

# Inyang Adam Joseph - Application for Business Sponsorship

I am a member of Port Harcourt Stake in Nigeria

Your Name: Inyang Adam Joseph

WhatsApp phone number: +234 9068621620

Email Address\* [inyangadam73@gmail.com](mailto:inyangadam73@gmail.com)

Describe your business:\* My business is named "KATCHYWAY", we are into Manufacturing of General Leather Products such as; Bags, Footwears, Caps, Bullet Proof Vests, Belts, camera straps, etc and we render Services as; General Leathercrafts Training, professional footwear Cobbling, Repair of leather machines, Sale and Supplies of all kind of Leather Crafts Materials, tools and Machine



My customers are male professionals and business persons, as well as secondary/university students. They are middle income/rich. They live within Eastern Nigeria They are travelers and fashion lovers.

What is the problem your product or service solves for your customer?\*

I make high quality, professional, durable, fashionable, comfortable and affordable leather products for all my customers, which help them to spend less and still have high quality products and service.

Why do your customers do business with you rather than the competition (how are you different or better)?\*

I have quality products that have been tested and trusted by my customers.

My products are properly packaged, branded and delivered in time to my customers. I give referral bonuses to my customers that refer prospective customers to me. I have a unique customer service approach that helps me with the way I relate with my customers.

Describe each of the main products or services you sell.\*

Main Products:

Bags: Back pack, duffle bag(traveling bags), laptop bags, scripture bags etc.

Footwears: Male sandals and slippers, Female sandals and slippers, oxford shoes, Debbie shoes, sneakers, High heel shoes etc.

Belts: waist belts, camera straps etc.

Services:

General Leathercrafts Training,

Professional footwear Cobbling

Sales and Supplies of all kinds of Leather Crafts Materials, tools and Machines etc.

Why did you choose this business?\*

Leather materials are cost effective. It enables me to show my creativity as an individual. It enables me to provide the basic needs for myself and my family. It makes me self-reliant and become an entrepreneur.

If I am given a grant I will do the following:

Fairly used Post-bed industrial sewing machine: \$450 USD

Fairly used Flat-bed industrial sewing machine : \$200 USD

Fairly used Waxing machine: \$60 USD

Workshop space: \$270/yr USD

**Total = \$980 USD**

Income Statement						
Your name is:	Inyang Adam Joseph					
Business name:	Katchyway					
Month	1	2	3	4	5	6
<b>Revenue</b>	<b>\$989.21</b>	<b>\$1,483.81</b>	<b>\$2,270.68</b>	<b>\$1,483.81</b>	<b>\$1,483.81</b>	<b>\$1,483.81</b>
<b>Expenses</b>						
Self salary	\$134.89	\$134.89	\$134.89	\$134.89	\$134.89	\$134.89
Raw materials	\$404.68	\$607.01	\$986.96	\$607.01	\$607.01	\$607.01
Staff salary	\$0.00	\$0.00	\$44.96	\$0.00	\$0.00	\$0.00
Rent	\$22.48	\$22.48	\$22.48	\$22.48	\$22.48	\$22.48
Technology	\$6.74	\$6.74	\$6.74	\$6.74	\$6.74	\$6.74
Advertising	\$4.50	\$4.50	\$4.50	\$4.50	\$4.50	\$4.50
Transportation	\$4.50	\$4.50	\$4.50	\$4.50	\$4.50	\$4.50
Taxes/Fees	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other	\$6.74	\$6.74	\$6.74	\$6.74	\$6.74	\$6.74
<b>Net Income</b>	<b>\$584.53</b>	<b>\$786.86</b>	<b>\$1,211.77</b>	<b>\$786.86</b>	<b>\$786.86</b>	<b>\$786.86</b>
Net Profit Margir	41%	47%	47%	47%	47%	47%

Income statement at:

[https://docs.google.com/spreadsheets/d/1xFHkyFoSiS0IQjeNVI0coHQ\\_tI6\\_2rAnvRz7M0nuW6c/edit?usp=sharing\\_eip\\_m&ts=6362a239](https://docs.google.com/spreadsheets/d/1xFHkyFoSiS0IQjeNVI0coHQ_tI6_2rAnvRz7M0nuW6c/edit?usp=sharing_eip_m&ts=6362a239)

**Video links:**

<https://drive.google.com/drive/folders/1-1cExX9bb4HbYEcP9XoHoqHlbaWnUpqg?usp=sharing>

[https://youtu.be/B-WRv9lu\\_Vk](https://youtu.be/B-WRv9lu_Vk)

<https://youtu.be/kADe0dH9RGg>

Social media:

Instagram: <https://www.instagram.com/p/CcAKBUGr2fu/>

Facebook:

<https://www.facebook.com/photo/?fbid=1800146843520841&set=pcb.1800146973520828&>

Name your top 3 ways to find new customers\*

Social media adverts/marketing,

Building customers based relationship,

Free tutorial classes.

What price does the customer pay for each of your products? \*

Back pack: 12,000 Nigerian Naira (439 Nigerian Naira = \$1 USD)

Laptop Bags : 10,000

Scripture Bag: 3,500

Male sandals: 10,000

Male slippers: 9,000

Female Slippers: 8,000

Female sandals: 9,000

Oxford Shoe: 15,000

Debbie Shoe: 15,000

Servicer

Sole replacement: 3,000

Traditional stitching: 1,000

Dying and polishing: 1000

Footwear making class: 200,000 for 4 months

Bag making class: 150,000 for 4 months

How much does it cost you to provide each of these products? List the cost-of-goods (expense) for each. \*

Back pack: 5,660 (439 Nigerian Naira = \$1 USD)

Laptop Bags: 3,815 Naira = \$8.69 USD

Scripture Bag: 1,690 Naira = \$3.85 USD

Male sandals: 5150

Male slippers: 5150

Female Slippers : 4550

Female sandals: 4550

Oxford Shoe: 6300

Debbie Shoe: 6300

How do your customers pay you (cash, credit card, mobile money, credit, check)?\*

Cash, and mobile transfer

How many regular customers do you currently have?\*

20

How do your current customers know you exist? \*

Social media

Words of mouth

Referrals

How many suppliers do you buy from? Do you buy in bulk?\*

8 suppliers . Yes I buy in bulk.

My business has already started, and I have been in business for more than 1 year

My business is a part time job right now, but if I receive a grant I will quit my other job and focus on this full time.