

Henry Wallace Musoke - Marvunike Therapy

henrymusoke@rocketmail.com

(+27834745464)

Video links:

<https://youtu.be/vfi6f8g7F9k>

<https://youtu.be/pNOWcGVKsH4>

Darlice Brooks is the facilitator

The bishop is President Mike Cook

Bishop email: think.mjc@gmail.com

Marvunike Therapy, located in Wynberg suburbs of Cape Town is a start-up therapy business that focuses on providing a holistic, personalized approach to each client's needs.

Products Served

The business offers comprehensive services for those requiring pain reliefs. These services includes the selling of gun massages and EMS Tens machines to regular businesses, Athletes, regular people for their domestic use. The business employs a highly trained and skilled staff dedicated to increasing customer care and selling diagnostic products to customers.

Products: conductive gloves or stimulating gloves for carpal tunnel, numbness, athrieties. Knee sleeves for knee and joint pain, muscle toning belt for lower back pain, thighs etc, Reflexology Slippers for diabetes, feet pain, tens machine (looks like a cellphone) it is the main machine for pain and gun massage which is used for muscle relaxation or circulation.

Customer Focus

Marvunike Therapy offers these products at shopping centres every 2 Fridays and Saturdays per month. The aim is to attract customers, which will allow the business to rent per month when the revenue grows. Why Fridays and Saturdays, because it is the busiest days during the week.

- Shopping centers
- Average income of \$30,000
- 47.6% married
- 36.4% in Mgt. /Professional occupations
- Median age: 36 years

In addition, about 36% of the attendees are seniors. This customer segment constitutes a large percentage of patients in need of pain relief.

Management Team

Marvunike is led by Henry Wallace Musoke, who has been in business development and sales since 2008. He has worked in education and training as a sales executive, Exhibitions and Sponsorships with Large media Corporations, and Government agencies in the employment and training of staff. Not only does Henry Wallace Musoke have all the experience, qualifications, and training necessary, he is currently assisting as a sales executive with ItouchSA the largest current supplier of these pain relief products in South Africa.

Success Factors

Marvunike Therapy is uniquely qualified to succeed due to the following reasons:

There is only 4 companies in South Africa that are direct competition to Marvunike Therapy which poses no threat since these conferences have many people who need our help.

The suppliers supply the product at a very good price, which gets marvunike therapy a 600% at current prices.

Marvunike Therapy buys the package for \$55.97 and sells the package for \$185, current prices.

Financial Highlights

Marvunike Therapy is seeking a total funding of \$1000 of debt capital to open its physical therapy clinic.

How \$1000 will be distributed

- Product Stock to buy: \$500
- Rent \$500 for 3 months
- Working capital: \$1000 to pay for maMarvunike Therapy reaches break-even

Top line projections over the next five years are as follows:

Financial Summary	FY 1	FY 2	FY 3	FY 4	FY 5
Revenue	\$20350	\$24420	\$28490	\$32560	\$36630
Total Expenses	\$7150	\$7700	\$8250	\$8800	\$9350
EBITDA	\$13200	\$16720	\$20240	\$23760	\$27280
Depreciation	\$1650	\$1650	\$1650	\$1650	\$1650
EBIT	\$11550	\$15070	\$18590	\$22110	\$25630
Interest	\$990	\$2970	\$1980	\$990	\$0

Net Profit Margin	\$10560	\$12100	\$16610	\$21120	\$25630
--------------------------	----------------	----------------	----------------	----------------	----------------

Explanation of the table above.

In the first year, the product will remain at \$185, we are only selling 10 packages per month, my calendar of operation is only 11 months. The second, am selling 12 products per month, the third year it is 14, 16 and 18 months. The price is assumed to stay at \$185 plus 11 months of operation per year. Total expenses start from \$650 per month and increase by \$50 every year. Interest is at \$90 per month thereby arriving at \$990 for the elevens, which gives me a profit of \$10560.

As seen, this is something I can work with and hopefully be able to do better than my current stats. I have already applied for a loan and am expecting \$1000, which will be my working capital. Fingers crossed.

Opportunity

The business is located in Cape Town, instead of opening branches, the business enjoys the privilege of working directly at expos, which are nationally located.

Company Performance

The company is currently operating from an off and on basis as there is no stock and nothing has happened as planned. I started this year in January 2022, and I have been buying and selling privately but it is so hard to work and work for myself at the same time as it makes me unworthy as I don't want to steal customers from work, my products needs to be branded and resold. Currently I don't have consistency, one client can come in a month because am not active as I should.

Team

- Henry Wallace Musoke, the company owner will be running the business starting from the sales.
- Tanya Wilcox, will be available as a sales executive
- Cindy Phebe will be doing sales for the company
- Nathan Malusi, sales executive as soon as the business is up and running.

Financial Snapshot: Five-Year Income Statement

The package of the product will cost \$185 in the first year. 75 packages are expected to be sold in the month of February and the total year is only 11 months, hence the total to be \$152625. The second year the year, the package will cost \$185 but a hundred packages per month will be sold thereby giving the

11 months total. The third year there will be about 125 packages at \$200, the fourth year, there will be 165 packages sold at \$225 and the fifth year, it will be estimated that 205 packages will be sold at \$250.

Financial Summary	FY 1	FY 2	FY 3	FY 4	FY 5
Revenue	\$152,625	\$203,500	\$275000	\$408,375	\$563750
Total Expenses	\$66000	\$72000	\$79200	\$87120	\$95832
EBITDA	\$86625	\$131500	\$195800	321255	\$467918
Depreciation	\$2500	\$2500	\$2500	\$2500	\$2500
EBIT	\$84125	\$129000	\$193300	\$318755	\$465418
Interest	\$3000	\$2250	\$1500	\$750	\$0
Pre Tax Income	\$81125	\$126750	\$191800	\$318005	\$465418
Income Tax Expense	0	0	0	0	0
Net Income	0	0	0	0	0
Net Profit Margin	0%	0%	0%	0%	0%

INDUSTRY

A. Size

The market is huge with 50 million people in south africa, however targeting conferences and expos will give the businesses an age.

B. B. Growth

According to South Africa Anlages estimates \$5Billion size

C. Major players

I work in a small market comprising of only 4 companies, these are DNS Therapy, ItouchSA, Circulation and few trying businesses.

D. Trends

chrome-extension://efaidnbmnnnibpcajpcgclefindmkaj/https://insightsurvey.co.za/wp-content/uploads/2020/06/SA-Analgesics-Industry-Brochure-2020.pdf

E. CUSTOMER

My customer is any average parent/individual since the product targets sports athletes who are young, so parents buy for them. My customer is an average working person from age of 18-60 years. My desired customers are seniors from the ages of 50 to 100+ years, this bracket buys almost immediately.

COMPETITION

A. Company Description

Marvunike's Therapy distributes EMS/Tens Machines and Gun massages to both small businesses and individual people who fall within the pain relief brackets of Cape Town and South Africa. The business is structured as a sole proprietorship, operating under entrepreneur Henry Wallace Musoke. Marvunike Therapy is located in Wynberg, Cape Town and will begin operations in February 2023

B. Product Description

Marvunike Therapy recognizes lives of pain sufferers and small business within the industry and would like to bring essential items like EMS/Tens Machines, conducting gloves, Reflexology Slippers, conducting belts, socks, patches and women secrets such as tight belts.

Marvunike Therapy will conveniently provide pain relief products to small business owners, individual users, government clinics and hospital agents found at expos/conferences.

C. Competitive advantage

Marvunike Therapy will also have an existing customer care line that services regular and new clients. Current businesses don't have customer care line and for this reason, Marvunike Therapy will be seen as a huge opportunity for customers.

The business hopes to have gross sales of \$152625 by the end of one year and \$563750 by the end of five years

D. Growth strategy

To achieve this goal, Marvunike Therapy plans on offering on opening small branches through staff and the interested public amidst participating in the expos/conferences. This means, the company will sell a nonrefundable franchise fee of about \$4000 to candidates who will sell and promote these products. This will give Marvunike Therapy an edge in product distribution nationwide faster than the competition thereby increasing brand awareness and repeat sales.

Marketing Plan

A. The target market strategy

Marvunike Therapy will sell these products at expos/conferences. With increasing products sales, Marvunike Therapy will later open a shop at any of the shopping centers in Cape Town. The product is used by both males and female and affects all ethnic age groups. This means, the faster we are at any expo, the earlier will be the distribution. Since the product is cheaper when bought in bulk, the pricing will remain premium to small sales quantities but will drop when customers buy in bulk like ten packages will lead to a 20%.

B. The product/service strategy

C. Pricing strategy

Marvunike Therapy, will use Premium Pricing Strategy by working directly with our suppliers who handle the packaging of the product. Once the product is well packaged, it will attract value thereby increasing sales and product confidence.

D. Distribution strategy

At present, the company can distribute according to customer needs since the business is not yet well established but should the opportunity, the business will gladly work through franchise channels where participants will be available to open their own stores at desired locations through agreements. At present, participating at expos/conferences is the only strategy of direct distribution.

E. Advertising and promotion

Marvunike Therapy, will have a customer care line that arranges expos/conferences and handles customer queries and complaints that may arise. This will also include website communications where customers may win prizes through participating in various staged tournaments.

F. Sales strategy

Henry Wallace Musoke the company founder and owner is currently working for the competition where he has observed by attending the expos, that customers at expos need rest and are ready to listen to sales staff who offer demo massages to relieve stress levels, doing this opened sales opportunities in large quantities. The below image shows the sales forecast in February 2023.

G. Sales forecasts

Marvunike Therapy will look at participating in four expos in a month, on average there are only 3 days per expo. So will give each sales executive a target of only \$900 per expo. Assuming that each sales executive reaches his or her goal in on month.

Sales Names	Expo1	Expo2	Expo3	Expo4
Cindy	\$900	\$800	\$700	\$850
Tanya	\$800	\$850	\$900	\$700
Nathan	\$850	\$700	\$850	\$900
Henry	\$700	\$900	\$800	\$800
Totals	\$3250	\$3250	\$3250	\$3250

From the forecast chart above, in the month of February, will have a revenue of \$13000

Operations Plan

A. Operations strategy

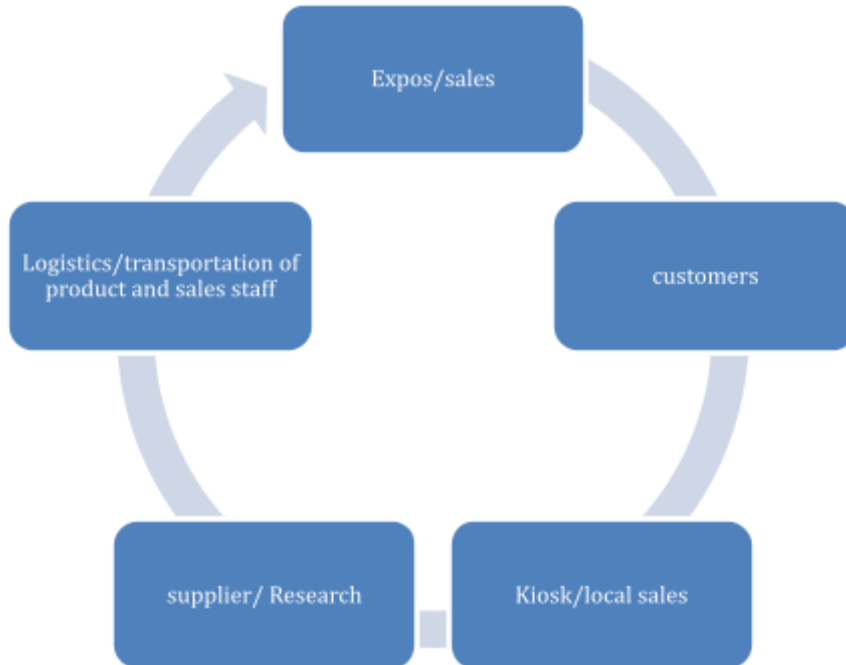


As seen from the image above, the warehouse is the head office/storage room. All stock is imported from known suppliers who deliver it through shipping agencies. The kiosk/shop is the dream idea of having an existing shop where local customers can always come visit. This then goes to the expos/conferences where 80% of sales are made, and then online sales get 5% as the company is not yet known but expected through expo attendance. We then move to the sales staff who are key people to the business, from here, we move to the import section because have generate and need to import more.

B. Scope of operations

What is the production process for your product or service? A diagram powerfully illustrates how your company adds value to the various inputs.

C. Ongoing operations



As seen from the image above, the product is available at supplier/Research, in other words at the warehouse, we have to travel to expos using flight, road and lodge, this lasts for 5 days. Hence Expos/sales, customers and then we are back at our shop/kiosk. Presently, there is no shop, as I will have to base myself from home until I reach the goal of having a shop.

FUNDS REQUIRED

At present, Marvunike therapy is looking for \$1,000 to get started.