

Business plan for a

DINAH'S PAPER SOLUTIONS AND DESIGNS

CHAPTER ONE

EXECUTIVE SUMMARY

Dinah's paper solutions and designs is a partnership business started by an innovator called Dinah who brought the idea. Dinah's paper solutions and designs will deal in producing paper products like birthday cards, calendars, designing party cards among others for commercial purposes. The business will be located in Nabweru village in Nabweru Sub-county of Wakiso district. The business will start with a small number of employees and the future there will be an alternative of converting the business into a company, once the business progresses and production capacity increases.

The business will offer paper products where most of our products will be used for advertising especially in big companies. These products are party cards, birthday cards, brochures, calendars, posters, fliers, magazines and photo copying documents. These will be products of quality which will be on market and on favorable prices.

Dinah's paper solutions and designs has researched in the whole central districts about the market potentials abilities of our products and found out it has to be Kawempe in particular.

We will need an initial financing of ugx.3, 300,000 from the personal savings, the Ugx.3, 400,000 donations, 1,500,000 is from a sell of pigs and other poultry and 5,000,000 from bank loan.

The business will acquire a loan that will be repayable with 10% of the profits will be on reserve account. With proper capital budgeting, because we are having a loan of 5,000,000.

CHAPTER TWO

BUSINESS OVERVIEW

Business Description

Type of the business: Graphical printing and art designs

Name of the business: Dinah's paper solutions and designs

Contact: +256-778-777888

Number of employees: 7 people

Location: Nabweru Wakiso Uganda

P.O Box 50020, Kampala Uganda

Products Offered: Designing Cards (wedding cards, Birthday cards, Business cards, graduation cards, seasonal cards like success cards, Christmas cards), designing posters and fliers, designing calendars, magazines, photocopying documents, brochures.

Dinah's paper solutions and designs will provide products which are generally made out of paper which is mainly from both hard and soft papers.

Legal Form of the business.

Dinah's paper solutions and designs will require a trade license from the city authority of Nansana town council whereby who ever deals in some trading of the goods and services should always register with the town clerk or mayor of the town.

Dinah's paper solutions and design will register with the revenue and customs so as to be able to tax our business according to the profits earned by each partners in the business by the district officials. Dinah's paper solutions and designs will require a commencement of operation which will allow all operations to move in our business hence permits it to operate.

CHAPTER THREE

BUSINESS GOALS, OBJECTIVES, MISSION, AND VISION

1.2.1 Mission statement

Dinah's paper solutions and designs will aim at expanding creative and technical knowledge through products with professionalism aiming at creating a difference on the graphical market.

2.2.2 Vision Statement

Dinah's paper solutions and designs will aim at becoming the leading graphical design agency with efficient designs implementation and the management of design and production as desired by the market.

2.2.3 Business objectives

To target low income earners, middle class earners and the wealthy around Nabweru and neighbors so that they embrace why this business was set up.

To provide affordable, quality products to the market around Nabweru and Wakiso at large hence improving people's standards of living

2.2.4 Business goals

- i. To bridge the gap in the market demand for paper products that is brought about the inconsistent available market suppliers of the products
- ii. To provide high quality paper products that are on the market standards
- iii. To offer employment opportunities to the youth who don't have sources of income.
- iv. Above all to maximize profits and wealth so as to be in position to improve Mrs. Dinah financial status as the proprietor.

CHAPTER FOUR

MARKETING PLAN

The marketing plan

Dinah's paper solutions and designs is intending to provide high quality products that will be greatly appreciated by customers. We plan on having a number of distribution outlets spread out all over the Nabweru region that will readily provide our customers with the products they need.

We also plan on putting up a professional team to organize an awareness campaign for our business as well as its products. The campaigns will be aimed at sensitizing people about the usefulness of paper products to our consumers both around and far away.

Dinah's paper solutions and designs will provide affordable products by implementing its pricing strategy which includes customer friendly discounts to those who buy in bulky.

Through its production operation product design team, our business will be able to provide products that are up to the quality, taste and preference of the customers.

Target market

Dinah's paper solutions and designs will target all groups of people, but more emphasis will be placed on the working class or companies who are the most people who need these paper products because of a high purchasing power.

Our business will also target people around who will need special orders of our products for example wedding cards especially in the months of December, June and others. Because the market around and many residents around places of kazo, kibwa which will help and also increase markets through these segments will offer to the market.

The business will serve the people of Kazo, Kibwa, Kawempe and Bwaise town since they are easily accessible in terms of distribution.

The areas to be served by our team are majorly trading centers with a proportionate number of population. The areas will help our business to gain a big market share and this will lead to increase in our firm production.

CHAPTER FIVE

MANAGEMENT PLAN

Organization and Human resource plan

In business human resources is one of the most important factors and have a big role in a business organization. For collect inventory, maintaining inventory, and reached the product to the desired customers we will have to need some people. They will very skillful on their own field. If additional skill and efficiency needed we will provide them training. We also supervise their work.

Table showing the human resource management

No	Position	Qualification
1	Executive director	Bachelor's degree
2	Finance manager	Bachelor's degree
3	Marketing manager	Diploma level
4	Sales managers	Certificate level Certificate level Certificate level
5	Cleaner Night watcher Driver	

Roles and Responsibilities of these personals

The process of operating my business will involve the following personals which are as follows:

Employees are personnel's who help either full-time or part time or paid on the monthly basis.

These employees are classified into categories as follows:

Executive director this will be the chief executive officer or managing director of an organization the executive director of my business will be having responsibilities like successful leadership and management of the organization. Mrs. Dinah will also be the one who over sees the work of the other staff.

Finance manager of Dinah's paper solutions and designs will be in place to develop financial well-being of the organization by providing financial projections and accounting services, preparing growth plans. The financial officer will also be in place to prepare financial statements, maintain cash controls, preparing pay rolls, maintaining accounts payable among others.

Marketing manager of our business (Dinah's paper solutions and designs) will be the one in charge of marketing practices of our products. Marketing managers will work with team mates to create both simple and complex advertising campaigns as well as managing the company's 4ps. Marketing manager will also have a duty of handling all the marketing concerns and practices as well selling the products of the firm. Here the bookings and the market orders are handed and their fulfillment.

Dinah's paper solutions and designs will also have a cleaner, driver and also the night watchman as part of the non-production staff

Job description

The Executive officer Mrs. Dinah has a duty of ensuring the overall objectives of the farm, coordinate all other workers within the firm. Still he has a duty of proper planning and budgeting is done by the personnel at the farm. And still has the following functions:

- i. Coordinate growing activities with production department, equipment and tools maintenance and other related departments.
- ii. Analyze market conditions to determine acreage allocations.
- iii. Works with purchasers and arranges for sale of produces.
- iv. Plan and direct development and production of different soft wares that help in designing these products with high quality.
- v. Purchase machinery, equipment and raw materials.

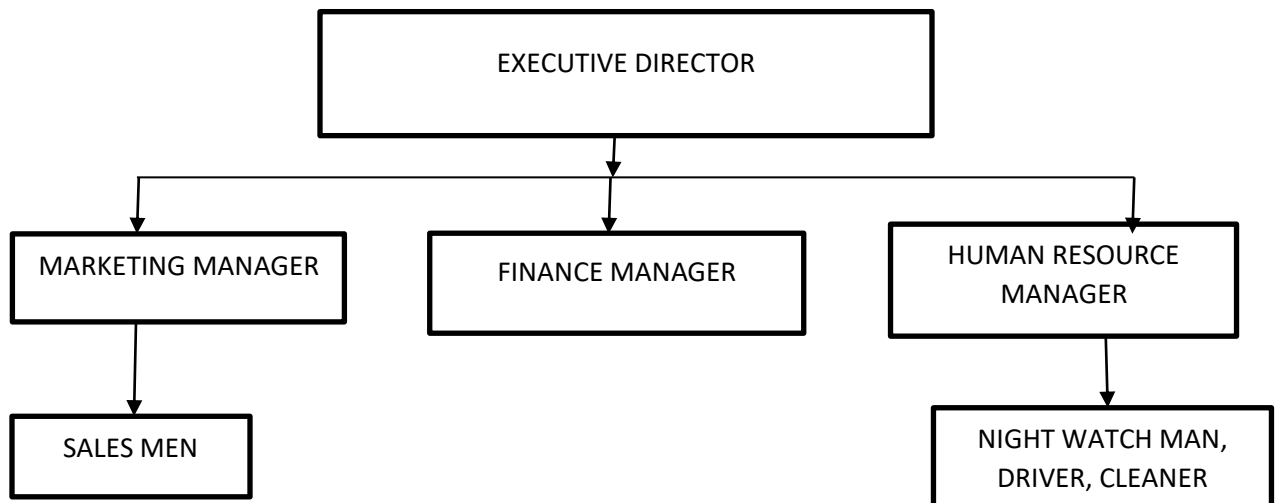
Recruitments

At Dinah's paper solutions and designs, recruitments will be required and this showed as follows;

Table showing strategies of recruiting people to the business

Strategy	Details
Staff recruitment	Recruitment of qualified people, with commitment to work and learn
Production, sales and customer care training	All employees will go through an introduction and training program to cover new technology skills, sales techniques and customer care.(through seminars)
Information sharing with other graphical firms	Selected staff will visit other graphical business from within the country for comparison and improvement of the business performance
Performance rewards	Each employee will work toward a performance targeted bonus linked to work and service deliveries.
Community participations	Employ local people both as skilled and un skilled workers.

Organizational structure



CHAPTER SIX

PRODUCTION AND OPERATIONS MANAGEMENT

Operations objectives

In order to fulfill its overall business objective; Dinah's paper solutions and designs will develop operations objectives that will foster the business success in terms of daily operations and production management which entails maintenance of the supply base that will ensure continuous production.

Below are the objectives as set by Dinah's paper solutions and designs,

To ensure quality in production, to achieve the business' objective of provision of quality products to its customers, Dinah's paper solutions and designs will set up quality control systems within its operation such that quality is efficiently controlled and managed. This will ensure a stable customer base for the business thus commanding a high sales return.

To increase production volume every year; increasing production volume every year will one of the major operations objectives since the firms overall objective is to increase sales volumes over years, therefore it will be the role of the operations department to increase production volume by producing paper quality Products in large quantities so as to meet the overall business objective.

Management of daily operations

Dinah's paper solutions and designs will term and manage its day-to-day business operations as the activities that Dinah's solutions and designs and its employees engage in on a daily basis for the purposes of generating profits and increasing the inherent value of the business as a going concern.

The primary purpose of a business is to generate sufficient income from its activities to pay its expenses, provide a profit to its owners and increase the intrinsic value of the business as an income-generating asset. Employees accomplish this goal by performing specific functions like opening up in the morning and closing the store in the evening.

Accounting and budgeting plan

Item	Quantity	Unit cost	Total amount(shs 000)
Computers	2	950,000	1,900,000
Printers; inkjet	1	800,000	800,000
LaserJet	1	350,000	350,000
Camera	1	850,000	850,000
Paper cutter	1	42,000	42,000
Binding machine	1	60,000	60,000
Sealing machine	1	90,000	90,000
Photocopying machine	1	1,980,000	1,980,000
Scissors	1	3,500	3,500
Ruler	2	1,000	2,000
Furniture	1		270,000
Software package	1		80,000
Electricity stabilizer	1	280,000	280,000
UPS	1	500,000	500,000
Mini-generator	1	1,000,000	1,000,000
Delivery van	1	Provided by owner	
Raw materials			2,180,000
Overheads			840,000
Operating expenses			
Marketing expenses			200,000
Labor expenses			1,180,000
Material expenses			2,180,000
Total			37,382,000

CHAPTER SEVEN

FINANCIAL PLAN

Dinah's paper solutions and designs is to have a rough estimate startup capital of ugx13,200,000.00 as seen in the breakdowns below.

START-UP CAPITAL

Dinah's paper solutions and designs is to obtain funds from three sources which are; personal savings, bank loan, sell of my two cows and lobbying from friends and relatives for assistance upon presentation of my plan to them. The personal savings will be done on a monthly basis through my centenary bank with an aim of again obtaining a loan from the same bank. Further help will be solicited from relatives and friends who would have picked interest in my proposal when approached. Below is a summary of my sources of starting capital.

Source	Amount (ugx)
Personal savings	2,200,000
Bank loan	5,000,000
Donations from friends and relatives	2,400,000
Sell of pigs and other poultry	1,400,000
TOTAL	13,200,000

CAPITAL BUDGET

The capital to be collected will be distributed and used as shown below;

Use for the funds	Unit	Rate (ugx)	Total
Computers	2	950,000	1,900,000
Printers; inkjet	1	800,000	800,000
LaserJet	1	350,000	350,000
Camera	1	850,000	850,000
Paper cutter	1	42,000	42,000
Binding machine	1	60,000	60,000
Sealing machine	1	90,000	90,000
Photocopying machine	1	1,980,000	1,980,000
Scissors	1	3,500	3,500
Ruler	2	1,000	2,000

Furniture			270,000
Software package			80,000
Electricity stabilizer	1	280,000	280,000
UPS	1	500,000	500,000
Mini-generator	1	1,000,000	1,000,000
Delivery van	1	Provided by owner	
Raw materials			2,180,000
Overheads			840,000
Operating expenses			1,715,000
GRAND TOTAL			12,000,000

Revenue projection (target)

This is the projected amount of money to be made from the sale of the products that are produced by the business. Dinah's paper solutions and designs makes projected sales of **5,028,000** every month as assorted below;

PRODUCT	UNITS	RATE	TOTAL
Photocopying	1,500	100	150,000
Magazines:30 paged	100	9,000	900,000
:50 paged	50	13,000	650,000
Brochures	70	3,400	238,000
Calendars	100	5,000	500,000
Posters: A4	9	7,000	63,000
:A3	18	2,500	45,000
:fliers	150	500	75,000
Cards: business	2000	300	600,000
Wedding	300	1,800	540,000
Seasonal greetings	200	2,200	440,000
Success cards			
graduation	200	2,000	400,000
birthday	200	2,000	400,000
	180	1,500	27,000
Grand total			5,028,000

CHAPTER EIGHT
ACTION PLAN

Overall schedule of activities

Activity	Duration	Implementer
Acquisition of loan	1 and a half months	Executive officer
Selection of location of business	2 weeks	Management
Marketing Plan	Week	Management
Purchase of equipment and machinery	Weeks	Management
Acquisition of license	2 weeks	Management
Recruitment of employees	2 weeks	Management
Renting structures	2 months	Management
Installation of machines/equipment at the business	2 weeks	Management
Signing of contracts with suppliers of raw materials	1 week	Management