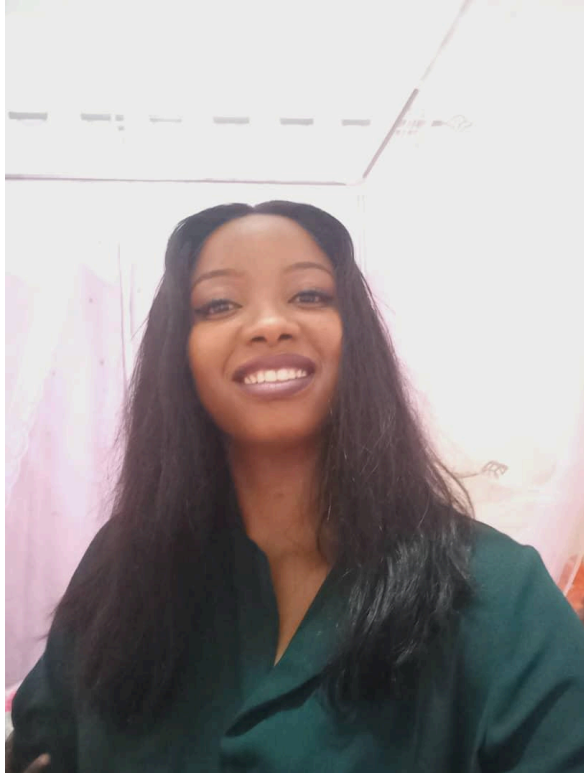


SMART FEELING CLOTHES

ESTHER MWANJE



DESCRIBE YOUR BUSINESS:

Smart feeling clothes is a business that deals with both second hand and new clothes and has about 56 customers, our business makes profit depending on the quantity of the products, the more products we order and sale the more profit we make, when given the loan we will order dresses \$400, trousers \$500 and \$100 for transportation and rentals, it will help to grow our business and be able to provide more quality products to our customers.

EXPLAIN THE PROBLEM.

Many people walk a long distance to find shops to purchase dresses and trousers

EXPLAIN YOUR SOLUTION.

To bring these products closer to them, so that they can purchase at an affordable price

BUSINESS MISSION STATEMENT:

Leaving no one behind

HOW LONG HAVE YOU BEEN IN BUSINESS?

3years

YOUR NET INCOME

Our revenue is \$944 Explain how much your revenue is, what your expenses are, including salaries, and what your profit is.

$\$944 - \$753.5 = \$190.5$

SERVICE OR PRODUCT DELIVERABLE:

PRODUCT	PRICE
Trousers	\$8

Dresses	\$6
Slippers	\$5
Handbags	\$9

DESCRIBE YOUR BEST CUSTOMER:

My best customers are Women and men who want to look smart.

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

(Why is your business better?) We provide quality and affordable clothes to our customers and deliver to their doorstep.

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

Providing low-quality products to the customers.

HOW CAN YOU AVOID THIS PROBLEM?

By providing quality and affordable clothes

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:



Trousers \$8



Dress \$6



Handbag \$9



Slippers \$5

HOW DO CUSTOMERS KNOW THAT YOU EXIST?

- Through friends
- Through social media

WHY DID YOU CHOOSE THIS BUSINESS?

Because it is what I have experience in, and I have been doing it for some time

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

- Through friends
- Through social media

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



Trousers



Dress



Handbag



Slippers

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

We will order more trousers for \$500, dresses for \$400, and the remaining \$100 will be used for transportation and other logistics.



Trousers \$500



Dress \$400

Income Statement:

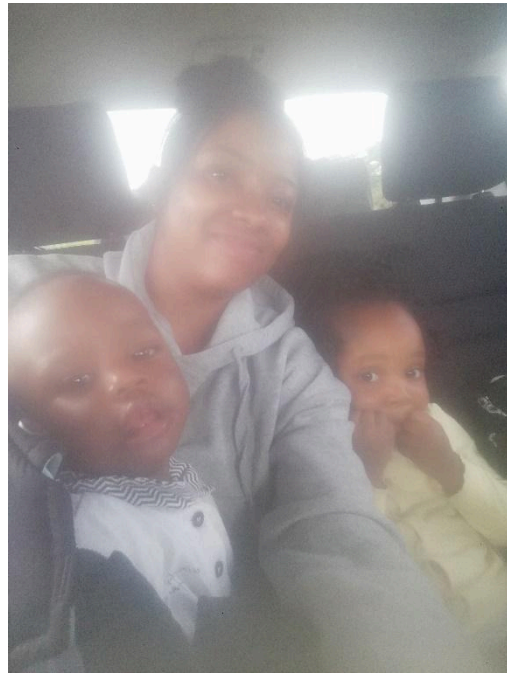
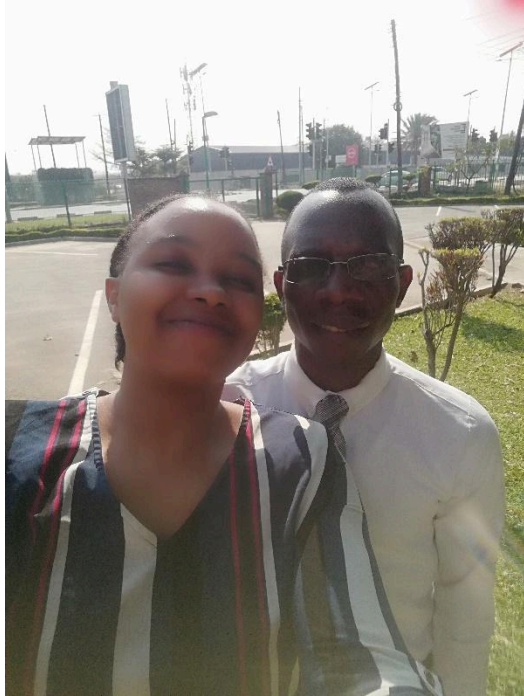
Your name is: Esther Mwanje Business name: Smart Feeling clothes Shop Current Date: #####													
Month	9 Months Ago	8 Months Ago	7 Months Ago	6 Months Ago	5 Months Ago	4 Months Ago	3 Months Ago	2 Months Ago	Last Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total
Sales revenue	198	215	232	255	270	295	298	300	334	378	382	390	3,547
Total transactions or units sold	21	21	21	21	21	21	21	21	21	30	30	30	279
Revenue per transaction or unit	9	10	11	12	13	14	14	14	16	13	13	13	13
Expenses													
Self salary	18	18	18	18	18	18	20	85	90	100	120	130	653
Employee salaries	0	0	0	0	0	0	0	0	0	0	0	0	0
Raw materials	27	27	27	27	27	27	27	27	32	32	32	32	344
Store Rent	0	0	0	0	0	0	0	0	0	0	0	0	0
Technology	0	0	0	0	0	2	4	4	5	5	5	5	30
Advertising	0	0	0	0	0	0	0	0	0	5	5	5	15
Transportation	3	3	3	3	3	3	3	3	3	3	3	3	36
Loan repayment	0	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	0
Other	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Expenses	48	48	48	48	48	50	54	119	130	145	165	217	1,120
Expense per transaction or unit	2	2	2	2	2	2	3	6	6	5	6	7	
Net Income to reinvest	150	167	184	207	222	245	244	181	204	233	217	173	2,427
Net Profit Margin	76%	78%	79%	81%	82%	83%	82%	60%	61%	62%	57%	44%	

Cash Flow Statement:

	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	300	334	353	378	390	456	497
- Fixed expenses	-150	-200	-220	-248	-267	-275	-310
- Loan payment	0	0	0	0	-42	-42	-42
- Variable expenses	-18	-20	-85	-120	-190	-200	-230
= Profit (or loss)	132	114	48	10	-109	-61	189.5
Starting cash	55.5	187.5	301.5	349.5	359.5	250.5	189.5
Available cash	187.5	301.5	349.5	359.5	250.5	189.5	379

Share about your family and picture here:

I am married with two kids, a boy and a girl, and I love my family.



CONTACT DETAILS:

Phone number: +260975676331

Email: emwanje15@gmail.com

Course Facilitator Details

Name: KAPALU BWALYA PHILIP

Phone: +260968369679

Email: ndolaentrapov@gmail.com