

# MANUEL CLOTHING BUSINESS PLAN

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## DESCRIBE YOUR BUSINESS:

Manuel Clothing is a business that deals with men's outfits for all occasions.

We produce Trousers, Shirts, Kaftans, and Agbada. Manuel Clothing has about 72 customers, and our business makes a profit depending on the quantity of the product we produce. The more outfits we produce, the more profit we make.

We have only one industrial machine that operates, so when a loan is given to us, we will buy one additional sewing machine and one overlock machine.

This will help us grow our business in so many ways and be able to produce more products for our customers on time.

## EXPLAIN THE PROBLEM.

It is hard to meet the deadline for most of them due to the limitations of production.

## EXPLAIN THE SOLUTION:

Getting enough machines so we can produce more quality and deliver on time, meeting clients' specifications, and building trust and client relations.

## BUSINESS MISSION STATEMENT:

To innovate and to enhance the beauty and quality of life for our customers.

## HOW LONG HAVE YOU BEEN IN BUSINESS?

2 years

## **YOUR NET INCOME**

\$754.88 (Revenue) - \$474.54 (Expenses including my salary) = \$280.34 (Profit)

## **SERVICE OR PRODUCT DELIVERABLE**

1. Trousers = \$16.56
2. Short sleeve shirt = \$17.54
3. Long sleeve shirt = \$19.49
4. Short-sleeve kaftan = \$38.98
5. Long sleeve kaftan = \$43.85
6. Political kaftan = \$48.72
7. Political kaftan = \$58.46
8. Agbada = \$77.95
9. Agbada = \$97.44
10. Kimono = 48.72

## **DESCRIBE YOUR BEST CUSTOMER**

Men who are in love with fashion trends, professional workers, corporate agencies, tourism, and hotels. Among them, traditional chiefs are my best customers. They narrate to me our history and its importance, and in the same vein, I provide new, perfect clothing portraying their Kingship and royalty, adding a touch of authority and power. You're addressed on how you dress in our community, about 82% of the local populace are in alignment with this principle.

## **WHY DO CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS: (Why is your business better?)**

We offer the best quality and unique outfit for our customers; we also listen quite to them and produce outfits to their satisfaction and make sure we deliver on time as well as giving free counsel on how to manage clothes with respect to the type of washing detergents to be used, at what temperatures not suitable for ironing specific materials, washing and ironing in bulk.

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

Producing outfits with low-quality material and not delivering their product on time. Not adhering to daily updating of your financial record.

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

Using the best quality materials in clothes.

Making sure they receive their products on time.

Updating records, building clients' trust.

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



\$97.44



\$48.72



\$50.50



\$38.98



\$58.46



\$48.72



\$24.36



\$77.95



\$43.85

### HOW DO CUSTOMERS KNOW THAT YOU EXIST?

1. Through social media advertisement
2. Through families, friends, and church members' recommendations.

### WHY DID YOU CHOOSE THIS BUSINESS?

As a kid, I was told I used to carry firewood for about 2 hours, patching my torn government school uniform with students and teachers making fun of my situation in school. I promised my mom her toil won't go unnoticed and will help students. My keen interest and passion to be creative in adding external beauty, inward confidence, and protection made me who I am today, and I am still working and learning advanced principles.

### LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS

1. Social media advertisement (strong online post)
2. Recommendation by friends/customers
3. One-on-one advertisement

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



Sewing a shirt with hand machine sewing, trousers at someone's shop as part-time worker,



teaching the lady how to draft trousers, a wing kaftan top with my own industrial machine.



First outfit in my own shop, satisfy the client who receives the product with much joy

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

Total Amount: **\$900**



\$398.45



\$501.55

**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
<b>Sales revenue</b>	409	409	523	534	524	714	714	714	754	1,290	1,305	1,492	9,382
<b>Total transactions or units sold</b>	33	33	38	38	38	43	43	43	46	46	48	48	497
<b>Revenue per transaction or unit</b>	19	19	24	24	24	24	24	28	28	28	33	33	19
<b>Expenses</b>													
<b>Self salary</b>	96	96	115	115	115	115	144	144	144	144	144	144	1,516
<b>Employee salaries</b>	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Raw materials</b>	174	168	168	168	175	168	165	168	168	210	180	150	2,062
<b>Store Rent</b>	32	32	32	32	32	32	32	32	32	32	32	32	384
<b>Technology</b>	5	5	5	5	5	5	5	5	5	5	5	5	60
<b>Advertising</b>	5	5	5	5	5	5	5	5	5	7	5	5	62
<b>Transportation</b>	4	4	4	4	4	4	3	3	3	8	3	3	47
<b>Loan repayment</b>	0	0	0	0	0	0	0	0	0	0	0	38	38
<b>Taxes/Fees</b>	4	4	4	4	4	4	5	5	5	5	5	5	54
<b>Other</b>	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>Total Expenses</b>	320	314	333	333	340	333	359	362	362	411	374	382	4,223
<b>Expense per transaction or unit</b>	14	14	14	14	14	19	19	15	18	18	15	15	-
<b>Net Income to reinvest</b>	89	95	190	201	184	381	355	352	392	879	931	1,111	5,159
<b>Net Profit Margin</b>	22%	23%	36%	38%	35%	53%	50%	49%	52%	68%	71%	74%	-

## CASH FLOW STATEMENT:

	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	714	753	816	1290	1305	1492	1622
- Fixed expenses	-332	-332	-335	-355	-664	-670	-675
- Loan payment	0	0	0	0	-37.5	-37.5	-37.5
- Variable expenses	-22	-25	-28	-30	-60	-60	-70
= Profit (or loss)	360	396	453	905	543.5	724.5	273
Starting cash	38	270	666	1119	2024	2567.5	3292
Available cash	270	666	1119	2024	2567.5	3292	3565

### 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.

I bought 1 half dummy to advertise my product on social media platforms and printed labels for branding my product. With the remainder being in the cash flow.

Dummy = \$222

Labels = \$115(1000 pieces)

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?

What I learnt from the pitching is that to become a successful business owner, I have to organize and keep track of my financial details. Keeping good financial records has really helped me manage my business to see whether I'm earning or losing. Initially, I just used my money anyhow without keeping records, and I was having difficulty growing my business, but with the help of what I learn through entrapov, it has really helped me manage my finances very well, and I'm seeing improvement.

Also, I make sure I get feedback from my customers anytime they purchase my product to correct my mistakes and also seek their ideas that can help my business brand grow and become better.

### Share about your family and picture here:

I am single with one kid, a 2-year-5-month-old baby girl, and I do love my family so much.



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