

SAMANTCEL ENTERPRISE

Anthony Obeng



DESCRIBE YOUR BUSINESS:

SAMANTCEL Enterprise is the Registered name of my business. It has accumulated over a thousand customers from all over Kumasi who service their mobile phones. When giving the interest-free soft loan, would help get more

varieties of phone parts and would reach a wider customer base. Once there are huge variations of the parts more people will patronize the business and generate more income

EXPLAIN YOUR SOLUTION.

The simple solution is to make the genuine parts available for customers. Selling them at an affordable rate for everyone also creates a wholesale point for anyone who also wants to open or operate a mobile phone service

BUSINESS MISSION STATEMENT:

The business mission is to help bring genuine parts to customers to help them enjoy the continuity of their device and be a wholesale agent to supply phone repairers like me to fix their customers without hustle.

HOW LONG HAVE YOU BEEN IN BUSINESS?

I have been repairing for 6 years and selling mobile parts for a year now

YOUR NET INCOME:

Income 753.07 - Total Expenses 161.00 Net Income = 592.07

SERVICE OR PRODUCT DELIVERABLE:

Some services are deliverable because I have some customers outside Kumasi or in the next city. We have various means of receiving devices and returning them to the owner after service

A Service or Product Deliverable is a specific outcome or item that a company promises to provide to a client as part of a contract or agreement. (or describe your service/ product from the production process to the end user?)

DESCRIBE YOUR BEST CUSTOMER:

My best customer is not in Kumasi. We met online and we were discussing how I could service his device, and he sent me the device through transportation. I did a good job and returned his device to him safely. He's been sending his devices and giving recommendations since he believes I would give them genuine parts for their devices. He's a customer and a friend.

Who is your customer?

My customer is the one who comes to my shop and expects quality products or services to meet their needs. My customer is the one who brings me revenue to continue to do what I do. My customer is the one who brings me profit to look after my family and thus I hold them dear.

WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS?:

Customers do business with me because I hold genuinely high in my line of work. While my competitors are looking for cheap products to sell for high profit, I look for authentic products to retain my customers.

WHAT IS THE MOST COMMON CAUSE FOR A BUSINESS LIKE THIS FAILS?

This business fails when people buying your product bring returns and complain about the service they receive example a customer brings a \$900 device for service, and you repair it with an inferior part and it's not performing as it should. Definitely, there will be problems, and the customer will give bad ratings to your service and tell other people as well

HOW CAN YOU AVOID THIS PROBLEM?

By selling genuine parts and rendering good service. Also following up on the customer after some period

LIST OF YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

Apple iPhone X LCD - \$32

iPhone XR LCD - \$32

iPhone 12 LCD - \$39

iPhone 12 Pro LCD - \$80

iPhone 11 battery-\$10

Etc.....

HOW DO CUSTOMERS KNOW THAT YOU EXIST?

- 1, I own a shop in the business part of Kumasi (Kejetia)
2. By Recommendation
- 3, WhatsApp business platform and other social media networks
4. Radio and other broadcasting networks

WHY DID YOU CHOOSE THIS BUSINESS:

I chose this business because I love Technology. I am always curious about how devices work, hence the repair part. And I always feel good when I can solve a customer's device issues for them. It also gives me enough to feed myself and my family

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

1. Running promotions
2. Giving loyalty bonuses or gifts to regular customers
3. Paid advertisements on social media
4. Posting videos of specific issues on devices and solving them

Business activities here and give a brief explanation of each:



Solving a customer's device charging issue. since I can't afford a magnifying machine yet, I use my iPad camera to magnify the part I want to work on



I sometimes get phones and tablets from friends and I sell them and make a small profit after I give them back their money for the device I sold

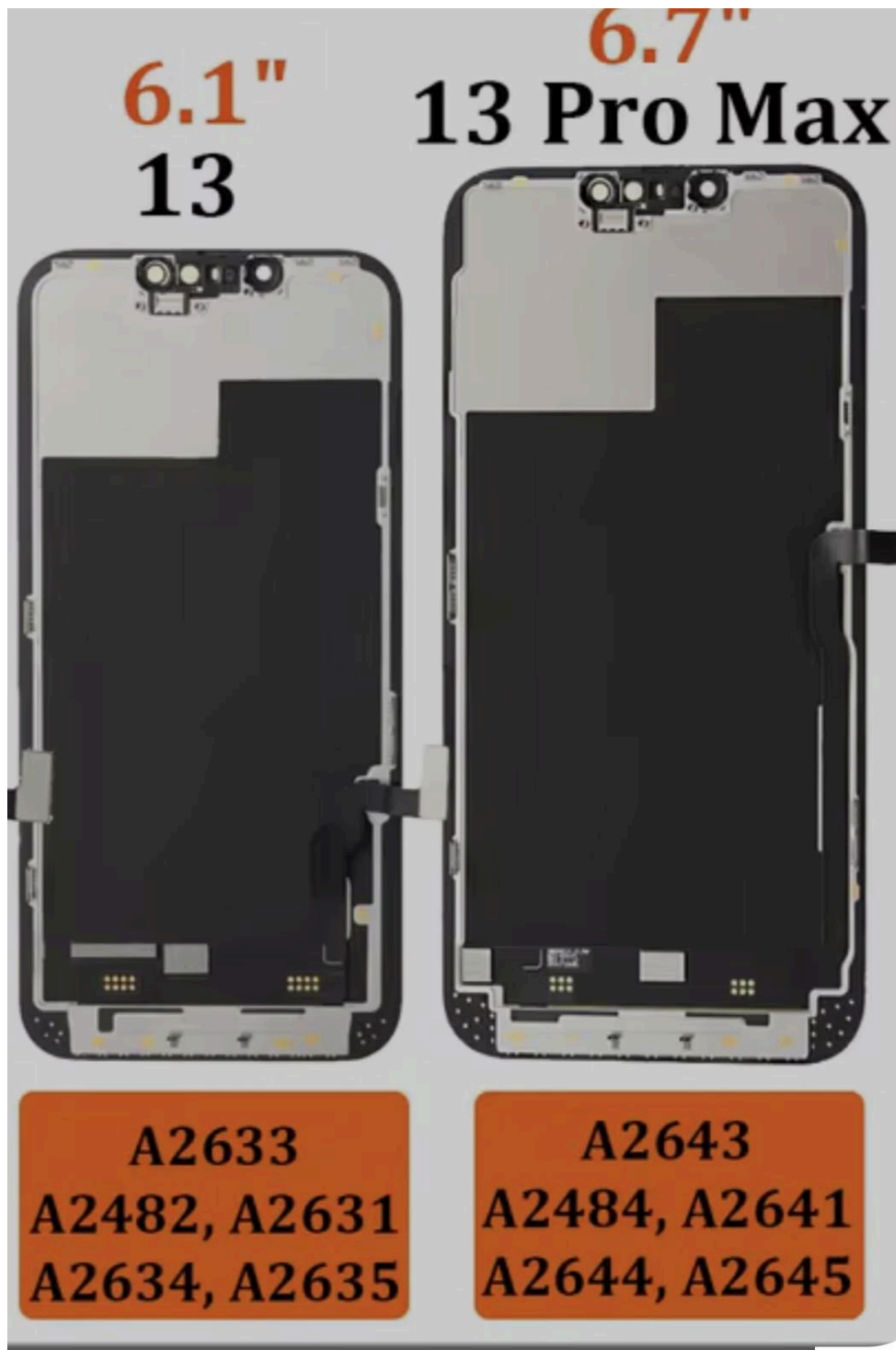


I also sell smaller phones to customers who's devices are beyond repair so they can keep contact with their love ones or business partners. Also, people who can't afford smart phones also buy

HOW WILL YOU USE THE MONEY? (Include pictures of the product/Services (s))



A sample of iPhone 13 mini LCD or Screen replacement



A sample of iPhone 13, iPhone 13 pro, and 13 pro max screen replacement is needed to expand the variety I need for my business



A sample of Infinix KD 7 LCD or screen replacement I need



A sample of iPhone 7 Plus batteries I need



A sample of iPhone XR batteries I need



A sample of iPhone chargers I need

Below are the quantities I need and their prices for the above sample images

1. iPhone 13 mini LCD or screen (5 pieces) -\$106
2. iPhone 13 Pro LCD or screen (5 pieces) -\$196
3. iPhone 13 Pro Max LCD (2 pieces) -\$363
4. KD 7 LCD (20 pieces) - \$85
5. iPhone 7 Plus batteries (20 pieces)-\$37

6. iPhone XR batteries (20 pieces) -\$109
7. iPhone chargers (1ctn) -\$60
8. Transportation \$44

Income Statement:

Month	7 Month Ago	6 Months Ago	5 Months Ago	4 Months Ago	3 Months Ago	2 Months Ago	1 Months Ago	This Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total
Sales revenue	250.00	264.00	254.00	242.00	289.00	296.70	485.00	753.07	800.74	998.22	1,493.67	6,126.40
Total transactions or units sold	21.00	23.00	22.00	25.00	29.00	31.00	30.00	32.00	36.00	37.00	40.00	326.00
Revenue per transaction or unit	11.90	11.48	11.55	9.68	9.97	9.57	16.17	23.53	22.24	26.98	37.34	18.79
Expenses												
Self salary	30.00	30.00	50.00	50.00	50.00	100.00	100.00	100.00	100.00	100.00	100.00	
Employee salaries	0.00	0.00	0.00	0.00	0.00	0.00	39.00	39.00	39.00	39.00	39.00	195.00
Raw materials	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Store Rent	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	1.00
Technology	0.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	2.00	20.00
Advertising	0.00	0.00	0.00	6.50	0.00	0.00	0.00	0.00	5.00	0.00	0.00	11.50
Transportation	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	110.00
Loan repayment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Taxes/Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.00	0.00	0.00	5.00
Other	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	10.00	110.00
Total Expenses	50.00	52.00	72.00	78.50	72.00	122.00	161.00	161.00	171.00	162.00	161.00	1,262.50
Expense per transaction or unit	2.38	2.26	3.27	3.14	2.48	3.94	5.37	5.03	4.75	4.38	4.03	
Net Income to reinvest	200.00	212.00	182.00	163.50	217.00	174.70	324.00	592.07	629.74	836.22	1,332.67	4,863.90
Net Profit Margin	80%	80%	72%	68%	75%	59%	67%	79%	79%	84%	89%	

Cashflow Statement

	2 months ago	last month	this month	next month	month 3	month 4	month 5	month 6
Income	296.7	485	753.07	800.74	998.22	1493.67	1865.11	1865.11
- Fixed expenses	-100	-139	-139	-139	-139	-139	-270	-270
- Loan payment	0	0	0	0	-42	-42	-42	-42
- Variable expenses	-22	-22	-22	-32	-66	-65	-101.47	-103.21
= Profit (or loss)	174.7	324	592.07	629.74	751.22	1247.67	1451.64	1449.9
Starting cash	20	194.7	518.7	1110.77	1740.51	2491.73	3739.4	5191.04
Available cash	194.7	518.7	1110.77	1740.51	2491.73	3739.4	5191.04	6640.94



Married to Rejoice Dotse. A trained teacher Three children ages 7,6 and 4

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