

Katende's Motor Bike Transportation

Thomson katende



DESCRIBE YOUR BUSINESS:

Katende's Motor Bike Transportation is a business that provides reliable and affordable transportation services to customers. We have approximately a total of 366 customers per year, with an average revenue of \$6.90 per day/daily as in cashing of a motorbike.

When we get the loan, we will use it to expand our services by increasing our fleet to two motorbikes and improve our marketing efforts by advertising on social media and expanding our services, which in turn will increase our revenue and improve our profitability. Our goal is to become the leading motorbike transportation service provider in our area in two years. This would help us generate more revenue by increasing our customer base and providing better services.

EXPLAIN THE PROBLEM.

Many people in our area lack access to reliable and affordable transport services.

EXPLAIN YOUR SOLUTION.

To provide affordable and reliable motorbike transportation services.

BUSINESS MISSION STATEMENT:

To provide excellent, reliable, efficient, and affordable transportation services to our customers.

HOW LONG HAVE YOU BEEN IN BUSINESS

For 1 year and 6 months.

YOUR NET INCOME

Income - expenses = Net profit

Our total revenue is \$124.20 per month, our total expenses are \$26 per month, and our net income is \$ 98.20 per month.

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

The most common cause for a business like this to fail is a lack of funding. Poor customer relationship. management of the business revenue is also the key from my research. This business is a mobile business that needs repair; if it has a problem, you need to get money from the revenue to repair the motorbike, but if one misses management money, it becomes a problem to repair so that the business can continue.

HOW CAN YOU AVOID THIS PROBLEM?

We can avoid this problem by securing funding from sponsors and creating good relationships with the customers. To avoid this problem, we need to manage the money well to do servicing and repair.

SERVICE OR PRODUCT DELIVERABLE:

We provide motorbike transport services to customers from one point to another. Most of what we usually do is that in this service transportation business when a customer comes at the station we ask where he or she is going, when the distance is short like 1 kilometer, we charge the customer at \$3.4. Any less than a kilometer is charged at \$1.7. Like most motorbike rider works from the house compound, and the most are considered short distances, which are mostly charged at \$1.7. Once a rider knocks off, he has to bring 6.90 every day \$6.90, meaning that this is the target for a rider per day.

Distance travelled	Transportation fees charged
1km	\$3.4
0.5km	\$1.7
>0.5km	\$1.7



DESCRIBE YOUR BEST CUSTOMER

Our best customer is an individual who needs to travel short distances, such as students, government and mine workers, and traders. Not only those but also the community around us they know they all our customers.

WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS

Customers do business with us because we provide affordable and reliable transportation services. Our commitment to delivering the service at their demanding time is one of the be strategic plan we have had in the business. The other thing is that where they want to negotiate with us, especially on long distances when it comes to

regular customers, we are very accommodating to them. In such a way that they usually want to come back to us for the transport service (that's reliability and affordability we are in delivery of service to the customers.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

Distance travelled	Transportation fees charged
1km	\$3.4
0.5km	\$1.7
>0.5km	\$1.7

HOW DO CUSTOMERS KNOW THAT YOU EXIST?

Customers know that we exist through word of mouth and social media, and we have got main station where we are found every day here is the station



WHY DID YOU CHOOSE THIS BUSINESS?

We chose this business because we saw an opportunity to provide a needed service to the community. The other reasons we chose this business is that this business is on demand where our customers they would prefer to use motor bike than vehicles, because once they hire a motor bike it does not wait to be full for it to starts off to the customers destination, it's faster and customer prefer faster transportation without excuses of congestion. Due to these points we take advantage of making more money faster.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

- social media
- word of mouth

We are usually found at motorbike stations

Business activities here and a brief explanation of each



Here are our motorbike transportation services. This is the one motorbike we have as of now; this motorbike generates \$6.90 per day, which the rider gives us when he knocks off in the evening. This is the station where motorbikes bike is displayed while waiting for the customers.

HOW WILL YOU USE THE MONEY?

(Include pictures of the product/Services (s) We will use the money to expand our services, increase our fleet of motorbikes, and improve our marketing efforts. Specifically, this money is to buy a motorbike at the border of Zambia and Angola, which is being sold at \$793.1, and transportation cost will be \$51.72.



-Motor Bike - \$793.1

-Transportation for the carrier of motorbike -\$51.72

-Fuel-\$25

-Registration of motorbike to Zambia revenue authority - \$34

Income statement

Month	9 Months Ago	8 Months Ago	7 Months Ago	6 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	121	120	118	124	122	119	122	124	150	200	300	1,920
Total transactions or units sold	28	28	28	28	28	28	28	30	30	30	30	366
Revenue per transaction or unit	4	4	4	4	4	4	4	4	5	7	10	5
Expenses												
Self salary	9	9	9	9	9	9	9	9	9	9	9	132
Employee salaries	8	8	8	8	8	8	8	8	16	16	16	112
Raw materials	2	2	2	2	2	2	2	2	5	5	5	134
Store Rent	0	0	0	0	0	0	0	0	0	0	0	0
Technology	0	0	0	0	0	0	0	0	0	0	0	2
Advertising	0	0	0	0	0	0	0	0	0	0	0	0
Transportation	0	0	0	0	0	0	0	0	0	0	0	1
Loan repayment	0	0	0	0	0	0	0	0	0	0	42	42
Taxes/Fees	0	0	0	0	0	0	0	0	0	0	0	0
Other	6	6	6	6	6	6	6	6	7	7	7	70
Total Expenses	26	26	26	26	26	26	26	26	37	37	79	493
Expense per transaction or unit	1	1	1	1	1	1	1	1	1	1	3	
Net Income to reinvest	95	94	92	98	96	93	96	99	113	163	221	1,427
Net Profit Margin	79%	79%	78%	79%	79%	78%	79%	79%	75%	81%	74%	

Cash Flow Statement

	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	122	124.20	150	200	300	350	450
- Fixed expenses	-8.00	-8	-8.00	-8	-8	-8	-124
- Loan payment	0	0	0	0	-42	-42	-42
- Variable expenses	-18.30	-18.90	-18.20	-18.20	-18.90	-18.90	-18.20
= Profit (or loss)	95.7	97.30	123.8	173.8	231.1	281.1	265.8
Starting cash	0	95.7	193.00	316.80	490.60	721.70	1002.80
Available cash	95.7	193.00	316.80	490.60	721.70	1002.80	1268.60

About your family and picture

Below is my family. I am the only child, my father is late, and I am the one that takes care of my mother. I also have one child, the boy in the picture. I support my family through this business, I love them so much.



CONTACT DETAILS:

Phone number: +260962533924

Email: thomsonkatende90@gmail.com

Course Facilitator Details

Name: Philip kapalu Bwalya

Phone: +260968369679

Email: ndolaentrapov@gmail.com