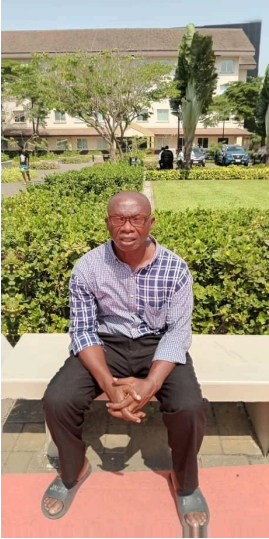


# KAYKYEROUS ENTERPRISE

KWAKU OKYERE



## DESCRIBE YOUR BUSINESS:

The name of my business is "Kaykyerous Enterprise". I am involved with the sale of secondhand tires and sometimes brand-new ones, as well as minor vulcanizing. My business is in a tire trading suburb in Kumasi city. The location of my shop makes it easy for me to meet many customers. I have about 40 customers. If I qualify to get this interest-free soft loan, I will utilize the fund to purchase more tires for stocking as they are in high demand, and secondhand impact wrenches, which are also in the local market, since ordering from abroad comes with lots of uncertainties.

These tires include sizes 195-75-15-c, 225-80-17.5, 225-70-15c, 215-70-15c, a few others, and about 2 impact wrenches. These sizes, among many others, are used by passenger vehicles and are always in demand.

## EXPLAIN THE PROBLEM.

My shop is located on the edge of the tire market and always serves as the first point of call for both new and regular customers. It's always disappointing not to be able to meet customers' demands.

--Retail trading like my own has a lot of potential turnover.

## **EXPLAIN YOUR SOLUTION.**

I need to inject more financial capital so I can be able to serve the high-demand tires that clients need.

## **BUSINESS MISSION STATEMENT:**

To import tires from Europe and the Northern part of America. Countries like Germany, the United Kingdom, and the United States of America, so I can compete with neighboring countries in western Africa and Africa as a whole.

--To expand and hire more workers.

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

I have been in business for the past year and 3 months, but I started keeping records about 3 months ago because of Entrapov.

## **YOUR NET INCOME**

In the month of February 2025, I made USD\$ 862 as my revenue with expenses of USD\$ 451.11 and NET PROFIT TO REINVEST was USD\$ 410.89.

## **SERVICE OR PRODUCT DELIVERABLE:**

My tire business is basically retail in form. I look out for importers, buy quantities, and retail for profit, and volunteer for minor tire problems.

## **DESCRIBE YOUR BEST CUSTOMER:**

My best customer is a medical doctor. He knows what the best buy is and always finds it for me.

He enjoys my customer service and willingly introduces new customers to me.

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

I always serve them better and make sure they have a good reason to come back again. I also establish relationships with them.

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

Financial indiscipline, inadequate records and data keeping, as well as inadequate stock keeping.

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

This can be avoided when there is pragmatic financial discipline, effectiveness in updating data and records of the business and more raw materials (tires) need to be stocked, especially those in higher demand.

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

1. 165-65-14 10 usd
2. 155-65-14 10 usd
3. 145-80-13 10 usd
4. 165-65-13 10 usd
5. 175-50-15 10 usd
6. 195R15c 19 usd
7. 195-65-15 19 usd

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

Most of my customers locate my business at my shop when they visit the area, and a few from social media platforms

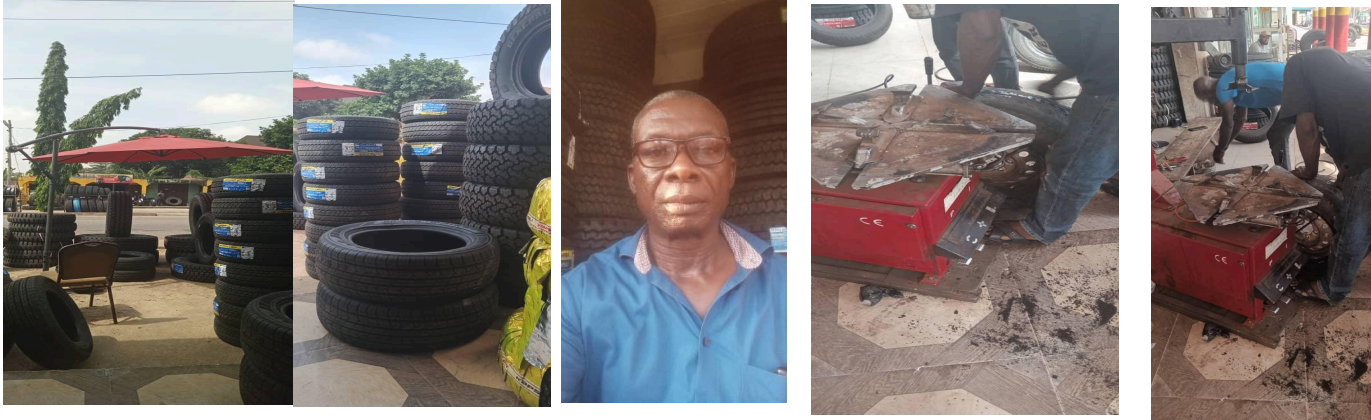
## **WHY DID YOU CHOOSE THIS BUSINESS?**

I met an importer of tires who hired my shop to ply his trade. I noticed that it was profitable, so he left the shop to resettle abroad. I decided to invest in the same trade so I can help my family become more self-reliant.

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

1. Mostly, by referrals from public transport drivers and professional workers like doctors and lawyers.
2. Advertisements and announcements at church gatherings and social gatherings.
3. WhatsApp status update with my business services.

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



1. Arranged different tires with different rim sizes in the morning by the roadside to attract clients, both walking and motorists.
2. Brand new tires secured from a church member abroad to sell and split the profit.
3. My humble self in front of my shop.
4. My nephew is an apprentice working on a tire changer machine.
5. My nephew and I work together on the tire changer machine.
- 6.

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

I will utilize the fund to restock more tires that are in higher demands and buy two wrench impact screw and unscrew bolts and nuts on the rims.

I will utilize USD\$ 597 to purchase and restock these tires below, which are mostly in higher demand.

1. 165-65-14 with 10 pieces at USD\$ 6.7 each
2. 155-65-14 with 10 pieces at USD\$ 6.7 each
3. 145-80-13 with 10 pieces at USD\$ 6.7 each
4. 195-65-15 with 10 pieces at USD\$ 6.7 each
5. 7.50R16 with 10 pieces at USD\$ 27.03 each



6. Picture reading from left:
7. Rim size16
8. Rim size 15
9. Different sizes at a warehouse that I mostly purchase from.
10. An alternate warehouse agent that I mostly compare prices with.

USD\$ 303 will be used to buy two impact wrenches to hasten and facilitate the work, making it easier and faster.



The second version of this is what I'll get.

Insert pictures of the income statement here:

Income Statement														
Instructions: Type your information into the white cells														
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	298.00	320.00	375.00	435.00	455.00	510.00	640.22	862.00	833.89	972.67	1,250.00	1,490.00	8,441.78	
Total transactions or units sold	9.00	12.00	10.00	13.00	15.00	15.00	18.00	15.00	23.00	20.00	27.00	34.00	211.00	
Revenue per transaction or unit	33.11	26.67	37.50	33.46	30.33	34.00	35.57	57.47	36.26	48.63	46.30	43.82	40.01	
Expenses														
Self salary	95.00	95.00	95.00	160.00	160.00	170.00	170.00	190.00	190.00	190.00	210.00	210.00	1,935.00	
Employee salaries	20.00	20.00	20.00	29.00	29.00	40.00	40.00	40.00	50.00	50.00	90.00	90.00	518.00	
Raw materials	112.90	115.00	119.00	130.00	149.00	168.00	180.00	200.00	220.00	248.00	130.00	159.33	1,931.23	
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	0.00	
Technology	2.00	2.00	2.00	7.00	7.00	7.00	7.00	7.00	7.00	7.00	9.00	9.00	73.00	
Advertising	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Transportation	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Loan repayment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	37.50	37.50	
Taxes/Fees	0.00	0.00	8.11	8.11	8.11	8.11	8.11	8.11	8.11	8.11	8.11	8.11	81.10	
Other (Utilities)	1.00	1.00	1.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	6.00	57.00	
Total Expenses	230.90	233.00	245.11	340.11	359.11	399.11	411.11	451.11	481.11	509.11	453.11	519.94	4,632.83	
Expense per transaction or unit	25.66	19.42	24.51	26.16	23.94	26.61	22.84	30.07	20.92	25.46	16.78	15.29		
Net Income to reinvest	67.10	87.00	129.89	94.89	95.89	110.89	229.11	410.89	352.78	463.56	796.89	970.06	3,808.95	
Net Profit Margin	23%	27%	35%	22%	21%	22%	36%	48%	42%	48%	64%	65%		

Insert pictures of the cash flow statement here:





**Share about your family and picture here:**



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