

**A BUSINESS PLAN FOR BEST STATIONERY**

**BEST STATIONERY**

Mengo Kakeeka

Opposite the main gate of Muteesa I Royal

University Mengo Campus

**Drafted by**

**Proprietor:** \_\_\_\_\_

Total amount required: shs 5,398,100

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## **EXECUTIVE SUMMARY**

The business name will be Best stationary which will deal in provision of different secretarial services

The business will be providing the following services; Typesetting, Scanning, Photocopying, Printing among others

The business will be located in Mengo Kakeeka opposite the main gate of Muteesa I Royal University Mengo Campus near Buganda Royal Institute of business and technical education Mengo off Wakaliga road, it will be located near the University Campus and Institute campus because its where it targeted customers are found

The business will offer low prices to customers; the products will be sold directly to customer who will come to the business premises. This business is basically targeting. The university students from campuses of Muteesa I Royal University, Buganda royal institute and Pentecostal university since they need stationery

The business needs shs 5,398,100 to be started up. And it is expected to yield a profit of Shs 1,160,500.

# **CHAPTER ONE**

## **BUSINESS DESCRIPTION**

### **Business name**

The business name will be Best stationery which will deal in provision of different secretarial services.

### **Business services and products**

Services such as;

1. Typesetting
2. Scanning
3. Photocopying
4. Printing
5. Editing

And products like;

1. Books both black book and note books
2. Pens
3. Envelopes
4. Reams

### **Business location**

The business will be located in Mengo Kakeeka opposite the main gate of Muteesa I Royal University Mengo Campus near Buganda Royal Institute of business and technical education Mengo off Wakaliga road, it will be located near the University Campus and Institute campus because its where it targeted customers are found.

### **Contact address**

Tel: 256 787 096 043

Mobile: 0787 096 044/0706 253019

Email: [Beststationery@gmail.com](mailto:Beststationery@gmail.com)

## **Legality of the business**

The business will be registered in Uganda revenue authority and with Kampala capital city authority and will be able to pay taxes as assessed.

## **Identity of the business**

The business will design a poster that will be having the business name, location, motto and the products offered as a way of differentiating from other businesses.

## **CHAPTER TWO**

### **STATEMENT OF MISSION, GOAL AND OBJECTIVES**

#### **Mission statement**

To provide quality products and best services to satisfy my customers

#### **Goal**

To be the leading and well known secretarial service provider in Mengo by 2025

#### **Objectives**

- To create job opportunities to people of the area
- To maximize profits
- To improve people's standards of living
- To create an income generating activity
- To develop managerial skills
- To provide community with business skills
- To help society members in case of any need of the services.

## **CHAPTER THREE**

### **MARKETING PLAN**

The business will use different Media to create awareness of its products to its customers

#### **QUALITY OF GOODS AND SERVICES**

My business will maximize quality of goods and services outputted to clients this will be done through different ways such as put up internal controls to employees to ensure quality and taking pre-tests to our clients about the quality of products and services to them

#### **PROMOTIONS AND ADVERTISING**

Through promotion and advertising, the business will use different methods and techniques such as posters, price reduction, offering discounts.

#### **AFFORDABILITY**

In this the business will offer low prices to customers as well as it will first calculate to determine the profit margin and this will increase its sales per day, weekly and monthly.

#### **DISTRIBUTION STRATEGIES**

The products will be sold directly to customer who will come to the business premises, in this strategy the business will also be to do door to door selling of the products to clients.

#### **THE TARGETED AUDIENCE**

This business is basically targeting the university students from campuses of Muteesa I Royal University, Buganda royal institute and Pentecostal university since they need stationer, services the targeted market includes campus students, schools, parents, and



any person in need of services.

## **POSITION OF COMPETITOR**

There are many competitors near and in my targeted areas, these competitors produce and sell their products at high prices than mine. The business's plan to out compete these competitors will include; selling at low prices, providing of quality products than for the competitors such pricing and photo copying to improve on the quality of company's products.

## **PRICING**

The business will set prices basing on the costs incurred in production process, demand for products and comparison with prices of the competitors

### **Table showing comparison of our products to those of our competitors**

<b>Product and services</b>	<b>Competitors</b>	<b>Our business</b>
Typing and printing	500	400
Scanning	500	300
Photocopying	100	80
Binding	1500	1000
Printing	200	100

## **SUMMARY OF MARKETING COSTS**

<b>MARKETING CHANNELS</b>	<b>VOLUME/QUANTITY</b>	<b>UNIT COST</b>	<b>TOTAL AMOUNT</b>
Posters	1000 per quarter	100	100,000
Social media	10 updates per month	1000	10,000
Banners	1 pc	100,000	100,000
<b>Total</b>			<b>210,000</b>

## CHAPTER FOUR

### PRODUCTION PLAN

#### COST OF MACHINERY AND EQUIPMENTS

ITEM	QUANTITY	UNIT COST	TOTAL COST
Computer	4 pcs	500,000	2,000,000
Photocopying and printing machines	1 machine	1,500,000	1,500,000
Furniture	3 desks	300,000	300,000
Stock		1,800,000	1,800,000
<b>Total cost of machinery</b>			<b>5,600,000</b>

#### DIRECT MATERIALS, SUPPLIES AND COSTS

ITEM	UNIT COST	PRODUCTION COST PER MONTH
Power	602 per unit	50,000
Water	500 a jerrycan	20,000
Rent (1 room)	200,000	200,000
Salaries (manager)	150,000	150,000
Allowances		100,000

Advertising		210,000
Other expenses (license)		1,200,000
<b>Total Operating Costs</b>		<b>1,930,000shs</b>

**Specialized labour**

<b>Post</b>	<b>No</b>	<b>Salaries</b>	<b>Other allowances</b>
Typists	3	Paid on commission each page at 250shs	30,000 monthly

## **CHAPTER FIVE**

### **MANAGEMENT AND ADMINISTRATION PLAN**

#### **Introduction**

This Chapter presents the ways how the business will be managed, ran and administrated. It continues to entail the business organisations structure, roles and responsibilities of the employees.

The business will be ran by the manager who is entitled by the responsibilities to monitor how the business is managed which involves receiving of cash, managing of cash, balancing oil books of accounts, and giving directions to workers and assigning duties to workers as well as purchasing required materials to use in the business. The project is headed by the managing director; all strategies are made by this managing director and then implemented by the manager.

The business requires 3 workers who have enough knowledge on the computer skills, such as proficiency in micro soft word, excel, and power point plus other computer applications, these will be working under the supervision of the manager

#### **QUALIFICATIONS OF MANAGER**

A candidate should hold: 1, degree in business administration, accounting and finance, or procurement and logistics.

One should have an experience of more than 10 years in office work including 5years in the field of marketing.

A candidate should have more than 30 years and ready to work with minimal supervision and innovative.

A candidate should be intelligent and should have passed A level with B and above, first Grade in O level and first class at bachelor level.

## **RESPONSIBILITIES AND DUTIES OF MANAGING DIRECTOR**

He is responsible for the running the business and making the overall business decision, He should be in charge or responsible to supervise and overlook at the works of lower level managers

He should be accountable for anything that happens in and about the business operations He will have to monitor the overall activities, assigning duties to the workers and receiving

### **Qualifications of workers**

A worker is required to be holding a diploma in computer science and secretarial studies.

One is required to have an experience of more than 4 years in the busy working environment workers should have a high speed in typing.

### **Responsibilities of workers**

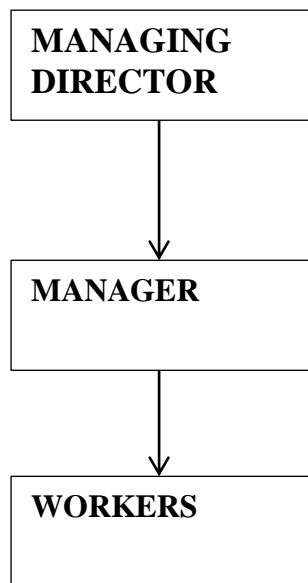
Workers are entitled to obey rules and guidelines set by the manager

Workers should do work in time required as per client and Paid according to work done.

## **SUMMARY OF MANAGEMENT AND ADMINISTRATION COSTS**

<b>Position</b>	<b>Number</b>	<b>Allowances per month</b>	<b>Salaries per month</b>
Workers	3	Paid according to work done	Paid according to work done
Total		90,000	200,000

## ORGANISATION STRUCTURE



## CHAPTER SEVEN

### FINANCIAL PLAN

#### SOURCE OF FUNDS

The funds to financing this business will be from managing director and the rest of the capital will call for a loan from either bank or any individual or a grant from an organization.

#### COST STATEMENT FOR BEST BUSINESS

<b>ITEM</b>	<b>AMOUNT PER MONTH( SHS)</b>
<b>CAPITAL INVESTMENTS</b>	
Furniture	100,000
<b>Total capital investment</b>	<b>100,000</b>
<b>WORKING CAPITAL REQUIREMENTS</b>	<b>AMOUNT PER MONTH (SHS)</b>
Power	50,000
Rent (1 room]	250,000
Wages	80,000
<b>STOCK</b>	<b>4,868,100</b>
Advertising	50,000
<b>Total working capital</b>	<b>5,298,100</b>
<b>TOTAL EXPENDITURES</b>	<b>5,398,100</b>

## RECOVERY PLAN

### PRODUCT COST AND PRICE STRUCTURE

ITEM	COST (shs)	PRICE	SELLING PRICE (shs)
Pencil	83		100
Pen	380		500
Markers	250		500
Rulers	300		500
Envelope small	300		500
Envelope big	700		1000
Rota trim(Ream)	13500		18000
Ruled (Ream)	8750		12000
96 Book			800
48 Book			500
1Quire Book	2000		25000
2Quire Book	2500		3000
3Quire Book	3000		4000
Glue	500		1000
Stapling machine	7000		10000
Staple wires	800		1000
Box files	4000		5000
Spring files	1666		2000
Manila files	250		500
Chalk	3000		5000
Rubber	250		500
Calculator	15000		25000
Kofa Sets	1400		2000
Picfare Sets	1666		3000
White wash	1750		2000
Crayon Colored pencils	4000		5000
Water colored pencils	1082		2000



Binding covers	1000	1500
Punching machines	10000	20000
Manila papers	400	500
Duster	4000	5000

## **ESTIMATED SALES AND PROFITABILITY ANALYSIS**

<b>FEBRUARY</b>	
Details	Shs
Selling price totals	3731400
Cost price totals	2570900
Profit totals	1,160,500
<b>MARCH</b>	
Details	Shs
Selling price totals	2051400
Cost price totals	1383350
Profit totals	668,050
<b>APRIL</b>	
Details	Shs
Selling price totals	955000
Cost price totals	665800
Profit totals	289,200
<b>MAY</b>	
Details	Shs
Selling price totals	751500
Cost price totals	499800
Profit totals	251,500
<b>JUNE</b>	
Details	SHS
Selling price totals	309800
Cost price totals	198850
Profit totals	110,950

## CHAPTER EIGHT

### ACTION PLAN

<b>ACTIVITY</b>	<b>TIME/PERIOD REQUIRED</b>	<b>AMOUNT NEEDED</b>	<b>PERSON IN CHARGE</b>
Market research	1 month	50,000	Management
Selection of business site	3 days	50,000	Management
Ordering of fixed assets	4 months	3,000,000	Management
Installation of machines	1 week	200,000	Technicians
Selection of personnel and application of utilities	2 weeks	100,000	Managing directors
Opening of the business	One day		Manager