

# JH Electronics Shop Business Plan

Mussa Jamali



## **DESCRIBE YOUR BUSINESS:**

Name of your business, how many customers do you have? If given the grant what would you do with it? How would this help your business? How will this help your business generate more income?

JH Electronic Shop serves 100-150 regular customers monthly, offering electronics like smartphones, laptops, and home appliances. If granted the loan, I would expand inventory, invest in marketing, and improve customer service to attract more customers and build loyalty. These efforts would increase sales, grow our customer base, and improve retention. Ultimately, this will generate more income by driving higher foot traffic and repeat business.

## **EXPLAIN THE PROBLEM:**

The business is struggling to progress due to limited inventory, which restricts our ability to meet growing customer demand. Additionally, marketing efforts are minimal, reducing our visibility and hindering customer acquisition. Our customer service could also be improved, as we lack systems that ensure consistent satisfaction and loyalty. These challenges result in lower sales volume and slow business growth, preventing us from fully capitalizing on the increasing demand for electronics in Blantyre.

### **EXPLAIN YOUR SOLUTION:**

To address these challenges, I plan to expand our inventory to offer a wider range of in-demand electronics, ensuring we can meet customer needs and boost sales. I will also invest in targeted marketing, both digital and traditional, to increase brand awareness and attract more foot traffic to the store. Additionally, improving customer service through satisfaction guarantees and better support systems will build trust and loyalty, encouraging repeat business and positive word-of-mouth. These solutions will help increase sales, grow our customer base, and improve overall business growth.

### **BUSINESS MISSION STATEMENT:**

A Mission Statement is a short sentence that tells you what a company does, who it helps, and how it plans to do its work. It explains what the company wants to achieve and the steps it will take to reach its goals.

At JH Electronic Shop, we provide high-quality, affordable electronics to customers in Blantyre and beyond. Our goal is to meet the growing demand for technology by offering a wide range of reliable products and exceptional customer service. We are committed to building lasting relationships with our customers through transparency, integrity, and a focus on value.

### **HOW LONG HOW YOU BEEN IN BUSINESS?**

6 Months.

## **YOUR NET INCOME:**

- Net Income = Revenue - Total Expenses
- Net Income = \$1000 - \$\$ 366.00 = **\$634.00**.

## **SERVICE OR PRODUCT DELIVERABLE:**

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?)

At JH Electronic Shop, we deliver high-quality electronics, including smartphones, laptops, home appliances, and computer accessories. Our process begins with sourcing reliable products from trusted suppliers to ensure quality and durability. Once received, these products are carefully stocked and displayed in our store. When a customer makes a purchase, we provide personalized assistance to help them select the right product for their needs. We offer after-sales support, including product warranties and satisfaction guarantees, to ensure customers are satisfied with their purchase. Our goal is to deliver not only high-quality products but also an exceptional shopping experience, ensuring that each customer is confident in their choice and eager to return.

## **DESCRIBE YOUR BEST CUSTOMER:**

Our best customer is National Bank, which regularly seeks our services for fixing and maintaining their electronics. As a reputable financial institution, they require reliable, efficient, and professional service to ensure their equipment operates at optimal levels. National Bank values high-quality repair services that can quickly address any issues with their electronics, including computers, office equipment, and communication devices. They prioritize transparency in pricing and clear communication throughout the repair process. With a strong focus on reliability and expertise, they trust us to provide timely solutions to ensure minimal disruption to their operations. As a customer, National Bank appreciates our commitment to delivering top-notch service, expert advice, and a satisfaction guarantee for all repairs and maintenance tasks.

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

Personalized service, affordable pricing, and quality assurance.

**LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:**

Phones \$30 going up

Laptops \$100 going Up

Phone Batteries \$10 going up

Phone screen protectors \$2 going up

USB Cables \$2

Phone LCD \$8 going up

Phone Charger \$ 4 going up

Laptop Adapters \$12 going up

**HOW DO CUSTOMERS KNOW THAT YOU EXIST?:**

Customers know about JH Electronic Shop through local advertising, including social media promotion, word-of-mouth referrals, and in-store signage. We also leverage online platforms and community outreach to raise awareness and attract new customers.

### **WHY DID YOU CHOOSE THIS BUSINESS:**

I chose to start JH Electronic Shop because of the growing demand for electronics in Blantyre and the opportunity to provide high-quality, affordable products to customers. I have a passion for technology and saw a gap in the market for reliable electronics with excellent customer service. By offering personalized solutions and affordable pricing, I aim to meet the needs of customers while building a sustainable business.

### **LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:**

- Social Media Marketing
- Word-of-Mouth Referrals
- Local Advertising

**Insert pictures of your business activities here and give a brief explanation of each:**





Above are some of the variety of electronics that JH Electronics sells including smartphones, laptops, Laptop LCD, Phone LCD, and accessories, directly to customers through our physical store located in Blantyre.

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







## \$1,000 Purchase Breakdown for JH Electronics Inventory Expansion (\$1000)

Smartphones (Used/Budget Models): \$300 – Meet the demand for affordable phones, attracting diverse customers.

Laptops (Used/Refurbished): \$300 – Offer budget-friendly laptops to appeal to students and professionals.

Phone LCDs & Screens: \$180 – Support repair services, especially screen replacements, driving repeat business.

Phone Accessories: \$200 – Sell popular items like chargers and cases to boost revenue and customer satisfaction.

### Marketing & Advertising (\$20)

Budget for digital ads or local promotions to increase visibility and foot traffic.

Expand Inventory: Purchase more Phone LCDs, Second-hand phones, smartphones, laptops, and accessories to meet customer demand and offer a wider selection of products.

## Income statement :

Month	9 Months	8 Months	7 Months	6 Months	5 Months	4 Months	3 Months	2 Months	Last Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total
<b>Sales revenue</b>	\$ 292.00	\$ 304.00	\$ 305.00	\$ 330.00	\$ 345.00	\$ 385.00	\$ 397.00	\$ 900.00	\$ 1,000.00	\$ 1,200.00	\$ 1,300.00	\$ 1,400.00	\$ 8,158.00
<b>Total transactions or units sold</b>	47	49	50	52	54	57	59	65	75	85	95	100	788
<b>Revenue per transaction or unit</b>	\$ 6.21	\$ 6.20	\$ 6.10	\$ 6.35	\$ 6.39	\$ 6.75	\$ 6.73	\$ 13.85	\$ 13.33	\$ 14.12	\$ 13.68	\$ 14.00	\$ 10.35
<b>Expenses</b>													
<b>Self salary</b>	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 25.00	\$ 300.00
<b>Electricity Bills</b>	\$ 6.00	\$ 6.00	\$ 6.00	\$ 6.00	\$ 6.00	\$ 6.00	\$ 6.00	\$ 6.00	\$ 6.00	\$ 6.00	\$ 6.00	\$ 6.00	\$ 72.00
<b>Supplies</b>	\$ 100.00	\$ 100.00	\$ 100.00	\$ 150.00	\$ 160.00	\$ 180.00	\$ 195.00	\$ 240.00	\$ 245.00	\$ 310.00	\$ 330.00	\$ 350.00	\$ 2,460.00
<b>Store Rent</b>	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 20.00	\$ 240.00
<b>Technology</b>	\$ 1.00	\$ 1.00	\$ 1.00	\$ 2.00	\$ 1.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 20.00
<b>Advertising</b>	\$ 2.00	\$ 1.00	\$ 2.00	\$ 2.00	\$ 1.00	\$ 2.00	\$ 5.00	\$ 2.00	\$ 4.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 27.00
<b>Water Bills</b>	\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00	\$ 48.00
<b>Loan repayment</b>								\$ 42.00	\$ 42.00	\$ 42.00	\$ 42.00	\$ 42.00	\$ 210.00
<b>Taxes/Fees</b>	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 2.00	\$ 24.00
<b>lunch</b>	\$ 12.00	\$ 12.00	\$ 15.00	\$ 12.00	\$ 16.00	\$ 12.00	\$ 10.00	\$ 14.00	\$ 16.00	\$ 19.00	\$ 16.00	\$ 18.00	\$ 172.00
<b>Total Expenses</b>	\$ 172.00	\$ 171.00	\$ 175.00	\$ 223.00	\$ 235.00	\$ 253.00	\$ 269.00	\$ 357.00	\$ 366.00	\$ 432.00	\$ 449.00	\$ 471.00	\$ 3,573.00
<b>Expense per transaction or unit</b>	\$ 3.66	\$ 3.49	\$ 3.50	\$ 4.29	\$ 4.35	\$ 4.44	\$ 4.56	\$ 5.49	\$ 4.88	\$ 5.08	\$ 4.73	\$ 4.71	\$ 4.53
<b>Net Income to reinvest</b>	\$ 120.00	\$ 133.00	\$ 130.00	\$ 107.00	\$ 110.00	\$ 132.00	\$ 128.00	\$ 543.00	\$ 634.00	\$ 768.00	\$ 851.00	\$ 929.00	\$ 4,585.00
<b>Net Profit Margin</b>	41%	44%	43%	32%	32%	34%	32%	60%	63%	64%	65%	66%	56%

## Cash Flow Statement

**Instructions:** Change the numbers in the income statement below to match your business. Then save it and upload it with your homework at the end of the month.

	2 months ago	last month	this month	next month	month 3	month 4	month 6
<b>Income</b>	\$900	\$1,000	\$1,200	\$1,300	\$1,400	\$1,600	\$1,800
<b>- Fixed expenses</b>	(\$70)	(\$70)	(\$70)	(\$70)	(\$70)	(\$70)	(\$70)
<b>- Loan payment</b>	\$0	0	0	(\$42)	(\$42)	(\$42)	(\$42)
<b>- Variable expenses</b>	(\$165)	(\$199)	(\$287)	(\$254)	(\$320)	(\$337)	(\$359)
<b>= Profit (or loss)</b>	\$665	\$731	\$843	\$934	\$968	\$1,151	\$1,329
<b>Starting cash</b>	\$80	\$190	\$921	\$1,764	\$2,698	\$3,666	\$4,817
<b>Available cash</b>	\$190	\$921	\$1,764	\$2,698	\$3,666	\$4,817	\$6,146

Share about your family and picture here:



As Mussa Jamali, the proud owner of JH Electronics in Blantyre, I am deeply grateful for the opportunity to present my request. My family and I share a strong bond, rooted in faith and love, and I strive every day to be a role model for them. I am the one they turn to for support, not just for their immediate needs, but also to help my younger brother and sisters with their school fees and educational dreams.

With a heart full of ambition and a strong sense of responsibility, I am humbly requesting a grant of \$1,000. This funding will allow me to grow my business, expand inventory,

and improve customer service, ultimately helping me to meet the needs of my family, uplift my siblings, and contribute positively to my community. I am committed to using this grant wisely and ensuring that it has a lasting impact on the lives of those I care for. I approach you with the utmost respect and humility, asking for your consideration and support. Your investment will not only help me grow my business but will also enable me to honor my responsibilities and create opportunities for others. I am deeply thankful for your time and for considering my application. I pray that God blesses you abundantly for your generosity, and I am hopeful that with your support, I can continue to strive toward achieving my dreams and fulfilling my duties to those who depend on me. Thank you for your kindness and consideration.

### **CONTACT DETAILS:**

Phone number: [+265 999 13 02 62](tel:+265999130262)

Email: [mussajamali74@gmail.com](mailto:mussajamali74@gmail.com)

### **Course Facilitator Details**

Phone: [+265 980 20 64 82](tel:+265980206482)

Email: [chrissyget.07@gmail.com](mailto:chrissyget.07@gmail.com)