

Zeon Plumbing Business Sponsorship Application by Ifeanyichukwu Okoro



Kalu

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

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Zeon Plumbing, specializes in conduit and surface plumbing, installation of plumbing fittings, consultancy, repairs/ maintenance, training, and sales of plumbing materials in Nigeria, Aba to be specific. Owner, Ifeanyichukwu Okoro Kalu, says:

My customers are male and female house owners, tenants, real estate companies, engineers, building contractors and so on. They are middle income/rich. They live within Eastern Nigeria. I sell and use high quality plumbing materials for my client at an affordable rate with the best customer service. I educate my client so that they can make the right choices when getting materials to use for their building. I started a monthly inspection and servicing model to help keep my clients plumbing system UpToDate and functioning. I am always on time to my appointments with clients and strive to deliver their jobs at the due date. We undertake new plumbing projects for homes. We also plan to rent our equipment to other plumbers in our area.

What price does the customer pay for each of these products?

- Monthly home maintenance (2 visits per month): \$25 - \$70 per month
- Monthly industrial maintenance (Done twice a month): \$50 - \$400 per month
- Consultancy: \$10
- Training apprentices: \$500 per year per apprentice
- Renting equipment: \$10 per day
- Contracts:
- Sewage disposal: \$110 - \$400 depending on size.
- Plumbing of new building: \$250 - \$1,000 depending on the size of the building

If given a grant, I will purchase the following:

- Cutting machine: \$100
- PPR heating machine: \$35
- PPE(Boots, overalls, glasses, helmet, hand gloves etc): \$70
- Copper cutter: \$50
- Mini Gen: \$300
- Shop rental: \$260

- Materials for shop: \$100

The new machines will enable me to complete work faster and easier while reducing labor cost and hazard. Also I can take on more jobs thereby tripling my revenue and increasing profit. The shop will enable me to get more jobs, train more students, and even upgrade my current license as that is a requirement. Doing so will enable me to get bigger jobs.

Income Statement

Month	1	2	3	4	5	6	7	8	9	10	11	12
Revenue	\$200.00	\$240.00	\$300.00	\$430.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00	\$600.00
Total transactions or units sold	10	10	10	20	20	20	20	20	20	20	20	20
Revenue per transaction or unit	\$20.00	\$24.00	\$30.00	\$21.50	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00
Expenses												
Self salary	100	100	100	100	100	100	100	100	100	100	100	100
Employee salaries	0	0	0	0	30	30	30	60	60	60	60	60
Raw materials	0	0	0	0	0	0	0	0	0	0	0	0
Store Rent	21.74	21.74	21.74	21.74	21.74	21.74	21.74	21.74	21.74	21.74	21.74	21.74
Technology	10	10	10	10	10	10	12	12	12	12	12	12
Advertising	10	10	10	10	10	10	10	20	20	20	20	10
Transportation	10	10	10	15	15	15	15	20	20	20	20	20
Taxes/Fees	0	0	0	0	0	0	0	0	0	0	0	0
Other	5	5	5	5	10	10	10	10	10	10	10	10
Total Expenses	\$157	\$157	\$157	\$162	\$197	\$197	\$199	\$244	\$244	\$244	\$244	\$234
Expense per transaction or unit	\$15.67	\$15.67	\$15.67	\$8.09	\$9.84	\$9.84	\$9.94	\$12.19	\$12.19	\$12.19	\$12.19	\$11.69
Net Income/savings	\$43.26	\$83.26	\$143.26	\$268.26	\$403.26	\$403.26	\$401.26	\$356.26	\$356.26	\$356.26	\$356.26	\$366.26
Net Profit Margin	22%	35%	48%	62%	67%	67%	67%	59%	59%	59%	59%	61%

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

How many regular customers do you currently have?* 20+

How do your current customers know you exist? * WhatsApp, referrals, flyers.

Why did you choose this business?* I am a very handy person and I derive joy in fixing things. Plumbing is a very lucrative business. More people are building houses in my city therefore they will always need a plumber to fix and maintain their plumbing systems. Also it is a vast profession which makes it easy for one to specialize in an area, either in commercial, service and repair, residential, sanitary or water supply plumbing.

Secondly when it comes to sales of plumbing materials, the profit margins are very high especially when the seller buys directly from the company, which is one of my goals.

Name your top 3 ways to find new customers*

Referrals for other clients.

Physical Outreach.

Social media adverts.

Union meeting

How many suppliers do you buy from? Do you buy in bulk?* 5+ and yes I buy materials in bulk.

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

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

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