

# MEMAVU ACADEMY SCHOOL BUSINESS PLAN

Memory Chama



## DESCRIBE YOUR BUSINESS

Memavu Academy School is dedicated to providing quality foundational education for children in a safe, nurturing, and conducive environment. Our goal is to mold young minds into confident, prepared learners who are ready to thrive as they progress in their education. Currently serving 20–25 children in our early childhood learning program.

If awarded a loan, I will use the funds to:

1. Purchase new desks and chairs for students for \$450
2. teaching aids (charts, toys, storybooks) \$100
3. Install water tanks and handwashing stations \$450

These improvements will help the school accommodate more learners, enhance the quality of education, and create a better learning environment. As a result, enrollment will increase, community trust will grow, and the school will generate more income to sustain and expand operations.

With a clear focus on personalized education, well-trained staff, and a community-centered approach, **Memavu Academy School** stands out from other local institutions. Our commitment to quality and care is what makes us a preferred choice for parents

## EXPLAIN THE PROBLEM

Many young children in our community lack access to affordable, quality early education. Most local schools are overcrowded, lack basic learning materials, or are too expensive for low-income families.

### **EXPLAIN YOUR SOLUTION**

Memavu Academy School provides affordable, quality education in a safe environment, with well-trained teachers and structured programs that support children's cognitive and emotional development. Our school offers smaller class sizes and personalized attention, which makes a big difference in early childhood learning outcomes.

### **BUSINESS MISSION STATEMENT**

To provide quality, affordable, and inclusive early childhood education that empowers young learners through love, structure, and creativity, while fostering a strong foundation for lifelong success.

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

We have been operating for **2 years**.

### **YOUR NET INCOME**

**Monthly Revenue:** \$245

**Monthly Expenses:** \$157.5

**Net Profit:** \$87.5

### **SERVICE OR PRODUCT DELIVERABLE**

We offer pre-school education for children aged 2–6. Our services include:

1. Literacy and numeracy instruction
2. Early childhood development activities
3. Meals and snacks
4. Holiday learning camps

We also sell branded school uniforms and learning materials to parents at reasonable prices.

## **DESCRIBE YOUR BEST CUSTOMER**

Our ideal customer is a working parent or guardian with children aged 2–6 who is looking for a safe, nurturing learning environment close to home.

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

1. We offer lower tuition fees compared to private schools
2. We focus on personalized care and smaller classes
3. Our environment is safe, friendly, and welcoming
4. We work closely with parents to support each child's growth

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

1. Poor financial management
2. Lack of quality or untrained staff
3. Inadequate learning materials or space

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

1. Keep accurate financial records and budgets
2. Hire qualified and passionate staff
3. Continuously invest in classroom resources and infrastructure
4. Maintain strong parent-school communication

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

<b>Service/Product</b>	<b>Price (ZMW)</b>
Monthly Tuition	\$17.5
School Uniform	\$7
Learning Materials Pack	\$3.5
Holiday Learning Tuitions	\$5.25

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

1. Word of mouth from satisfied parents
2. Flyers in the community

3. Facebook/WhatsApp parent groups
4. Street signage near the school
5. door-to-door campaign

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

I have a passion for early childhood development and saw a need in the community for accessible, quality education. As a trained early childhood educator, I wanted to make a difference in children's lives.

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

1. Parent referrals
2. Church announcements
3. Community events and school open days
4. Social media promotions

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



Learners copying the work on the board



Reception class outdoor activity



The teacher is writing the activity on the board



Teaching aids

## HOW WILL YOU USE THE MONEY?

I will use the funds to:

1. Purchase new desks and chairs for students for \$450
2. teaching aids (charts, toys, storybooks) \$100
3. Install water tanks and handwashing stations \$450



Purchase new desks and chairs for students \$450



teaching aids (charts, toys, storybooks) \$100



Install water tanks and handwashing stations \$450

**Income Statement:**

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	130	148	150	160	190	206	218	230	260	300	357	400	2,749
Total transactions or units sold	15	20	25	35	40	45	50	50	50	50	50	50	480
Revenue per transaction or unit	9	7	6	5	5	5	4	6	5	6	7	10	6
Expenses													
Self salary	10	10	13	13	13	15	15	15	15	20	20	20	179
Employee salaries	0	0	0	0	0	20	20	20	20	40	40	40	200
Raw materials	20	20	20	20	20	20	20	20	20	20	20	20	240
Store Rent	10	10	10	10	10	10	10	10	10	10	10	10	120
Technology	2	2	2	2	2	2	5	6	5	5	5	5	43
Advertising	1	1	1	1	1	1	1	1	0	1	1	1	11
Transportation	5	5	5	5	5	5	1	5	5	5	5	5	56
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	5	5	5	15
Other	1	1	1	1	1	1	1	1	1	1	1	1	12
Total Expenses	49	49	52	52	52	74	134	78	76	107	107	149	979
Expense per transaction or unit	3	2	2	1	1	2	3	2	2	2	2	3	
Net Income to reinvest	81	99	98	108	138	132	84	152	184	193	250	251	1,770
Net Profit Margin	62%	67%	65%	68%	73%	64%	39%	66%	71%	64%	70%	63%	

## Cash Flow:

	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	230	260	300	350	400	430	503
- Fixed expenses	-50	-50	-50	-50	-100	-105	-110
- Loan payment	0	0	0	0	-42	-42	-42
- Variable expenses	-80	-100	-105	-110	-180	-190	-230
= Profit (or loss)	100	110	145	190	78	93	121
Starting cash	60	160	270	415	605	683	776
Available cash	160	270	415	605	683	776	897

**WHAT HAVE YOU DONE WITH THE PROFITS YOU MADE TWO MONTHS AGO AND LAST MONTH?**

Paid salaries and rent



Purchased chalkboards and learning toys

**SHARE ABOUT YOUR FAMILY AND INSERT A PICTURE HERE:**

I am married and a proud mother of 4 children. My family supports my vision, and we work together to create a nurturing learning space for our students.



**CONTACT DETAILS**

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