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# Recommended Flow



- **Team**
- **Company Mission**
- **Product**
- **Solution & Positioning**
- **Market Profile**

- **Competitive Profile**
- **Revenue Model**
- **Financials**
- **Ask | Use of Funds**

# Team

- **Introduce the team & and their titles/roles.**

My name is Lawson Promise the CEO of Ptwo Enterprises.

In Ptwo enterprises we have contract workers and they are

Kimball

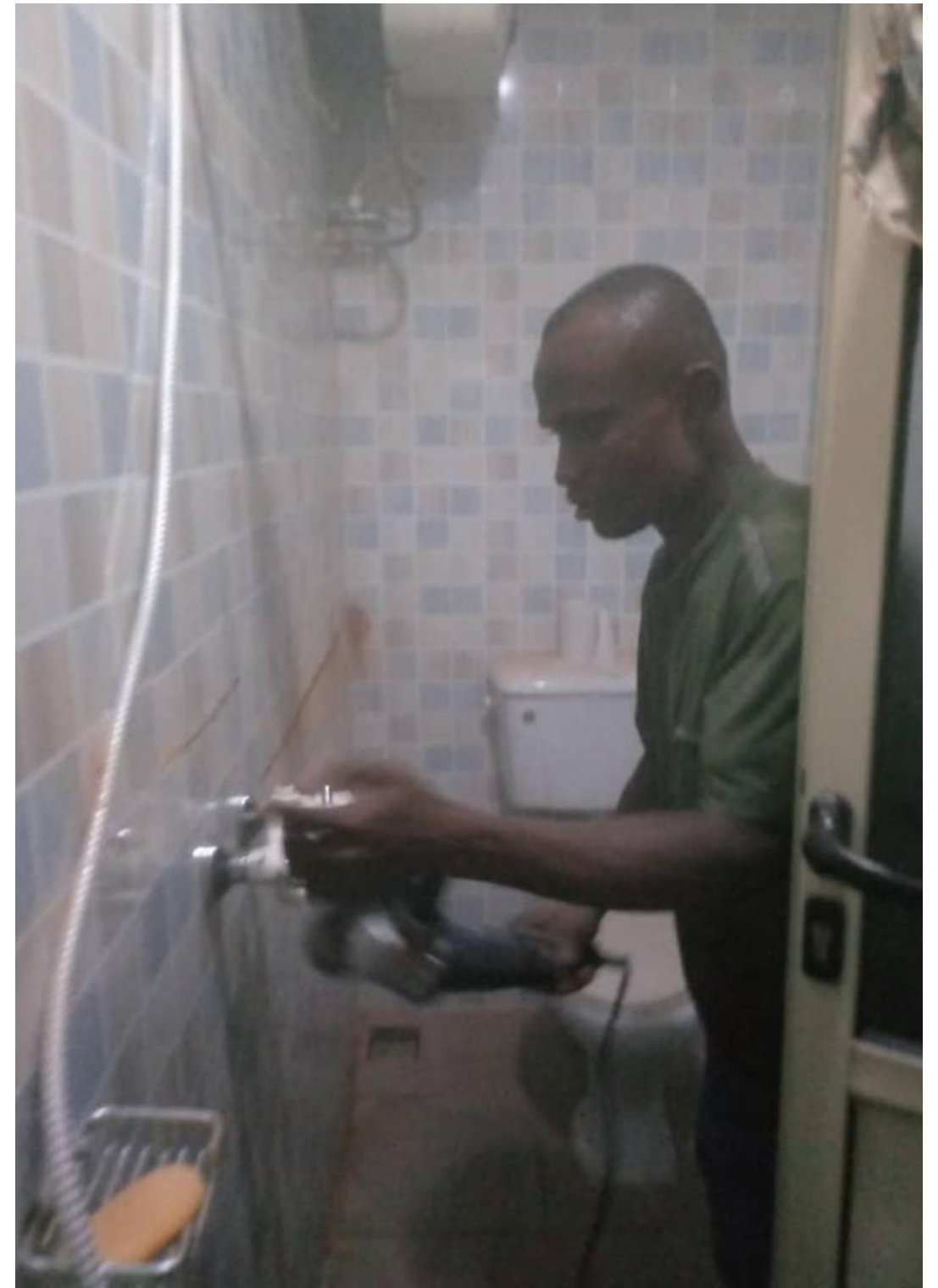
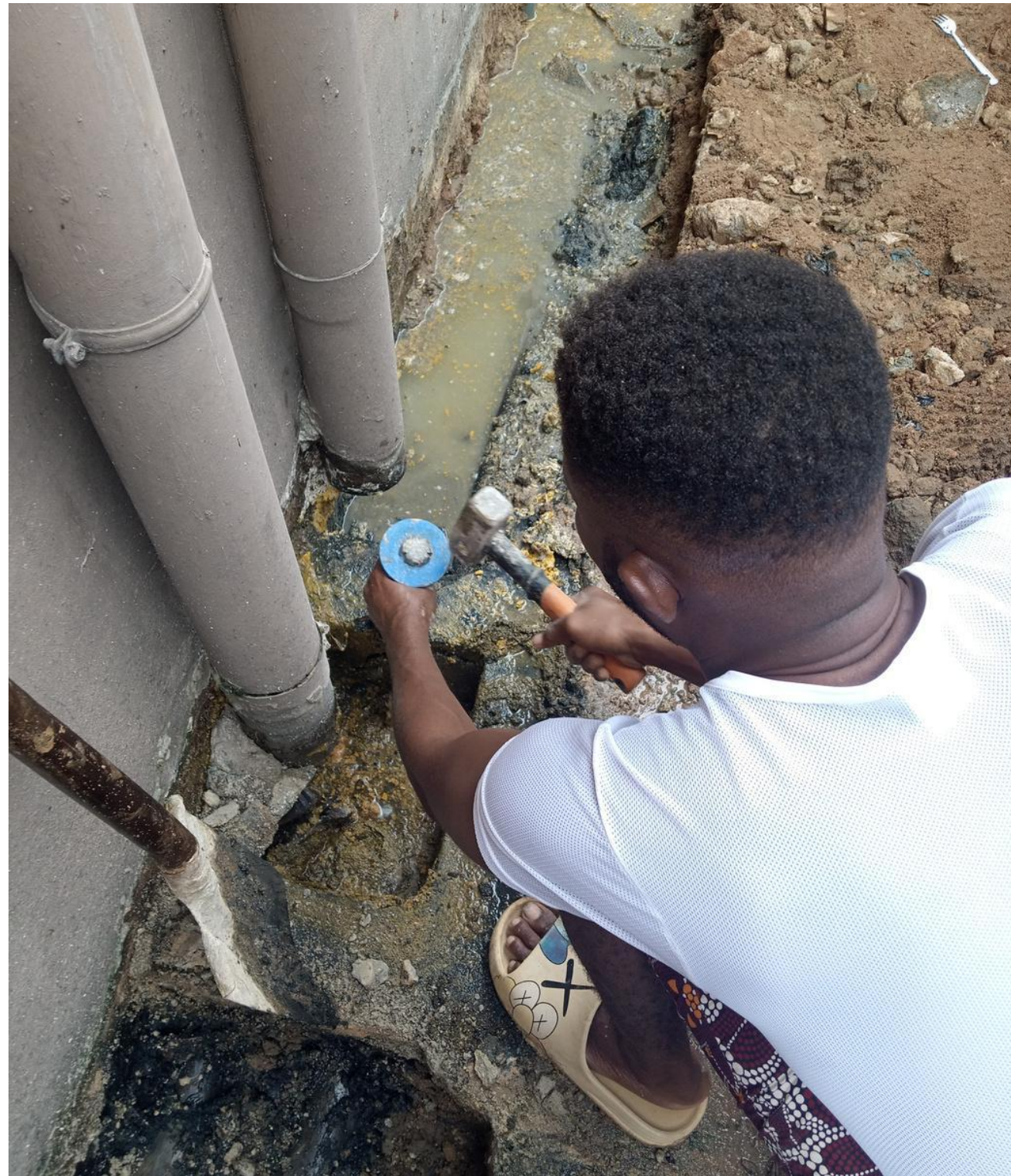
Chinonso

Samuel

Chinaza









# Company Mission

- **Describe your company mission/purpose**
- 

## **Vision:**

Ptwo Enterprises is committed to being the premier B2B plumbing provider, delivering excellence and innovation in Eastern Nigeria in the next 5years.

## **Mission:**

We offer conduit and surface plumbing solutions, and sewage removal. With a team of experienced professionals. We deliver exceptional services, staying updated with industry advancement. We prioritized personalized solutions and transparent communication.

- **Describe the needs in the marketplace that you are addressing**

Profound knowledge of plumbing systems, installation, repairs, and maintenance. Ability to diagnose complex issues and provide effective solutions quickly.

# Product

- **Describe your product or service, including features / benefits**

Our main services are B2B new building contracts, services and sewage disposal.

# Solution & Positioning



- **Describe your company's value proposition to address the market need**

We provide excellent customer service, education, monthly inspections, on-time appointments, and new plumbing projects.

- **Share how your company is positioned against other alternatives**

I am well-grounded in social media so I make use of it to communicate with my clients

# Market Profile



- **Identify/profile the target customer (s)**

Ptwo Enterprises serves Banks, Transport companies, and Fast food.

- **Define your market**

- Market Size in \$ 2-3 million

- **Market trajectory (is the market growing or shrinking?)**

Growing

- **Share your assumptions (how did you determine the market size?)**

Increasing need for plumbing services due to population growth and urbanization



# Competitive Profile



- **List competitors**

Local plumbers

- **List your unique competitive advantages**

I render B2B services , I am registered and I do make advertisement on social media.

# Revenue

## Model

- **Describe the source of revenue (subscription, hourly rate, point-of-sale, etc.**

Monthly, Hourly, and others

- **Describe how you will price your product or service**

Monthly maintenance (2 visits per month): \$25 - \$70 per month

Sewage disposal: \$400 - \$500 depending on size Tank.

Plumbing of new building: \$280 - \$1,000 depending on how many toilets the company has.

- **Share how your product or service will be sold or distributed**

# Financials

- **Share your 3-year sales/revenue forecast**
- **Describe your costs of doing business**

- Cost of Goods
- Expenses (rent, salaries, utilities, shipping, etc.)

- **Share your anticipated profit**

<https://docs.google.com/spreadsheets/d/1FLuwsYhG-7bYKyZCv0s4XofoJuIXABB1aB6L-sTZtS8/edit?usp=sharing>

[https://docs.google.com/spreadsheets/d/1l8vrHBBk1TZXSmm0FVW7yuytOiGMUcpz\\_6whbSqwoa8/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1l8vrHBBk1TZXSmm0FVW7yuytOiGMUcpz_6whbSqwoa8/edit?usp=sharing)



## Ask | Use of Funds

- **Explain how you will use the cash award to grow your business.**

- Cutting machine: \$100 Uses: For cutting concrete, rods, and tiles
- Pumping machine \$300 Uses: For removing water from sewage and water logs.
- Mini Gen: \$300 Uses: To power the machines.
- Shop rental: \$260 Uses: Serve as a contact point, a place to sell our materials.
- PPR Machine:\$60 Uses: For welding pipes and fittings together
- Tools Box:\$100 Uses: Contains useful plumbing tools needed to make work easy.

New machinery will enhance operational efficiency, streamline work processes, minimize labor expenses, and avoid potential hazards. This will enable a significant increase in project capacity, leading to a tripling of revenue and enhanced profitability. Establishing a dedicated workshop facility will facilitate the acquisition of additional contracts to expand training programs for students

## Ask | How do you plan to repay the fund



- **Explain how you will repay the fund given to you.**

From the tools that will be bought, we will improve on efficiency and finishing by using the machines to do more work enabling us to pay less for rentals.

This will help us reduce the amount being spent on renting machines we have bought upto \$20 per project which will increase our income and profits enabling us to repay the loan monthly.

I will pay back by dividing the funds into 24 months and then pay monthly.