasks and as such may require out sourced individuals.

The supply of papers to the company shall be outsourced to an established wholesale.

3.10 Organisational values and norms.

- a) To carry out the business in the best ethical standard
- b) To discipline and maintains efficient workers and machines
- c) To maintain quality at all times.

PART IV

4.0 Legal, regulatory social and environmental issues.

There is a memorandum of understanding between Prince Printing Press and NCC (Nigeria Copyright Commission) with license to produce copies and publications.

4.1 Environmental Issues

The bye products of this business which are shred or pieces of papers, due to cutting or cancelling activities are likely to pollute the environment.

Control: these bye-products would be controlled by appropriate deposition and burning (incineration)

PART V

5.0 Finance

5.1 Equipment Machinery and Others

S/n	Investment	Qty	Unit Cost	Total Cost (₦)
1	Land			
2	Building			
3	Equipment and machine			
4	Duplicating Machine	2	30,000	60,000
5	Cutting Machine	2	15,000	30,000
6	Printing Machine	2	120,000	150,000
7	Computer	2	100,000	150,000
8	Binding Machine	2	20,000	40,000
9	Paper shredder	1	5,000	5,000
10	Air conditioner	2	30,000	60,000
11	Generator	1	35,000	50,000
12	Incinerator	1	45,000	50,000
13	Scanner	1	9,000	15,000

5.2 Sales Plan

Product /Service	Year 1	Year 2	Year 3
Volume (Depending on Customers)	10,000 copies	15,000 copies	20,000 copies
Price	3000	3,000	3500
	30,000,000	45,000,000	700,000,000

5.3 Cost Plan

Local raw material and other input

S/n	Items	Unit Cost	Quantity required Annum	
			Current (existing)	Proposed (after expansion)
1				
2	Paper	250,000 pieces	50,000	80,000
3	Ink	180 kg	15,000	20,000
			65,000	100,000

5.4 General cost of administration

S/n	Items	Current/existing projects	Proposed (for new/expansion)
	Rent	100,000	100,000

	Vehicle expenses	200,000	200,000
	Fire insurance	50,000	50,000
	Electricity	80,000	80,000
	Machine Maintenance	100,000	100,000
	Total	530,000	530,000

5.5 Pre-operating expenses

S/n	Item	Amount
1	Company incorporation	100,00
2	Preparation of business	20,000
3	Plan	
4	Total	120,000

5.6 Start up Capital needed

S/n	Item	Amount
1	Fixed Assets Equipment and machine	610,000
2	Working capital	500,000
3	Pre-operating expenses	120,000
4	Total	1,030,000

5.7 Financing Plan

S/n	Source of funds	Amounts
1	Owner's capital	1,000,000
2	Support from friends and family	500,000
3	Total	1,500,000

5.8 Schedule of Depreciation

S/N	Item of Depreciation	initial Value	Scrap Value	Life Span	Depreciation
1	Building	100,000	50,000	50yrs	4000
2	Machines				
3	Duplicating Machine	60,000	5,000	5yrs	3000
4	Cutting Machine	30,000	15,000	5yrs	3000
5	Binding Machine	40,000	25,000	5yrs	3000

6	Paper Shredder	5,000	3000	5yrs	400
7	Air Conditioner	40, 000	45,000	5yrs	3000
8	Generator	50,000	45,000	10yrs	1000
9	Incinerator	50,000	35,000	20yrs	750
10	Scanner	15000	10,000	5yrs	1000
11	Printing Machine	150,000	120,000	6yrs	5000
12	Computers	150,000	100,000	5yrs	10,000

Total Depreciation

33150

5.9 Profit & Loss – for 3 yrs

Particular	Year 1	Year 2	Years 3
Sales	30,000	45,000,000	700,000,000
Net sales	30,000,000	45,000,000	760,000,000
Less expenses			
Cost of raw materials	65,000	100,000	150,000
Salaries	10,140,000	10,140,000	10140,000
Rent	100,000	100,000	120,000
Electricity	80,000	80,000	85,000
Insurance	50,000	50,000	50,000
Advertisement	50,000	50,000	35,000
vehicle maintenance	200,000	200,000	200,000
Total Expenses	10,635000	10,670,000	10,780,000
Net Profit	1936,000	34,330,000	689,220,000
provision for tax	50,000,000	10,000,000	150,000,000
profit after tax	14,365,000	24,330,000	539220000

5.10 Balance Sheet

Balance sheet Assets	Year 1	Year 2	Year 3
Cash	1,500,000	1,500,000	2000,000
Debtors			
Capital(Plant & Equipment , Machinery)	610,000	610,000	610,000
Stock	65,000	100,000	150,000
Total Assets	2,175,000	22,10,000	2,760,000
Liabilities			
Loan			
Over draft			
Creditors	100,000	120,000	150,000
Provisions	50,000	110,000	125,000

Total Liabilities	150,000	230,000	275,000
Net Assets			
Share holder			
Equity			
Capital	1500,000	1500,000	1,500,000
Retained Profits	19,365,000	34,330,000	689,220,000
Total.	20,865,000	35,830,000	690,720,000

5.11 Risk Analysis

S/N	Risk	nutigants
1	Inadequate start-up demand	Aggressive Promotion
2	Unforeseen accidents like fire out break	insurance policy
3	Business close down due to high level of competitors	Employ good business strategies and machines

5. 12 Contingency and Exit Strategy

The promoter of their business does not foresee failure for the business, but just in case of such risks, the business will be sold to other interested buyers or completely closed down.

Part VI

6.0 Conclusion and Consideration

Economic Justification

The business may not really add or contribute to the country's GDP, but would succeed in increasing the intellectual status of the country, both nationally and internationally.

The business provides job for not more than 25 people at each branch. **Commercial viability:** The business is highly profitable and would yield profit in millions; it promotes show efficiency and develop business strategies ahead of competitors.

6.1 conclusion and Recommendation

In view of commercial viability, the structure of the business, sales and profit analysis, the business is highly recommended for implementation and funding.

Working Capital Projection

Items	year 1	year 2	year 3
stock of raw material	65,000	100,000	120,000
provision for utilities	50,000	65,000	80,000
salaries /ways	10,140,000	10,40,000	10140,000
debtors			
less creditor	100,000	120,000	150,000
working capital	1500,000	1500,000	200,000
increase /decrease in working capital		110,000	95,000

