

UNIVERSITY OF NIGERIA NSUKKA

**FACULTY OF AGRICULTURE
DEPARTMENT OF HOME SCIENCE, NUTRITION AND DIETETICS**

**A BUSINESS PLAN
PRESENTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR
THE COURSE: CEDR 342 (BUSINESS DEVELOPMENT AND
MANAGEMENT)**

**TITLE
CUSTOMIZED T-SHIRT COMPANY
BY**

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2012/184777**

LECTUERER: DR. (MRS.) T. C. NWAOGA

DATE: JULY, 2017

TABLE OF CONTENT

1.0	EXECUTIVE SUMMARY	-	-	-	-	-	-	-	1
2.0	BACKGROUND	-	-	-	-	-	-	-	2
2.1	Vision Statement	-	-	-	-	-	-	-	2
2.2	Mission Statement	-	-	-	-	-	-	-	2
2.3	Ownership of the Enterprise	-	-	-	-	-	-	-	3
2.4	Aims and Objectives	-	-	-	-	-	-	-	3
2.5	Product and Services	-	-	-	-	-	-	-	3
2.6	Business Strategies	-	-	-	-	-	-	-	4
2.7	Key Success factors	-	-	-	-	-	-	-	5
2.8	Revenue Base	-	-	-	-	-	-	-	5
3.0	MARKET AND CLIENTS	-	-	-	-	-	-	-	4
3.1	Potential Market	-	-	-	-	-	-	-	7
2.2	Target Market	-	-	-	-	-	-	-	7
3.3	Competitive Edge	-	-	-	-	-	-	-	7
4.0	MARKETING PLAN	-	-	-	-	-	-	-	9
4.1	Promotion and Distribution Strategy	-	-	-	-	-	-	-	9
4.2	SWOT Analysis	-	-	-	-	-	-	-	10
5.0	ORGANISATION AND MANAGEMENT	-	-	-	-	-	-	-	12
5.1	Organizational Structure	-	-	-	-	-	-	-	12
5.2	Management Team	-	-	-	-	-	-	-	12
5.3	Personnel Plan	-	-	-	-	-	-	-	13
6.0	FINANCIAL PLAN	-	-	-	-	-	-	-	14
6.1	Project Cost	-	-	-	-	-	-	-	14
6.2	Project Income Statement	-	-	-	-	-	-	-	14
6.3	Projected Cash flow	-	-	-	-	-	-	-	16
6.4	Projected Balance Sheet	-	-	-	-	-	-	-	17
6.5	Break Even Analysis	-	-	-	-	-	-	-	18
6.6	Profitability Analysis	-	-	-	-	-	-	-	19
7.0	LEGAL, REGULATORY, SOCIAL AND ENVIRONMENTAL ISSUES	-	-	-	-	-	-	-	21
7.1	Legal Issues	-	-	-	-	-	-	-	22
7.2	Regulatory Issues	-	-	-	-	-	-	-	22
7.3	Social Issues	-	-	-	-	-	-	-	22
7.4	Environmental Issues	-	-	-	-	-	-	-	22
8.0	RISK ANALYSIS, CONTIGENCY AND EXIT STRATEGY	-	-	-	-	-	-	-	24
8.1	Exit Strategy	-	-	-	-	-	-	-	26
8.2	Contingency	-	-	-	-	-	-	-	26
8.3	Risk Analysis	-	-	-	-	-	-	-	26
9.0	OTHER CONSIDERATIONS, CONCLUSION AND RECOMMENDATIONS	-	-	-	-	-	-	-	27
9.2	Commercial Viability	-	-	-	-	-	-	-	27
9.3	Conclusion And Recommendation	-	-	-	-	-	-	-	27

CHAPTER ONE

1.0 EXECUTIVE SUMMARY

1.1 The following report and recommendations relate to the proposal of Spycee customized t-shirt to establish a customized t-shirt production company.

1.2 Spycee t-shirt company aims at establishing a business entity that operates as a private partnership company comprising of shareholders with equal equity of eight hundred and seventy two thousand seven hundred and thirty naira only (N872730) and six million four hundred thousand naira (640000) to be sourced from Ceelog t-shirt Financial System as part of the three years plan that is highly profitable and reliable.

1.3The company's vision is to leverage cutting edge technology as a competitive advantage by exceeding customer's expectations and offering high quality products at reasonable prices with quick turnaround times and employing careful financial and accounting analysis to ensure efficiency and proper controls.

1.4 SpyCee T-shirt company will be located at Plot 11, Area C Nyanya, Abuja, Nigeria.

1.5 A ready market awaits our product base donor market survey.

1.6 The company's competitive edge is the ability to produce and deliver a long lasting and easy to use product.

2.0 BACKGROUND

The T-shirt design industry is a primarily brick and mortar based industry. Most companies offer either silk-screening or sublimation services to typically local customers. While most of the products are T-shirts, there is a niche of companies that offer these printing services for uniforms, team jerseys, etc. Most of the participants in the industry fall into two categories, those that sell to individuals and those that sell in multi-unit production runs. The companies that sell to individuals are almost always silk-screeners who have a limited number of silk-screens already developed. The customer chooses which one they want and a T-shirt is made. This type of vendor is often the typical T-shirt maker that you see at fairs. The second type sells most of their products in larger production lots. This can be explained by the fact that for custom work, whether silk-screens or sublimations, it is not cost effective to produce in small lots.

Recently, a number of companies began offering computer-based sublimation enabling them to offer low production runs. The technology the various companies are using, with SpyCee T-shirt being an exception, is in its infancy in low resolution. While the new technology allows companies to offer sublimation using computers, the image quality is average at best. Spycee T-shirt is able to leverage proprietary technology as a competitive edge to produce much higher quality computer sublimation.

2.1 Vision Statement

To leverage cutting edge technology as a competitive advantage by exceeding customers expectations and offering high quality products at reasonable prices with quick turnaround times and employing careful financial and accounting analysis to ensure efficiency and proper controls.

2.2 Mission Statement

We will achieve our goals by:

- 🚩 Offering the finest in custom shirt sublimation production.
- 🚩 Giving customers the best product at the best price.
- 🚩 Exceeding customer's expectations .

2.3 Ownership Of The Enterprise

Maureen Igwe is the Founder and manager of SpyCee T-Shirt enterprise.

2.4 Aims and Objectives

Our aims and objectives are to;

- become known as the premier custom shirt sublimation service.
- Achieve profitability within twelve months.
- Design and implement strict financial controls to help ensure success.
- To become the best when it comes to supplying of customized t-shirt

2.5 Products And Services

SpyCee T-shirt is a custom T-shirt sublimation company offering customers a choice of imagery (outs or theirs) to apply to the front or back of a shirt. Sublimation is a process using heat to transfer (embed) ink into a fabric surface such as a shirt. The alternative method of creating custom shirt designs is called silk-screening; a process in which a screen is made with an image and that image is transferred onto a shirt because set-up costs are high silk-screening is not cost effective for small number production runs. Another disadvantage is that silk-screening applies a thin layer of ink to the surface the shirt inhibiting breathability. The sublimation process avoids this problem since the ink is not coating the fabric's surface, but rather, is embedded in the fabric. Only with recent technological advances has sublimation become cost effective in small production runs. While other vendors are able to offer sublimation in single production runs, their computer based sublimation process produces lower image quality.

SpyCee T-shirt takes sublimation one step further by producing the graphic images at a higher resolution than other existing technologies. SpyCee T-shirt has access to new prototype sublimation high resolution printer giving SpyCee T-shirt a significant advantage. SpyCee T-shirt will offer custom sublimation mainly on T-shirts, but will have other shirt styles available. Customers can choose from traditional cotton-blend shirts or all natural fiber cotton shirts. Customers can then choose from pre-existing graphics or custom artwork. The pre-existing graphics are chosen from an extensive catalog. SpyCee T-shirt has developed strategic relationships with several companies that offer a wide range of graphic images. The relationships allow SpyCee T-shirt to list the other company's graphics within their catalog thereby

significantly options. These images can be viewed and ordered online, providing customers with flexibility and convenience. SpyCee T-shirt will have a comprehensive Website that will allow ordering a customer's home, or where ever they may be. Additionally, Spycee T-shirt will have a computer kiosk in the store front as an in-store catalog. SpyCee T-shirt will also offer custom artwork or graphic options for sublimation. The customer may bring in a graphic or may use SpyCee T-shirt's sub-contracted artist to realize their vision. SpyCee T-shirt's artist can take a customer's pencil drawing or even articulated thoughts and turn them into a new design. SpyCee T-shirt will offer a range of different shirt options. As indicated by the name, there will be an emphasis on T-shirts. Short sleeves, long sleeves, organic fabrics, and a variety of polo, rugby and other styles will also be offered.

2.6 Business Strategy

The marketing campaign will seek to increase visibility for SpyCee T-shirt, emphasizing the ability of the customer to completely customize their design. SpyCee T-shirt will use several different venues to communicate this message.

- Advertising -- SpyCee T-shirt will run advertisements in several teen/young adult magazines whose readership demographics are similar to Spycee T-shirt
- Youth events -- Many different events will be sponsored as a means of increasing visibility. These include but are not limited to music festivals and sporting events along with the new genre of extreme sporting events.
- Student groups -- SpyCee T-shirt will attempt to gain awareness of the different student groups who actively purchase shirts for their members. Awareness will be achieved through a combination of sponsorship of student organization events as well as advertisements in magazines that specifically target this demographic.

The sales strategy will emphasize the fact that ordering a shirt from SpyCee T-shirt is a very easy and pleasing experience. The sales effort will work on the continual development of the website, the main tool used for ordering. It will be quite important to have a friendly, easy to use web interface for two main reasons. One, there are so many choices available that it could become daunting to the customer. The second reason is that a large portion of sales will be placed on the website. It is imperative to make it so easy that people don't stop part way through ordering due to cumbersome or difficult instructions. The website embraces the philosophy of making the experience so easy and

pleasing that the customer comes back to buy more.

SpyCee T-shirt will also rely on three other factors to help boost sales. The first is exemplary customer service. Having excellent service will provide the customer with the feeling that the business is looking out for the customer's interest. Second, when a customer places an order, they will probably be excited to see the finished product, so SpyCee T-shirt will ensure the fastest turnaround time possible. Lastly, sales will be boosted by offering customers a high quality product. We will use high grade cotton shirts and state-of-the-art sublimation printing materials. The sales forecast is reasonably conservative so that goals will be achievable. Sales will be slow initially, a function of the fact that SpyCee T-shirt is a start up organization and it will take time to build a sufficient foundation. The following table and chart show sales forecasts by both month and year. The sales forecast is broken down by product, graphics or artwork. "Graphics" indicates the customer will be using a pre-existing graphic, either one that they are bringing in or one that they are purchasing a license to use from SpyCee T-shirt. "Artwork" denotes that the customer is using a graphic that is being created specifically for them. All customers will purchase their shirt from SpyCee T-shirt!

2.7 Keys Success Factors

- Leverage cutting edge technology as a competitive advantage.
- Exceed customer expectations by offering high quality products at reasonable prices with quick turnaround times.
- Employ careful financial and accounting analysis to ensure efficiency and proper controls.

2.8 Revenue Base

SpyCee T-shirt will incur the following expenses for start up:

- Two Apple Macintosh computers -- These will be high end models and utilize the following software: Microsoft Office, Adobe Photoshop and Illustrator, Macromedia FreeHand, and QuickBooks Pro.
- HP XX Laser Printer -- This is a prototype printer not available to the public.
- In-store computer kiosk -- This allows customers to view options for shirts and existing imagery.

- Website -- This will be used for information disbursement as well as ordering.
- Shelving display unit -- To display assorted graphic images on paper for easier viewing.
- Broadband Internet connection.
- Two desk/chair/office supplies sets.
- Small shirt inventory -- Inventory will be kept small to lower overhead. This will be accomplished by using a shirt vendor who is one shipping day away, effectively using a just-in-time (JIT) system for managing inventory.
- Heat application unit -- To make the sublimation transfer.

3.0 MARKETING AND CLIENTS

The nature of the market is growing so there is a need to invest in producing customized t-shirts.

3.1 Potential Market

Our trade area Nyanya described above has an estimated population of 70,000. It is a satellite town with a lot of estate constructions and other projects going on, hence we expect a population increase of at least 3,000 new residents a year as a result of influx of people to this area citing affordable house rent as a major reason for this relocation. From this increase in population, the projected annual prescription spending in the area is expected to increase by approximately ₦20,000,000. In summary, our location gives us greater access and visibility to the new residents trooping into Nyanya, Abuja.

3.2 Target Market

SpyCee T-shirt has chosen these two market segments because their demographics (reasonably young) have the highest likelihood of purchasing a custom shirt. Both of these segments are reasonably young. This is important because most of SpyCee T-shirt's products are T-shirts and younger people tend to wear them frequently. Music is also an important interest for the target markets since both segments listen to and watch more than average amount of music. T-shirts are particularly popular at music events. This phenomenon may be explained in part by the expressive nature of both music and T-shirt graphics. SpyCee T-shirt will provide a form of expression, allowing each customer to choose what aesthetic or idea they want to communicate. Lastly, the business will be located in Seattle which has a young, hip scene. There are many music and other venues that cater to SpyCee T-shirt's demographic and these will be useful in developing awareness of Spycee T-Shirt. Lastly, the business will be located in Seattle which has a young, hip scene. There are many music and other venues that cater to SpyCee T-shirt's demographic and these will be useful in developing awareness of Spycee T-Shirt.

3.3 Competitive Edge

The company's competitive edge is the ability to produce and deliver a long lasting and easy to use product.

SpyCee T-shirt has two competitive edges that they will use to their advantage to achieve market penetration.

- **Large catalog of graphics** -- SpyCee T-shirt is developing several strategic relationships with existing graphics companies that have an extensive images catalogs. It would be difficult and expensive for SpyCee T-shirt to create their own library of graphics but by developing relationships with companies who own existing libraries, SpyCee T-shirt is able to offer its customers an expansive array of imagery. SpyCee T-shirt pays a royalty for use of these graphics.
- **Quality of the sublimation** -- Due to its networking contacts at Hewlett-Packard, and the use of prototype technology, SpyCee T-shirt will be able to produce sublimations of much higher quality than any of their competitors. This gives SpyCee T-shirt a fantastic competitive edge. At some point within the next two years this technology may be available to the public, however because of the close contacts Mr. Inkler shares with HP, SpyCee T-shirt will always have cutting edge technology available, well in advance of any public release.

4.0 MARKETING PLAN

The marketing campaign will seek to increase visibility for SpyCee T-shirt!, emphasizing the ability of the customer to completely customize their design. SpyCee T-shirt will use several different venues to communicate this message.

- Advertising -- SpyCee T-shirt will run ads in several teen/young adult magazines whose readership demographics are similar to SpyCee T-shirt
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- Student groups -- SpyCee T-shirt will attempt to gain awareness of the different student groups who actively purchase shirts for their members. Awareness will be achieved through a combination of sponsorship of student organization events as well as advertisements in magazines that specifically target this demographic.

4.1 PROMOTION AND DISTRIBUTION STRATEGY

The strategies will be;

- Regular and steady stocking by running efficient inventory control
- Building good relationship with all patients that visit the company.
- Partnership with other companies without proper functioning customized t-shirt units.
- Building strong relationship with tailors and other people in partnership with us by giving free gifts given by our sales representatives.
- Offering close to free services like giving free gifts and discount during sales promotion.
- Keeping customers comfortable when waiting by having a well ventilated and conducive reception area. Having television set to keep their eyes and ears busy.
- Building trust of customers through the use of barcode reader.
- Giving sachet water with every purchase of customized t-shirt, which will gradually upgrade to bottle water then bottled drinks and snacks as the business blooms.
- Offering quality cost effective products and services which have superior packaging in customized and attractive bags.
- Sale of all types of customized t-shirt with different colours and design

One other strategy to use is the advertising strategy which involves;

- Large sign
- Distribution of fliers and tracks emphasizing the availability of customized t-shirt and related products.
- Advertise in the local newspapers highlighting events such as our ongoing services.
- Distribution of circulars in the trade area emphasizing on and services provided.

- Posters on individual apartment buildings highlighting services provided and information about various customized t-shirt.
- Contract with Nyanya customized t-shirt company, and other companies.

4.2 SWOT ANALYSIS

Strengths

- Offering quality affordable, cost-effective products and services; excellent clinical skills.
- Always be in stock
- Maintaining credit worthiness policy with suppliers
- Having a cool, conclusive, well ventilated waiting area for patients.
- On-time delivery of products.
- Counseling on clinical issues.
- Long service time of 7am-11pm.
- Strong relationship with partners such as physicians, medical laboratory scientists.
- Positive reputation in the community.
- Excellent communication skills.
- Offering Point of Sale Services (POS)

Weaknesses

- Possibility of staff slacking even after training.
- Newness to the market.
- Time constraint: possibility of not being able to render 24hours services.
- Need to enhance documentation skills.
- Inability to estimate demand for services from suppliers.

Opportunities

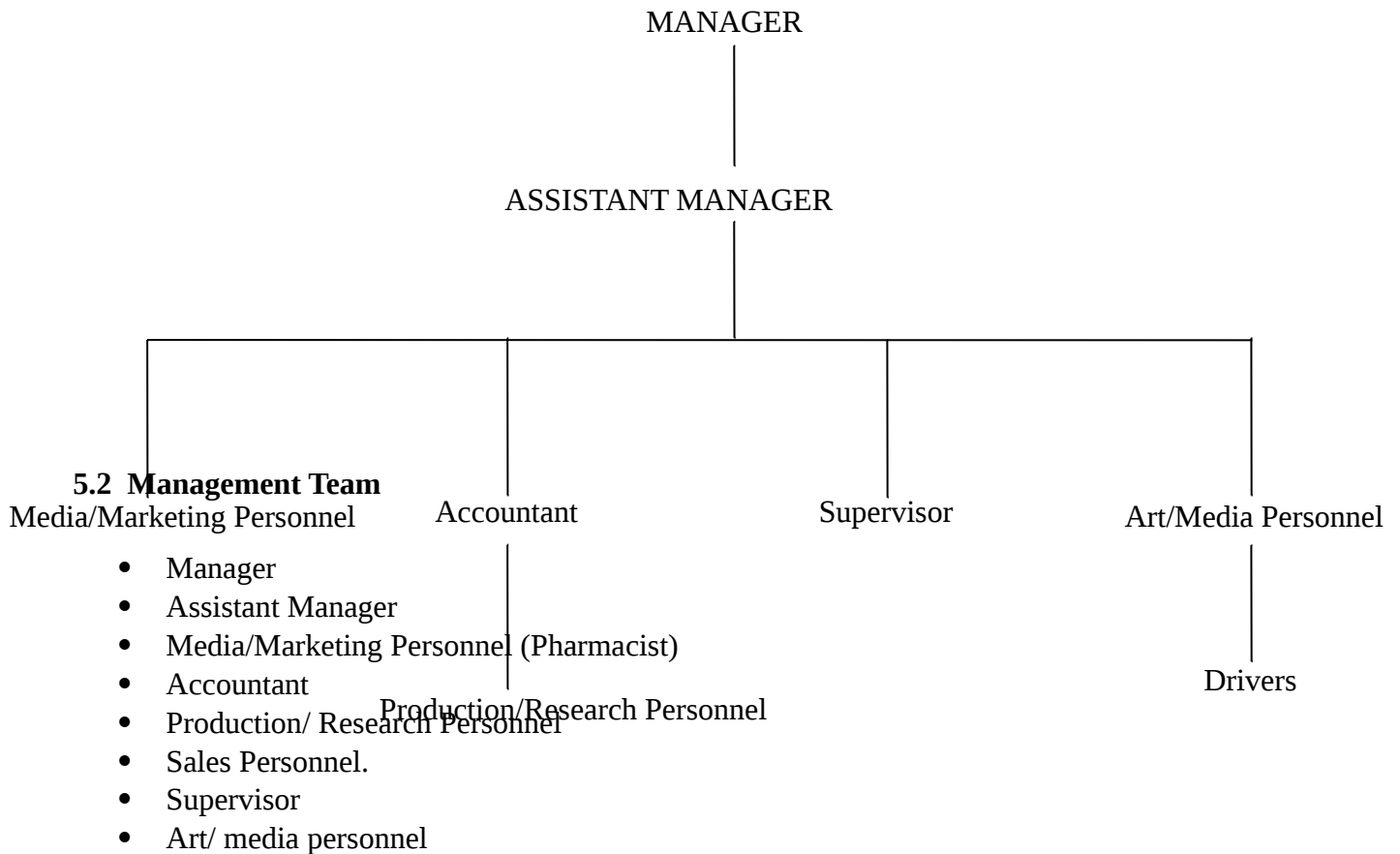
- Maintaining credit worthiness policy with suppliers.
- Use of Bar code reader.
- B.P machine, electronic clinical machines.
- Operating for longer working hours compared to other pharmacies/chemists around.
- Strong relationship with partners such as physicians, medical laboratory scientists.
- Supplying our own competitors.
- Always being in stock unlike our competitors.

Threats

- Bad road network
- Suppliers being out of stock. Possibility of new competitors offering exactly the same services we offer.
- Unforeseen circumstances like accidents, fire.
- If inflation rate continues to rise.
- Already existing pharmacies and patent medical practitioners.

5.0 ORGANIZATION AND MANAGEMENT

5.1 ORGANIZATIONAL STRUCTURE



5.3 Personnel Plan

SpyCee T-shirt will require the following personnel for operations:

- Maureen -- Business development, finance and high level accounting, customer service, shirt printing
- Printer -- Shirt printing
- In-store retail employee -- Help customers with placing or existing orders
- Bookkeeper -- Accounts receivable and payable
- Independent contractor -- Graphic artist

6.0 Financial Plan

The following sections outline important financial information.

6.1 Project Cost

Financial Analysis

Internal generated funds	=	9600,000
Venture capitalist	=	6400,000
Total start up	=	16,000,000

28% additional interest of 6,400,000 to be paid back to the venture capitalist after 5 years.

Capital Distribution In Percentage

Fixed Asset	=	30.86%
Annual salary	=	17.25%
Variable factor	=	1.8438%
Stock	=	46.875%
Reserved capital	=	3.169%

6.2 Projected Income Statement

The following table presents projected projected income

Pro Forma Profit and Loss

Sales	N117 88	N	N
Direct Costs of Goods	N58 941	N	N
Other Costs of Goods	N0	N0	N
	-----	-----	N
Gross Margin	N58 941	N	N
Gross	50.00%	50.00%	50.00%
			N
Sales and Marketing and Other	N2 500	N	N
Depreciation	N996	N	N
Rent	N11 000	N	N
Utilities	N3 300	N	N
Insurance	N3 000	N	N
Payroll Taxes	N10 260	N	N
Other	N1,500	N1,	N
	-----	200	1
Profit Before Interest and Taxes	(N47 01	N	N
Interest Expense	N5 937	N	N
Taxes Incurred	N0	N	N
Net Profit	(N47 95	N	N
Net Profit/Sales	-40.68%	4	7
Include Negative Taxes	FALSE	T	T

6.3 Projected Cash Flow

	Year 1	Year 2	Year 3
CASH FLOW			
Net Sales	2,500,00 0	4,000,00 0	5,000,00 0
Services	1,900,00 0	2,000,00 0	2,100,00 0
Initial Cash Flow	4,400,00 0	6,000,00 0	7,100,00 0
CASH OUTFLOW			
Salaries	2,760,00 0	2,760,00 0	2,760,00 0
Staff appraisal	5,000	5,000	5,000
Maintenance	50,000	50,000	60,000
Utility	30,000	35,000	40,000
Advertisement	70,000	40,000	40,000
Miscellaneous	50,000	55,000	60,000
Fuel	90,000	93,000	95,000
Total Cash Outflow	3,055,00 0	3,038,00 0	3,060,00 0
CASH INCOME	1,345,00 0	2,962,00 0	4,400,00 0

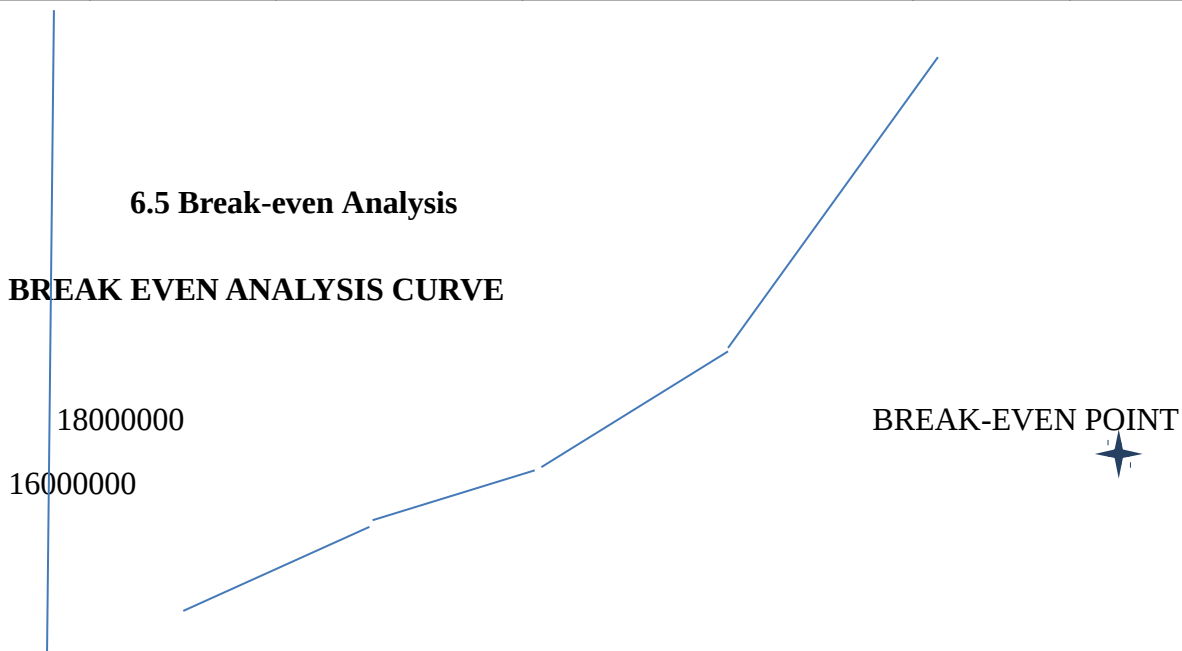
6.4 Projected Balance Sheet

	Year 1	Year 2	Year 3
ASSETS			
Equipment/Fixtures	1,938,000	1,938,000	1,938,000
Building (on lease)	3,000,000	3,000,000	3,000,000
Total	4,938,000	4,938,000	4,938,000
CURRENT ASSETS			
Reserved capital	507,000	507,000	507,000
Inventory	7,500,000	9,000,000	10,000,000
Total	8,007,000	9,507,000	10,507,000
Total Assets	12,945,000	14,445,000	15,445,000
LIABILITIES			
Salaries	2,760,000	2,760,000	2,760,000
Staff appraisal	5,000	5,000	5,000
Maintenance	50,000	50,000	60,000
Utility	30,000	35,000	40,000
Advertisement	70,000	40,000	40,000
Miscellaneous	50,000	55,000	60,000
Fuel	90,000	93,000	95,000

Total Liability	3,055,000	3,038,000	3,606,000
Total Net worth	9,890,000	11,407,000	12,385,000
Contributed Capital	16,000,000	16,000,000	16,000,000
Retained Earning	766,650	1,481,000	2,009,900

BUSINESS PARAMETERS

Year	Net Income	Owner's Equity	Return on Investment (%)	Sales (N)	Net Profit ratio (%)
1	1277750	9890000	12.9	10000000	12.76
2	3110100	211407000	27.26	13000000	23.92
3	4019800	12385000	32.46	15000000	26.80
4	8000250	16860000	47.45	24000000	33.33
5	17708950	18855000	60.76	32000000	55.34





Break-even point = where line intersects with 0

6.6 Profitability Analysis

The following table displays many business ratios specific to SpyCee T-shirts as well as industry ratios. Our SIC industry class is currently T-shirts, custom printed - 5699.0406. The following ratios are in variance to the industry ratios, please review the following explanations detailing the nature of the variance:

- Accounts receivable -- SpyCee T-shirt does not extend credit
- Inventory -- SpyCee T-shirt uses just-in-time (JIT) inventory management significantly lowering overhead
- Liabilities -- This business is being financed by debt, a long term bank loan
- Gross margin -- By leveraging the power of computer technology, labor costs are significantly decreased boosting the gross margin
- Sales/administrative expenses -- These expenses are higher due to the national reach of this organization and its target market

Profitability Analysis

Sales Growth	0.00%	146.50%	14.99%	3.13%
Percent of Total Assets				
Inventory	4.05%	4.70%	7.63%	51.77%
Other Current Assets	18.98%	8.97%	4.34%	19.48%
Total Current Assets	49.34%	87.11%	94.18%	81.79%
Long-term Assets	50.66%	17.89%	5.87%	18.71%
Total Assets	100.00%	100.00%	100.00%	100.00%
Current Liabilities	44.33%	51.36%	78.75%	34.98%
Long-term Liabilities	688.93%	763.47%	98.58%	14.47%
Total Liabilities	733.76%	314.79%	177.33%	49.40%
Net Worth	-633.26%	-214.79%	-27.33%	50.60%
Percent of Sales				
Sales	100.00%	100.00%	100.00%	100.00%
Gross Margin	50.00%	50.00%	50.00%	38.96%
Selling, General & Administrative Expenses	90.68%	45.70%	47.07%	70.47%
Advertising Expenses	0.00%	0.00%	0.00%	7.95%
Profit Before Interest and Taxes	-35.64%	8.55%	12.58%	2.20%
Main Ratios				
Quick	1.07	1.51	3.18	0.57
Total Debt to Total	733.76%	314.79%	177.33%	4.57%
Pre-tax Return on Net	95.80%	-55.17%	-403.65%	53.69%
Pre-tax Return on Assets	-606.69%	118.39%	110.32%	9.75%
Business Vitality Profile				
Sales per Employee	2003 N23,576	2004 N58,116	2005 N66,879	Industry N0
Survival Rate				0.00%
Additional Ratios				
Net Profit Margin	2003 -40.68%	2004 4.80%	2005 7.98%	n.a.
Return on Equity	0.00%	0.00%	0.00%	n.a.
Activity Ratios				
Collection Days	0	0	0	n.a.
Inventory Turnover	13.78	761.84	196.86	n.a.
Accounts Payable	27.67	22.36	22.11	n.a.
Payment Days	28	11	15	n.a.
Total Asset Turnover	14.91	17.28	9.67	n.a.
Debt Ratios				
Current Liab. to Liab.	0.06	0.16	0.23	n.a.
Liquidity Ratios				
Interest Coverage	-7.08	5.03	10.73	n.a.
Additional				
Current Debt/Total	44%	51%	79%	n.a.
Acid Test	1.07	1.51	3.18	n.a.
Sales/Net Worth	0.00	0.00	0.00	n.a.
Dividend Payout	0.00	0.00	0.00	n.a.

7.0 LEGAL, REGULATORY, SOCIAL AND ENVIRONMENTAL ISSUES

7.1 LEGAL ISSUES

The registration of the customised t-shirt company is governed by the Council of Nigeria, and Corporate Affairs Commission.

7.2 REGULATORY ISSUES

This company has received approval for quality service and hygienic sanitary conditions. The welfare of employees is properly maintained with sufficient remuneration and other additional benefits attached to them.

7.3 SOCIAL ISSUES

Considering our management team, public relations is a priority for this company. To achieve this, the company reaches out to customers through research on regular basis to know their needs and proffer solutions to them. Also to curb unemployment, Spycee customized t-shirt company employs a handful of unemployed youths in Nigeria. The company plans to support in the future, regular social, educational and sporting event

7.4 ENVIRONMENTAL ISSUES

All sorts of environmental anomaly will be avoided by this firm as it will not contribute to environmental pollution and greenhouse effect. There will be proper drainage system and its waste will be disposed properly.

PARTNERSHIP AGREEMENT

THIS PARTNERSHIP AGREEMENT made and entered into 27th July 2017

BETWEEN:

Igwe Mauren, Chidi Harrison Eze, Ezeaputa Mercy C. Ngharam Kingsley C, Ozoh Genevieve C, Eze Joseph K, Ohagwu Maluwanne B. Ngwu Solomon O. Oji Akudo P, Ozoh Chukwuma J. and Ugwueze Nnamdi J

BACKGROUND

- A. The Partners wish to associate themselves as partners in business
- B. This Agreement sets out the terms and conditions that govern the partners within the partnership

IN CONSIDERATION OF and as a condition of the partners entering into this agreement and other valuable considerations, the receipt and sufficiency of which consideration is acknowledged, the parties to this Agreements agree as follows;

- The firm name of the Partnership will be SpyCee Customised T-shirt company.
- The Partnership will begin on July, 2017 and will continue until terminated as provided in this Agreement. The principal office of the business of the Partnership will be located at Plot 11, Area C Nyanya, Abuja
- Each of the Partners has contributed to the capital of the Partnership, in cash or property in agreed upon value, as follows (the "Capital Contribution"):

Partner	Contribution	Agreed Value
Partners	60%	N872730 each

Venture capitalist	40%	N 6400000
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All Partners will contribute their respective Capital Contributions fully and on time.

No Partner will withdraw any portion of their Capital Contribution without the express written consent of the remaining Partners.

- **Additional Capital:** Capital Contributions may be amended from time to time, according to the requirements of the Partnership provided that the interests of the Partners are not affected, except with the unanimous consent of the Partners. No Partner will be required to make Additional Capital Contributions. Whenever additional capital is determined to be required and an individual Partner is unwilling or unable to meet the additional contribution requirement within a reasonable period, as required by Partnership business obligations, remaining Partners may contribute in proportion to their existing Capital Contributions to resolve the amount in default. In such case the allocation of profits or losses among all the Partners will be adjusted to reflect the aggregate change in Capital Contributions by the Partners,
- Decisions regarding the distribution of profits, allocation of losses, and the requirement for Additional Capital Contributions as well as all other financial matters will be decided by a unanimous vote of the Partners.
- Subject to any other provisions of this Agreement, the net profits and losses of the Partnership, for both accounting and tax purposes, will accrue to and be borne by the Partners in equal proportions (the "Profit and Loss Distribution").
- **Annual Report:** As soon as practicable after the close of each fiscal year, the Partnership will furnish to each Partner an annual report showing a full and complete account of the condition of the Partnership
- **Management:** Except as all of the Partners may otherwise agree in writing, all actions and decisions respecting the management, operation and control of the Partnership and its business will be decided by a unanimous vote of the Partners.
- **Contract Binding Authority:** Each Partner will have authority to bind the Partnership in contract.

- **Distribution of Property on Dissolution of Partnership:** In the event of the dissolution of the Partnership, each Partner will share equally (the "Dissolution Distribution") in any remaining assets or liabilities of the Partnership.

IN WITNESS WHEREOF the Partners have duly affixed their signatures under hand and seal on this 7th day of July, 2017.

Igwe Maureen

Chidi Harrison Eze

Ezeaputa Mercy C

Ngharam Kingsley C

Ozoh Genevieve C

Eze Joseph K

Ohagwu Maluwanne B.

Ngwu Solomon O

Oji Akudo P,

Ugwueze Nnamdi J

Ozor Chukwuma

Barr. Kenneth Nwogu
For Spycee Customised T-shirt
Nigeria. FCT Abuja

8.0 RISK ANALYSIS, CONTINGENCY AND EXIT STRATEGY

8.1 EXIT STRATEGY

The business is commercially viable having shown through the projections, impressive sales, profit and cash flow position but if any of the following happens;

- Decreasing profit leading to failure to break-even after 5 years
- Inability to pay off venture capitalist or investors after 5 years
- If we make 50% loss of our current assets after the first 3 years of operation
- Ethno-religious or Ethno-political unrest
- Disasters such as fire outbreak, flood, bomb blast etc

The following are our exit plan strategies

- 1. Merger and Acquisition:** This involves merging with a bigger pharmaceutical company and acquisition which is by being bought by a bigger pharmaceutical company. This merging and acquisition will enable us generate the resources to pay off the venture capitalist
- 2. Liquidation and close:** This involves selling off the remaining inventory and giving the venture capitalist 30% of the money and 70% to be shared among board members.

8.2 Contingency Plan

We will offer training services for people who interested in our line of business and part of our profit will be invested to prevent liquidation.

8.3 Risk Analysis

- In case of a particular supplier being out of stock we can have more than one suppliers from different companies.
- In case of bad road network, there is more than one route to get to the company.
- To handle competition from already existing customized t-shirt company, we should never be out of stock for customers and also maintain quality and cost effective services to customers.
- In cases of new competitors offering exactly the same services we offer, we can review and improve the services currently offered.
- In cases of accident of personnel, replace with competent personnel.

9.0 OTHER CONSIDERATIONS, CONCLUSION AND RECOMMENDATIONS.

9.1 ECONOMIC JUSTIFICATION

The main economic justification forth is job creation. As a result of job creation, unemployment will be reduced, dependency will be reduced and economies of scale due to localization will be achieved because so many firms will be attracted to this area.

9.2 COMMERCIAL VIABILITY

All day, every second and minute, people wear clothes. The growing population of the world is faced with the problem of what to wear. Spycee customized t-shirt is cheap, cost-effective and long lasting. These factors imperatively, give our business a chance of success in the market and a name to soon be hold in the market tomorrow.

9.3 CONCLUSION AND RECOMMENDATION

Nigeria is known for being wearing several kinds of customized t-shirt around the world today. With this back drop Spycee company is out to evolve the face of various designs of customized t-shirt in Nigeria, the Spycee company project is technically feasible, financially viable, and economically and socially desirable.