

BUSINESS FUNDING PROPOSAL

Abifex Graphics Design Consult provides quality printing and sales to the general public.

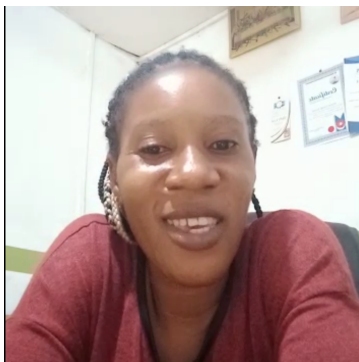
THE COMPANY REQUEST FOR FINANCIAL BACKING IN ORDER TO:

Purchase a Canon Advanced 5560i to increase sales margins since printing will no longer need to be hired out to 3rd party contractors. This machine will ***double her overall profit margin*** by removing outsourced printing expenses every month and allow her to accept jobs she used to turn away.



Month	Oct 2022	Nov 2022	Dec 2022	Jan 2023	New Machine
Revenue	\$143.00	\$129.00	\$273.00	\$217.00	\$250.00
Expenses					
Self salary	50	50	70	70	70
Employee salaries	25	25	50	50	50
Raw materials	5	10	30	9	30
Store Rent/Utilities	10	10	10	10	10
Machine repairs	0	0	15	15	0
Outsourced printing	27	26	55	30	0
Total Expenses	\$117	\$121	\$230	\$184	\$160
Net Income/savings	\$26.00	\$8.00	\$43.00	\$33.00	\$90.00
Net Profit Margin	18%	6%	16%	15%	36%

The Founder



Abigail Ampiauw started with only two assets (one desktop computer and a tabletop printer). She began doing graphic design work for friends and churches. Her work captured people's attention until by the end of 2020 the company had acquired about 40 reliable customers and she decided to open an office as a real business. Abifex Graphics now has one full time employee and two-part time employees.

Assets include:

- Hp printer table top machines (2 Black & White and Colour)
- Black & White photocopier machine [Brand: Canon] (1)
- A3 Lamination machine (1)
- A4 Comb binding machine (1)
- A3 Paper cutter (1)
- Laptop (1)
- Desktop computer (1)
- Mini office fridge (1)
- 24 inches digital TV to entertain customers (1)

Services

The company serves graphic designing and printing which gives you the choice of your design and printing in a scheduled time frame. Abifex Graphics gives you high resolution designs for both softcopy and hardcopy respectively. We have good interpersonal relationships and good communication skills with our customers. As the company bears a name by Abifex Graphic Design Consult, “*consult us and receive your choice of a design*”.

- Type and Print
- Lamination
- Comb Binding

Graphic Designing

1. Banners
2. Stickers
3. Flyers
4. T-Shirt printing
5. ID Card plastic printing
6. Customizing and Branding of products
7. And more

Short Term

The company’s short term goal is to increase sales by expanding 110 customers and 40 reliable customers out from 110 to 200 customers by the end of 2023. This will be fulfilled by doing rebranding with good machines for quantity and quality. Most printing is done outside the company, which reduces margins considerably.

Long Term

Abifex Graphics Design Consult will help reduce unemployed youth and return missionaries. As YOUNG WOMEN PRESIDENT at Adjei-Kojo ward, I always encourage my youth members and other youths to partake in MISSIONARY WORK and the company would be glad to employ them after the mission.

Target Market

By early 2021 the company targeted individuals, schools, and organizations with samples of work to introduce our services. This resulted in customer growth from 70 customers to 110.

Master Plan

In 2023 the company will do a three (3) months promotional campaign to introduce new customers to high quality printing. The company will enlarge its target to include private and government sector organizations that are not only in the Greater Accra Region but also in other parts of Ghana.

Pricing Strategy

The company has accomplished a thorough investigation of its competitors pricing. Abifex graphics will bring in promotional pricing to dynamically change prices based upon volume and demand.

Sales Strategy

The company has strategized to create websites and other social media platforms to build followers and customers. Also send samples to propose intermediate job relations to government sector, private sector and individual in both softcopy and hardcopy form. Twice every month the company goes out to showcase samples of their designs to offices and organizations in Ashaiman and Tema areas together with flyers. Social media has also been a major part in gaining customers by posting samples and work done jobs, this helps the company to increase customers in numbers.

Profit Utilization

The company looks forward to making a new profit margin of 36% and above in a month if printing happens within the company and not outside.

Thank you.