

# Phone & Accessories (Home use Phone)

## k. Bonz Phones & Accessories



**LINK+ MOBILE PHONE ACCESSORIES**

Executive Summary Bonzie Phone & Accessories is a privately owned and managed commercial phone & accessories business that have started sales of Phones and Accessories in Ashaiman New Town Station Greater Accra Religion Ghana.

(<https://maps.google.com/maps?q=5.6887103%2C-0.0332576&z=17&hl=en>) Our phone & accessories would grow to compete favorably with leading commercial phone & accessories shops in Ashaiman. And it has been in operation since 2017, which is five years now.



## VISION

Our Vision is to become one of the leading commercial phone & accessories businesses in Ashaiman and even in Ghana. And to have more branches in Accra which will be dealing in whole sales of phones and accessories.

## **Mission Statement**

**K. Bonz Phones & Accessories is a local class and registered commercial company that is committed to selling quality, durable, and affordable second hand phones, chargers and just to mention a few of the accessories taking care of individuals and the nooks and crannies of Ashaiman and even Ghana as a whole.**

## **My competitors**

**There is a lot of competitors in my area who are also into the same phone and accessories but their prices are relatively high and quality, durable they are not of the standard to meet up the demand of the customers. So, it gives me the great benefit to close the missing gap by providing quality, durable, and affordable second hand phones to customers and to meet up with their needs. For over the past five years, I have been able to study my competitors, and one thing that makes me unique is how I use social media to advertise my product and services, also I have come to know my customers and their needs, which have helped me to maintain my customers and attract more potential customers.**



## OPPORTUNITIES



**I stand in a better position to penetrate the market and able to have the greater customer because I have built a very good human relationship with my customer and I will meet up with my customer demand.**

## **PRICES**



**Based upon the research that I did, and my experience in the business of phones & accessories, I know that the amount of money that I will invest into the business, I will have 70% profit because the price is not fixed and it depends on the power of bargaining. For in stand,**

**I invest (6000 GH cedis)**

**Profit 4200**

**I believe that I will be able to make a lot of profit if I'm able to implement these into practice because I have a very good location in the market (Hot spot in the market) in**

**which customers patronize my product and I will be able to sell phones and accessories and rise a profit of 70% when I invest 6000 GH cedis and more,**

## **Promotion**

**I have effectively use social media to sell my product, and advertise it on my social media pages, which have attracted many potential customers. I also do delivery service to my customers at an affordable price in their convenient homes, which have also attracted many customers for the past five years.**

## **Storage**

**For my product to be save, five traders selling at the same place have come together to rent apartment, were we all keep out product, for the past five years which have made our product always safe, and storage less expensive. I pay 20cedis a month for the storage place.**

## **CURRENT BUSINESS**



## 12 MONTH PLAN

