

Business Plan – Retail / Wholesale Store Groceries and Dry Goods in Monrovia Liberia

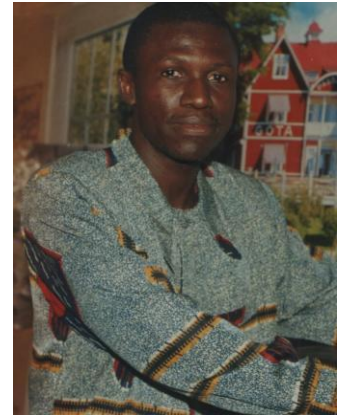
Personal

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Vision – The purpose of our business endeavor is to use it to promote and advance the growth of the church in the kingdom of God and play a role in improving the economy of Monrovia. We have decided to use day to day products (Groceries and dry goods). These products are “must go products.” They are basic goods sold and bought in the market on daily basics. In this way our product are unique. They are compelling because these are goods or products that the marketers buy on a daily basis; retail and whole sale to resell in the community markets, highways and shops. They are valuable because they are up to date products, valid for a long period of time. They are needed by virtually all of the inhabitants.

As we operate the store, the first group of people that will be attracted though this business is the small shops in the various communities. The next people will be the table marketers and street sellers and than offices and homes.

One reason people will be attracted to this business is the location will be in the heart of town in the central market area in Monrovia. Every one will be interested in the commodities. A sign board will be place at the front of the store advertising our products. We shall also use the media, churches and other available means to advertise our products.

Our competitors are the Lebanese community, Indian, a few Chinese, and the Fulanese from Guinea. There is also few Liberians in businesses who are promoting Liberian business. I can prevail in the open market with my level of persuasion and my understanding of cash flow and profit and the use of my management skills. The industry is changing in such a way that goods or products are being up to date to attract costumers and buyers. My competitive advantage will remain in the future due to my hard work and persistence for the growth of the business. The business here is dominated by the Lebanese and other nationalities and the Liberians promote fellow Liberians if the business prices and goods represent a good value to the customer.

The threats to and risk of our venture are the inflow of Lebanese business men who invest in this kind of business. They purchase goods in large quantity in order to attract customers. My response to this is to remain concentrated and diligent in the business. To be mindful of the kinds of goods purchase, knowing the secret of cash-flow.

Products and Services

My products or service are up to date products. They are valid and useful. There exist a test market system here but to the lowest degree the products bought by me should already be tested through the port of entry.

We will buy them in huge quantity at the whole sale store at the port of entry or from the manufactures. Their trucks bring them to the place of the business. We store them in the warehouse and then on the counter where they are sold.

The potential to expand or provide additional products or services will rest upon the customer demand and profitability. Any business or influence will multiply when most kinds of goods in demand can be found in the store by customers. This always attracts customers because goods on demand are always available in our stores daily for reasonable prices. This will cause the business and customer influence to multiply.

Marketing and sales

First, we will promote product from the beginning through the media, giving descriptions of store and advertising kinds of goods on sale.

We can also promote our business through the Christian community. We will also do so through the general market system and certain kinds of business leaders with influence who are in our favor.

Our sales strategy or advertising scheme will be from person to person and from group to group, in various communities. Sending out flyers, posters, and also giving our customers the smiles on our faces, encouraging them to always come back to buy.

Operations: The head of the business here will Jayston M. Tonnelle, Sr., who will manage the work along with people of business influence.

We will have two or three people who will have degrees in accounting and business administration, and some high school graduates who are enrolling in business and accountant schools.

The key personnel are the head of the business along with three persons with business experience and ideas. They will be cashiers, directing customers to other workers for the goods paid for.

We hope to motivate them by personal concerns and encouragement. Starting with them with little compensation and telling them to be diligent and hold on, because as business improved, there will be a set salary for them, and by these

Employees will be motivated and zealous to work by competitive salaries. We will impart a sense of ownership in the vision for the store. I will teach them how to be united in business and understand one another; encouraging them to be Christ like while they do the business.

Before starting the business, we will set a time of training for about five days. During these five days we will train those that will be working alongside. People with knowledge in business and accountants will be used to conduct this workshop or training. We will then explain our compensation plan. We will also explain to them the vision or dream of this business. The reason why we chose to do this business and the way we would like to run the business and how we are going to benefit and the benefit of others.

The facilities are the built-up empty stores with space for warehouse or packing goods that are not ready to be sold, a bathroom and an office space.

Services will include the space for shelves, bathroom, space for counters and office where finances will be kept and documented.

The infrastructure required is the complex of stores, well built, well roofed, solid concrete and with good services and facilities.

FINANCIAL PLAN: My family and business will be supported from the business we do. Certain percentage will be set up from income to take of our needs on a monthly basis. We are seeking a loan of \$18,000 USD. See the attached cash flow analysis and a listing of the kinds of goods that will be sold in our store. We believe the store will support a gross income of \$43,000 USD, However for planning purposes we assumed a more modest start with an \$11,000 purchase of initial inventory with a gradual ramp up during each ensuing month.

SUMMARY: The concept for this business or ministry is to create an avenue where the poverty stricken Christian community in my nation will come to realize that we as believers has been mandated to tap into the financial wealth that God has promised through His word. This can be done by helping one another with business ideas and blessing the city of Monrovia. The concept of this is to also be a blessing as long as the Lord continues to bless us with overflowing of profit and increases in the business. We have the idea of blessing to also get involved in other businesses and for them to bless others and as many as the Lord our God will bring in our ways and theirs.

Through this ministry concept, the church can get involved in Marketplace ministry within the business community. We hope to do so as God continues to shower His blessings and prosperity on the business.

Our current situation is that we lack of finances to start the business. Circumstances have been untold in our lives. Pastors and ministers of the gospel are crying in the hundreds as the result of lack of finances and job opportunities. Only 40% of men and women in this country are working in this nation due to the war. Church members remained behind in paying their tithes and other financial obligations, running to their pastors for some physical help. Our financial needs here are so high. About 80% of Liberians have desperate financial problems. It also involves 75% of the churches and members that are in needs. Our current situation is terrifying. We want to play a role in improving our local economy and blessing the people.

One of the key success factors to overturn poverty in Liberia is through business. Men have to strengthen their hands to make a success. People with ideas influence the market.

Typical List of goods to be sold:

MONTHLY SALES FORECAST CURRENCY : USD

ITEMS	DESCRIPTIONS	A	B	Cost		Sales		Profit	Markup
				Cost ; D = A x C		Sales ; F = A x E		Profit ; G = F - D	
				UNIT COST	TOTAL	UNIT PRICE	TOTAL	G	
1	Onion	48	bag	12.50	600.00	14.50	696.00	96.00	16%
2	Rice	48	bag L/s	23.00	1104.00	25.00	1200.00	96.00	9%
3	Rice	60	bag S/s	11.50	690.00	12.50	750.00	60.00	9%
4	Flour	48	bag L/s	32.30	1550.40	34.50	1656.00	105.60	7%
5	Flour	60	bag S/s	16.13	967.80	18.50	1110.00	142.20	15%
6	Sugar	40	bag L/s	35.48	1419.20	38.50	1540.00	120.80	9%
7	Sugar	60	bag S/s	17.74	1064.40	19.25	1155.00	90.60	9%
8	Caustic	40	bag	25.81	1032.40	28.00	1120.00	87.60	8%
9	Can Drinks	60	dozen	12.00	720.00	13.00	780.00	60.00	8%
10	Special Toothpaste	140	dozen	4.00	560.00	6.00	840.00	280.00	50%
11	Butter	48	bucket L/s	16.94	813.12	19.50	936.00	122.88	15%
12	Butter	96	bucket S/s	8.47	813.12	9.75	936.00	122.88	15%
13	Vegetable (Argo Oil)	48	container L/s	25.81	1238.88	28.50	1368.00	129.12	10%
14	Vegetable (Argo Oil)	60	container S/s	12.91	774.60	14.25	855.00	80.40	10%
15	Mayonnaise	48	Jar L/s	9.68	464.64	10.80	518.40	53.76	12%
16	Mayonnaise	96	Jar S/s	4.84	464.64	5.40	518.40	53.76	12%
17	Aldor Candy	20	dozen	50.00	1000.00	53.00	1060.00	60.00	6%
18	Biscuits	48	cartoon	12.00	576.00	14.00	672.00	96.00	17%
19	Milk	48	cartoon	11.29	541.92	13.00	624.00	82.08	15%
20	Luncheon Meat	48	cartoon	19.35	928.80	21.00	1008.00	79.20	9%
21	Baking Powder	12	dozen L/s	125.81	1509.72	130.00	1560.00	50.28	3%
22	Baking Powder	40	dozen S/s	33.10	1324.00	36.50	1460.00	136.00	10%
23	Sardine	40	cartoon	15.65	626.00	19.00	760.00	134.00	21%
24	Juices	40	cartoon	13.55	542.00	15.50	620.00	78.00	14%
25	Tissue	40	cartoon	16.00	640.00	17.50	700.00	60.00	9%
26	Pop Corn	40	cartoon L/s	16.00	640.00	18.00	720.00	80.00	13%
27	Pop Corn	48	cartoon S/s	8.00	384.00	10.50	504.00	120.00	31%
28	Nido Milk	40	cartoon	24.00	960.00	26.50	1060.00	100.00	10%
29	Bath Soap	40	cartoon	39.00	1560.00	42.50	1700.00	140.00	9%
30	Corn Beef	40	cartoon	27.00	1080.00	30.00	1200.00	120.00	11%
31	Mixed Coffee	20	cartoon	90.00	1800.00	93.50	1870.00	70.00	4%
32	Salt	80	cartoon	6.00	480.00	7.50	600.00	120.00	25%
33	Plastic	40	cartoon	29.00	1160.00	32.50	1300.00	140.00	12%
34	Soda	24	cartoon	24.00	576.00	45.00	1080.00	504.00	88%
35	Macaronis	40	cartoon	14.00	560.00	15.50	620.00	60.00	11%
36	Spaglethis	60	cartoon	12.00	720.00	14.00	840.00	120.00	17%
37	Tomatoes	80	cartoon	8.00	640.00	9.75	780.00	140.00	22%
38	Tinapa	60	cartoon	14.00	840.00	15.80	948.00	108.00	13%
39	Super Malt	40	cartoon	22.00	880.00	24.00	960.00	80.00	9%
40	Mosquito Coil	64	cartoon	19.00	1216.00	22.00	1408.00	192.00	16%
41	Copy Books	20	cartoon	5.00	100.00	5.65	113.00	13.00	13%
42	Sheets	40	cartoon	10.00	400.00	19.50	780.00	380.00	95%
43	Candles	40	cartoon	10.00	400.00	20.00	800.00	400.00	100%
44	Seasonings	40	cartoon	10.00	400.00	30.00	1200.00	800.00	200%
24	Juices	40	cartoon	13.55	542.00	15.50	620.00	78.00	14%
				TOTALS	37,303.64		43,545.80	6,242.16	17%

Cash Flow (12 months)

KINGS ENTERPRISE

Fiscal Year Begins: Nov-07

	Pre-Startup EST	Nov-07	Dec-07	Jan-08	Feb-08	Mar-08	Apr-08	May-08	Jun-08	Jul-08	Aug-08	Sep-08	Oct-08	Total Item EST
Cash on Hand (beginning of month)	0	205	967	1,991	2,554	3,779	5,455	806	1,769	3,119	4,170	6,046	8,210	0
CASH RECEIPTS														
Cash Sales	0	12,791	13,954	15,116	16,279	18,605	20,930	15,116	16,279	18,605	20,930	22,093	25,582	216,281
Collections fm CR accounts	0													0
Loan/ other cash inj.	18,000													18,000
TOTAL CASH RECEIPTS	18,000	12,791	13,954	15,116	16,279	18,605	20,930	15,116	16,279	18,605	20,930	22,093	25,582	234,281
Total Cash Available (before cash out)	18,000	12,996	14,920	17,108	18,833	22,384	26,385	15,923	18,048	21,724	25,100	28,139	33,792	234,281
CASH PAID OUT														
Purchases (merchandise)	11,000	11,000	12,000	13,000	14,000	16,000	18,000	13,000	14,000	16,000	18,000	19,000	22,000	197,000
Gross wages (exact withdrawal)	0	500	500	500	500	500	500	500	500	500	500	500	500	6,000
Payroll expenses (taxes, etc.)	0	50	50	50	50	50	50	50	50	50	50	50	50	600
Outside services	25	0	0	0	0	0	25	0	0	0	0	0	0	50
Supplies (office & oper.)	100	0	0	100	0	0	100	0	0	100	0	0	100	500
Repairs & maintenance	75	34	34	34	34	34	34	34	34	34	34	34	34	483
Advertising	200	0	0	0	0	0	0	0	0	0	0	0	50	250
Car, delivery & travel	50	50	75	75	75	75	75	75	75	75	75	75	75	925
Accounting & legal	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Rent	5,000	0	0	0	0	0	0	0	0	0	0	0	0	5,000
Telephone	100	0	0	0	0	0	0	100	0	0	0	0	0	200
Utilities	20	20	20	20	20	20	20	20	20	20	20	20	20	260
Insurance	0	125	0	0	125	0	0	125	0	0	125	0	0	500
Taxes (real estate, etc.)	300	0	0	25	0	0	25	0	0	25	0	0	25	400
Interest	0	150	150	150	150	150	150	150	150	150	150	150	150	1,800
Miscellaneous	100	100	100	100	100	100	100	100	100	100	100	100	100	1,300
SUBTOTAL	16,970	12,029	12,929	14,054	15,054	16,929	19,079	14,154	14,929	17,054	19,054	19,929	23,104	215,268
Loan principal payment		0	0	0	0	0	6,000	0	0	0	0	0	6,000	12,000
Capital purchase (2nd-Handed Computer & Generator)	525	0	0	0	0	0	0	0	0	0	0	0	0	525
Other startup costs	300													300
Owners' Withdrawal				500			500			500			500	2,000
TOTAL CASH PAID OUT	17,795	12,029	12,929	14,554	15,054	16,929	25,579	14,154	14,929	17,554	19,054	19,929	29,604	230,093
Cash Position (end of month)	205	967	1,991	2,554	3,779	5,455	806	1,769	3,119	4,170	6,046	8,210	4,188	4,188
ESSENTIAL OPERATING DATA (non cash flow information)														
Sales Volume (dollars)		12,791	13,954	15,116	16,279	18,605	20,930	15,116	16,279	18,605	20,930	22,093	25,582	
Accounts Receivable		0	0	0	0	0	0	0	0	0	0	0	0	
Bad Debt (end of month)		0	0	0	0	0	0	0	0	0	0	0	0	
Inventory on hand (eom)	205	967	1,991	2,554	3,779	5,455	806	1,769	3,119	4,170	6,046	8,210	4,188	
Accounts Payable (eom)		12,000	13,000	14,000	16,000	18,000	13,000	14,000	16,000	18,000	19,000	22,000	0	
Depreciation		22	22	22	22	22	22	22	22	22	22	22	22	