

# **GOD'S ANSWER PRINTING SOLUTION BUSINESS PLAN**

## **MY FAMILY BACKGROUND**

Am the second born in a family of four children, am single but residing in a two bedroom house with my brothers children who I take care of, after my secondary school I have tried to search for 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 may be my family can breathe a thigh of relief more especially the kids I took to stay with. I am thankful to God because he managed to give me some peace work on a daily basis that helped me to put food on the table. Upon seeing that I find 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 assist me with small money that help 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.



By Jack Nyondo of Mzuzu, Malawi

## **DESCRIBE YOUR BUSINESS**

God's Answer Printing Solution is a sole proprietor business located in 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 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. I am also aiming to get an A3 Printer in the future once my business grows and stabilizes and find good renting premises so that I can accommodate more customers at once.

## **PROBLEM**

In this business, I 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-shirt transfer paper.

## **SOLUTION**

The nature of my business needs i5 computer which 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 a 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 I 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 booklets for the Mzuzu central hospital and make book receipts 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 with me and 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 entice 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

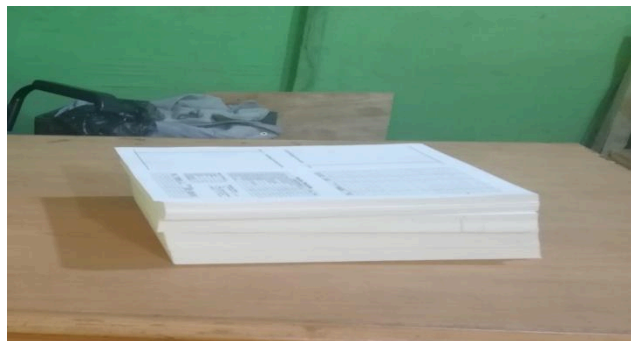
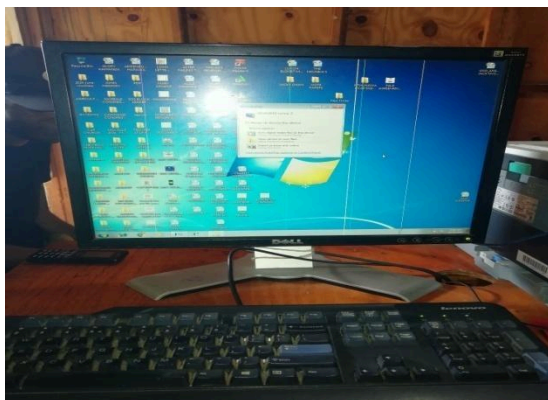
Most of my customers see the products through social media such as;

- ❖ Face book
- ❖ Whatsapp
- ❖ Instagram
- ❖ Banner
- ❖ fliers

## TOP WAYS TO FIND NEW CUSTOMERS

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

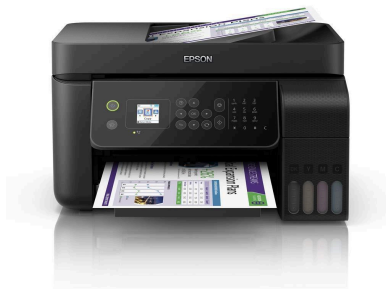
## PICTURES OF ACTIVITIES



This is the computer that I use. These are sheets ready for booklet

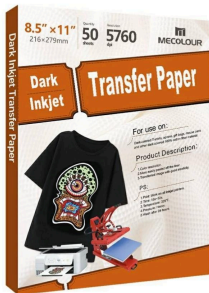
## USE OF LOAN MONEY

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 to my fellow businessmen who are doing screen printing here in Mzuzu. **\*Computer**



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

2. **Printer;**



This Printer costs **\$470**

3. **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 Forecas t	Month 2 Forecas t	Month 3 Forecas t	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	62	448
Revenue per transaction or unit	5	7	9	9	9	9	9	9	10	12	14	18	9
<b>Expenses</b>													
Self salary	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	\$35.00	420
Employee salaries	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20.00	\$20.00	\$20.00	60
Raw Materials(A4 Papers)	\$95.00	\$95.00	\$95.00	\$95.00	\$95.00	\$95.00	\$95.00	\$101.00	\$116.00	\$121.00	\$123.00	\$126.00	1,252
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	\$5.00	\$5.00	\$5.00	\$5.00	47
Advertising	\$0.00	\$0.00	\$0.00	\$6.00	\$4.00	\$4.00	\$10.00	\$3.00	\$2.00	\$4.00	\$2.00	\$2.00	37
Transportation	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$5.00	27
Loan repayment	0	0	0	0	0	0	0	0	0	0	\$0.00	\$20.00	20
Taxes/Fees	0	0	0	0	0	0	0	0	0	\$4.00	\$4.00	\$4.00	12
Other	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$1.00	\$3.00	\$2.00	\$2.00	\$2.00	\$2.00	18
Total Expenses	136	136	136	142	140	140	147	149	162	193	193	219	1,893
Expense per transaction or	9	7	5	5	4	4	4	4	4	4	3	4	
Net Income to reinvest	74	94	99	106	160	175	178	191	198	197	227	361	2,060
Net Profit Margin	35%	41%	42%	43%	53%	56%	55%	56%	55%	51%	54%	62%	

## 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



- Whatsapp: +265 995 775 999
- Email: [nyondoij@gmail.com](mailto:nyondoij@gmail.com)
- Course Facilitator: George Victor Yohane
- Email: [georgevict400@gmail.com](mailto:georgevict400@gmail.com)