

GOD'S ANSWER PRINTING SOLUTION BUSINESS PLAN



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DESCRIBE YOUR BUSINESS

God's Answer printing solution is a sole proprietor business located at Chenda near Alfa Medics, we provide services like printing A4 and A5 documents only due to the lack of big printers that can print even A3. I have customers in both the private sector and government sector who come regularly seeking my services if given a grant I will use the money wisely to buy the necessary equipment such as a desktop computer and another small printer so that I can be faster in providing services to my customers, I will also add supporting materials such as A4 papers, bold papers, inkjet transfer papers, refilling ink, laminating machine and envelopes of all sizes. Am also targeting to get A3 Printer in the future once my business grows and stabilizes and find a good renting premise so that I can accommodate more customers at once.

PROBLEM

In this business am facing problems when I get work that needs designing because I have no computer that is bigger like an i5 computer that supports Photoshop, there is also a need to add supporting materials such as bold papers, glossy papers, and t- -t-shirt transfer paper.

SOLUTION

The nature of my business needs an i5 computer that can support Photoshop that I can use to design things for my customers, and supporting materials will enable me to serve my customers well and also build trust and confidence in me.

MISSION

My mission is to grow this business to the level of registering it as limited liability so that we can be hassle-free as well as meet our customers' needs in time, we also want to provide quality service to both nearby customers as well as long-distance customers. I always strive to commit myself to my customers and make sure am loyal to them by engaging them fully so that we can build mutual.

PERIOD IN BUSINESS

I have been in this business for one year now and this business is my only source of income to support my family.

NET INCOME

I managed to generate a revenue of \$360 last month with a total expenses of \$120 which represents a net profit of \$240, from this profit I paid myself \$50 as my salary and reinvested \$190 in the business.

SERVICES DELIVERABLE

We deliver the following services:

- Digital Printing(business card,brochures,flier)
- Offset printing (books, magazines)
- Binding and finishing services

BEST CUSTOMER

Katoto Secondary School and Mzuzu Central Hospital are my best customers, I produce hospital booklet for the Mzuzu Central Hospital and make book receipt for katoto secondary school.

WHY DO YOUR CUSTOMERS DO BUSINESS WITH YOU RATHER THAN COMPETITORS

Many customers come to me because of the trust they have in me and the good quality services I provide them, customers always are glued to time management so I make sure that whenever am printing them something I have to be time-conscious and the other factor is good pricing which entices them to do business with me than my competitors.

Example of my prices

- A4 black in color \$ 0.20 per page
- A4 color \$0.37 per page

- A5 color \$ 0.23 per page
- A5 black \$0.14 per page

HOW DO YOUR CUSTOMERS KNOW YOU EXIST

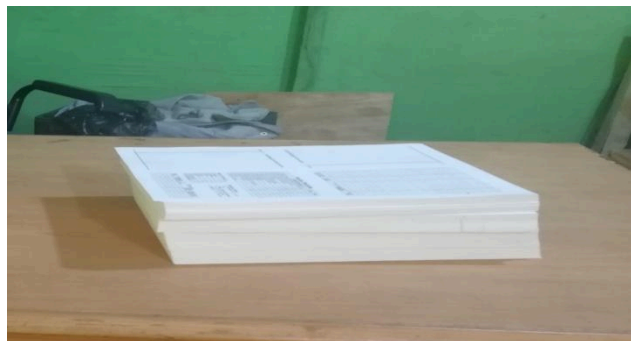
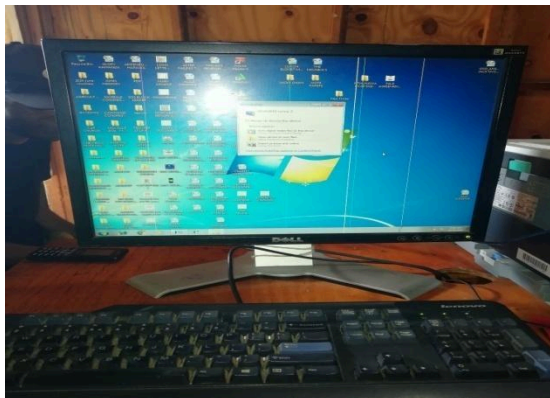
Most of my customers see the products through social media such as;

- ❖ Face book
- ❖ Whatsapp
- ❖ Instagram
- ❖ Banner
- ❖ Fliers

TOP WAYS TO FIND NEW CUSTOMER

- Most of my customers see the banner and get me connected through direct calls because are my contacts typed as well.
- Through fliers.

PICTURES OF BUSINESS ACTIVITIES



This is the computer that I use

These are sheets ready for the booklet

USE OF LOAN MONEY

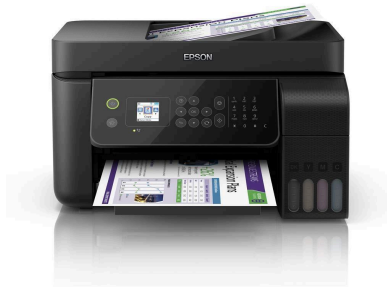
1. When I get the loan, I will use the money to buy a new computer, printer, and supporting materials like t-shirt transfer papers which is the biggest problem for my fellow businessmen



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who are doing screen printing here in Mzuzu.

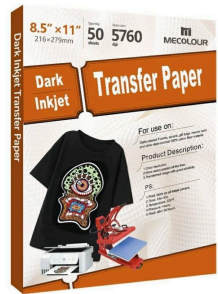
Computer



This computer costs **\$310** from local electronic shops in Mzuzu.

2. **Printer;**

This Printer cost **\$470**



Transfer Paper

I will then purchase transfer papers worth **\$220** as stock.

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	\$210.00	\$230.00	\$235.00	\$248.00	\$300.00	\$315.00	\$325.00	\$340.00	\$360.00	\$390.00	\$420.00	\$580.00	3,953
Total transactions or units sold	15	20	25	28	32	34	38	40	44	52	58	64	450
Revenue per transaction or unit	14	12	9	9	9	9	9	9	8	8	7	9	9
Expenses													
Self salary	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$60.00	445
Employee salaries	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20.00	\$20.00	\$30.00	70
Raw materials	\$95.00	\$95.00	\$95.00	\$95.00	\$95.00	\$95.00	\$95.00	\$95.00	\$95.00	\$95.00	\$95.00	\$95.00	1,140
Store Rent	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	0
Technology	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$3.00	\$4.00	\$5.00	\$7.00	\$0.00	\$9.00	\$11.00	54
Advertising	\$0.00	\$0.00	\$0.00	\$6.00	\$6.00	\$7.00	\$7.00	\$6.00	\$7.00	\$9.00	\$9.00	\$9.00	66
Transportation	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$5.00	\$5.00	\$5.00	33
Loan repayment	0	0	0	0	0	0	0	0	0	0	\$0.00	\$0.00	0
Taxes/Fees	0	0	0	0	0	0	0	0	0	\$5.00	\$6.00	\$6.00	17
Other	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	12
Total Expenses	136	136	136	142	142	143	144	144	147	170	180	217	1,837
Expense per transaction or	9	7	5	5	4	4	4	4	4	3	3	3	
Net Income to reinvest	74	94	99	106	158	172	181	196	213	220	240	363	2,116
Net Profit Margin	35%	41%	42%	43%	53%	55%	56%	58%	59%	56%	57%	63%	

CASH FLOW STATEMENT:

	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	\$340.00	\$360.00	\$390.00	\$420.00	\$580.00	\$500.00	\$500.00
- Fixed expenses	-\$150.00	-\$150.00	-\$150.00	-\$150.00	-\$150.00	-\$150.00	-\$150.00
- Loan payment	0	0	0	0	\$80.00	\$80.00	\$80.00
- Variable expenses	-\$80.00	-\$90.00	-\$98.00	-\$95.00	-\$95.00	-\$95.00	-\$95.00
= Profit (or loss)	\$110.00	\$120.00	\$142.00	\$175.00	\$415.00	\$335.00	\$335.00
Starting cash	0	\$110.00	\$230.00	\$372.00	\$547.00	\$962.00	\$1,297.00
Available cash	\$110.00	\$230.00	\$372.00	\$547.00	\$962.00	\$1,297.00	\$1,632.00

MY FAMILY BACKGROUND

Am the second born in a family of four children, am single but residing in a two-bedroom house with my brother's children who I take care of, after secondary school I tried to search for a job but to no avail, looking at the hardship we were facing in the village I couldn't do otherwise but to relocate in town maybe my family can breathe a thigh of relief more especially the kids I took to stay with. Am thankful to God because he managed to give me some peace works on a daily basis that helped me to put food on the table. Upon seeing that I found problems meeting children's needs well wishers provided assistance (a small computer and a printer) then I started a small business which as of now assists me with small money that helps me to feed myself. With broader knowledge acquired with Entrapov, I feel privileged and honored because now I know my business will grow very fast.



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