

CONFIDENTIAL

SAMPLE BUSINESS PLAN BY GAVI BUSINESS CONSULTS

BUSINESS PLAN

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CONTACT INFORMATION

Elisha Ogogo

excellenceelisha@gaviglobal.com

<http://gaviglobal.com/gavi%20business%20consults/>

+2347064956005

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Executive Summary

Opportunity

Problem

Here, we'll summarize the problem worth solving, what's the unique selling point of your business? What is it that your customers need and cannot find elsewhere? Even if your business is not unique we will help you highlight the key reasons why your business needs to exist.

Solution

Here, we'll summarise solutions to the problems discussed above, basically how your business will solve the problem that your target customers face. We will identify what makes your business better positioned to solve these problems better than anyone else.

Keys To Success

Here, we'll highlight the various important elements that will guarantee success in the business.

Market

Here, we'll summarise your core target market.

Who is your ideal Client/Customer? this data will include demographics on the group your business is targeting. This section will also include data on the size of the target market. The purchase potentials and motivations of the audience, and how the business intends to reach the audience.

Competition

Here, we'll summarise the business competitors in detail.

What other options do your customers have to address their needs, and what makes your solution better for them.

We'll identify your major competitors, do a proper investigation on them and show how the business will take a large part of the market.

Why Us?

Here, we'll give a brief description of your company and show the strength of your team and why you're best suited to run this business successfully.

We'll cover items like, what is it about your company — your skills, experience, subject-matter expertise, business acumen, team, innovations, industry connections, key advisors, and so on — that makes you right ones to take advantage of this market opportunity.

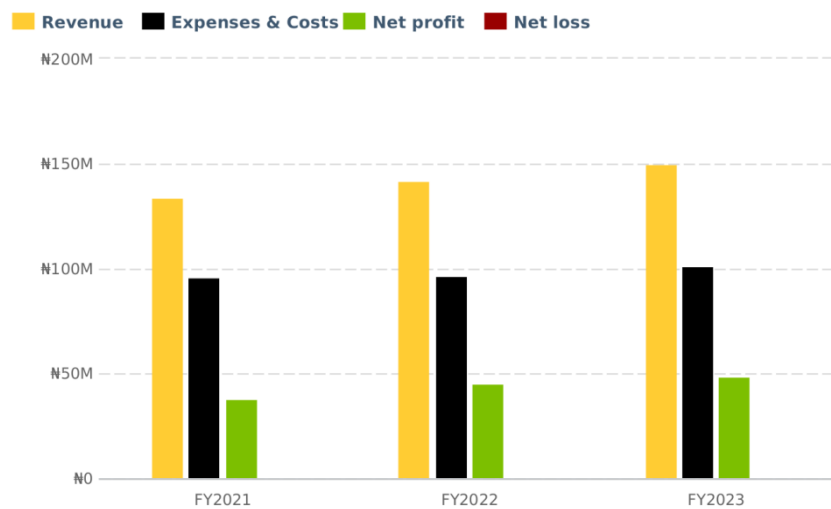
Expectations

Forecast

Here, we'll summarise your financial goals. How much revenue do you expect to make in the first year of your business? What kind of revenue growth do you expect in the following years? When do you expect your business to be profitable, or do you have a strategic reason for running at a loss instead? What are the key metrics that you need to watch?

Your business plan reviewers can see the detail of your projected financial statements later in the plan. This section will only review the highlights of your forecast and encourage your reviewers to want to learn more about your company or business.

Financial Highlights by Year



Financing Needed

Here, we'll summarise what is written in the financing section.

We will establish and point out how you plan to fund your business. Is it already self sufficient, or will you need to seek outside financing or invest your own money to get it started or grow it to the next level? If you don't plan to use any financing, we can note that here or just remove the section from your plan.

Company Description

Overview

The overview section of your company description basically consists of information about your company's legal name, address and contact information.

Company History

Here, we'll tell a brief story of your company and how far its come. If its a newer business, we'll talk about what you've achieved so far in a way that's compelling to the reviewer, what kind of traction you have gotten in the market place or how you intend to take a part of the market. If its a longtime business, we will include informations like, who started it, when and where, and what was the original product or service? We will also talk about new services or products, new locations, new partners, if any ? We will also highlight an important date or event that had an important impact on the business. Basically, we will tell your business story in a compelling way that shows the reviewer where the company started and how it got to where it is now.

If your company is still in the Idea stage or its just getting started, we can remove the topic from your plan at the initial stage. We can always add it back at a later time when you have some history to talk about.

Mission & Vision Statement

Mission Statement

In the company's mission statement section, we will articulate your company's purpose. The mission statement is very important because it unifies you and your employees towards a common goal for the growth and success of your business.

Think of a mission statement as a combination of what your business does and why it does it expressed in a way that encapsulates the values that are important to you for the success of the business. We will clearly and concisely bring these ideas together in a way that captivates the reviewer.

Vision Statement

The vision statement is an important section of your business plan that shows your dream for your company and the path you are laying for your business in the future. This will be written with a long term growth perspective in mind.

We will write the vision statement in a way that shows the extra care and passion you have for your business venture, we will articulate it in such a way that catches the attention of investors and attracts the right partners to your business.

Company Goals & Objectives

The company goals and objectives section of your business plan shows how you're going to execute your vision and mission and bring them to reality. This is where setting goals and objectives come into play, the business goals and objectives must follow the SMART rule, that is, they must be SPECIFIC, MEASURABLE, ACTIONABLE, REALISTIC and TIME-based.

In this section, we'll itemise all the goals to be achieved by the business, we'll write it in a way that involves everyone in the organisation who has roles to play in what the business is planning to achieve in the current plan period and in the period immediately following. Finally, we will fine tune your business goals and objectives to ensure they are in line with your pattern of business.

Business Philosophy

In this section we will write about what your business stands for. Here, we will list the values that are important to the company and how these values are deeply rooted in trust and the company's culture. We will write a strong business philosophy that can also be used as a strong branding tool for your company.

A solid business philosophy is a cornerstone to success in business, we will help your business develop a philosophy that makes it easier for you to build a productive and cohesive organisation that can handle any challenges that may arise.

Target Market

Here, we'll talk about the ideal people to whom you intend to sell your products or services, where they are, their age brackets and much more. Knowing exactly what type(s) of people might be interested in buying your product or service and how many of them reside in your projected area or region is fundamental for the success of the business.

The target market will cover a specific audience that is most likely to buy your product or service, this data will also help us work on your sales projection within specific time frames, as well as how prospective sales might be affected by trends and policies.

We will narrow your potential customer base to a defined demographic group, by so doing, your business will be attractive to banks, investors etc...

The Industry

In this section we'll talk about the industry your business will operate in or operates in. We'll analyse the state of your industry, its worth, potential market size, major players and other important elements of the industry. We'll describe why your industry is valuable and how it will continue to be important, more importantly, we'll convincingly describe what makes

your business better and destined to succeed in this industry. Readers or reviewers of your business plan will want to see an industry on a fast-growth track with few established competitors and great potential or they may be more interested in a big, if somewhat slower-growing, market with competitors who have lost touch with the market, leaving the door open for rivals.

Here, we'll highlight essential factors like:

- What is the size of the industry?
- What products or services will your business be selling?
- Who are the major players and your key competitors ?
- What does it take to compete? What are the barriers to entry?
- What are the major changes affecting the industry?
- How does government regulation affect the industry?
- In what ways are changing consumer tastes affecting your industry?

Key Company Strengths and Core Competencies

In this section we'll highlight the company's strengths, what sets you apart from the competition, we'll describe the defining capabilities and advantages that your business may have, and that distinguishes it from the competition.

Core competence is the foundation for sharpening a company's competitive edge and it guides brand reputation, business growth, and marketing strategy.

Legal Form Of Ownership

Which legal form is best for your business?

We'll state the legal form of ownership and any legal permits that may need to be or have been obtained by your business.

Products And Services

Overview

Here, we'll list what products and services your business your company will provide, we'll describe how your products and services will showcase the quality, value, and benefits your business offers. In this section of your business plan, we will outline your product or service, why it's needed by your market, and how it will compete with other businesses selling the same or similar products and services.

The products and services section will include but not limited to:

- A description of the products or services you are offering or plan to offer
- A comparison of the products or services your competitors offer in relation to yours
- Any plans to update existing products or to offer new products or services in the nearest future

We will write this section of your business plan in a way that will excite those you're hoping will fund your business or work with you.

Competitive Comparison

In this section, we will explain exactly what you are selling and how it fits in the marketplace, we will highlight how your product or service compare with the competition's. We will provide information about your competitors' offerings, how they are similar to yours, and how they are different.

We will describe how your product and services is different and what peculiar audience you are targeting. It's also possible what you are offering is almost identical to what your

competitors are offering, but demand in the marketplace is high enough to support multiple businesses doing the same thing. We will explain your competitive comparison situation in such a way that shows readers or reviewers the market prospect of your business and what you're going to do differently.

Don't have any competitors doing the same thing you are doing? That is common with new and innovative companies.

If you do not have direct competitors yet, we will still discuss how your potential customers are solving their problems today.

Execution

Marketing & Sales

Marketing Plan

In this section, we'll describe the major components of your marketing plan. What kind of marketing activities will you use to attract customers? Do you plan to invest in signage, physical or digital advertising, email newsletters, search engine optimization, social media outreach, TV or Radio commercials? Have you developed a logo and branding? We will choose the activities you think are right for your business, and make sure the related expenses are included in your forecast.

If you plan on advertising, we'll talk about your messaging. What is the unique value proposition or selling point — your pitch — that you expect to resonate with potential customers? We'll talk about how that pitch positions you relative to your competitors.

Are you the no-frills, low-cost option for budget-conscious shoppers? Or a premium product that is superior to the others in a key way? Or are you differentiating yourself in another way — being faster, more convenient, better for the environment, locally sourced? We will make sure this is aligned with the competitive advantages that is described in the Competition section.

We'll describe your distribution and pricing plans. How will your customers buy your products or services? Will they pay you directly, either in your store or out in the field? Will they buy what they want on your website? Or through other retailers, distributors, or resellers? Are your customers the people actually using your products or services, or are you selling to other companies who are incorporating your solution into their own? What will

your customers pay, and will those payments be one-time purchases or an ongoing arrangement?

There is a lot to talk about here. Depending on the size and complexity of your business, we may add additional topics to this section. Then you can just hit the high points here and refer to the other topics for more detail. For many small businesses, though, we can cover the major points well enough here.

Sales Plan

We'll explain how you plan to sell your products or services. There'll be no need to cover marketing activities here — that is, how you are going to attract potential customers. We'll focus instead on how you will turn those prospects who express interest — the people who visit your store, who sign up for your newsletter, who ask for an estimate — into paying customers. We may also talk about the payment methods you accept and any order tracking tools you are using.

For a sales-heavy business like insurance or enterprise software, we will talk about the nuts of bolts of the sales process. How will you nurture leads to get them ready to close? What kind of staffing do you need? Do you have a commission structure? Sales territories? Quotas? Also, we'll describe any key sales activities that you will use to build and maintain your sales pipeline, such as prospecting calls and emails, networking events, trade associations, existing customer followup, thought leadership, referrals, and so on.

SWOT Analysis

SWOT is an acronym that stands for "Strengths, Weaknesses, Opportunities, and Threats." The idea behind this exercise is to describe your company's strategic position in those four areas. What are the greatest strengths and weaknesses of your company? Where do you see

your most promising opportunities in the marketplace? What competitive threats do you need to avoid or overcome to take advantage of those opportunities?

Pricing

Here, we'll explain your pricing strategy. What do you plan to charge, and how did you come up with those prices? Have you solicited customer or prospect feedback to validate them? Are these one-time purchases or ongoing subscriptions? Are customers paying from day 1, or are you using a freemium model, enabling them to try a basic version of your solution for free and then upgrade to the paid product?

If your pricing is simple and straightforward, we can probably just cover it in the Marketing Plan topic and remove this one. For more complicated situations, though, breaking it out separately here can help you think through the options and document the key assumptions behind your current pricing model.

Operations

Locations & Facilities

In this section we'll describe your company's physical locations. This might be your office, store locations, manufacturing plants, storage facilities — whatever is relevant to your business. How much space do you have available, and how well will it meet your current and future needs?

If location is important in your market, as with a restaurant or an art gallery, we will explain the benefits of where you are located. Do you get a lot of vehicle or foot traffic passing by? Is your target customer type heavily represented in your neighborhood's demographics? Are you close to other key resources, such as a key supplier's office or shipping ports or freeways?

If you are working from a home office, we'll talk about how well that is working for you. Are you planning to move to an outside office later? If so, when and why?

Technology

Here, we'll describe any important software, hardware, or other information technology that you use now or plan to use later to operate your business. That might include a point-of-sale system to take payments, an e-commerce engine for your website, a CRM solution for managing your pipeline, marketing tools for generating leads, and so on. For an industrial company, be sure to cover any industry-specific technologies that you have developed or purchased to power or manage your operations.

Equipment & Tools

In this section we'll list any specialty equipment that you have or plan to acquire to do your work. This is an important component of the business plan for many industrial companies. A steel fabrication plant, for example, needs CNC lines, welding machines, drill presses, and other metalworking tools. Likewise, with a photography studio business, having the right sort of cameras, lighting rigs, editing tools, and so on is going to be key.

If your forecast includes plans to make major capital expenditures — investing in another fermenting tank for your microbrewery, for instance — we will be sure to discuss the cost, benefits, and timing of those purchases here.

Milestones & Metrics

In this section we'll explain which performance metrics are most important for understanding how your business is doing. What does success mean for you, and how will you know it when you see it? Is it critical to contain your direct costs in a low-margin industry? To generate a certain number of leads to keep your sales pipeline full? To get a

certain level of traffic on your website or convert a certain percentage of those visitors into customers? To keep a certain amount of cash in the bank?

The goal here is to keep your plan alive by tracking your actual results, identifying poor assumptions or weak performance as early as possible, and correcting course right away to keep your business on track. The first step is to get clear on which metrics are going to be the most important to watch closely.

Company

Overview

Here, we'll specify who owns your company. If there are multiple owners, we'll describe each of them and how much of an ownership stake they have. Also, we'll identify your company's legal structure. Is it a sole proprietorship — that is, just you working for yourself? Or a partnership.

We will also describe the management and staffing structure of your company, we will also make sure to highlight the personnel plan.

Team

Management team

In this section, we will list the members of the management team, including yourself. we'll describe each person's skills and experience and what they will be doing for the company. How do they make your team stronger? Do they have specific expertise in your industry or subject matter? Do they have experience starting or managing other small businesses? We will use this space to really emphasize the strengths of yourself and your team. Assuming you have identified a great market opportunity, why are you the right ones to capitalize on it?

If you are a sole proprietor or otherwise working by yourself, we will focus on your own skills, experience, and past successes. we might have to rename this section to avoid the "team" language.

Advisors

In this section we'll describe any mentors, investors, former professors, industry or subject-matter experts, knowledgeable friends or family members, small-business counselors, or others who can help you as a business owner. If you have an important question or a new business challenge, who will you turn to for advice? What makes them a good resource for you and your company?

Sample Financial Plan

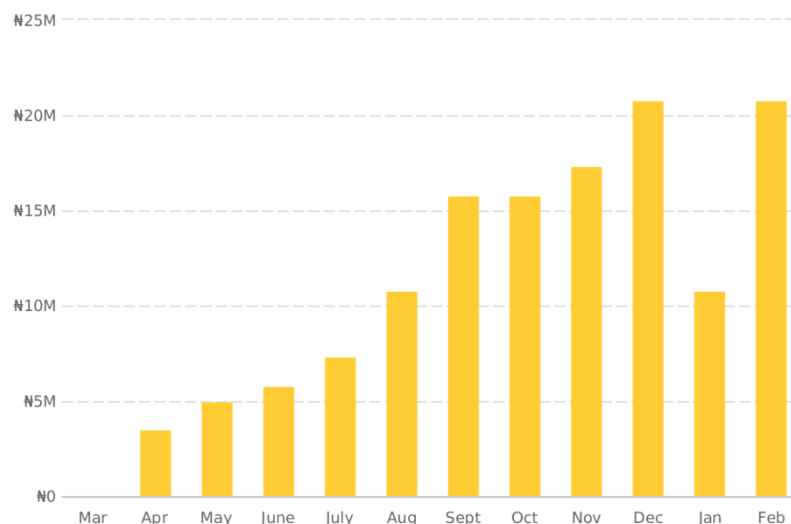
Forecast

Sample Key assumptions for a Commodity Trade Company

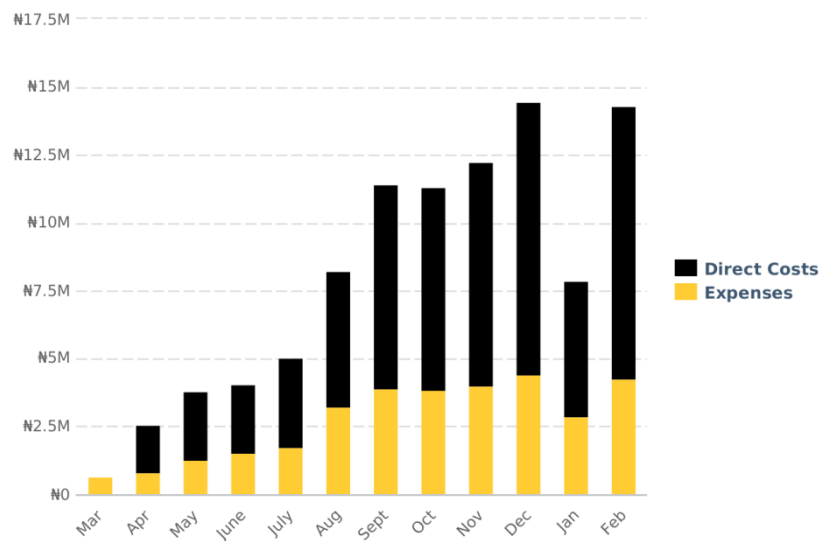
Here, we'll describe how you came up with the values in your financial forecast. Did you project your revenue based on past results, market research, your best guess at how many people who visit your store and what percentage of them might buy, or some other method? What kind of growth are you assuming? What are your key hires and notable expenses? What level of profit do you expect to generate?

Since your readers can see the full forecast detail in your plan. We'll use this space to craft the story behind the numbers. How do your financial projections reinforce your sense that this is a strong business opportunity and one worthy of your time and investment?

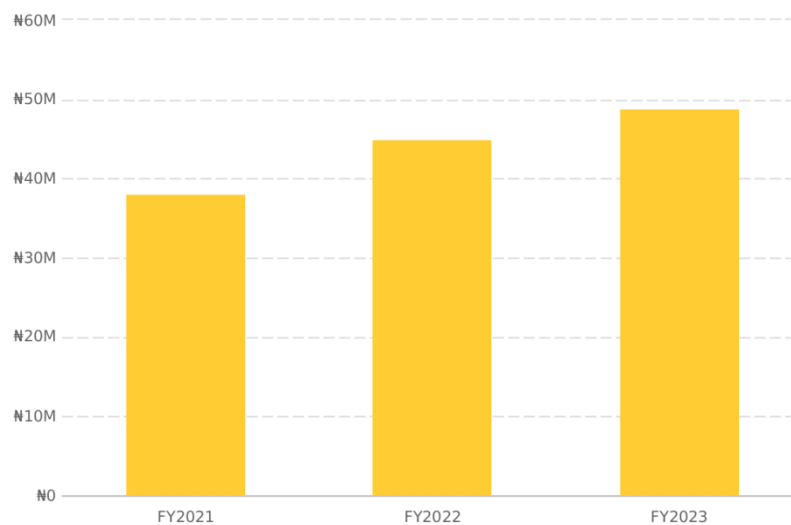
Revenue by Month



Expenses by Month



Net Profit (or Loss) by Year



Financing

Use of funds

If your forecast includes loans, investments, or other financing, we'll use this space to explain what you plan do with that money. Will it help to cover operating costs as your new

business scales up? Will it finance capital expenditures, such as the purchase of expensive equipment? Will it enable you to add personnel or expand your marketing to increase revenue? Give your reader a clear picture of why these funds are needed and how they will pay off.

If you are not seeking financing, we can just remove this topic from your plan.

Sources of Funds

We estimate to get a bank loan of 80 million naira

Statements

Projected Profit and Loss

	FY2021	FY2022	FY2023
Revenue	□133,999,998	□142,000,000	□150,000,000
Direct Costs	□63,250,000	□66,000,000	□70,000,000
Gross Margin	₦70,749,998	₦76,000,000	₦80,000,000
Gross Margin %	53%	54%	53%
Operating Expenses			
Salaries & Wages	₦4,485,000	₦5,019,000	₦5,386,950
Employee Related Expenses	₦897,000	₦1,003,800	₦1,077,390
Rent	₦500,000	₦500,000	₦500,000
Daily Running Expenses	₦1,800,000	₦1,800,000	₦1,800,000
Utilities	₦180,000	₦180,000	₦180,000
Office Supplies	₦360,000	₦360,000	₦360,000
Marketing	₦480,000	₦480,000	₦480,000
Transportation Cost	₦240,000	₦240,000	₦240,000
Web Subscription and Maintenance	₦60,000	₦60,000	₦60,000
Total Operating Expenses	□9,002,000	□9,642,800	□10,084,340
Operating Income	□61,747,998	□66,357,200	□69,915,660
Interest Incurred	₦7,146,153	₦1,782,973	
Depreciation and Amortization	₦184,167	₦190,000	₦190,000
Gain or Loss from Sale of Assets			
Income Taxes	₦16,325,303	₦19,315,269	₦20,917,698
Total Expenses	□95,907,623	□96,931,042	□101,192,038
Net Profit	□38,092,375	□45,068,958	□48,807,962
Net Profit / Sales	28%	32%	33%

Projected Balance Sheet

	FY2021	FY2022	FY2023
Cash	₦95,247,678	₦108,500,769	₦159,501,160
Accounts Receivable	₦0	₦0	₦0
Inventory			
Other Current Assets			
Total Current Assets	□95,247,678	□108,500,769	□159,501,160
Long-Term Assets	₦950,000	₦950,000	₦950,000
Accumulated Depreciation	(₦184,167)	(₦374,167)	(₦564,167)
Total Long-Term Assets	□765,833	□575,833	□385,833
Total Assets	□96,013,511	□109,076,602	□159,886,993
Accounts Payable	₦0	₦0	₦0
Income Taxes Payable	₦16,325,303	₦19,315,269	₦20,917,698
Sales Taxes Payable	₦6,325,000	₦6,600,000	₦7,000,000
Short-Term Debt	₦35,270,833		
Prepaid Revenue			
Total Current Liabilities	□57,921,136	□25,915,269	□27,917,698
Long-Term Debt	₦0	₦0	₦0
Long-Term Liabilities	□0	□0	□0
Total Liabilities	□57,921,136	□25,915,269	□27,917,698
Paid-In Capital			
Retained Earnings		₦38,092,375	₦83,161,333
Earnings	₦38,092,375	₦45,068,958	₦48,807,962
Total Owner's Equity	□38,092,375	□83,161,333	□131,969,295
Total Liabilities & Equity	□96,013,511	□109,076,602	□159,886,993

Projected Cash Flow Statement

	FY2021	FY2022	FY2023
Net Cash Flow from Operations			
Net Profit	₦38,092,375	₦45,068,958	₦48,807,962
Depreciation & Amortization	₦184,167	₦190,000	₦190,000
Change in Accounts Receivable	₦0	₦0	₦0
Change in Inventory			
Change in Accounts Payable	₦0	₦0	₦0
Change in Income Tax Payable	₦16,325,303	₦2,989,966	₦1,602,429
Change in Sales Tax Payable	₦6,325,000	₦275,000	₦400,000
Change in Prepaid Revenue			
Net Cash Flow from Operations	₦60,926,845	₦48,523,924	₦51,000,391
Investing & Financing			
Assets Purchased or Sold	(₦950,000)		
Net Cash from Investing	(₦950,000)		
Investments Received			
Dividends & Distributions			
Change in Short-Term Debt	₦35,270,833	(₦35,270,833)	
Change in Long-Term Debt	₦0	₦0	₦0
Net Cash from Financing	₦35,270,833	(₦35,270,833)	₦0
Cash at Beginning of Period	₦0	₦95,247,678	₦108,500,769
Net Change in Cash	₦95,247,678	₦13,253,091	₦51,000,391
Cash at End of Period	₦95,247,678	₦108,500,769	₦159,501,160

Appendix

Profit and Loss Statement (With monthly detail)

FY2021	Mar '20	Apr '20	May '20	June '20	July '20	Aug '20	Sept '20	Oct '20	Nov '20	Dec '20	Jan '21	Feb '21
Revenue												
Commodities	₦0	₦3,500,000	₦5,000,000	₦5,000,000	₦6,500,000	₦10,000,000	₦15,000,000	₦15,000,000	₦16,500,000	₦20,000,000	₦10,000,000	₦20,000,000
Business grant				₦833,333	₦833,333	₦833,333	₦833,333	₦833,333	₦833,333	₦833,333	₦833,333	₦833,334
Total Revenue	₦0	₦3,500,000	₦5,000,000	₦5,833,333	₦7,333,333	₦10,833,333	₦15,833,333	₦15,833,333	₦17,333,333	₦20,833,333	₦10,833,333	₦20,833,334
Direct Costs												
Expenses by month	₦0	₦1,750,000	₦2,500,000	₦2,500,000	₦3,250,000	₦5,000,000	₦7,500,000	₦7,500,000	₦8,250,000	₦10,000,000	₦5,000,000	₦10,000,000
Total Direct Costs	₦0	₦1,750,000	₦2,500,000	₦2,500,000	₦3,250,000	₦5,000,000	₦7,500,000	₦7,500,000	₦8,250,000	₦10,000,000	₦5,000,000	₦10,000,000
Gross Margin	₦0	₦1,750,000	₦2,500,000	₦3,333,333	₦4,083,333	₦5,833,333	₦8,333,333	₦8,333,333	₦9,083,333	₦10,833,333	₦5,833,333	₦10,833,334
Gross Margin %	0%	50%	50%	57%	56%	54%	53%	53%	52%	52%	54%	52%
Operating Expenses												
Salaries and Wages												
Managing Director	₦200,000	₦200,000	₦200,000	₦200,000	₦200,000	₦200,000	₦200,000	₦200,000	₦200,000	₦200,000	₦200,000	₦200,000
Dispatch Rider	₦30,000	₦30,000	₦30,000	₦30,000	₦30,000	₦30,000	₦30,000	₦30,000	₦30,000	₦30,000	₦30,000	₦30,000
Supply Manager (0.94)			₦85,000	₦85,000	₦85,000	₦85,000	₦85,000	₦85,000	₦85,000	₦85,000	₦85,000	₦85,000

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Customer care personnel	₦50,000	₦50,000	₦50,000	₦50,000	₦50,000	₦50,000	₦50,000	₦50,000	₦50,000	₦50,000	₦50,000	₦50,000
Office Assistant (0.97)		₦25,000	₦25,000	₦25,000	₦25,000	₦25,000	₦25,000	₦25,000	₦25,000	₦25,000	₦25,000	₦25,000
Total Salaries & Wages	₦280,000	₦305,000	₦390,000	₦390,000	₦390,000	₦390,000	₦390,000	₦390,000	₦390,000	₦390,000	₦390,000	₦390,000
Employee Related Expenses	₦56,000	₦61,000	₦78,000	₦78,000	₦78,000	₦78,000	₦78,000	₦78,000	₦78,000	₦78,000	₦78,000	₦78,000
Rent	₦41,666	₦41,666	₦41,666	₦41,666	₦41,667	₦41,667	₦41,667	₦41,667	₦41,667	₦41,667	₦41,667	₦41,667
Daily Running Expenses	₦150,000	₦150,000	₦150,000	₦150,000	₦150,000	₦150,000	₦150,000	₦150,000	₦150,000	₦150,000	₦150,000	₦150,000
Utilities	₦15,000	₦15,000	₦15,000	₦15,000	₦15,000	₦15,000	₦15,000	₦15,000	₦15,000	₦15,000	₦15,000	₦15,000
Office Supplies	₦30,000	₦30,000	₦30,000	₦30,000	₦30,000	₦30,000	₦30,000	₦30,000	₦30,000	₦30,000	₦30,000	₦30,000
Marketing	₦40,000	₦40,000	₦40,000	₦40,000	₦40,000	₦40,000	₦40,000	₦40,000	₦40,000	₦40,000	₦40,000	₦40,000
Transportation Cost	₦20,000	₦20,000	₦20,000	₦20,000	₦20,000	₦20,000	₦20,000	₦20,000	₦20,000	₦20,000	₦20,000	₦20,000
Web Subscription and Maintenance	₦5,000	₦5,000	₦5,000	₦5,000	₦5,000	₦5,000	₦5,000	₦5,000	₦5,000	₦5,000	₦5,000	₦5,000
Total Operating Expenses	₦637,666	₦667,666	₦769,666	₦769,666	₦769,667	₦769,667	₦769,667	₦769,667	₦769,667	₦769,667	₦769,667	₦769,667
Operating Income	(₦637,666)	₦1,082,334	₦1,730,334	₦2,563,667	₦3,313,666	₦5,063,666	₦7,563,666	₦7,563,666	₦8,313,666	₦10,063,666	₦5,063,666	₦10,063,667
Interest Incurred						₦1,333,333	₦1,232,043	₦1,129,064	₦1,024,370	₦917,929	₦809,716	₦699,698
Depreciation and Amortization	₦10,000	₦15,833	₦15,834	₦15,833	₦15,833	₦15,834	₦15,833	₦15,833	₦15,834	₦15,833	₦15,833	₦15,834
Gain or Loss from Sale of Assets												
Income Taxes	₦0	₦125,650	₦514,351	₦764,350	₦989,350	₦1,114,349	₦1,894,737	₦1,925,631	₦2,182,039	₦2,738,971	₦1,271,435	₦2,804,440

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Total Expenses	□647,666	□2,559,149	□3,799,851	□4,049,849	□5,024,850	□8,233,183	□11,412,280	□11,340,196	□12,241,909	□14,442,400	□7,866,651	□14,289,639
Net Profit	(□647,666)	□940,851	□1,200,149	□1,783,484	□2,308,483	□2,600,150	□4,421,053	□4,493,137	□5,091,424	□6,390,933	□2,966,682	□6,543,695
Net Profit / Sales		27%	24%	31%	31%	24%	28%	28%	29%	31%	27%	31%

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	FY2021	FY2022	FY2023
Revenue			
Commodities	₦126,500,000	₦132,000,000	₦140,000,000
Business grant	₦7,499,998	₦10,000,000	₦10,000,000
Total Revenue	₦133,999,998	₦142,000,000	₦150,000,000
Direct Costs			
Expenses by month	₦63,250,000	₦66,000,000	₦70,000,000
Total Direct Costs	₦63,250,000	₦66,000,000	₦70,000,000
Gross Margin	₦70,749,998	₦76,000,000	₦80,000,000
Gross Margin %	53%	54%	53%
Operating Expenses			
Salaries and Wages			
Managing Director	₦2,400,000	₦2,640,000	₦2,904,000
Dispatch Rider	₦360,000	₦378,000	₦396,900
Supply Manager (0.94)	₦850,000	₦1,071,000	₦1,124,550
Customer care personnel	₦600,000	₦630,000	₦661,500
Office Assistant (0.97)	₦275,000	₦300,000	₦300,000
Total Salaries & Wages	₦4,485,000	₦5,019,000	₦5,386,950
Employee Related Expenses	₦897,000	₦1,003,800	₦1,077,390
Rent	₦500,000	₦500,000	₦500,000
Daily Running Expenses	₦1,800,000	₦1,800,000	₦1,800,000
Utilities	₦180,000	₦180,000	₦180,000
Office Supplies	₦360,000	₦360,000	₦360,000
Marketing	₦480,000	₦480,000	₦480,000
Transportation Cost	₦240,000	₦240,000	₦240,000
Web Subscription and Maintenance	₦60,000	₦60,000	₦60,000

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Total Operating Expenses	□9,002,000	□9,642,800	□10,084,340
Operating Income	□61,747,998	□66,357,200	□69,915,660
Interest Incurred	₦7,146,153	₦1,782,973	
Depreciation and Amortization	₦184,167	₦190,000	₦190,000
Gain or Loss from Sale of Assets			
Income Taxes	₦16,325,303	₦19,315,269	₦20,917,698
Total Expenses	□95,907,623	□96,931,042	□101,192,038
Net Profit	□38,092,375	□45,068,958	□48,807,962
Net Profit / Sales	28%	32%	33%

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Balance Sheet (With Monthly Detail)

FY2021	Mar '20	Apr '20	May '20	June '20	July '20	Aug '20	Sept '20	Oct '20	Nov '20	Dec '20	Jan '21	Feb '21
Cash	(N1,237,666)	(N330,332)	N1,650,002	N4,463,669	N88,102,335	N86,255,241	N87,158,147	N88,061,053	N89,788,959	N93,441,865	N91,594,771	N95,247,678
Accounts Receivable	N0	N0	N0	N0	N0	N0	N0	N0	N0	N0	N0	N0
Inventory												
Other Current Assets												
Total Current Assets	(N1,237,666)	(N330,332)	N1,650,002	N4,463,669	N88,102,335	N86,255,241	N87,158,147	N88,061,053	N89,788,959	N93,441,865	N91,594,771	N95,247,678
Long-Term Assets	N600,000	N950,000	N950,000	N950,000	N950,000	N950,000	N950,000	N950,000	N950,000	N950,000	N950,000	N950,000
Accumulated Depreciation	(N10,000)	(N25,833)	(N41,667)	(N57,500)	(N73,333)	(N89,167)	(N105,000)	(N120,833)	(N136,667)	(N152,500)	(N168,333)	(N184,167)
Total Long-Term Assets	N590,000	N924,167	N908,333	N892,500	N876,667	N860,833	N845,000	N829,167	N813,333	N797,500	N781,667	N765,833
Total Assets	(N647,666)	N593,835	N2,558,335	N5,356,169	N88,979,002	N87,116,074	N88,003,147	N88,890,220	N90,602,292	N94,239,365	N92,376,438	N96,013,511
Accounts Payable	N0	N0	N0	N0	N0	N0	N0	N0	N0	N0	N0	N0
Income Taxes Payable	N0	N125,650	N640,001	N1,404,351	N2,393,701	N3,508,050	N5,402,787	N7,328,418	N9,510,457	N12,249,428	N13,520,863	N16,325,303
Sales Taxes Payable	N0	N175,000	N425,000	N675,000	N1,000,000	N1,500,000	N2,250,000	N3,000,000	N3,825,000	N4,825,000	N5,325,000	N6,325,000
Short-Term Debt					N80,000,000	N73,922,573	N67,743,856	N61,462,160	N55,075,770	N48,582,939	N41,981,895	N35,270,833
Prepaid Revenue												
Total Current Liabilities	N0	N300,650	N1,065,001	N2,079,351	N83,393,701	N78,930,623	N75,396,643	N71,790,578	N68,411,227	N65,657,367	N60,827,758	N57,921,136
Long-Term Debt					N0	N0	N0	N0	N0	N0	N0	N0

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Long-Term Liabilities					0	0	0	0	0	0	0	0
Total Liabilities	0	300,650	1,065,001	2,079,351	83,393,701	78,930,623	75,396,643	71,790,578	68,411,227	65,657,367	60,827,758	57,921,136
Paid-In Capital												
Retained Earnings												
Earnings	(N647,666)	N293,185	N1,493,334	N3,276,818	N5,585,301	N8,185,451	N12,606,504	N17,099,641	N22,191,065	N28,581,998	N31,548,680	N38,092,375
Total Owner's Equity	(647,666)	293,185	1,493,334	3,276,818	5,585,301	8,185,451	12,606,504	17,099,641	22,191,065	28,581,998	31,548,680	38,092,375
Total Liabilities & Equity	(647,666)	593,835	2,558,335	5,356,169	88,979,002	87,116,074	88,003,147	88,890,220	90,602,292	94,239,365	92,376,438	96,013,511

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	FY2021	FY2022	FY2023
Cash	₦95,247,678	₦108,500,769	₦159,501,160
Accounts Receivable	₦0	₦0	₦0
Inventory			
Other Current Assets			
Total Current Assets	₦95,247,678	₦108,500,769	₦159,501,160
Long-Term Assets	₦950,000	₦950,000	₦950,000
Accumulated Depreciation	(₦184,167)	(₦374,167)	(₦564,167)
Total Long-Term Assets	₦765,833	₦575,833	₦385,833
Total Assets	₦96,013,511	₦109,076,602	₦159,886,993
Accounts Payable	₦0	₦0	₦0
Income Taxes Payable	₦16,325,303	₦19,315,269	₦20,917,698
Sales Taxes Payable	₦6,325,000	₦6,600,000	₦7,000,000
Short-Term Debt	₦35,270,833		
Prepaid Revenue			
Total Current Liabilities	₦57,921,136	₦25,915,269	₦27,917,698
Long-Term Debt	₦0	₦0	₦0
Long-Term Liabilities	₦0	₦0	₦0
Total Liabilities	₦57,921,136	₦25,915,269	₦27,917,698
Paid-In Capital			
Retained Earnings		₦38,092,375	₦83,161,333
Earnings	₦38,092,375	₦45,068,958	₦48,807,962
Total Owner's Equity	₦38,092,375	₦83,161,333	₦131,969,295
Total Liabilities & Equity	₦96,013,511	₦109,076,602	₦159,886,993

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Cash Flow Statement (With Monthly Detail)

FY2021	Mar '20	Apr '20	May '20	June '20	July '20	Aug '20	Sept '20	Oct '20	Nov '20	Dec '20	Jan '21	Feb '21
Net Cash Flow from Operations												
Net Profit	(N647,666)	N940,851	N1,200,149	N1,783,484	N2,308,483	N2,600,150	N4,421,053	N4,493,137	N5,091,424	N6,390,933	N2,966,682	N6,543,695
Depreciation & Amortization	N10,000	N15,833	N15,833	N15,833	N15,833	N15,833	N15,833	N15,833	N15,833	N15,833	N15,833	N15,833
Change in Accounts Receivable	N0	N0	N0	N0	N0	N0	N0	N0	N0	N0	N0	N0
Change in Inventory												
Change in Accounts Payable	N0	N0	N0	N0	N0	N0	N0	N0	N0	N0	N0	N0
Change in Income Tax Payable	N0	N125,650	N514,351	N764,350	N989,350	N1,114,349	N1,894,737	N1,925,631	N2,182,039	N2,738,971	N1,271,435	N2,804,440
Change in Sales Tax Payable	N0	N175,000	N250,000	N250,000	N325,000	N500,000	N750,000	N750,000	N825,000	N1,000,000	N500,000	N1,000,000
Change in Prepaid Revenue												
Net Cash Flow from Operations	(N637,666)	N1,257,334	N1,980,334	N2,813,667	N3,638,666	N4,230,333	N7,081,623	N7,184,602	N8,114,297	N10,145,737	N4,753,950	N10,363,969
Investing & Financing												
Assets Purchased or Sold	(N600,000)	(N350,000)										

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Net Cash from Investing	(₦600,000)	(₦350,000)										
Investments Received												
Dividends & Distributions												
Change in Short-Term Debt				₦80,000,000	(₦6,077,427)	(₦6,178,717)	(₦6,281,696)	(₦6,386,391)	(₦6,492,831)	(₦6,601,044)	(₦6,711,062)	
Change in Long-Term Debt				₦0	₦0	₦0	₦0	₦0	₦0	₦0	₦0	₦0
Net Cash from Financing				₦80,000,000	(₦6,077,427)	(₦6,178,717)	(₦6,281,696)	(₦6,386,391)	(₦6,492,831)	(₦6,601,044)	(₦6,711,062)	
Cash at Beginning of Period	₦0	(₦1,237,666)	(₦330,332)	₦1,650,002	₦4,463,669	₦88,102,335	₦86,255,241	₦87,158,147	₦88,061,053	₦89,788,959	₦93,441,865	₦91,594,771
Net Change in Cash	(₦1,237,666)	₦907,334	₦1,980,334	₦2,813,667	₦83,638,666	(₦1,847,094)	₦902,906	₦902,906	₦1,727,906	₦3,652,906	(₦1,847,094)	₦3,652,907
Cash at End of Period	(₦1,237,666)	(₦330,332)	₦1,650,002	₦4,463,669	₦88,102,335	₦86,255,241	₦87,158,147	₦88,061,053	₦89,788,959	₦93,441,865	₦91,594,771	₦95,247,678

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	FY2021	FY2022	FY2023
Net Cash Flow from Operations			
Net Profit	₦38,092,375	₦45,068,958	₦48,807,962
Depreciation & Amortization	₦184,167	₦190,000	₦190,000
Change in Accounts Receivable	₦0	₦0	₦0
Change in Inventory			
Change in Accounts Payable	₦0	₦0	₦0
Change in Income Tax Payable	₦16,325,303	₦2,989,966	₦1,602,429
Change in Sales Tax Payable	₦6,325,000	₦275,000	₦400,000
Change in Prepaid Revenue			
Net Cash Flow from Operations	₦60,926,845	₦48,523,924	₦51,000,391
Investing & Financing			
Assets Purchased or Sold	(₦950,000)		
Net Cash from Investing	(₦950,000)		
Investments Received			
Dividends & Distributions			
Change in Short-Term Debt	₦35,270,833	(₦35,270,833)	
Change in Long-Term Debt	₦0	₦0	₦0
Net Cash from Financing	₦35,270,833	(₦35,270,833)	₦0
Cash at Beginning of Period	₦0	₦95,247,678	₦108,500,769
Net Change in Cash	₦95,247,678	₦13,253,091	₦51,000,391
Cash at End of Period	₦95,247,678	₦108,500,769	₦159,501,160

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