

**KIDS WORLD UGANDA LIMITED**

P.O BOX 22

KAMPALA

0759 929292

**General description**

**Name of the business**

Kid's world Uganda limited

**Address and contacts**

P.O box 22

Kampala

0759 929292

Ownership : private

**Location** : Mengo trading centers

**Services**

The business deals in kids/children clothes and other stuffs

Customers

Children and expectant mothers

**SWOT analysis**

**Strength**

Quality services

Good locations

**Weakness**

## **Opportunities**

Growing population

Demand of clothes

## **Threats**

Competitors

## **Vision**

To be the leading supplier of quality products (clothes) at an affordable price.

## **Mission**

To provide quality products

The society that satisfy customers

## **Goals and objectives**

To increase profits by 15% in 1 year

To provide high quality service

## **PRODUCTION PLAN**

Business premises and location

The business shall be located in mango trading Centre and premises shall be extended by about tom by tom

### **The estimated cost of construction**

Item	Costs (shs)
Land	4,000,000
Bricks	1,000,000
Iron sheets	2,000,000
Iron bars	4,000,000
Stones and sand	1,000,000
Labour and other expenses	2,000,000
Total building expenses.	14,000,000

### **Manufacturing process**

The shall not need the manufacturing of products because the business because the business is not a manufacturing business or does not manufacturer clothes.

### **Labour requirements**

Shall employ one worker, general manager and the director me myself.

### **Labour cost per month**

Employee	No	Costs (shs)
Worker	1	100,000
General manager	1	1,500,000
Director	1	200,000
Total		450,000

## **Power and utilities**

The business shall require electricity, water for cleaning activities. Charges for month are expected to be electricity shs 150,000 and water 200,000 per month.

## **Transport**

The business shall hire a vehicle to move products to the customers since we give delivery services to our customers

Packaging the business shall use paper bags and polythene bags.

## **Marketing plan**

### **Target markets**

Expectant mothers, children and others customers around Mengo area

### **Products**

Provide clothes, shoes, playing materials like dolls and so many others.

### **Position of competitors**

The business has 20 competitors for example ivy's boutique and the competitors sell goods at higher prices.

### **Price**

The business shall fix costs according to the costs of products from the suppliers and we shall also sell on cash and credit basis.

### **Projected sales per month**

<b>Product</b>	<b>Quantity</b>	<b>Unit price</b>	<b>Amount</b>
Shoes	1500	20,000	1050,000
Troys	500	30,000	5000,000

Dress	100	40,000	1400,000
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### **Promotional strategies**

The business shall provide delivery services and personal selling.

### **Distribution strategies**

The business shall sell products to the main consumers only and on delivery basis

### **Projected marketing expenses**

The business shall incur expenses such as delivery expenses and maintenance costs.

<b>Expenses</b>	<b>Period</b>	<b>Price</b>	<b>Amount</b>
Delivery	Amonth	10,000	200,000
Maintanance	A month	150,000	1,800,000
Total expenses			2,000,000

## **FINANCIAL PLAN**

Capital usage

### **Fixed capital**

<b>Item</b>	<b>Unit price</b>	<b>Amount (shs)</b>
Acquisition of land	1,000,000	4,000,000
Building	500,000	3,000,000
Vehicle	10,000	200,000
Total fixed capital		7200,000

### **Pre operating expenses**

Licenses and registration- 1,000,000

### **Working capital**

Purchase of products	8,000,000
Direct labour	4,000,000
Administrative costs	2,000,000
Marketing costs	600,000
Total working capital	14,600,000

Total finance required 85,800,000

### **Source of capital**

Saving 10,000,000

Loan 10,000,000

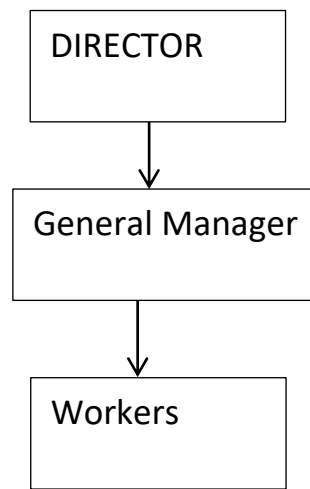
Credit 10,000

Expected profits 5000,000 per month

### **Cash flow**

Cash inflow of shs 30,000 and outflow 2,000,000 and the surplus to be 28,000,000

## **Organisation plan**



## **People working in the company**

The company shall employ 3 workers, they include the director, general manager and the workers.

## **Tasks for workers**

A director is the overall see, general manager for administrative duties and workers shall do casual jobs.

## **Workers qualification**

The general manager should possess a bachelor's degree in business administration and a casual workers to handle a Uganda certificate of education

## **Fringe benefits**

Allowances shall be given to worker e.g. meals and transport.

Workers remuneration per month

<b>Position</b>	<b>No</b>	<b>Salary (shs)</b>	<b>Total (shs)</b>
Directors	1	200,000	2000,000
General manager	1	150,000	100,000
Workers	1	100,000	500,000
<b>Total</b>			2,600,000

## **ACTION PLAN**

<b>Period</b>	<b>Activity</b>	<b>Person in charge</b>	<b>Remark</b>
January	Obtain funds	Financial controller	
Feb-march	Constructing the business premises	Project manager	
April	Recruitment	Personnel officer	
May	Operation	All worker	