

UNIVERSITY OF NIGERIA, NSUKKA

FACULTY OF ARTS

DEPARTMENT OF MASS COMMUNICATION

TOPIC:

**BUSINESS PLAN ON TAILORING AND FASHION
DESIGNING**

A BUSINESS PLAN

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

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NAME: VEE UNISEX FASHION HOUSE**1.0 EXECUTIVE SUMMARY**

Vee unisex fashion house is a sole proprietorship business owned by Chime Vivian and was created specifically for making students, lecturers and public clothing in a friendly and comfortable environment while also affording them the opportunity to be skilled in tailoring and fashion designing for people interested. We also give them the opportunity to relax and acquaint with our employees in our spa centre meant for fashion display, all located in the same environment because we work towards making our customers comfortable and their comfort is our interest.

Vee unisex fashion house will be located at the Student Union Building popularly known as Marlina, Hilltop gate, second gate (behind flats), University market road all in UNN and Nsukka environs in Enugu State, Nigeria, to create accessibility for our clients. As far as the world is concerned, everybody wants to feel and look good, the youths are not an exception. Hence, the need for Vee unisex fashion house where we will make our clients outlook our concern and also help them attain their standard of beauty and fashion.

To start up this venture, the sum of N7, 000,000 is needed. This sum covers space rent; purchase of materials, equipment and machines, painting and set up, marketing and advertising.

2.0 COMPANY DESCRIPTION

Everybody in the world loves looking good and cannot do without clothing, everybody has their individual sense of fashion and that is why what looks good on one doesn't look good on another and fashion for men is totally different from that of women and that is the need for setting up Vee unisex fashion house to help meet up to the different trending styles and fashions to enable people look good when they dress by offering a variety of fashion choices. Vee unisex fashion house is a sole proprietorship business owned by Chime Vivian and was specifically created for designing and styling of different kinds of unisex fashion while affording other services like fashion magazines and learning.

2.1 GENERAL BUSINESS OVERVIEW

Vee unisex fashion house is situated in the environs of the University of Nigeria, Nsukka and is targeted towards the youth to improve their standard of living by offering for fashion for both sexes. It is situated at the student union building, University of Nigeria Nsukka. Its future purpose is to bring to the knowledge of the students the sole purpose for taking care of their hair and body.

2.2 PROMOTERS

It is a sole proprietorship business owned and managed by Chime Vivian, then with a list of up to 15 staff

Chime Vivian will operate as the Managing Director

Staff 1 as General Manager

Staff 2 as the Facilitator

Staff 3 as the Secretary

Staff 4 as the Marketing manager

The PRO, the provost, the sales rep and the marketers will be selected as the business progresses.

The legal adviser will be Barr. Justice Nwokolo

2.3 LEGAL FORM OF BUSINESS

Vee unisex fashion house plans to commence as a sole proprietorship business and has only registered with the local government headquarters in Nsukka. The major promoters are the publicity manager and other members of staff.

2.4 LOCATION AND FACILITIES

Vee Unisex Fashion House will be located at one of the student union multi-purpose buildings popularly known as Marlina, located at the centre of University of Nigeria Nsukka, as the major and head branch, it is a three minutes' drive and a ten minutes' walk from any part of the school. As the business advances, it will

have branches at hill top, university market road and second gate (behind flats). These branches are closest and easily accessible to anybody within Nsukka and the head branch at Marlina is at the centre of the school and can be accessed and easily located by students, lecturers and any random person.

Our facility is well, structured to fit the purpose of the business. We have a seat out in front of the shop where our mannequins would be dressed in beautiful fashion designs, clothing, and materials and displayed for passers-by to see and want to step in and patronise or have a look around for stuff they love. The dress making area is large with all equipment like manual and electrical sewing machines, embroidery machines, weaving machines, customizing machines, stoning bead irons, Ankara shelf holder stacked with beautiful Ankara materials, beautifully dressed mannequins and lots more, there are security cameras installed to monitor activities within and outside the building. We have clean restrooms for convenience. The walls are well painted and everything in our facility speaks of quality, fashion, beauty, relaxation and satisfaction.

However, the problem we might encounter to make this realistic is power supply for electrical sewing equipment, attraction of customers from already established clothing houses in the area, finance in terms of rent.

We have the sum total of 5 staff each for branches of the fashion house that are good at different areas such as stoning, embroidery, customizing, weaving and sewing. The staff must have a SSCE certificate and must have worked or have a good experience on tailoring and fashion designing.

2.5 PRODUCT AND SERVICES

We have checked around the school environment and discovered that there is no unisex fashion house within the school that can cater the needs of both sexes in the school and Nsukka as a whole. There is no spa (fashion resort) around that is why we want to establish the business.

Our organisation will be in charge of home delivery, a case where our professional fashion designers will have to take measurements of our customers at the comfort of their home on demand. There will also be 10% discount on our sewing prices during the festive periods like Christmas or Easter and we would also organise fashion events during this period to showcase different styles of Vee clothing and sell to people at affordable prices. Also we would establish a Spa- (a fashion resort), the first of its kind in the school and Nsukka as a whole.

For a week, Vee unisex fashion house will be earning over a N50,000, reason is because we run a unisex fashion house which in turn gives us an edge over our local competitors like Harry Lancy wears, Mickem clothing, ivaldrol clothing,

Clarion stitches, Debbie clothing and IfyNaya clothing who run normal and single sex fashion houses. We also have a Spa the first of its kind in Nsukka which caters for the fashion sense of our customers in a way that we give our customers complete packages of all the fashion offerings by Vee fashion house well put together and done by our professionals and experts.

At Vee fashion house, to give our customers a sense of belonging we do online marketing and home delivery of materials and completed wears for our customers.

However, we tend to encounter some loopholes which include low power supply as the location is in Nsukka and there is no stable power supply, also insufficient manpower is also a limitation and finally bearing in mind that not all students can afford the kind of quality that comes with Vee clothing.

2.6 LONG TERM AIM AND OBJECTIVES

Our future aim is expanding and improving our home delivery services but one of the threats we at Vee unisex fashion house would face is that our competitors might adopt these strategies as well and it might affect our comparative advantage.

We at Vee unisex Fashion House because of the nature of our service and quality and beauty of our clothing will have collaborations with all the departments in the school who celebrate their end of the year parties to design and customize their end of the year clothes and polo and also collaborate with the Student union

government to sew and customise every clothing that would be used by all students for any student event. We would also go into a contract with Salvon modelling agency where their models will be designed by our professional fashion designers for occasions and they in turn will appear on our fashion magazines for adverts. We would also be in all the departmental nights as we will give the male and female contestants nice fashion designs and clothing for their run way.

PRODUCT	COST OF SALES
Customised clothes and caps	600,000
Embroidery	200,000
Ankara materials	1,000,000
Goerge materials	300,000
Wrapper materials	70,000
Nylon materials	75,000
Lace materials	120,000
Cotton and plain materials	50,000
Lolo designers beads	20,000
Ceremony scarves	5,000
Hand and neck beads	1,000
Gele head ties	10,000
Jigida and Jalabia materials	15,000
TOTAL	2,466,000

EQUIPMENT AND MACHINE	COST
Generators	150,000
Delivery van	239,000
Stoning iron	20,000
Sewing needles and pins	25,000
Wall mirrors	10,000
Weaving machine	17,000
Mannequins	10,000
Fashion style books	3,000
Customised packaging bags	20,000
Linding machine	45,000
Embroidery machine	114,500
Electric sewing machines	500,000
Beads	60,000
Threads	5,000
Measurement book	3,000
hangers	2,500
Buttons and knobs	17,000
Customizing materials	120,000

Impress machine	200,000
Material holding shelves	40,000
Manual sewing machines	300,000
Tables	30,000
small plasma television	75,000
Air conditioner	50,000
TOTAL	2,476,000
OPERATING EXPENSES	COST
Electricity	18,000
Transportation/carriage	200,000
Public relations/adverts	500,000
Maintenance	150,000
Man power	150,000
Miscellaneous	800,000
Salary (pay roll)	240,000
TOTAL	2,058,000

Revenue = total cost of product+ total cost of equipment +operating expenses

$$2,466,000 + 2,476,000 + 2,058,000 = 7,000,000$$

Gross profit margin= revenue-cost of goods sold/ revenue

$$7,000,000 - 2,466,000 = 4,534,000 / 7,000,000$$

$$0.64771$$

Vee unisex fashion house is not involved in manufacturing of Ankara materials and other clothing and fashion materials; we do mostly customizing of materials, designing of materials, stoning of materials, embroidery of materials, sewing of materials and everything involving fashion make up and an additional Spa room for fashion display and affordable sales,

2.6.1 VISION STATEMENT

Vee Fashion House aspires to be the most Outstanding Unisex fashion house in Nsukka

2.6.2 MISSION STATEMENT

The mission of Vee unisex Fashion house is to deliver quality, beautiful and trending fashion styles to both sexes. We will provide our customers with services like well sewn suit, Ankara, Jalabia, chiffon, nylon, designers bags, shoes,

embroidered materials and different materials well packaged in a bag pack with the name of our clothing line- **Vee Clothing** inscribed on it. We would also offer services like customizing of clothes for companies, organizations, family weddings and burials and other occasions to give our customers full satisfaction.

2.6.3 GOALS AND OBJECTIVES

- Vee unisex fashion plans to achieve 20% growth rate by October, 2017. At the end of 2017, we plan to have covered 50% of our customers in UNN and Nsukka environs by giving them discount on their clothing, customization and materials.
- In the next five years, Vee Clothing will be a household name and would have achieved 70% annual growth rate. This, we intend to achieve by providing top notch service delivery and putting our clients' needs first.
- It is the goal of Vee unisex fashion house to provide the community with an institution that targets socio-economic standings and is a model for the industry nationally.

2.7 SWOT ANALYSIS

<p>STRENGTHS</p> <p>Beautifully packaged and customized clothing.</p> <p>Expertise of our employees</p> <p>The comfort and efficiency of our sewing facilities.</p> <p>Keeping to agreed deadlines.</p>	<p>WEAKNESS</p> <p>Lack of power supply to use modern electrical sewing equipment that makes work easier, faster and neat.</p>
<p>OPPORTUNITES</p> <p>Situations that will be advantageous to the company such as change in economic policies, increase in power supply and increase in employee population that will give us comparative advantage over our competitors.</p>	<p>THREATS</p> <p>Competitors and situations that will be detrimental to the growth and expansion of the enterprise.</p>

3.0 MARKET ANALYSIS

Vee Unisex Fashion House is an exciting enterprise in the line of fashion exclusively not only for the females but also for the male gender located in University of Nigeria, Nsukka, Enugu State. At Vee unisex fashion house we can

say that our market is huge, comprising of both male and female gender. It serves everyone, students, lecturers, working class citizens, business men and women. With our exclusive service of customization, embroidery, designing, sewing packaging, we can specifically say that no fashion house in Nsukka have that exclusive service. That is the edge Vee unisex fashion house has over its competitors and because of the constant desire to look good by members of both sexes, there is a very lucrative market in fashion related products and services. Despite the abundance of tailors and fashion designers, we are confident of success because of our array of unique and quality services which others cannot compete with.

3.1 TARGET MARKET

The following are the classes of customers:

- a) Those who buy our materials for the purpose of selling it.
- b) Students, lecturers, youths, ladies and gentlemen, working class persons, random persons.
- c) Households.

3.2 MARKET SEGMENTATION

Geographical segmentation:

Information from survey shows that about 70,000 people in Nsukka and its environs like their clothing done periodically say during celebration periods like, graduation party, end of the year party, cultural days, old school days, Christmas, Easter or any event at all.

Demographic segmentation:

Age: 10- infinity

Gender: male and female

Ethnicity: Yoruba, Hausa, Igbos and south-south

Education: educated and uneducated

Occupation: students, lecturers, youths, ladies, gentlemen, working class and self-employed

Psychological segmentation:

People within the school (students, lecturers) and in Nsukka environs are concerned about what they wear and have a good fashion mind-set and this is evident in the way they dress, the kind of clothes they put on and the way they pull it off colourfully, which is why they can go to any length to spend on their clothing to make them look beautiful.

The characteristics of the customers are customers who are confident on what they wear and are concerned about their looks which in turn make them ready to spend any amount.

3.3 MARKET TRENDS

Recently, there is increase in the prices of sewing materials, machines and equipment; thus, causing an increase in the prices of service delivery. In the future, we look forward to expanding our branches, drivers and our vans would have increased from one to four and we will be expanding our horizon from Nsukka to Enugu and other eastern states close by. We should have opened a fashion training school to instil tailoring and fashion designing skills into intending fashion designers and also to our customers who are interested to also enable them render services.

3.4 PROFILE COMPETITORS

Our competitors are Harry Lancy wears, located at vet building within the school, Mickem clothing located at University market road, Ivaldrol clothing located at EyoIta hostel, Clarion stitches located at hill top gate still within the school environs, Debbie clothing located behind flats outside the school and IfyNaya clothing located at UNN second gate. They are all fashion houses for either

exclusively males or females, not Unisex, therefore, their service delivery is limited.

3.5COMPETITIVE ADVANTAGES

Because Vee fashion house is a unisex fashion house, people will tend to patronize us more than our competitors; reason is because most of our competitors around Nsukka environs operate a fashion house that appeals exclusively to the female or the male gender. Also, the experts we employ and the quality of services rendered for both sexes, affordable prices, modern equipment we use for effective and efficient service delivery.

The quality of our products like quality customised clothes and caps, embroidered clothes, designers bags, designers shoes, e.t.c and their affordability, places us in a better position more than our competitors. Apart from our clients' patronage, they also benefit from the promotions rendered. The establishment of a fashion designing school affords them the opportunity to become experts in fashion designing, thus, achieving their business goals. Also our products enable our customers to increase sales, increase efficiencies, save money, save time, maximize resources, reduce errors, reduce downtime, improve customer services, reduce churn, and increase loyalty.

Steady interaction with our customers will orient them on how to succeed in the competitive market, even have an edge over their competitors.

4.0 MARKETING SALES /STRATEGY

The segments that will be targeted first in the actualisation of this business are the school environment due to its target clients which are youths, students and lecturers. We intend to use the following tools for marketing and advertising: billboards, flyers, radio, television and social media. Also, the use of bulk SMS and more importantly, satisfied customers.

Nothing sells a business as a satisfied customer. We will ensure our customers are satisfied and leave our premises happy. As they leave, they will spread the news and bring in more customers. We will target the university community first because they are our biggest market. We will liaise with popular students and SUG officials to promote awareness on their personal social media pages and also with lecturers to make their clothing.

4.1 REVENUE SOURCES

Vee unisex fashion house tends to get money from other sources apart from equity and they include

- Angel investors-----900,000
- Loan-----2,000,000

- Friends-----600,000
- Family-----2,500,000
- Thrift society-----1,000,000
- Total-----7,000,000

4.2 SALES STRATEGIES

We will combine the direct sales strategy together with using retail traders to sell our materials and services.

4.3 PRICING

At Vee unisex fashion house, prices will be influenced by the different services we will render and they range from sewing, customizing, embroidery, weaving, stoning and the rest. The price of one designed material will be different from the other and it will be determinant on the quality and texture of the material of course an Ankara material is different from a lace material. Our prices will be as follows:

- Lace material = N3,500
- Ankara material = N3,000
- Nylon materials= N2,500
- Chiffon materials=N 2,000
- Embroidery = N4,000
- Customising of clothes = N2,500
- Stone beading = N2,000
- Designing Gele head ties/ ceremonial scarves = N1,500
- Weaving= N500
- Sewing =N 3,500
- Suit materials = N2,000
- Designers shoes =N3,000

- Designers bags= N5,000
- Customising of caps = N1,500
- Neck and hand beads = 1,500
- Overall Lolo Beads= 5,000
- Fashion training= N7,000

TOTAL= 50,000

4.4 MARKETING AND COMMUNICATION STRATEGY

We promote our products through one-on-one canvassing by co-opted students, press advertising and website interesting marketing. This would be achieved through our website which is www.veeunisexfashionhouse.ng. We can also do marketing through fashion shows and trade fair exhibition.

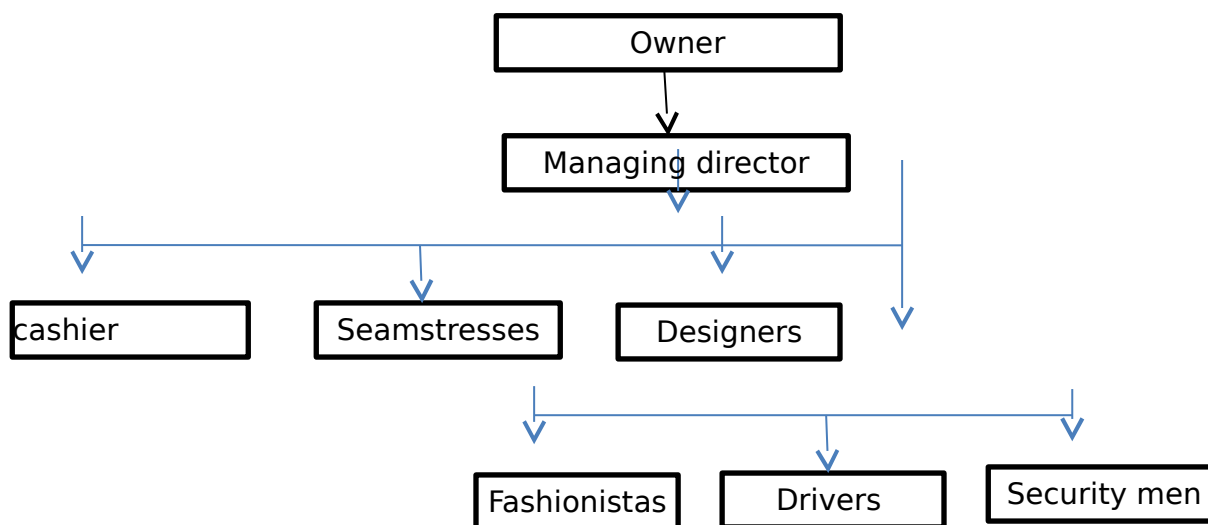
5.0 RESEARCH AND DEVELOPMENT

In the next five years, Vee unisex fashion house would have commenced operations in branches at hilltop and behind flat respectively with five workers at each branch. We should have also opened a fashion house in which people come to learn how to do designs and also be one of the biggest fashion house in Nigeria. In the next five years, Vee would have expanded its horizons from Nsukka environs to Enugu and other south eastern states.

5.1 STAFFING AND OPERATIONS

The total number of employees will be fifteen in number. Since it is owned by one person, The managing director would be Chime Vivian. The cashier will be one of my tested and trusted staff. We would have three seamstresses, a security man, four designers, four fashionistas and two van drivers.

5.2 MANAGEMENT ORGANOGRAM



5.3 STAFFING

- Three seamstresses who are in charge of sewing and putting the materials together for the customers. They would be working at 6-hour shift. The qualification will be an SSCE certificate.
- A security man who is in charge of our gate would work round the clock. A first school leaving certificate is a good qualification for that.
- We would have four fashionistas; two females and two males they would work round the clock and in the spa room in charge of all fashion materials

and satisfaction of our customer needs for providing them with their taste of fashion when they run out of choices.

- The cashier would control most of the revenue that comes in or goes out but must be accountable.

5.4 STAFFING NEEDS

The staffs will be spoiled to lunch of a meal costing the sum of N500 every day and they will be paid according to their qualification.

The security man will be paid 10, 000 while the seamstresses will be 20,000 the barbers will be paid 15,000 and finally the fashionistas will be paid 10,000 naira each respectively. But that must be after the business must have grown to a reasonable extent.

5.5 TRAINING PLANS

In the future, blossom intends to open a fashion school where our workers and students alike will come and learn the art of style. The best students will be made permanent workers of Vee unisex fashion house.

5.6 OPERATIONS

Vee unisex fashion house is situated at the Student Union building popularly known as Marlina, University of Nigeria Nsukka and will commence operations on the 1st of September, 2017.

6.0 FINANCIAL PROJECTIONS

EQUIPMENT AND MACHINE	
Generators	150,000
Delivery van	150,000
Mannequins	20,000
Sewing needles and pins	25,000
Wall mirrors	10,000
Weaving machine	267,000
Stoning irons	10,000
Fashion style books	3,000
Stone crystals	20,000
Beads	45,000
Embroidery machine	100,000

Electric sewing machines	300,000
Customizing materials	77,000
hangers	10,000
Threads	5,000
Measurement book	3,000
Darning materials	2,500
Buttons and knobs	4,500
Cotton materials	17,000
Linding machine	120,000
Manual sewing machines	200,000
Materials holding shelves	40,000
Impress machine	300,000
small plasma television	30,000
Air conditioner	75,000
Tables	50,000

TOTAL	2,387,000
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The sum total – the total of the cost of equipment = working capital

$$7000000 - 2,476,000 = 4,524,000$$

6.1KEY ASSUMPTIONS

6.1.1 STAFF PAYROLL

I would have a total of up to 15 staff at Vee unisex fashion house and the breakdown of their salary will be according to hierarchy and they are as follows

S/N	POSITION	Number of staffs	Salary per staff	Total
1	Manager	1	30,000	30,000
2	Seamstresses	3	10,000	30,000
3	Fashionistas	4	20,000	80,000
4	Designers	4	15,000	60,000
5	Security man	1	10,000	10,000
6	Drivers	2	10,000	20,000
7	Cashier	1	10,000	10,000
				240,000

Projected investment on equipment and materials

s/n	Equipment and machines	Cost
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1	Generators	150,000
2	Delivery van	150,000
3	Threads, needles and pins	20,000
4	Beads	25,000
5	Wall mirrors	10,000
6	Towels	17,000
7	Stoning irons	10,000
8	Fashion style book	3,000
9	Mannequins	20,000
10	Linding machine	45,000
11	Resting chairs	100,000
12	Impress Machine	300,000
13	Customizing materials	60,000
14	Hangers	10,000
15	Threads	5,000
16	Measurement Book	3,000
17	Darning materials	2,500
18	Buttons and knobs	4,500
19	Weaving machine	267,000
20	Manual sewing machines	120,000
21	Washing machines	20,000
22	Materials holding shelve	40,000
23	Electric sewing machines	300,000
24	Cable	30,000

25	Small plasma television	75,000
26	Air conditioner	50,000
	TOTAL	2,387,000

Expenses

s/n	Operating expenses	Cost
1	Electricity	18,000
2	Transportation/carriage	200,000
3	Public relations/adverts	500,000
4	Maintenance	150,000
5	Man power	80,000
6	Miscellaneous	800,000
7	Salary (payroll)	240,000
	TOTAL	2,058,000

6.1 PROFIT AND LOSS ACCOUNT

Particulars	Year 1	Year 2	Year 3
Sales	16,800,000	16,950,000	17,500,000
Net Sales	16,800,000	16,950,000	1, 500,000
Less Expenses:			
Salaries	240,000	240,000	300,000
Electricity	18,000	18,000	20,000
Transportation/carriage	200,000	220,000	275,000
Public relations/adverts	500,000	500,000	475,000
Maintenance	150,000	150,000	170,000
Fashion materials	80,000	80,000	80,000
Miscellaneous	800,000	750,000	650,000

Total Expenses	1,988,000	1,950,000	1,970,000
Profit before tax	14,812,000	15,000,000	15,530,000
Less Interest (5%)	740,600	750,000	776,500
Profit After Interest	14,071,400	14,250,000	14,753,500
Taxable Profit	14,071,400	14,250,000	14,753,500
Less Tax (10%)	1,407,140	1,425,000	1,475,350
Profit After Tax	12,664,260	12,825,000	13,278,150
Less Annual Depreciation	25,388	25,388	25,388
Net Profit	12,618,872	12,799,612	13,252,762
Appropriation	Year 1	Year 2	Year 3
Retained Savings (55%)	6,940,379.6	7,039,786.6	7,289,019.1
Dividends (45%)	5,678,492.4	5,759,825.4	5,963,742.9

6.2 CASH FLOW

	Yr 0 (₦)	Yr 1 (₦)	Yr 2 (₦)	Yr 3 (₦)
Cash In				
Bank Loan	2,000,000	—	—	—
Sales Income	—	16,800,000	16,950,000	17,500,000
Equity	900,000	—	—	—
Total Cash In	2,900,000	16,800,000	16,950,000	17,500,000
Cash Out				
Admin. Outgoings	—	500,000	500,000	550,000
Marketing	—	920,000	920,000	920,000
Cost of Goods and services	—	2,466,000	3,000,000	3,500,000
Interest Expenses	—	100,000	70,000	41,500
Loan Repayment	—	600,000	570,000	541,000
Initial Investments	2,900,000	—	—	—
Salaries	—	240,000	270,000	300,000
Motor vehicle maintenance	—	750,000	750,000	750,000
Dividends	—	5,678,492.4	5,759,825.4	5,963,742.9
Total Cash Out	2,900,000	11,254,492.4	11,839,825.4	12,566,242.9
Net Cash Flow	—	5,545,507.6	5,110,174.6	4,933,757.1
Opening Cash Balance	—	—	10,500,000	35,000,000

Closing Cash Balance	_	10,500,000	35,000,000	53,700,000
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6.3 BALANCE SHEET

Balance Sheet Assets	Yr 0 (₦)	Yr 1 (₦)	Yr 2 (₦)	Yr 3 (₦)
Fixed Assets:				
Land Machinery and others	2,058,000	2,058,000	2,058,000	2,058,000
Less Cum. Depreciation	_	25,388	40,000	43,000
Total Fixed Assets (A)	2,058,000	2,083,388	2,098,000	2,101,000
Current Assets:				
Cash (used as balancing item)	4,000,000	7,000,000	7,800,000	9,000,000
Operating Balance b/f	_	_	10,500,000	35,000,000
Debtors	_	2,000,000	4,000,000	4,500,000
Stock	_	_	_	_
Total Current Assets (B)	4,000,000	9,000,000	22,300,000	48,500,000
Total Assets (C)	6,058,000	11,083,388	24,398,000	50,601,000
Liabilities:				
Current Liabilities:				
Creditors	_	1,700,000	2,360,000	3,500,000
Dividend	_	5,678,492.4	5,759,825.4	5,963,742.9
Short Term Loans	_	1,200,000	1,400,000	1,700,000
Total Current Liabilities (D)	_	8,578,492.4	9,519,825.4	11,163,742.9
Long Term Liabilities:				
Long Term Loans	3,500,000	3,700,000	3,850,000	4,000,000
Others	_	_	_	_
Total Long Term Liabilities (E)	3,500,000	3,700,000	3,850,000	4,000,000
Long + Short Term Liab. (F)	3,500,000	12,278,492.4	13,369,825.4	15,163,742.9
Shareholders' Equity (C-F)	2,558,000	(1,195,104.4	11,028,174.6	35,437,257.1
)		
Shareholders' Equity:				
Capital (Shares)	2,558,000	(1,195,104.4	3,988,388	28,148,238
)		
Retained Profits	_	6,940,379.6	7,039,786.6	7,289,019.1
Total Shareholders' Fund (G)	2,558,000	5,745,275.2	11,028,174.6	35,437,257.1
Total Liabilities (F+G)	6,058,000	18,023,767.6	24,398,000	50,601,000

6.4 FUNDING REQUIREMENTS

Sources

• Angel Investors - - - - -	900,000
• Loan - - - - -	2,000,000
• Friends - - - - -	600,000
• Family - - - - -	2,500,000
• Thrift society - - - - -	1,000,000
 Total - - - - -	 7,000,000

6.5 Purpose of fund

This money will be used to buy equipment, pay salaries, do adverts and promotions, pay for our business location, staffing and so on.

RISK ANALYSIS AND MITIGANTS

1	Risk	Mitigants
	Rise of strong competitors	We at Vee unisex fashion house will ensure a comparative advantage over them
2	Theft	Beef up our security and provide more security men at Vee unisex fashion house.
3	Accident	Carefulness in handling or doing

		whatever we do at Vee unisex fashion house
4	Staff incompetence	Work with other staff round the clock and take strict measures over that incompetent staff.
5	Lack of patronage	Take effective measures towards PR and advertising.
6	Fire outbreak	Insurance policy and proper use of power

6.6 Contingency plan

Vee unisex fashion house allocates 50,000 in case of any emergencies, or unforeseen contingencies.

6.7 Exit strategy

In a situation where an angel investor loses interest in Vee unisex fashion house the investor may leave the business by liquidating his/her shares.

7.0 OTHER CONSIDERATIONS, CONCLUSION AND RECOMMENDATION

7.1 Economic Justification

Vee unisex fashion house will help the surrounding community to improve their looks and fashion sense. We'll also provide jobs for the host community and help to educate other youth in tailoring and fashion designing when we're more firmly established.

7.2 Commercial Viability

Vee unisex fashion house is an attractive business proposition that'll attract seamstresses, fashion designers, modelling agencies, and members of the general public. The business has commercial viability.

7.3 Conclusion/ Recommendation

Based on the information supplied above, Vee unisex fashion house will progress, expand and grow with hard work, dedication and funding despite any obstacles.