

KISS KASS PRODUCTION GENERAL DEALERS IN ELECTRONICS BUSINESS PLAN

GONDWE ALPHA



DESCRIBE YOUR BUSINESS

KISS KASS PRODUCTION GENERAL DEALERS IN ELECTRONICS offers phone and laptop maintenance services and has about 800 customers in the small town of operation. And when given a grant, we would expand our business by having all the phone accessories in place and to a bigger place. This will help my business to be more identified by many people through our good works, and henceforth we will have a lot of clients.

EXPLAIN THE PROBLEM

The problem we face in this business is a lack of tools and equipment necessary for our services. We don't have a flashing box. So many of our clients who come in are frustrated because of the slowness of workmanship on their items due to not having proper tools.

EXPLAIN YOUR SOLUTION.

Here are some solutions needed:

We need to have a Flashing box and the necessary tools for repair/replacement to provide high-quality screen repair or replacement services. And this will also help us to be specialized in water damage repair services and revive damaged laptops, Hardware upgrade/Replacement.

BUSINESS MISSION STATEMENT:

Delivering timely, Honest, with unwavering integrity services and contributing to the economic growth of the country.

HOW LONG HAVE YOU BEEN IN BUSINESS?

We have been in this business for 2 years now.

YOUR NET INCOME

Explain how much your revenue is, what your expenses are, including salaries, and what your Profit

Revenue: \$550

Expenses: \$166

Net income: \$384

Profit margin: $\$550/394=70\%$

SERVICE OR PRODUCT DELIVERY

Service Deliverables:

Phone and Laptop Repair Services

Diagnostic Service: Our technicians will diagnose the issue with the customer's device and provide a detailed report outlining the necessary repairs.

Repair Service: We will repair or replace damaged or faulty components, ensuring our Customer's device is functioning properly.

Quality Assurance: Our quality assurance process ensures that all repairs meet our high standards, guaranteeing reliable and efficient devices.

Production Process:

Diagnostic: The Technician diagnoses the issue and creates a repair plan.

Repair: Technician repairs or replaces damaged components.

Device Return: The Device is returned to the customer.

End-User Benefits:

Convenience: Quick turnaround times and flexible scheduling.

Cost-Effective: Competitive pricing for high-quality repairs.

Reliability: Guaranteed repairs and quality assurance process.

Data Security: Secure handling and protection of customer data.

Product Deliverables:

Accessories and Replacement Parts

Genuine Parts: We provide genuine replacement parts for devices.

High-Quality Accessories: Our accessories meet high standards for quality and compatibility.

Warranty: We offer warranties on our parts and accessories.

By describing our service and product deliverables, we ensure transparency and clarity for our customers, setting clear expectations for our services and Products

DESCRIBE YOUR BEST CUSTOMER:

We have a customer who regularly comes to our store. He is a Police officer. He has given us assurance of supporting our Business. For brings his colleagues into our business center to have their Phone and laptop fixed. We appreciate him a lot.

Age: 40-50 years old

Income: Middle to upper-middle-class individuals with a disposable income

Psychographics:

Values convenience: Prioritizes quick and efficient repair services

Who is your customer?

Our customers are individuals and organizations that rely on their devices for daily activities. Here's a breakdown of our target customers:

Individual Customers:

Professionals: Business owners, executives, and employees who use their devices for work.

Students: University students, college students, and high school students who rely on devices for education.

Entrepreneurs: Small business owners, freelancers, and independent contractors who use devices for their ventures.

Organizational Customers:

Small and Medium-Sized Businesses (SMBs): Companies with 10-500 employees who require device repair services.

Educational Institutions: Schools, universities, and colleges that need device repair services for students and staff.

Government Agencies: Local, state, or federal agencies that require device repair services.

Age: 18-65 years old

Location: Urban and suburban areas

Income: Middle to upper-middle-class individuals and organizations

By understanding our target customers, we can tailor our services to meet their specific needs and provide personalized support.

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

The following are some of the reasons why customers choose to do business with us instead of our competitors:

Unique Selling Points (USPs):

Fast Turnaround Time: We offer quick repair services, with most devices repaired within 24-48 hours. High-Quality Parts: We use genuine or high-quality replacement parts to ensure devices function optimally. Pricing: Our prices are competitive, and we offer transparent pricing with no hidden fees. Customer Service: Our team is friendly, knowledgeable, and dedicated to providing exceptional customer service.

Differentiators:

Expert Technicians: Our technicians are highly trained and experienced in repairing a wide range of devices. f-the-Art Equipment: We invest in the latest diagnostic and repair equipment to ensure efficient and effective repairs.

Convenient Locations: Our repair centers are conveniently located, making it easy for customers to drop off and pick up their devices. Warranty and Support: We offer a warranty on our repairs and provide ongoing support to ensure customer satisfaction.

Customer Benefits:

Convenience: We save customers time and hassle by providing quick and efficient repair services. Savings: Our competitive pricing and transparent pricing model help customers save money. Peace of Mind: Our use of high-quality parts and expert technicians gives customers confidence in the quality of our repair service. Our team takes the time to understand each customer's needs and provides personalized support.

By highlighting our unique selling points, differentiators, and customer benefits, we demonstrate why customers choose to do business with us instead of our competitors.

Why is your business better?

Here are some reasons why our business stands out:

Unbeatable Quality: Expert Technicians: Our team consists of highly trained and experienced technicians who specialize in device repair. High-Quality Parts: We only use genuine or high-quality replacement parts to ensure devices function optimally.

Thorough Testing: We conduct rigorous testing to ensure devices are fully functional before returning them to customers.

Unparalleled Customer Service: Friendly and Knowledgeable Staff: Our team is dedicated to providing exceptional customer service

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

Poor Customer Service: Failure to provide exceptional customer service, leading to negative reviews, word-of-mouth, and a loss of repeat business.

Inadequate Marketing: Insufficient or ineffective marketing efforts, resulting in low visibility, poor branding, and a lack of new customers.

Inefficient Operations: Inefficient repair processes, poor inventory management, and inadequate staffing lead to delays, mistakes, and increased costs.

Insufficient Capital: Inadequate funding or cash flow, making it difficult to invest in necessary equipment, staffing, and marketing.

Lack of Adaptability: Failure to adapt to changing technology.

Additional Factors:

Intense Competition: Entering a crowded market without a unique value proposition or competitive advantage.

Unrealistic Expectations: Overestimating revenue, growth, or market share, leading to poor decision-making and resource allocation.

Inadequate Training: Failing to provide ongoing training and development for staff, leading to poor work quality and customer dissatisfaction.

Poor Location: Choosing a location with limited foot traffic, poor visibility, or inadequate parking.

HOW CAN YOU AVOID THIS PROBLEM?

Customer Service:

By implementing a customer relationship management (CRM) system, Track customer interactions, preferences, and concerns.

We have developed a customer service policy: Establish clear guidelines for handling customer complaints and issues.

Providing ongoing training: Ensuring staff are equipped to handle customer inquiries and concerns.

Through monitoring customer feedback: Regularly collect and act on customer feedback to improve services.

Marketing:

We need to develop a comprehensive marketing strategy. Outline specific goals, target audiences, and tactics.

Through establishing a strong online presence by creating a professional website, engaging on social media, and encouraging online reviews.

Through investing in targeted advertising, use data-driven advertising to reach your target audience.

We need to build strategic partnerships and collaborate with complementary businesses to expand our reach.

Operations:

Implementing efficient workflows: Streamline repair processes to reduce delays and increase productivity.

Invest in inventory management software, track inventory levels, automate ordering, and optimize stock levels.

Regularly review and improve processes. Encourage feedback from staff and customers to identify areas for improvement.

Financial Management:

By establishing a cash flow management system, we need to monitor and manage cash flow to ensure adequate funding.

By developing a budgeting and forecasting process, regularly review and update financial projections.

By maintaining a contingency fund, set aside funds to cover unexpected expenses or revenue shortfalls.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

Repair Services:

1. Screen Repair:

- Phone screen repair: \$6.93 - \$17.33
- Laptop screen repair: \$17.33 - \$52.05

2. Water Damage Repair

- Phone water damage repair: \$10.40 - \$27.73
- Laptop water damage repair: \$27.73 - \$86.80

3. Battery Replacement

- Phone battery replacement: \$5.21 - \$10.40
- Laptop battery replacement: \$10.40 - \$27.73

4. Hardware Repair

- Phone hardware repair (e.g., charging port, button replacement): \$6.93 - \$17.33
- Laptop hardware repair (e.g., keyboard, touchpad replacement): \$17.33 - \$52.05

5. Software Repair

- Phone software repair (e.g., operating system installation): \$3.47 - \$10.40

- Laptop software repair (e.g., operating system installation): \$10.40 - \$27.73

6. Virus Removal

- Phone virus removal: \$3.47 - \$6.93
- Laptop virus removal: \$6.93 - \$17.33

7. Data Recovery

- Phone data recovery: \$6.93 - \$17.33
- Laptop data recovery: \$17.33 - \$52.05

Product Sales:

1. Phone Accessories

- Screen protectors: \$0.50 - \$1.50
- Phone cases: \$1.50 - \$3.47
- Charging cables: \$0.50 - \$1.50

2. Laptop Accessories

- Laptop bags: \$3.47 - \$10.40
- Power banks: \$1.50 - \$6.93
- External hard drives: \$6.93 - \$17.33

3. Replacement Parts

- Phone screens: \$3.47 - \$10.40

- Laptop keyboards: \$6.93 - \$17.33

- Phone batteries: \$1.50 - \$3.47

Packages and Promotions:

1. Student Discount: 10% off all services and products for students with a valid student ID.
2. Loyalty Program: 5% off all services and products for customers who have used our services at least 3 times.
3. Bundle Deal:s Discounted prices for customers who purchase multiple services or products together.

Please note that prices may vary depending on the complexity of the repair, the type of device, and the location. These prices are just estimates and may be adjusted based on the specific needs of each customer.

HOW DO CUSTOMERS KNOW THAT YOU EXIST?

Local Advertising:

1. Flyers and Brochures We distribute eye-catching flyers and brochures.
3. Community Boards We post our advertisements on community boards in local coffee shops, libraries, and other public areas.

Word-of-Mouth and Referrals:

1. Customer Referrals Satisfied customers refer their friends and family to our business

By maintaining a strong online presence, advertising locally, encouraging word-of-mouth referrals, partnering with other businesses, and hosting events and promotions, we ensure that customers know about our repair business and can easily find us.

WHY DID YOU CHOOSE THIS BUSINESS?

Here are some of the reasons I chose to do this business:

1. Increasing reliance on technology. People rely heavily on their devices for daily activities, making repair services essential.
2. Shorter device lifespan. The rapid pace of technological advancements leads to devices becoming outdated or damaged quickly.
3. Environmental concerns: Repairing devices reduces electronic waste and supports sustainable practices.

Low Start-Up Costs:

1. Minimal equipment requirements Initial investment in equipment and tools is relatively low.
2. Flexibility in location, Repair businesses can operate from a small storefront, home office, or even a mobile service.

Opportunity for Diversification:

1. Variety of service: Offering repair services for different types of devices (phones, laptops, tablets) and brands.
2. Additional revenue stream:s Selling accessories, replacement parts, and offering maintenance services.

Personal Interest and Skills:

1. Passion for technology, I have a strong interest in technology and problem-solving.
2. Technical expertise We possess the necessary skills for the business we do.

Flexibility and Autonomy:

1. Independence Running a repair business provides independence and autonomy.

2. Flexibility I can set my own schedule, prioritize tasks, and make decisions quickly.

By considering these factors, I determined that starting a repair business was a viable and appealing opportunity.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

Online Marketing:

1. Printed papers such as flyers
2. Social Media Marketing: Leverage platforms like Facebook, Instagram, and Twitter to reach new audiences.
4. Email Marketing: Build an email list and send regular newsletters to subscribers showcasing my services and promotions.

Local Marketing:

1. Google My Business Claim and optimize my Google My Business listing to improve local search visibility.
2. Local Directories: List my business in local directories like Yelp, Bing Places, and other relevant listings.
3. Flyers and Brochures Distribute eye-catching flyers and brochures in local areas to reach potential customers.
4. Partnerships with Local Businesses Partner with complementary businesses to offer joint promotions and referrals.

Referral Marketing:

1. Referral Program: Implement a referral program that rewards existing customers for referring new customers.
2. Word-of-Mouth: Encourage satisfied customers to share their experiences with friends and family

Networking and Events:

1. Local Events Attend local events, conferences, and trade shows to showcase my services and network with potential customers.

Content Marketing:

1. Blog: Create informative blog posts about device repair, maintenance, and related topics.
2. Video Content: Produce high-quality video content showcasing my services and expertise.

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

These are phones brought to be fixed by the client; some are abandoned, and some are for clients on the main table.



And these are LCDs to replace on clients' mobile phones once they buy, and if they find the exact screen for their phone



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

Here's a breakdown of how I plan to use the money:

Initial Investment:

1. Equipment and Tools \$500
 - Professional-grade repair equipment (e.g., soldering stations, microscope)
 - Specialized tools (e.g., pentalobe screwdrivers, spudgers)

2. Marketing and Advertising \$20

- Online advertising (Google Ads, social media)
- Print materials (brochures, flyers)
- Local directory listings

3. Rent and Utilities \$100

- Rent for a small storefront or office
- Utilities (electricity, water, internet)

4. Initial Inventory \$50

- Replacement parts (screens, batteries, etc.) - Accessories (cases, screen

The tool below for changing or separating screens and many more.

And below is the tool for flashing smartphones.



protectors, etc.)

4. Employee Salaries \$103.81/month (once the business is established).



Insert pictures of the income statement here:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	Income Statement	Instructions: Type your information into the white cells																
2																		
3	Your name is:	Alpha Gondwe																
4	Business name:	KissKass Production General Dealers In Electronics																
5	Current Date:	24/4/2025																
6																		
7	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				
8	Sales revenue	250	300	300	400	400	450	500	500	500	500	500	500	500	4,600			
9	Total transactions or units sold	15	20	25	30	35	40	10	50	55	75	80	100	535				
10	Revenue per transaction or unit	17	15	12	13	11	11	50	10	9	7	6	5	9				
11																		
12	Expense per transaction or unit																	
13	Self salary	50	50	50	50	50	50	50	50	50	50	50	50	600				
14	Employee salaries	50	50	50	50	50	50	50	50	50	50	50	50	600				
15	Raw materials	60	60	60	60	60	60	60	60	60	60	60	60	720				
16	Store Rent	10	10	10	10	10	10	10	10	10	10	10	10	120				
17	Technology	5	5	5	5	5	5	5	5	5	5	5	5	60				
18	Advertising	3	3	3	3	3	3	3	3	3	3	3	3	36				
19	Transportation	10	10	10	10	10	10	10	10	10	10	10	10	120				
20	Loan repayment	25	25	25	25	25	25	25	25	25	25	25	25	300				
21	Taxes/Fees	5	5	5	5	5	5	5	5	5	5	5	5	60				
22	Electricity bill	10	10	10	10	10	10	10	10	10	10	10	10	120				
23	Total Expenses	228	228	228	228	228	228	228	228	228	228	228	228	2,736				
24	Expense per transaction or unit	15	11	9	8	7	6	23	5	4	3	3	2	-				
25																		
26	Net Income to reinvest	22	72	72	172	172	222	272	272	272	272	272	272	2,364				
27	Net Profit Margin	9%	24%	24%	43%	43%	49%	54%	54%	54%	54%	54%	54%					

Insert pictures of the cash flow statement here

	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	500	550	1000	1100	2000	2100	2400
- Fixed expenses	-55	-55	-55	-55	-66	-66	-100
- Loan payment	0	0	0	0	-35	-35	-35
- Variable expenses	-116	-117	-143	-164	-171	-171	-171
= Profit (or loss)	329	378	802	881	50	-10	180
Starting cash	25	354	732	1534	2415	2465	2455
Available cash	354	732	1534	2415	2465	2455	2635

Share about your family and picture here:



I have only MoM, my Dad is late, and 17 siblings. Most of them are married with their own families, and I am still looking after Mum and her grandchildren..

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