

**A business plan for**

**COMPUTER HARDWARE AND SOFTWARE**

**SELLING COMPAN**

## TABLE OF CONTENTS

CHAPTER 1 .....	<b>Error! Bookmark not defined.</b>
<b>1.0 Executive summary</b> .....	<b>1</b>
CHAPTER 2 .....	<b>Error! Bookmark not defined.</b>
2.0 Business description .....	2
2.1 Business name .....	2
2.2. Location of the company .....	2
2.3 Products and services .....	2
2.4 Business identity .....	2
2.5 Business legality .....	3
CHAPTER 3 .....	3
3.0 Mission Statement of the company .....	3
3.1 Objectives of the company .....	4
3.2 Goals of the company .....	4
CHAPTER 4 .....	4
4.0 Marketing plan .....	4
4.1 Quality of our products .....	4
4.2 Cost of our products .....	5
4.3 Advertising channels .....	5
4.4 SWOT ANALYSIS .....	5
5.0 Production plan .....	6
5.1 Labour .....	6
5.2 Utilities .....	7
6.0 Management and administration plan .....	7
6.1 Posts available in the company .....	7
6.2 Organizational flow chart .....	9
7.0 Financial plan .....	10
7.1 Source of capital .....	11

7.2 Monthly profits ..... 11

8.0 Action plan ..... 11

## **1.0 Executive summary**

By focusing on our strengths, the key customers and underlying values our customers need, we target to add value to our market segments, the small businesses and high-end home office users, in our local market.

The company is built on the assumption that the management of information technology for business is essential for business prosperity.

The company includes 15 employees, under the president and two managers. Our main management divisions are sales, marketing, service and administration. The company is in existence to provide reliable hardware, software and computer related services to businesses and clients as well.

The company will focus on local markets, small business and home office. Our support services with which we hope to capture market share will include such services as; training, upgrade offers, installation offers, network configuration services etc.

The capital needed to start up the business is ushs55,848,750 which money I plan to generate from my 10 years longtime savings.

## **2.0 Business description**

### **2.1 Business name**

My business is to be called SHAKTA COMPUTER HARDWARE AND SOFTWARE SELLING COMPANY. I got the business name from my real names TAMALE SHAKIM, whereby I cut my names short forming a SHAK + TA making the name SHAKTA.

### **2.2. Location of the company**

The company is to be located along Muyenga road, suburban shopping center located conveniently to the downtown area shop. It includes offices, service department and hardware showroom area

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### **2.3Products and services**

SHAKTA COMPUTER HARDWARE AND SOFTWARE SELLING COMPANY will provide both computer hardware products and services to make them useful to small and medium businesses. Our support services will include; training, upgrade offers, installation offers, network configuration services etc.

### **2.4 Business identity**

The benefits of our sales includes many intangibles; confidence, reliability, knowing that somebody will be there to answer questions and help at important times. These are complex products, products that require serious knowledge and experience to use, and our competitors sell only the products themselves.

## **2.5 Business legality**

The company is going to be legally registered under the national business associations

## **CHAPTER 3**

### **3.0 Mission Statement of the company**

To become the leader in business information technology for its region.

### **3.1 Objectives of the company**

- To provide both computer hardware products and services, to make them useful to small and medium businesses.
- To provide the cheapest and effective software and apps to our clients.
- To become quality vendors for reliable hardware, software, service and support.
- To provide network systems and services to small and medium businesses.

### **3.2 Goals of the company**

- To become the leading information technology company with in the region in 10 years.
- To increase our non-hardware sales to 20% of the total sales by the 3<sup>rd</sup> year.
- To increase gross margin to more than 30% in 2<sup>1/2</sup>years.
- To increase sales to more than \$12,000 by the 5<sup>th</sup> year.

## **CHAPTER 4**

### **4.0 Marketing plan**

#### **4.1 Quality of our products**

Our hardware products will be very qualitable because they are to be bought whole sale from the best computer products selling firms around the world. The products will also be qualitable in a way that the span market is mainly local, small business and home office, which can easily be captured with intermediate advertising with in the region.

## **4.2 Cost of our products**

Our products will generally be sold at a cost basing on the price trends of competitors.

## **4.3 Advertising channels**

Programs for marketing the company will include news adverts, radio adverts as shown below;

- We will be making 1 advert daily on various radio stations; capital FM, CBS FM, Suubi FM, X FM and Akaboozi fm. Each advert on every radio costs shs50,000 and thus monthly advertisement on radio will cost shs7,500,000.
- We will be making daily adverts in the various newspapers; bukedde, new vision, and the monitor. Each advert in a new paper costs shs30,000 and thus monthly advertisement on via newspaper will cost shs2,700,000
- We are going to print out banners and flyers and post them around the various regions of muyenga, kabalagala, kansanga, nsambya, namuwongo, bukasa and bugolobi. Each banner will cost shs3000, a flyer will cost shs5000. We will print out 100 banners and 50 flyers which will total out a cost of shs550,000.
- Total advertisement for the company monthly will cost shs10,750,000

## **4.4 SWOT ANALYSIS**

- Strength; we have our main strength in the trust we are willing to entrust into our clients with our affordable, qualitable and reliable products and services.
- Weakness; the weakness we are likely to experience is inadequate capital, which may call for borrowing funds.
- Opportunities; since the region we are located in has many clients, organizations'/businesses and smart homes that would require our services thus there is available market for our products and services.



- Threats; we are likely to face some competition from CYBER computer sales and appliances company.

## 5.0 Production plan

### 5.1 Labour

We will employ all categories of Labour, ranging from skilled, semi-skilled and un-skilled Labour.

We will employ a total of 15 workers all working under the company president Mr. TAMALE SHAKIM, including; 2 managers, 2 cleaners, 1 programmers, 1 network administrators, 2 computer specialists, 2 computer trainers, 2 marketers, 2 sales personnel and 1 database analyst.

The workers will be provided allowances on a monthly basis including; medical, transport and lunch

**Table below shows the monthly salary and allowances we will pay our various workers monthly;**

DESCRIPTION	unit	SALARY(monthly)	ALLOWANCES(monthly)	TOTAL
		Ushs.	Ushs.	Ushs.
Manager	2	500,000	100,000	600,000
Programmer	1	400,000	100,000	500,000
Network analyst	1	300,000	100,000	400,000
Computer specialist	1	350,000	100,000	450,000
Computer trainers	2	200,000	100,000	300,000
Marketer	2	200,000	100,000	300,000
Sales personnel	2	250,000	100,000	350,000

Accountant	1	300,000	100,000	400,000
Database administrator	1	450,000	100,000	550,000
Cleaner	2	100,000	100,000	200,000
<b>TOTAL</b>	<b>15</b>			<b>4,050,000</b>

## 5.2 Utilities

The main utilities we will opt to use in our company so that business operations go on smoothly will include; water, rent, electricity as shown in the table below showing the unit cost and the total costs.

**The table below shows utilities the company will need for effective operation monthly;**

Utility	Unit cost	Volume(monthly)	Total cost
Water	200	545 units	136,250
Electricity	500	525 units	262,500
Rent		monthly	1,500,000
Computers	shs850,000	10 computers	8,500,000
<b>TOTAL</b>			<b>10,398,750</b>

## 6.0 Management and administration plan

### 6.1 Posts available in the company

#### 1) Manager

##### ❖ Qualifications required

- A degree in business administration achieved from a renowned university.
- Must have at least 8 years of successful management of any business.
- Must be a computer literate.
- Must poses good English speaking skills.

❖ Duties and responsibilities

- Has to ensure that the business is operating profitably
- Must send his reports to the company's president.

❖ Salary; Ushs600,000

**2) Programmer**

❖ Qualifications required

- A first class degree in computer science.
- Must have at least 7 years experience in that particular field.

❖ Duties and responsibilities

- Must program the relevant needed software for both the company and clients.
- Must appeal to clients need for programming services and work for them tasks as expected.

❖ Salary; Ushs500,000

**3) Network analyst**

❖ Qualifications required

- A degree in information technology.
- Must posse good computer networking skills.
- Must have at least 6 years experience in the field of computer networking.

❖ Duties and responsibilities

- Must appeal to clients and company's networking tasks and execute them as expected.
- Must report all his tasks to the company manager.

❖ Salary; Ushs400,000

**4) Accountant**

❖ Qualifications required

- Must have a bachelor in Accounting.
- Must have at least 8 years of experience in the field of business accounting.

❖ Duties and responsibilities

- Must report to the manager on a daily basis.
- Must balance up all the company's account records at the end of the month.

❖ Salary; Ushs400,000

**5) Database administrator**

❖ Qualifications required

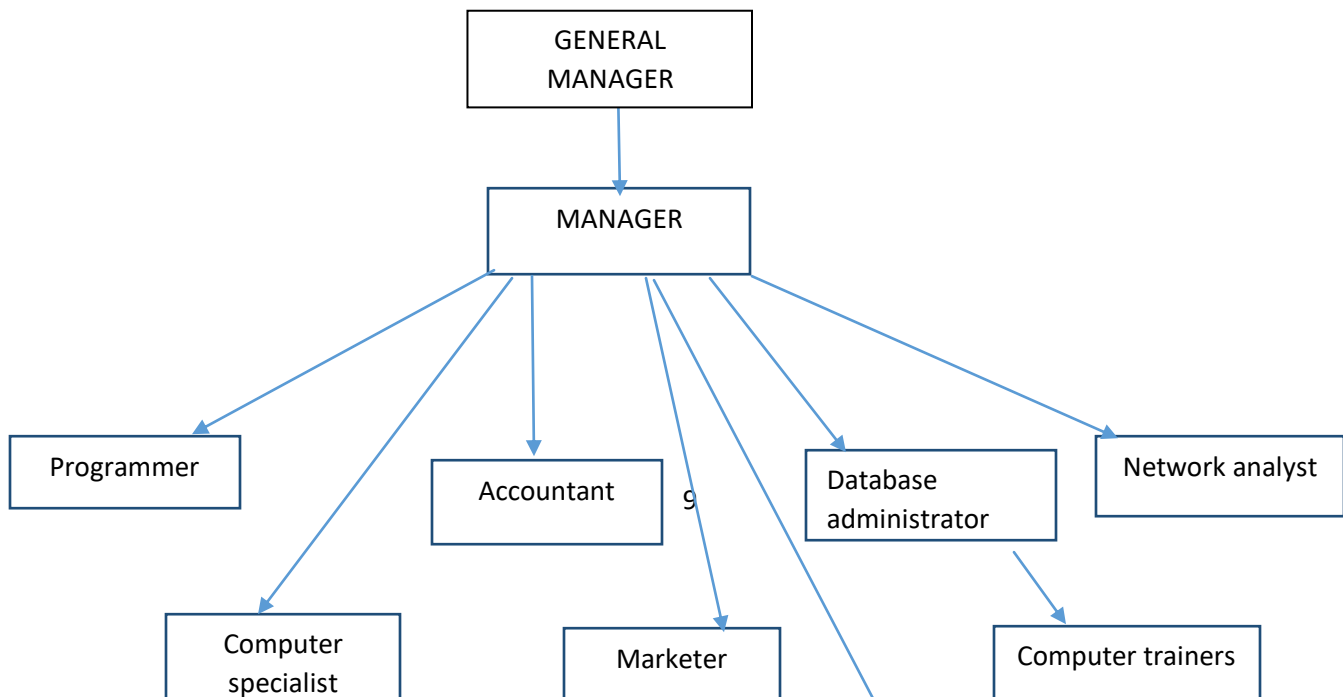
- Must poses a degree in database administration.
- Must have at least 10 years of experience in the field of database administration.

❖ Duties and responsibilities

- Must ensure that the company's database is up and fully running effectively.

❖ Salary;Ushs550,000

**6.2 Organizational flow chart**



## 7.0 Financial plan

The various computer hardware and software to be sold in the business will be purchased whole sale from Samsung limited and Linksys Corporation.

The business will need a total of estimated capital to buy various computer hardware components as shown in the table below;

<b>PARTICULARS</b>	<b>VOLUME</b>	<b>UNIT COST</b>	<b>TOTAL COST</b>
	shs	shs	shs
Computer motherboards	15	300,000	4500,000
Hard disks	12	250,000	3,000,000
RAM chips	18	80,000	1,440,000
External hard disk drives	5	100,000	500,000
Computer headsets	10	200,000	2,000,000
Computer batteries	13	130,000	1,690,000
Monitors	12	160,000	1,920,000
Computer keyboards	22	15,000	330,000
Hoofers	6	120,000	720,000
Computer fans	5	12,000	600,000
CPU	4	550,000	2,200,000
Computer processors	9	140,000	1,260,000
CD ROM drives	13	70,000	910,000
USB external ports	10	35,000	350,000
Computer mouse	18	10,000	180,000
Adapters	15	70,000	1,050,000

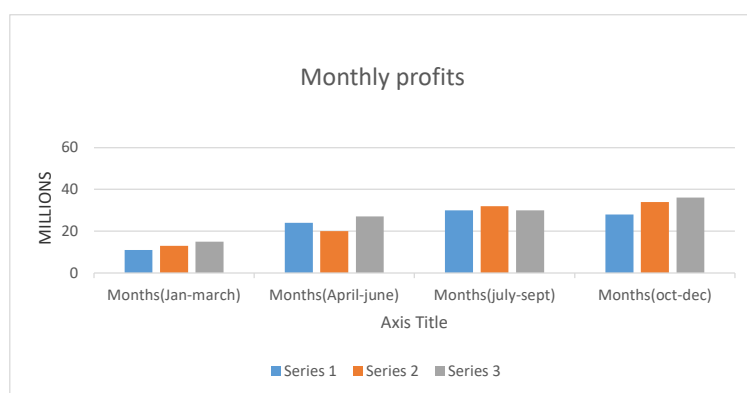
TOTAL			22,650,000
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### 7.1 Source of capital

I plan to use the money from accumulated savings, which money I have been saving for over 10 years

### 7.2 Monthly profits

Below is a chart showing how much profits we assume to gain monthly;



- The total grand total to start up our business is ushs55,848,750

### 8.0 Action plan

The action plan is going to be like a calendar stipulating the various activities to be carried out in the business, showing the time and person in charger where necessary.

The table below shows the action plan, various activities to be carried out right from the business registration and startup.

Time	Activity	Amount needed	Person in charge

03-05-2015	Registration of business	8,000,000	Manager
25-05-2015	Purchase of business computer hardware components from Samsung limited	22,650,000	Sales personnel
01-06-2015	Start of business operations		Manager
	Monitoring of the operations of the business		Manager, Accountant