

KUPEG ENERGY SOLUTIONS BUSINESS PLAN

PEGGY KUNDA



DESCRIBE YOUR BUSINESS:

Kupeg is a charcoal business that provides an alternative energy source to households because of loadshedding that is rampant in our community, and we currently serve 20 regular customers. When given a loan we will buy more empty bags for \$100, more charcoal for \$600, pay \$100 for transportation, plastic bags for packing loose charcoal for \$50, and extra for convenience.

EXPLAIN THE PROBLEM.

In our community, there is too much load shedding, so my customers always rely on charcoal as an alternative source of energy for cooking, so I make sure there is availability of the product and always provide it to them.

EXPLAIN YOUR SOLUTION.

I always provide long-lasting charcoal to my customers, and it is cheap compared to electricity.

BUSINESS MISSION STATEMENT:

To provide affordable, long-lasting charcoal to my customers.

HOW LONG HAVE YOU BEEN IN BUSINESS?

I have been in business for more than a year now.

YOUR NET INCOME

\$208 - \$105 =\$103

SERVICE OR PRODUCT DELIVERABLE:

We pack charcoal in 70Kg bags, 50Kg bags, 25Kg bags, 10Kg bags, and 5Kg bags as well as plastic bags.

DESCRIBE YOUR BEST CUSTOMER:

Friends, neighbors, and regular customers from the market.

WHO IS YOUR CUSTOMER?

Local community households and business owners.

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

- There is availability of charcoal
- Long-lasting charcoal
- Affordable prices

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

- Prices of charcoal that customers cannot afford
- Customer relationship
- Poor quality of charcoal

HOW CAN YOU AVOID THIS PROBLEM?

By providing good quality and long-lasting charcoal.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

- Loose charcoal 5Kg = \$.5
- 10Kg = \$1.5
- 25Kg = \$2
- 50Kg = \$5
- 70Kg = \$7

HOW DO CUSTOMERS KNOW THAT YOU EXIST?

Through WhatsApp, Facebook, and door-to-door advertising. Phone calls from regular customers.

WHY DID YOU CHOOSE THIS BUSINESS?

There is a high demand for charcoal; customers in my community prefer charcoal to electricity, because electricity has become expensive.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

- Door-to-door advertising
- Social media advertising
- Customer Referrals



At this moment, I was in the bush doing the packing of charcoal in empty bags



At this moment, I was serving one of my regular customers at the market

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

Total Amount: \$900.



We will order more charcoal \$600

sacks \$150





Plastic bags \$50

and the remainder \$100 will be used to pay for transportation.

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 | 89 | 100 | 115 | 124 | 130 | 150 | 200 | 208 | 230 | 290 | 350 | 400 | 2,386 |
| Total transactions or units sold | 21 | 23 | 25 | 28 | 30 | 35 | 45 | 50 | 70 | 70 | 70 | 85 | 552 |
| Revenue per transaction or unit | 4 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 3 | 4 | 5 | 5 | 4 |
| Expenses | | | | | | | | | | | | | |
| Self salary | 15 | 15 | 20 | 23 | 23 | 25 | 30 | 35 | 35 | 40 | 45 | 60 | 366 |
| Employee salaries | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 20 | 20 |
| Raw materials | 5 | 5 | 5 | 5 | 5 | 8 | 8 | 8 | 8 | 15 | 15 | 20 | 107 |
| Store Rent | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 10 | 10 | 10 | 30 |
| Technology | 2 | 2 | 2 | 2 | 4 | 4 | 4 | 4 | 4 | 10 | 10 | 10 | 58 |
| Advertising | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 5 | 5 | 15 |
| Transportation | 10 | 10 | 10 | 10 | 10 | 10 | 10 | 12 | 12 | 15 | 15 | 20 | 144 |
| Loan repayment | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 38 | 38 |
| Taxes/Fees | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 5 | 5 | 5 | 15 |
| Other | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Total Expenses | 32 | 32 | 37 | 40 | 42 | 47 | 52 | 59 | 59 | 100 | 105 | 188 | 793 |
| Expense per transaction or unit | 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | - |
| Net Income to reinvest | 57 | 68 | 78 | 84 | 88 | 103 | 148 | 149 | 171 | 190 | 245 | 213 | 1,594 |
| Net Profit Margin | 64% | 68% | 68% | 68% | 68% | 69% | 74% | 72% | 74% | 66% | 70% | 53% | |

Cash Flow Statement:

| | 2 months ago | last month | this month | next month | month 3 | month 4 | month 6 |
|----------------------------|--------------|------------|------------|------------|---------|---------|---------|
| Income | 208 | 230 | 260 | 290 | 400 | 450 | 600 |
| - Fixed expenses | -75 | -90 | -100 | -135 | -204 | -230 | -400 |
| - Loan payment | 0 | 0 | 0 | 0 | -37.5 | -37.5 | -37.5 |
| - Variable expenses | -30 | -35 | -40 | -43 | -50 | -56 | -70 |
| = Profit (or loss) | 103 | | 120 | 112 | 108.5 | 126.5 | 92.5 |
| Starting cash | 0 | 103 | 103 | 223 | 335 | 443.5 | 570 |
| Available cash | 103 | 103 | 223 | 335 | 443.5 | 570 | 662.5 |

WHAT HAVE YOU DONE WITH THE PROFITS YOU MADE TWO MONTHS AGO AND LAST MONTH? BE VERY SPECIFIC ABOUT ITEMS PURCHASED AND THE AMOUNT SPENT.

Bought more empty bags, more charcoal, and supported my school-going children with transportation to and from school.

What did you learn from the practice pitch you gave to your area supervisor’s Rotary Club? What was the date of that practice pitch event?

I learnt that I should do my business better and that I should be confident, as well as separate my business money from my personal money to keep the business going.

What did you learn from the practice pitch you gave to your area supervisor’s Rotary Club? What was the date of that practice pitch event?

The date was 19 September 2025, and I learned that once given a loan, I should use it wisely, pay it back on time, and continue working hard.

Share about your family and picture here:

I am a single mother of three children, my husband died 5 years ago, and I take care of my children to pay for college fees using this business. I love my family, and we need to become more self-reliant.



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