

UNIVERSITY OF NIGERIA NSUKKA
FACULTY OF SOCIAL SCIENCES
DEPARTMENT OF PUBLIC ADMINISTRATION AND LOCAL
GOVERNMENT

TOPIC:

A BUSINESS PLAN OF A BAR BUSINESS
(BEER PARLOR)

SUBMITTED IN PARTIAL FULFILLMENT OF THE COURSE
CEDR (342)

BY

UGWUANYI, COLLINS CHIMEZIE
2014/195175

LECTURER: DR. (MRS).C. NWAOGA

JULY, 2017

BUSINESS PLAN

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PART I

1.0 EXECUTIVE SUMMARY

1.1 The following report and recommendations relate to the proposal by **C&C POINT AND KILL BAR** to establish a neighborhood bar.

1.2 The proposed project is to be fully implemented with an investment of N1 million (One million), made up of N600, 000 fixed capital and N400, 000 working capital.

1.3 The company's vision is "to be a neighborhood bar of choice, providing a top notch menu featuring traditional bar fare along with fine food offerings to the public".

1.4 The proposed project will be located at Nsukka in Enugu State.

1.5 A ready market exists for the planned business, based on our market survey.

1.6 The financial projections reveal a good level of liquidity and stability. The projected turnover for 2010, 2011 and 2012 respectively is N1.5million, N1.8million and N2.16million. Profit after taxation in 2010 is N197, 000 increasing to N712, 985 in 2012

1.7 The funding requirement is N800, 000, as the promoter is committing N200, 000 to the project.

1.8 The company's competitive edge is the management's strong technical skills and knowledge of the industry.

1.9 The profitability indicators as extracted from the projections embodied in this plan are as follows:

Indicator	2010 N	2011 N	2012 N
Turnover	1,500,000	1,800,000	1,434,000
Gross Margin	900,000	1,400,000	1,434,000
Net operating profit	197,000	408,700	356,49
Return on Equity or Owner's contr. %	98.5	204.35	356.49
Return on Total Investment %	19.7	40.87	71.29

1.10 Conclusion and Recommendation

From the point of view of the analysis of our findings, the proposed project is found to be technically feasible, financially viable and economically desirable. • The project offers good investment benefits. We therefore, highly recommend it to be funded so that we can ensure its implementation.

PART II

2.0 BACKGROUND

2.1 Introduction

The neighborhood bar (“C&C”) will be a unique gathering place in the neighborhoods of Nsukka Local Government Area. By providing exemplary service, a vast selection of beers and wines and award-winning food in a relaxed comfortable setting, the C&C will be the premier bar that ‘the locals’ go to in Nsukka.

The success of the bar is in its owner – with collectively 3+ years experience in the restaurant and bar industry, Ugwuanyi, Collins Chimezie is committed to making this operation a successful one. Employees have been hand selected and share the same views as the owners, that is, keeping the customer happy assures repeat business.

2.2 Vision Statement

To be the most outstanding neighborhood bar in the South Eastern part of Nigeria, particularly Enugu.

2.3 Mission Statement

To serve quality bar services using the best mechanism possible. The C&C will accomplish this through a concerted advertising and marketing campaign, reliance on signage and primarily by word of mouth. Located at a major intersection in Odenigbo, Nsukka, the site is located in a neighborhood retail centered anchored by Dixie grocery store. With average traffic counts of 42,000 daily, the site was primarily selected because of its location, the local demographics surrounding the site and reasonable rental rates.

2.4 Ownership of Enterprise

The Business is a sole-proprietorship business wholly owned and managed by UGWUANYI, COLLINS CHIMEZIE.

2.5 Legal Status

As a sole- proprietorship outlet, it is yet to be registered with the Nigerian government.

2.6 Location and Facilities

The business is sited at Shop No.23 Odenigbo neighborhood.

Office line: +23466392477

E-mail:collinc&chimezie20@gmail.com

2.7 Production/Service

The C&C neighborhood bar will offer a broad and deep variety of specialty beers and wines which will appeal the public's ever changing and increasingly more sophisticated demands for variety in beer and wine. The bar will also offer a full service liquor bar.

Patrons desiring food will not be disappointed by the bar's food offerings either. The owner will prepare traditional bar foods such as nachos, goat meat, pork meat, potato skins, and calamari, along with the local favorites of fish dip and fried plantain. Dining patrons will also enjoy his daily specials including freshly caught Atlantic Snapper and ichewo.

The kitchen will close at 9 pm, but patrons will still have the option of easily prepared foods, that the bartender can microwave or easily throw into the deep fryer.

On Friday and Saturday nights, the C&C will provide live football entertainment or local jazz musicians. A cover charge will be applied to patrons to cover the band expenses. The bands will be responsible for setup and tear down of all equipment

2.8 Business Strategy

- To be known as the best Neighborhood bar outlet ever.
- To engage in at home delivery service with little or no charges based on the distance of the home.

2.9 Key Success Factors

The C&C key to success will be based on:

- Outstanding customer services – the C&C’s goal is be the place “where everyone knows your name”. All team members are hand selected and love what they what do.
- Customer Satisfaction – By providing a quiet and relaxed environment, where friends can meet and unwind and relax.
- Provide a vast offering of specialty beer and wine offerings – catering to the public’s increased requirement for variety and sophistication in alcoholic beverages.

PART III

3.0 MARKET AND CLIENTS

3.1 Nature and Size

Our business is solely managed by UGWUANYI, COLLINS CHIMEZIE and he will employ at least six workers as staff i.e. the bar manager, bar attenders, three waiters, two marketers, one service deliverer and one accountant doubling as a marketer too. Some of our services will be delivered at the industrial area or at Hilltop neighborhood close to the school-UNN where we will rent a shop for our services sales. The bar industry is a lucrative business; it is one of the most viable business ventures in Nigeria and Nsukka in particular.

3.2 Target Market

The target market of Nsukka is very viable. The presence of the university with consequent influx of people from all parts of the country has provided for the C&C POINT AND KILL BAR outlet a large estimated target market of over 28,000; comprising of children, youths and adults

3.3 Key Competitors and Players

The key competitors are very few because of the inadequate knowledge in the business. However, 50-50 BAR OUTLET and EMEKA BEER PARLOR LTD are potential competitors.

3.4 Service Delivery

Use of firm's delivery van.

3.5 Quality Assurance

The C&C POINT AND KILL BAR promises a retrieval poor services or food.

3.6 Demand/Supply Analysis

Demand and Supply Analysis and Estimating the Initial Capacity

Details	Size (Number)
Potential Demand of service to be served at the market monthly	1000
Less 30% existing competitors	700
Available Market (in the absence of expansion and very high entry wall)	
Less 10% due to possible expansion of competitors and entrant of new ones	900
Available Market	
Less 5% due to error in estimation	950
Available demand/Qualified Market/Demand Supply gap	
Initial Installed Capacity 60% of available demand (served market)	600

3.7 Technology

The technology required here are process technologies like:

- Generator
- Televisions
- Refrigerators

While delivery service technology is

- Delivery van

3.8 Competitive Edge

The competitive edges of The C&C POINT AND KILL BAR are as follow:

- Service delivery van

- Well equipped and trained staff
- Service delivery
- Top notch customer care services

PART IV

4.0 MARKETING PLAN

4.1 Promotion and Distribution Strategy

- Distributorship: distributing our products to our potential customers on request basis.
- Open market: our proposal has a vision to rent stores at other neighborhoods where we shall be marketing our products during market hours.
- Opening of website for the business promotion
- Promotion of the business through our staff promoters

4.2 Alliances

There are no alliances since it is a solo-proprietorship business except for the market union.

4.3 Market Positioning

The market positioning is SQUARE i.e

- Satisfactorily service delivery
- Quality product
- Unequal Customer friendliness
- Activeness
- Readily available support system/Reassurance and
- Energy

4.4 Service Delivery Strategy

The service delivery strategy is the use of the firm's website and Delivery van in the delivery of products ordered and even services like information on ready food.

4.5 SWOT Analysis

The following information summarizes the SWOT analysis. SWOT stands for strengths, weaknesses, opportunities and threats. A SWOT analysis is a method for strategic planning that evaluates these four elements as they relate to the business objectives.

Strength:

- Delivery van
- Quality staff
- Customer care oriented services

Weakness:

- Low running/operating capital due to staff

Opportunities:

- Large target market

Threats:

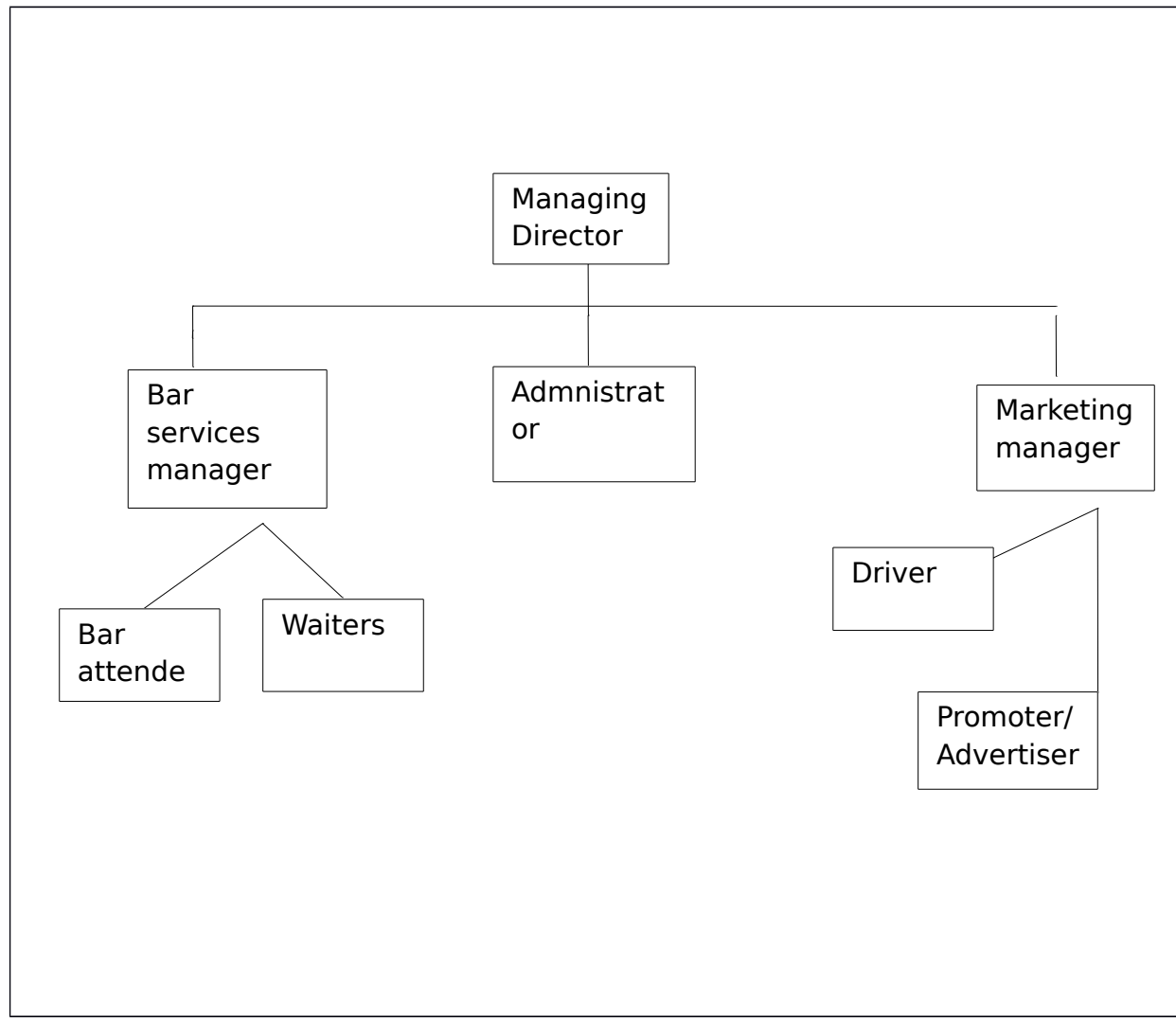
- Thugs and hoodlums theft and disturbance
- Excessive payment of dues and levies
- Activities of competitors like BEN BAR SERVICES and PT BAR OUTFIT Ltd that are already established.
- High cost of petrol and detergent for washing.

PART V

5.0 ORGANISATION AND MANAGEMENT

5.1 Organizational Structure

Organizational Structure of C&C POINT AND KILL BAR



5.2 Personal Plan

My personal plan is to see to the adherence of this business plan by every aspect and unit of this firm in order to ensure productivity and materialization of the written and estimated goals and objectives.

5.3 Shareholders and Directors

For the time commencement, there are neither shareholders nor directors

5.4 Value and Norms of the Company

C&C POINT AND KILL BAR has the following Value and norms upon which she chooses to thrive on:

- To offer the best of bar services to customers
- To uphold high integrity
- To uphold qualitative standards in all aspects
- To see to her employees as her most valuable assets
- To give out-of –the world customer care services.

5.5 Management Team

The management of the outfit is relatively small since it is a budding business; a sole-proprietorship. I, Ugwuanyi, Collins will remain the manager of the firm until further expansion.

5.6 External Support

C&C POINT AND KILL BAR will be discussing the Enugu small and medium Enterprise (SMEs) centers to offer, over a period of years, strong management and business support service. Also, the outfit will access support on technical issues from the Entrepreneurship Development Centre where the proprietor received training on entrepreneurship.

PART VI

6.0 LEGAL REGULATORY, SOCIAL AND ENVIRONMENTAL ISSUES

6.1 Legal Issues

C&C POINT AND KILL BAR plans to commence commercial operations as a sole proprietorship venture. At such, it is will embark on registering the name with the appropriate department of the Nsukka Local Government. No special licenses are required for the operation of the bar outlet; however, every attempt will be made to get all the permits and licenses.

6.2 Regulatory Issues

The regulatory issues are:

- Activities and operations are supposed to be halted during the burial of a trade unionist.
- Time-consuming sanitation every Wednesday and Friday.
- Excessive union levy in times of wedding, death, birth, etc.

6.3 Social Issues

Although Enugu state happens to be my state, there seems to be some form of discrimination from those of Nsukka LGA towards others.

6.4 Environmental Issues

From the feasibility study engaged in the venture, business at Nsukka axis is always halted particularly when it comes raining; customers are left with no means of entrance to the area hence, flooded with dirty water resulting from no drainage system.

PART VII

7.0 FINANCIAL PLAN

7.1 Project Cost

The total cost of the business is N1, 000, 000. This is further divided into 600, 000 as fixed capital and 400, 000 as working capital.

7.2 Funding Plan and Statement

LIST OF CAPITAL EQUIPMENT

Equipment	Description/Uses	Supplier
Shop	Single room size	Capital/self
Generator	Source of power supply	Benbella Afor ltd
Delivery van	To deliver drinks to customers	Jekwu automobile
Televisions	To show customer care	Nalex home appliances
Iron gate	To guard the shop	Edumaco welding and construction Enugu Ezike

Sales Plan

	Year 1	Year 2	Year 3
Product/Service	Drinks	Drinks	Drinks
Product/Service	30000	90000	90000
Quantity(estimated)			
Cost per unit	80	100	150
Cost of raw inputs	4800000	9000000	1350000

Sources of some materials

Item	
Stoves and ovens	Enugu (Nsukka)
Air conditioner	Lagos
Leather chairs, stools and small booths	Nsukka, odenigbo to be precise.
Refrigerators and freezer	Lagos

Contractual arrangements have been made for raw Foreign detergents and washing chemicals procurement?

General cost of Administration

Item	Current (for existing projects only) (₦)	Proposed (for new/expansion projects)(₦)
a. Rents and Rates	50,000	50,000
b. Travelling Expenses	100,000	100,000
c. Stationery and Sundry Exp.	30,000	30,000
Delivery van Running Expenses	500,000	500,000
e. Insurance	150,000	150,000
f. Professional Fee	10,000	10,000
Other Expenses	80,000	80,000
TOTAL	920000	920000

Working Capital Projection (to cover the gestation period)

Start -Up Capital Needed

Tenant (leasehold) improvement costs consist of new heating/air conditioning, electrical, plumbing, and painting, carpentry, flooring and smoke detectors. Equipment consists of two stoves and ovens, one walk in refrigerator, a freezer, two microwaves and a deep fryer. Furniture and fixtures consist of leather chairs, stools and small booths along with a front and back bar. The back bar was secured from a consignment shop. The front bar will be constructed by Mr. Collin's brother-in-law who owns a cabinet company.

To date, the owners have invested almost \$60,000 out of pocket (42% equity) to meet these startup costs including payment of rent and security deposit. The owner has sought for a 400,000 working capital loan to meet start-up inventory requirements and, licensing requirements. The loan will be secured by UCC filings on all inventories and receivables.

Financing Plan

S/N	Source of Fund	Amount
1	Owner's capital	200,000
2	Bank loan	800,000
3	Others (Specify)	
	Total	1,000,0000

Loan Repayment and Interest payment schedule

Year	Loan/Loan Bal B/d	Interest	Annual installment	Loan Repayment	Loan Bal c/f
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	A	B	C	D	E
	A	$B=r(A)$	C (A value in equation 1)	$D=C-B$	$E=A-D$
0	800000				800000
1	2000000	100,000	60,000	50,000	1.500000
2	1500000	75,000	10,75000	100000	50,0000
3	5000000	25,000	525000	500,000	
Total					

Note

$$PV = A(1-(1+r)^{-n})$$

$$r \dots\dots\dots(1)$$

Where PV= Loan amount; A= Annual installment; r=rate of interest per annum and n= tenure of loan in years.

DEPRECIATION SCHEDULE

S/ N	Item	Unit	Cost per Unit	Value	Life Span Estimation in Months	Monthly Depreciation
2	Generator	1	100000	100000	60	1666.6
4	Barrow	1	18000	18000	60	300
5	Delivery van	1	100000	100000	60	1666.6
9	Wire guards	1	3500	3500	60	38
					Total	3671.2

7.3 Projected income statement

Estimate of Profit and Loss Account for the first 3 years

Particulars	Year 1	Year 2	Year 3
Sales	4800000	9000000	1350000
Others			
Net Sales	4800000	9000000	1350000
Less Expenses			

Cost of raw Foreign detergents and washing chemicals	6060000	13752000	6048000
Salaries	6120000	6120000	7120000
Rent	50,000	50,000	50,000
Telephone/travelling	100,000	100,000	100,000
Electricity	40,000	40,000	40,000
Advertising	500,0000	600,0000	700,0000
Entertainment	70,000	70,000	70,000
Insurance	150,000	150,000	150,000
Legal	10,000	10,000	10,000
Office supplies	20,000	20,000	20,000
Motor Vehicle maintenance	500,000	500,000	500,000
Total Expenses	13620000	21412000	14808000
Profit before Tax/Int	34380000	68588000	12019200
Less Interest	100000	75000	25000
Profit After Interest	34280000	68153000	119787000
Less Tax	350,000	360,000	380,000
Profit After Tax	33930000	68153000	119787000
Less Depreciation	21950	21950	21950
Net Profit	3371050	68131050	119765050

7.4 Projected balance sheet

The Balance sheet combines the results from the profit and loss statement and the Cash Flow Statement

Balance Sheet Assets				
Fixed Assets:				
Machinery, Generator, Water dispenser, Delivery van and others				600,000
Less Cum. Dep. Of 5%	30,000			30,000
Current Assets:	350,000	350,000	350,000	570,000
Cash(use as balancing item)	100,000	100,000	100,000	

Debtors	--	---	---	-----
Stock	350,000	350,000	350,000	350,000
Total Current Assets (B)				
TOTAL ASSETS (C)	350,000	350,000	350,000	350,000
Liabilities				
Current liabilities				
Creditors	----	-----	----	-----
Accrued Expenses	-----	-----	----	-----
Overdraft	-----	-----	----	-----
Short Term Loan				800,000
Total Current Liabilities(D)				
Capital Employed (A-D)				200,0000
Long Term liabilities	350,000	350,000	350,000	350,000
Long Term loan	100,000	100,000	100,000	100,000
Others (specify)	100,000	100,000	100,000	100,000
Total long Term liabilities(E)	-----	-----	----	-----
Long + Short Term Liab.(F)				800,000
Shareholders Equity(C-F)	----	-----	----	-----
Shareholders Equity:	-----	-----	----	-----
Capital(Shares)				1,000,000
Retained Profits				457,0000

7.6 Projected cash-flows statement

Cash flow Projection

	Yr 1 Total (₦)	Yr 2 Total (₦)	Yr 3Total (₦)
Cash In			
Bank Loan	2000000		
Sales Income	4800000	9000000	135000000
Other Income (state)	200000		
Admin .Outgoings/salaries	6,120,000	7,120,000	7,120,000
Marketing	350,000	350,000	350,000
Cost of Goods	100,000	100,000	100,000
Interest Expenses	100,000	100,000	100,000
Loan Repayment	10,000	10,000	10,000
Other Payments	50,000	50,000	50,000
Total Cash out	6730000	6720000	7730000
Net Cash Flow	270000	1280000	5770000
Opening cash Bal		270000	1550000
Closing cash Bal	270000	1550000	7320000

7.5 Profitability Analysis

The project comes out of the gestation period in 12 months and even by that time the sale for the months stood at N1,500,000. By the end of the first year (of which there was only 11 months of selling activities) the sales were N1,800,000 and this is expected to grow in the subsequent years.

Indicator	2010 N	2011 N	2012 N
Turnover	1,500,000	1,800,000	1,434,000
Gross Margin	900,000	1,400,000	1,434,000
Net operating profit	197,000	408,700	356,49
Return on Equity or Owner's contr. %	98.5	204.35	356.49
Return on Total Investment %	19.7	40.87	71.29

7.6 Break-Even Analysis

There is no estimated break-even point hence; the firm is believed to be making more income in her various financial periods.

PART VIII

8.0 RISK ANALYSIS, CONTINGENCY PLAN AND EXIT STRATEGY

8.1 Risk Analysis

The project has been subjected to risk analysis and some inherent risks identified and appropriate mitigants preferred to avoid the business being disrupted

Inadequate start-up demand ----Aggressive promotion and advertising campaigns

8.2 Contingency Plan

Sourcing of resort-funds from family and friends in times of emergency.

8.3 Exit Strategy

The firm- C&C POINT AND KILL BAR has no plan for exit but expansion.

PART IX

9.0 OTHER CONSIDERATIONS CONCLUSION/ RECOMMENDATION

9.1 Economic Justification

From the view of our study and analysis of the findings made, the project offers a good benefit to the promoter- UGWUANYI, COLLINS CHIMEZIE and to the economy. Wealth will be created and employment opportunities created. These are consistent with the Federal and State Government policy on entrepreneurship, wealth and job creation.

9.2 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 sales, profits and cash flow positions.

9.3 Conclusion/Recommendation

Therefore, the project- C&C POINT AND KILL BAR is highly recommend for both funding and implementation.

APPENDIX

Photocopy of certificate of incorporation or Registration

Approvals

Licenses