

EVAJAY ACCESSORIES

BUSINESS

FUNDING PROPOSAL

EVANSON
8/1/2022

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EXECUTIVE SUMMARY

Evajay Accessories is a registered cell phone accessories store that is located in the busy streets of Okporo-Port Harcourt. It offers phone accessories product such as Cases, which are designed to attach to, support, or otherwise hold a smartphone, mass storage component (SD card, SD card slot and special USB micro-B flash drive), chargers and external batteries, selfie sticks, smartphone tripod mount and micro-USB.

We are aware that there are several cell phone accessories store outlets all around Harrington – Delaware, which is why we spent time and resources to conduct a thorough feasibility studies and market survey so as to be well positioned to favorably compete with all our competitors. To achieve this, we offer various payment options and also get our customers involved in the products (brands) selection.

The company solicit for financial backing in order to

- Acquire a bigger store
- Increase sales and marketing by Expanding stock

Specifically, the company will need two hundred and forty thousand Naira to acquire a bigger store and four hundred and eighty-five thousand Naira increase stock from 15% to 40% per week

Business Description

The company was formed on the 21st of August 2020 as sole proprietorship under Nigerian laws and headed by Evanson Ekanem who holds HND. in Computer Engineering. He is also talented in sales and marketing.

Evajay Accessories has two full time employees which takes care hardware repairs/ maintenance and Sales attendant.

Business Mission

The Mission is to establish a world – class cell phone accessories store that will make available a wide range of cell phone accessories from top manufacturing brands at affordable prices to residents of Port Harcourt, Nigeria.

Product

The company's primary product is cell phone accessories from the top manufacturing brands in the world and our product offerings are listed below;

- Flash drive
- Memory cards
- Chargers (corded and wireless)
- Power banks
- Bluetooth speakers
- Smart wristwatches

- Chargers and external batteries
- EarPods
- Smartphone Screen guards
- USB (Universal Serial Bus) Cables
- Phone covers
- Selfie sticks
- HDMI cables
- Solar charger
- Earphones (Coded and wireless)
- Bluetooth speakers
- Online applications
- Table phone holder
- Car phone holder
- Smart wristwatches
- Fitness trackers.

And these products are always available throughout the year.

BUSINESS SUMMARY

Industry overview.

The market share of imported phone accessories remains over 70% and increasing steadily in Nigeria. Between 2006 and 2019 accessories output grew at around 15% per annum and increased sharply to 30% in 2020 because of government interventions and trade policies such as 40% subsidy on imported phone and accessories. These have also created high demand due to the increase usage of phones.

It is estimated that the average person in Nigeria uses two to three phones every Six (6) months including children amounting to (\$108b) per annum and this is expected to increase with population growth.

Evajay Accessories started off with very small varieties and very determined to end it up with large quantities and varieties in order to satisfy the needs of the niche market and customers.

In all segment of the markets, the average consumer primarily considers the following factors when making purchase decisions.

1. Income level
2. Origin (location of the accessories)
3. Quality (originality or fake/inferior etc.)
4. Price. (affordability)
5. Availability
6. Promotion

Business Goals

Short Term

The company's short-term goal is to increase sales by expanding our customer base from 541 to 1,000 by the end of June and 1,500 by the year end 2022. This will be accomplished through the revised marketing and sales strategy which focus on strong business and product branding for the year 2022.

Long Term

Evajay Accessories will become the leading cell phone accessories sales and marketing company in Port Harcourt, Nigeria by the end of 2026.

It will also be a major distributor in the market and engage return missionaries to deliver the items to other stores/outlets. This in the end will help reduce the unemployment rate among return missionaries in Port Harcourt Nigeria Central Stake.

MARKETING SUMMARY

Target Market

Those who patronize cell phone accessories store cut across all genders above 16 years with the financial means and who own cell phones, hence the target market for cell phone accessories store business is all encompassing. In essence, my target market can't be restricted to just a group of people, but all those who own cell phones including but not limited to:

- Shops through sales
- Engineers making repairs and sales
- Media for advertising our products
- Markets through sales
- Student sales and promotion
- Public through buying and selling
- Passer-by
- Business centers
- Corporate bodies, etc.

The estimated number of potential customers with the operational geographical area is over ten thousand.

Pricing Strategy

The company has completed a thorough analysis of its competitors' pricing. Keeping in mind our competition's pricing and the cost of new customer acquisition, the company has adopted an innovative and dynamic pricing strategy that allows room to change prices flexibly considering the prices of competitors and the forces of demand and supply.

Sales Strategy

Evajay Accessories has developed its own sales strategies based on the market segments in the local phone accessories industry. These strategies, specifically, are to ensure that the company is able to sell at least fifty thousand Naira worth of accessories per week. To achieve this, we have put the following in place:

- Ensure that we have a wide range of cell phone accessories from different brands at all times.
- Make use of attractive hand bills to create awareness and also to give direction to our store
- Position our signage/flexi banners at strategic places around Okporo-Port Harcourt
- Position our greeters to welcome and direct potential customers
- Create a loyalty plan that will enable us reward our regular customers
- List our business and products on yellow pages ads (local directories)
- Engage in direct marketing and sales
- Encourage the use of Word-of-mouth marketing (referrals)
- Join local chambers of commerce and industries to network and market our products.

SWOT Analysis

Strength

Our location, the business model we are operating on, varieties of payment options, wide range of cell phone accessories from different manufacturing brands and our excellent customer service culture counts as a strong strength. So also, our team of highly qualify and experienced members is also a plus for us. We also have flexible pricing strategy with our ever Quality and Reliable cell phone accessories.

Weakness

1. Limited capital to buy stock
2. Inadequate sales and marketing personnel
3. Single source of supply

Opportunities

The fact that we are operating our cell phone accessories store in a corner piece property along a major road in Okporo-Port Harcourt provides us with unlimited opportunities to sell our accessories to a large number of people.

We have been able to conduct thorough feasibility studies and market survey and we know what our clients will be looking for when they visit our outlet; we are well positioned to take on the opportunities that comes our way using face book, whatsApp, ticktok and home delivery. We intend to create a feedback system to know how we are doing and how well our customers are utilizing our products.

Threats

Just like any other business, one of the major threats that we do face is economic downturn. It is a fact that economic downturn affects purchasing/spending power. Another threat that may likely confront us is the arrival of a new cell phone accessories outlet in same location where ours is located. So also, unfavorable government policies may also pose a threat to businesses such as ours.

Competitors

A close study of the retail market for the Smartphones industry reveals that the market has become much more intensely competitive over the last decade. As a matter of fact, one has to be highly creative, customer centric and proactive if you must survive in this industry. We are aware of the stiff competition and we are prepared to compete favorably with other leading cell phone accessories stores.

Evajay Accessories launched a standard phone accessories store that will indeed become the preferred choice of residence in Okporo-Port Harcourt and every other location where our outlets will be opened.

We will ensure that we have a wide range of cell phone accessories from leading manufacturers available in our store at all times. It will be difficult for customers to visit our store and not see the type of cell phone accessories they are looking for.

One of our business goals is to make Evajay Accessories a one stop cell phone accessories retail and wholesale shop. Our excellent customer service culture, various payment options and highly secured facility will serve as a competitive advantage for us.

Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category in the industry meaning that they will be more than willing to build the business with us and help deliver our set goals and objectives. We will also give good working conditions and commissions to freelance sales agents that we will recruit from time to time.

Service

Quality service is the focus of the company and cornerstone of the brand's success. All customers will receive a conscientious, one-on-one and timely service in all areas of our business, be they transaction, conflict or complaints. This is expected to create a loyal brand and return business.

FINANCIAL SUMMARY

One Week Financial projections

Attached to this proposal is the Evajay's projections for a week. Currently, the company is able to sell an average of N39, 500 (Thirty nine thousand, five hundred) naira worth of accessories per week.

INCOME AND EXPENSE LOG FOR ONE WEEK			
DESCRIPTION	EXPENSE (N)	INCOME (N)	BALANCE (N)
Opening Balance			42,000
Cost of Accessories	39,500		2,500
Sales of Accessories	-	67,500	70,000
Quantity Discount	-	3,500	73,500
Transportation	2,000		71,500
Total	41,500	71,000	30,000

- $\text{Margin} = 5\% (\text{Sales of } 67,500 - \text{Expenses of } 41,500) / \text{Sales of } 67,500$

Profit utilization

It is expected that the company will make a profit of N30, 000 per week if all things being equal with regards to the assumptions in the company's income and expense log.

This will be put to good use to ensure growth and stability of the company

10% (N3,000) will be used as tithe

50% (N 15,000) will be reinvested into the company to expand inventory and smooth running of the company,

20% of N2400, getting a Point of Sale (POS) machine,

20% of N9600 to pay sales and marketing personnel mostly Returned Missionaries and staff salary and commission.

This will allow Evajay Accessories to make larger sales to its potential customers and profit maximization is fully assured.