

# MAKONO BUSINESS PLAN

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## DESCRIBE YOUR BUSINESS:

The name is Makono Signs, Makono means Modern in English. As of now, I have about 45 customers that usually come to us every month with the potential of having up to 100 customers. If I get the grant I will use it to buy what we call a print head and 2 machine boards for my printer. I bought a printer in China when I was starting the business, I bought it without the print head and the 2 boards because how much I had at the time was not enough to buy the completed one. This will help my business produce more prints a day which will increase revenue, this will also help in cutting costs because at the moment I do most of the big prints somewhere else and it's a bit far as well which increases expenses. This will increase the net profit and make the business even bigger.

## EXPLAIN THE PROBLEM.

In my area and the surrounding areas, we have so many industrial companies, offices, and individuals that have different shops selling different things. These companies make different products and they need Printed stickers, and branding of their vehicles as a way of advertising their company and products, they also need Signposts to show where they are based and they need their files printed including their promotional materials like shirts, caps, and many other things. After doing some research I found out that they travel a long distance to find people

who are doing this kind of thing to have theirs be done. I talked to a few company owners and told them about my business and they were so much excited for the development.

### **EXPLAIN YOUR SOLUTION.**

My solution is to establish a business that will be able to provide their needs at an affordable price. When I saw how companies and individuals were struggling to look for the kind of services, I saw that my talent would help them. I am good at what I do and I saw the potential that I could make all these problems of traveling very far using a lot of fuel, spending much time on one thing and the services were not that good, I thought I might be very useful to them and help where I can to make a difference.

### **BUSINESS MISSION STATEMENT:**

Our aim is to deliver the best solutions for our customers and potential customers' signs, vehicle branding, stickers, and graphics needs. We believe our knowledge and expertise means that we are in the unique position of being able to provide the best possible service and products throughout Malawi and the Region.

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

I have been doing this business for a little over a year now.

### **YOUR NET INCOME**

My Revenue ranges from \$750 to \$1200 a month, my expense ranges from \$400 to \$550 a month

And my Profit ranges from \$250 to \$750.

The percentage of the net income per month varies from 30% to 55%

### **SERVICE OR PRODUCT DELIVERABLE:**

So we do printing services, branding Services, and Signage.

On Printing, we do printing of Vynl Stickers, PVC banners, and Paper printing. Vynl is used for branding vehicles, Offices, or shops, and Pasting on signposts. PVC Banner is used to make Signposts and Billboards. So when Branding or making a signpost we first get Vynl sticker material and we print it on a printer then we cut it accordingly and paste it on the car or sign post. The PVC we just print it and we make a frame and hang it on it. While paper printing we just print on Bond Paper.

### **DESCRIBE YOUR BEST CUSTOMER:**

The best customer is called LISSA'S ACHAAR CHILLI

They make Chilli in large quantities and they always print their bottle stickers from us.

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

We make sure we deliver on time and when there is a problem with our service we fix it gladly. We make the customers are treated well. Our prices are reasonable too.

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

The common reason is a lack of skills and experience, most people can print and brand but after a short period, the stickers will fade away. This makes customers lose trust and interest to come back for more business.

## **HOW CAN YOU AVOID THIS PROBLEM?**

I make sure I supervise and do most of the crucial work myself because I have been doing this work for a long time now. I also make sure I use original materials, I don't just go for cheap materials only but original ones.

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

Vinyl Sticker printing and branding per square meter price is \$9.5

PVC Banner Printing price is \$9.5

Printing a rim of Bond paper 100 pages price is \$9.5

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

At first, I used to go door to door to market my business then I started posting on my WhatsApp status every day and I have like 1900 contacts in my phone of which most of the contacts are for managers and business owners and they see when I post something about my business.

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

I chose this business because of a few reasons

1. It's because I have so much experience in this business, I used to work for one of the biggest printing and signage companies in the country.
2. Because it has to do with modern technology and here in Malawi it is not big yet so there is much potential in this business.
3. There are a few people who have much experience in this kind of business here in my area and region.
- 4.

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

Through referrals from the customers I have served before

Through seeing on WhatsApp status because I post almost daily

Through seeing my Signpost

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



This is how the Cars come(before)



Branded (After)



Sign Posts



Rollup Banner



That's Chilli Sticker(printed and pasted)

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

I will use the money to buy a print head for my machine and the 2 boards to have it working so that I can print big banners and big Stickers.



This is the machine called Large Format Printer that I bought about 7 months ago. But it doesn't have a print head and 2 boards. The print head costs \$400 and the 2 boards cost \$550 then shipping costs about \$50 making it \$1000

## Income Statement

Month	9 Months Ago	8 Months Ago	7 Months Ago	6 Months Ago	5 Months Ago	4 Months Ago	3 Months Ago	2 Months Ago	Last Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total
Sales revenue	\$ 821.00	\$ 830.00	\$ 852.00	\$ 854.00	\$ 867.00	\$ 842.00	\$ 851.00	\$ 887.00	\$ 765.00	\$ 1,100.00	\$ 1,100.00	\$ 1,100.00	\$ 10,869.00
Total transactions or units sold	90	91	90	97	97	97	97	94	85	115	115	115	1183
Revenue per transaction or unit	\$ 9.12	\$ 9.12	\$ 9.47	\$ 8.80	\$ 8.94	\$ 8.68	\$ 8.77	\$ 9.44	\$ 9.00	\$ 9.57	\$ 9.57	\$ 9.57	\$ 9.19
<b>Expenses</b>													
Self salary	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 80.00	\$ 960.00
Employee salaries	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 40.00	\$ 480.00
Raw materials	\$ 275.00	\$ 285.00	\$ 283.00	\$ 287.00	\$ 210.00	\$ 263.00	\$ 261.00	\$ 234.00	\$ 225.00	\$ 210.00	\$ 210.00	\$ 210.00	\$ 2,953.00
Store Rent	\$ 44.40	\$ 44.40	\$ 44.40	\$ 44.40	\$ 44.40	\$ 44.40	\$ 44.40	\$ 44.40	\$ 44.40	\$ 44.40	\$ 44.40	\$ 44.40	\$ 532.80
Phone calls	\$ 5.00	\$ 5.00	\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00	\$ 5.00	\$ 6.00	\$ 4.00	\$ 4.00	\$ 4.00	\$ 4.00	\$ 53.00
Advertising	\$ 6.00	\$ 7.00	\$ 6.50	\$ 4.00	\$ 55.00	\$ 8.00	\$ 5.00	\$ 5.00	\$ 4.50	\$ 5.00	\$ 5.00	\$ 5.00	\$ 116.00
Transportation	\$ 10.00	\$ 8.00	\$ 8.00	\$ 9.00	\$ 9.00	\$ 6.00	\$ 10.00	\$ 8.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 108.00
Loan repayment	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 42.00	\$ 42.00	\$ 42.00	\$ 126.00
Taxes/Fees	\$ 74.00	\$ 74.50	\$ 71.00	\$ 82.00	\$ 65.00	\$ 54.00	\$ 59.00	\$ 97.00	\$ 96.00	\$ 96.00	\$ 96.00	\$ 96.00	\$ 960.50
Other	\$ 4.00	\$ 4.00	\$ 6.00	\$ 3.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 9.00	\$ 2.00	\$ 1.50	\$ 1.50	\$ 1.50	\$ 62.50
Total Expenses	\$ 538.40	\$ 547.90	\$ 542.90	\$ 553.40	\$ 517.40	\$ 509.40	\$ 514.40	\$ 523.40	\$ 505.90	\$ 532.90	\$ 532.90	\$ 532.90	\$ 6,351.80
Expense per transaction or unit	\$ 3.60	\$ 6.02	\$ 6.03	\$ 5.71	\$ 5.33	\$ 5.25	\$ 5.30	\$ 5.57	\$ 5.95	\$ 4.63	\$ 4.63	\$ 4.63	-
Net Income to reinvest	\$ 282.60	\$ 282.10	\$ 309.10	\$ 300.60	\$ 349.60	\$ 332.60	\$ 336.60	\$ 363.60	\$ 259.10	\$ 567.10	\$ 567.10	\$ 567.10	\$ 4,517
Net Profit Margin	34%	34%	36%	35%	40%	40%	40%	41%	34%	52%	52%	52%	42%

## CashFlow Statement

	6 months ago	5 months ago	4 months ago	3 months ago	2 months ago	This month	Next month
Income	854	867	842	851	887	765	1100
- Fixed expenses	-164	-164	-164	-164	-164	-164	-164
- Loan payment	0	0	0	0	0	0	-42
- Variable expenses	-389	-353	-345	-350	-359	-350	-326.5
= Profit (or loss)	301	350	333	337	364	251	567.5
Starting cash	0	301	651	984	1321	1685	1936
Available cash	301	651	984	1321	1685	1936	2503.5

## Share about your family and picture here:

I am the First Born in a family of 6 children, 5 boys and 1 girl. I am married and my wife's name is Tania and I love her so much, we have no kids yet but we are planning to have 3. My wife thinks I am smart which is really awesome because that makes me have confidence and work hard. We met each other when I was visiting a friend at his shop and my wife had a small shop nearby. We started talking and after a year and a half, we got married. She has been a support to me as she helps me with some of the work at my shop. She does this so that we should minimize some of the costs. She also does her small business which is Beauty and Cosmetics, but she does this on her part-time because of a lack of capital. We plan that if we get the Grant we will be able to make more profits which will at some point help in her business as well. In our free time, we like watching movies, travel, and reading. I like cooking especially on weekends as it is my hobby. We also visit our parents on Sunday evenings.





This is my Wife and I. we took this picture about 2 months ago

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