

Mercy Hoetornyo (Healthy Life Supermarket)--Business Sponsorship Application

Mercy Hoetornyo is a member of the Ashimain Stake

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What is the name and email address of your self reliance course facilitator or bishop?

Elder Eric Derr Eric.Derr@churchofjesuschrist.org

Describe your business:* my business specialize in providing for the day to day essential needs of my customers.it is a provision shop with future plans of expanding into a supermarket and eventually a mall. some products include cereals, soft drinks, rice, sanitary products, water among others

Describe your best customers (age, gender, income, where they live, occupation, education level, interests)*

My customers include everyone. I have biscuit and candy for the Kids as well as products that suit adults both male and female. Because of the nature of my business i have most of my customers in my neighborhood as well as every one who is passing by. my customers are into different occupations including housewives. As to the educational level and interests of my customers, my business cater to all and sundry.

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

My products is actually cheaper as compared to my other competitors as well as convenient distance wise and so it helps them save money and also saves them some distance.

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

my customers prefer my product because my products are much affordable and I offer discounts and also reward my loyal and active customers with things like mugs and plates as well as drinks to show my appreciation. I also am very friendly and show genuine interest in getting to know them.

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

Rice - i sell rice in small sizes (5kg).i have 5 different brands of rice that I sell in small quantiles
beverages - I sell beverages like coke, malt, Fanta, sprite and apple drink

tea products - products like tea bags, bread, milk powder and milo powder and milk

What price does the customer pay for each of these products? Please convert the price into US dollars for sponsors.*

Rice - a cup of rice sells for 0.7 USD

beverages - coke, Fanta, and sprite sells for 0.3 USD , malt sells for 0.4 USD and apple drink sells for 0.3USD

tea products- 0.3-0.5 USD

others- varying prices(0.3-1USD)

How much does it cost you to provide each of these products? List the cost-of-goods (expense) for each. Please convert the price into US dollars for sponsors.*

Rice-3,00 USD

beverages- 100 USD

tea products- 500 USD

Others(Books,pen,coil,spray,biscuits,)-0.4- 1 USD

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

cash and mobile money

How many regular customers do you currently have?*

right now the regulars are 30

How do your current customers know you exist? *

some through me contacting them on WhatsApp, some from chatting them when they pass by my business, some through word of mouth from friends and most of them through visiting their homes and chatting with them to let them know about my business and location

Why did you choose this business?*

Am a mother of a 3 year old and want a business that could help me have time to attend to him whilst also making an income to help support my husband who is currently not working. in my area too, there is none close by so this helps my neighbors and also gives me the flexibility to take care of my home .

If given a grant, how would you spend the funds? Please list each item/service you will purchase and what the cost is for each. Please convert the price into US dollars for sponsors.*

rice - 330 USD

baby food- 80 USD

sanitary products-90 USD

water- 40 USD

shelves- 70 USD

soap and omo (detergent)- 100 USD

body cream-100 USD

Tissue-50 USD

Diapers- 70 USD

drinks- 100USD

tea products-100 USD

Name your top 3 ways to find new customers*

1. advertisement (banners and flyers)
2. social media (WhatsApp, Facebook)
3. word of mouth

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

i have people who I buy from in market but not yet have a supplier since i have to hold money that can buy in bulk in bulk yet in bulk

My business is...has already started, but I have only been in business for 1 year or less

My business is...my only source of income.

Income Statement(USD)

| Month | 5 | 6 | 7 | 8 | 9 | 10 | Total |
|------------------------|-----|----|----|-----|----|----|-------|
| Revenue | 43 | 93 | 99 | 104 | 99 | 89 | 527 |
| Expenses(goods) | 43 | 29 | 27 | 30 | 37 | 39 | 205 |
| Technology | 3 | 3 | 4 | 4 | 4 | 3 | 21 |
| Advertising | 4 | 4 | 5 | 4 | 5 | 4 | 26 |
| Transportation | 10 | 3 | 3 | 3 | 3 | 3 | 28 |
| Taxes/Fees | 1 | 2 | 2 | 3 | 3 | 3 | 14 |
| Other | 4 | 5 | 5 | 5 | 5 | 6 | 30 |
| Net Income / Week | 11 | | | | | | |
| Net Profit Margin/week | 40% | | | | | | |

Are the numbers (above) into US dollars?

Why is transportation so much higher in month 5 than the rest of the year?

Month five was when i started and had to take car to carry the things in bulk. I also had to take car alot because i didnt have any supplier who can supply me with the bulk of things i needed.

We will review your application in the coming weeks to ensure all details are completed. If it is thorough enough, we will post it to our website at Entrapov.com/blog so sponsors can review applicant bios and choose who they would like to sponsor. If/when you are chosen by a sponsor, we will send you an email to congratulate you and set up a meeting with your sponsor. We get a large number of applicants so please be sure your application, video, and income statement are well done and appeal to sponsors. Please direct any questions to your local self-reliance class facilitator. They are your best resource in completing this application.

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