

# NEW BEGINNING SHOP BUSINESS PLAN

PHILIP KAZUNGULA



## DESCRIBE YOUR BUSINESS:

*New Beginning Shop, formerly known as Chitu Multi-Purpose Co, is a registered retail business located at Chitu Street lubuto area. Our Shop is strategically situated near Lubuto basic school and four private schools.*

- **Products/Services:** *New Beginning shop offers a wide range of products/services to meet the daily needs of our customers. Our products/ services offerings include **Baked Goods** such as scones, cakes, and cookies; **groceries** such as dairy products, Milk gallons, yogurt, cheese, fruitcane smoothie, shakes, soft drinks, and **produce** such as apples and bananas. **Grant Utilization:** If given a grant, we plan to utilize the funds to upgrade our bakery equipment to increase efficiency and product quality, expand our marketing efforts through social media and local advertising to reach new customers, and enhance our store's appearance and customer experience through minor renovations and décor updates. **Impact on Business:** The grant will enable New Beginning shop to increase our bakery production capacity by 20%, allowing us to offer more variety and freshness to our customers. Attract new customers through target marketing, increasing our customer base by 10% within the next 6 months. Improve our overall customer satisfaction through enhanced store experience and product quality. **Income Generation:** With the grant, New Beginning Shop anticipates an increase in revenue by 15% within the next year. Improved profitability through reduced waste and increased efficiency in our bakery operations. Create new job opportunities that contribute to local economic growth. **Unique Selling Point:** What sets New Beginning Shop apart is our commitment to providing fresh, high-quality products, exceptional. Customer service and a welcoming shopping experience that makes our customers feel like family.*

## EXPLAIN YOUR PROBLEM

*Due to insufficient funds, we order goods from Supermarkets Whenever their goods are on promotion. We also have only a single supplier of goods and this mostly comes twice a month, and for this reason we order goods from large retailer and wholesaler and the prices are not fair compared to one ordering direct from manufacturers. We are also into baking, but we don't have the proper equipment. We do spend too much on charcoal for doing the baking. We only have a freezer for beverage storage, and most of the time, we find some drinks are frozen.*

## **EXPLAIN YOUR SOLUTION**

*We need to establish relationships with multiple suppliers. This can help ensure consistent delivery times and reduce reliance on a single supplier.*

Though we have already started some kind of baking in which we are not eligible to meet our customer's needs, we would like to expand it by investing in modern, efficient baking equipment. This will improve our production capacity and quality and reduce energy costs. We would also want to invest in refrigeration units. By installing units specifically designed for beverage storage so as to expand offerings, we will be able to implement an inventory management system. We also want to put in enough resources as capital so that we will be able to meet the needs of our customers if given a grant. This will help us grow our business and employ at least 2 people trained in catering who have families but are jobless.

## **BUSINESS MISSION STATEMENT.**

To provide high-quality bakery and grocery products, exceptional customer service, and a welcoming shopping experience to the Lubuto community while fostering economic growth and creating job opportunities for local residents.

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

We have been in this kind of business for 4 years. We began to manage our business very well a year ago when we started getting some training from ENTRAPOV WEBSITE and Google link meetings and self-reliance classes. And now we feel like our business is growing and we are able to forecast for the next months. In other words, I would say we are now full-time business people trained to be better and leave the earth with a good legacy.

## **YOUR NET INCOME.**

Our revenue amount is \$628, the total expenses for the last two weeks is \$160, and our net profit margin was. Therefore, my net income is  $\$455 - \$160 = \$295$

## **SERVICE OR PRODUCT DELIVERABLE**

We sell freshly baked goods such as fritters, scones, cakes, etc. Grocery items such as sugar, salt, baking powder, and cooking oil; and Beverages such as soft drinks, shakes and sip, milk it etc. We do deliver goods in time to our customers whenever they place an order and we offer excellent customer service.

## **DESCRIBE YOUR BEST CUSTOMER**

Our best customer is an individual and is a family man. He visits regularly, and he always purchases a variety of our products, such as bread and cookies. He is always willing to try our new items and provide feedback, which helps us to improve our offerings. He told us that he is willing to support a local business. He is between 30 and 40 years old. Income: Middle to upper class.  
Occupation: Working professional (Teacher)

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

Our customers choose to do business with us for several reasons:

1. Quality and freshness - we pride ourselves on providing freshly baked goods and high-quality groceries that meet our customers' high standards.
2. Personalized customer service - our customers appreciate the personalized attention and care that we provide, including customized orders and special requests.
3. Community involvement - we are committed to supporting our local community. They appreciate our involvement in local events and charities.
4. Unique products and services - we offer a range of unique products and services that cannot be found elsewhere, including custom cakes and specialty groceries.
5. Convenience - We offer convenient shopping options, including online ordering and delivery, that make it easy for our customers to shop with us. What really sets us apart from our competitors is our commitment to quality, customer service, and community involvement. We are a part of the local community, and our customers appreciate that. We had a customer who was looking for a custom cake for her wedding. We worked with her to design a beautiful cake that met her exact specifications, and she was thrilled

with the result. We offer a loyalty program that rewards our customer base and retains customers over time.'

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

There are several common causes of business failure that can apply to a bakery and grocery business. Here are some of the most common ones. These are some of the research we have done: 1 Lack of Planning and Research – insufficient market research; Failing to understand the target market, competition, and demand for products. 2 Poor Business Planning – lack of a comprehensive business plan, including financial projections, marketing strategies, and operational plans. 3 Financial Management Issues- undercapitalization; insufficient funding to cover startup costs, operational expenses, and unexpected challenges. 4 Poor cash flow management: Failure to manage cash flow effectively, leading to difficulties in paying suppliers, employees, and other expenses. 5 High overhead costs: Excessive rent, equipment, and supply costs eat into profit margins. 6 Regulatory and Compliance Issues-

## **HOW CAN YOU AVOID THIS**

I have come to learn the following strategies and when implemented can thoroughly clear out some problems most of the business people face:

The first thing we did and will still do is to conduct thorough market research and then develop a comprehensive bus. Developing a cash flow management plan.

Controlling overhead costs. Implement efficient inventory management.

Developing a marketing strategy. Maintain accurate records.

Staying organized and focused in order to continuously evaluate and improve the business. Lastly, to regularly assess the business' performance, identify areas for improvement, and implement changes to drive growth and success

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

The following is a list of services or products and their price.

### **Baked Goods:**

1. Loaf bread (white):\$2.50. Loaf bread (whole wheat):\$3.00. Baguette:\$2.00

2. Pastries; Scones, fritters.

3. Cakes: custom cake (8-inch):\$30.00. Custom cake (10-inch):\$40.00. Cupcakes (dozen):\$20.00 4. Cookies; chocolate chip cookies: \$1.00 Sugar cookies: \$1.00

**Groceries:** Dairy product; milk (gallon):\$3.50. Yogurt (6.02):\$1.50 Cheese (block):\$5.00

- Meat and Poultry; Chicken breast (lb.):\$5.50, Bacon (pack):\$4.00
  - Produce; Apple ( lb):\$2.00. Banana (pack):\$4.00
  - Beverages Fruit Cana smoothie (500ml):\$0.75. Coca-Cola (500):\$0.50 Shake-sip (500ml):\$0.85 Mojo (330ml):\$0.25. Mineral water (750ml):\$0.28 Mineral water (500ml):\$0.15 Apple(400ml):\$0.30
- Services; 1. Custom ordering; custom cake design: \$ 10.00-\$ 20.00. Custom pastry design: \$ 5.00-\$ 10.00 2. Delivery: Local delivery (which is 5 miles):\$5.00 Long-distance.
3. Catering: Small event(less than 20 people):\$50.00-\$100.00 Large event (more than 20 people):\$100-\$150

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

Our existence in this kind of business we do is continued to be known by our customers because of the following strategies and ways: We first of all ask our Heavenly Father to open this store so that all goes well. We believe in Prayers. We do networking by attending local business events, conferences, and trade shows to connect with potential customers. We created a professional website showcasing our products, services, and storage. We are also most of our time on social media platforms such as Facebook, Instagram, Twitter, and Pinterest most of the time. We use word-of-mouth and referrals by implementing a loyalty program to reward repeat customers.

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

We have come to choose this kind of business because my family and I have a passion for baking and food. We really love baking and creating delicious treats that bring joy to others. We do have an interest in the food industry. We would want to contribute to it by providing high-quality baked goods and groceries. We

recognized a growing demand for baked goods and groceries in our area, and we want to capitalize on this opportunity. My family and I have always wanted to be self-employed by running a successful business. We saw a gap in the market with limited competition for the same business we have chosen to do. We want to contribute to our local community by providing jobs, supporting local suppliers, and offering high-quality products. We believed that our business could make a positive social impact by promoting healthy eating, supporting local farmers, and reducing food waste. Last but not the least, we have the necessary baking and culinary skills to create high-quality products, and we possess business management skills to run a successful business, including marketing, finance, and operation.

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

We have set top ways to find new customers. Here are some of the ways: We have utilized platforms like Facebook, Instagram, and Twitter to share our products on promotions and stories, we use word - of- mouth referrals. We encourage satisfied customers to refer friends and family in exchange for incentives. We also do networking and partnerships by attending local business events, conferences, and trade shows to connect with potential customers and partners. We are also planning to find more new customers through the use of Effluence Marketing, Google My Business, direct email marketing, content Marketing, and paid Advertising such as Ads, etc.



- **INSERT PICTURES OF YOUR BUSINESS ACTIVITIES HERE AND GIVE A BRIEF EXPLANATION OF EACH:**

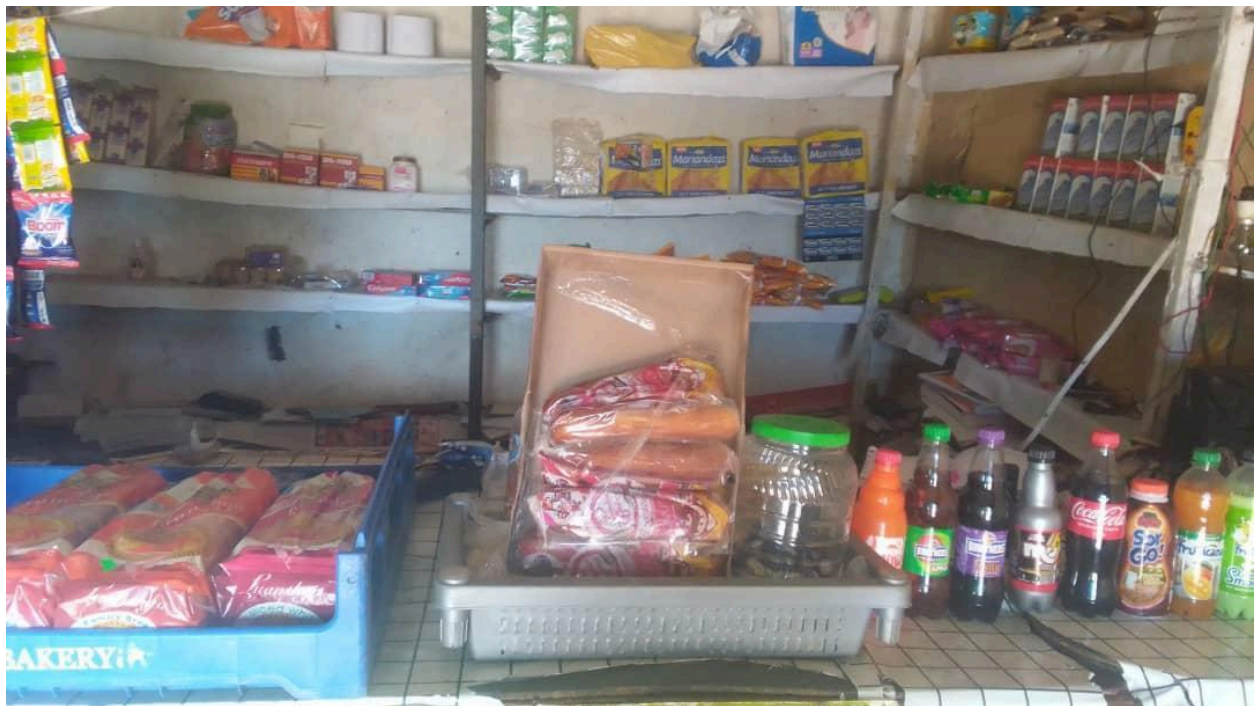
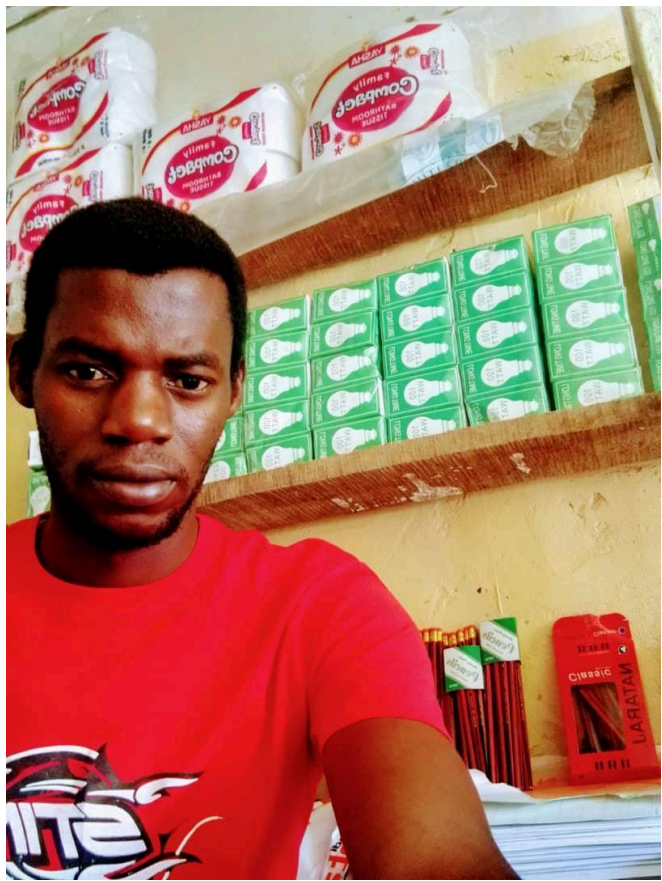


We offer fresh baked goods such as cake, cream doughnut, fritters, and bread and groceries.





We also offer beverages such as shake-sip, fruit Cana smoothie, Coca-Cola, Sorgo, juicy, Apple drinks, etc.



We run this business together with my family, as shown in the above picture. This is the only source of income for our living.

## **IF GIVEN A GRANT**

We would use it as listed below: Equipment and suppliers: We want to purchase new baking equipment, such as a mixer or oven thermometer, to improve efficiency and product quality (\$450). Ingredients and supplies such as flour; sugar, and packaging materials such as bags, boxes, and labels (\$400).

Marketing and advertising: such as social media platforms, flyers, Brochures. Store decorations such as banners or signs (\$10). Miscellaneous Contingency funds to cover unexpected expenses (\$10). Website updates with new products, promotions, and services (\$10)



**\$150**

WE can utilize the grant to purchase an oven cooker,



**refrigerator for \$200**

We will utilize the grant to purchase a





**We will also purchase a deep fryer for \$100**



We will order mealie meal in bulk for \$12x10(=\$120) bags directly from the manufacturer and sell them at retail prices. This will speed up cash flow in business.



We will order goods directly from manufacturers \$250





We also purchase packaging plastics, papers, and boxes and decorate them for packaging our baked products (\$30)

## MY 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	170	175	177	180	185	200	245	250	270	375	600	800	3,627
Total transactions or units sold	15	17	16	17	18	19	20	21	23	28	35	40	269
Revenue per transaction or unit	11	10	11	11	10	11	12	12	12	13	17	20	13
<b>Expenses</b>													
Self salary	30	30	30	30	30	30	30	30	30	30	55	55	410
Employee salaries	20	20	20	20	20	20	20	20	20	20	45	45	290
Shop/Equipment maintenance	0	0	20	0	0	15	0	20	10	10	10	0	85
INGREDIENTS: Flour, sugar, cooking oil, milk, eggs, flavors, baking powder	50	65	40	50	50	50	40	50	50	60	80	80	665
Technology/Advertising	4	1	1	4	5	3	4	5	5	5	5	5	82
Lunch money	10	10	10	10	10	10	10	10	10	10	15	15	130
Transportation/	10	10	10	10	10	15	15	10	15	10	15	15	145
Loan repayment	0	0	0	0	0	0	0	0	0	0	0	38	38
Taxes/Fees	0	0	0	5	0	0	20	5	5	5	5	5	50
Electricity/water bills	10	10	10	10	10	10	10	10	10	10	10	10	120
Total Expenses	139	151	141	139	135	153	149	160	155	160	240	268	1,990
Expense per transaction or unit	9	9	9	8	8	8	7	8	7	6	7	7	7
Net Income to reinvest	31	24	36	41	50	47	96	90	115	215	360	533	1,638
Net Profit Margin	18%	14%	20%	23%	27%	24%	39%	36%	43%	57%	60%	67%	

## MY CASH FLOW STATEMENT

	2 months ago	last month	this month	next month	month 3	month 4	month 5
Income	250	270	375	600	800	1000	1200
- Fixed expenses	-75	-75	-75	-130	-130	-130	-130
- Loan payment	0	0	0	0	37.5	37.5	37.5
- Variable expenses	-85	-80	-80	-110	-138	-140	-140
= Profit (or loss)	90	115	220	360	569.5	767.5	967.5
Starting cash	0	90	205	425	785	1354.5	2122
Available cash	90	205	425	785	1354.5	2122	3089.5

## PICTURE OF MY FAMILY



Hi Sponsors. My name is Phillip Kazungula, the director of NEW BEGINNING SHOP. My wife and I happen to be breadwinners because of the same kind of business we do. This is a photo of my family. The first one on my far right side is my wife and the two children in the middle. We have been married for 12 years. We have made a covenant with God to live together in marriage for the rest of our lives, no matter the challenges we face. For this reason, I strive by all means to see that I invite my family to keep on trusting our Heavenly Father for sustainability. I thank God that though we have been thick and thin in our business and run the same business together, we have not given up because this is our only source of income we depend on for our survival. Our vision for this business is to expand it and be able to create jobs in the community. And my family is disciplined whenever we run this business. We only afford a quarter of our daily needs though some wants are not our priority. We manage to continue using old clothes, beddings, pots, footwear, etc., and allow the business to continue running. And our priority is to bring food to the table and allow the business to expand. Therefore, as a family, we very excited to have you Sponsors to come through for us. And thank you all the Leaders for entrapov for trainings and efforts you make to improve people's lives. May Our Heavenly Father richly bless you all. Thank you.

**Phone Number:** 0769548037

**Email:** [philkamwandi@gmail.com](mailto:philkamwandi@gmail.com)

**Facilitator:** Sister Moyo

**Phone Number:** 0971583533

**Email:** ndolaentrapov@gmail.com