

CHONGO'S INNOVATIONS BUSINESS PLAN

MULENGA CHONGO



DESCRIBE YOUR BUSINESS:

CHONGO'S INNOVATIONS is the name of my business registered under my name that deals with the trading of various types of fleece blankets, hoodies, and football jerseys, which is purposed to supply our customers with quality and affordable goods. Currently, I have about 10 regular customers. If given the loan, I will be able to put the money into the expansion of my business as well as come up with innovative plans that are meant to increase my sales by ordering more product fleece blankets \$250. Blankets \$250, Hoodies \$200, and football jerseys \$200. This will help my business to generate more income by re-investing in my advertisement campaigns in order to attract new regular customers, and also, this will increase my number of sales and orders.

EXPLAIN THE PROBLEM.

In Our Area, a lot are in need of many services, and one of them is that they struggle a lot with where they should buy or purchase fleece blankets, hoodies, and football jerseys, as their families and support of teams/games are growing. They travel far just to

buy these because of a lack of affordable and quality ones; this prevents a huge number of people not to accessing them due to long distances and a high price range in the market.

EXPLAIN YOUR SOLUTION.

As I am still growing this innovative business, I will keep on delivering affordable and quality fleeces, blankets, hoodies and football jerseys to the market by lessening the strain of people, hence forth offering both physical and online purchase of these products and affordable deliveries and purchasing Different grades of football jerseys (1st grade, 2nd grade etc.) making it affordable to each and every individual based on what they can afford and making the price range better wise for everyone so that they can easily access it.

BUSINESS MISSION STATEMENT:

“Committed to providing quality products to our customers”

HOW LONG HAVE YOU BEEN IN BUSINESS?

I have been in this Business for 1 year and 2 months

YOUR NET INCOME

Explain how much your revenue is, what your expenses are, including salaries, and what your profit is. My income for the past 2 months was \$329, my total Expenses were \$-190, including personal salary, and the starting cash balance was \$75, giving me a net profit of \$139

$$\$329 - (-\$190) = \$139$$

SERVICE OR PRODUCT DELIVERABLE:

- fleece blankets

- football

- *Blankets*

DESCRIBE YOUR BEST CUSTOMER:

My Best customer is Mr. Ndawa, residing on the Copperbelt, currently working, a mid-high income Job, and the general members of our community.

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

We are consistent, Reliable, and make our products and services easily accessible to our customers.

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

- Lack of consistency in service delivery
- Getting the Quality that is not affordable and that is not needed by the market - Dishonesty

HOW CAN YOU AVOID THIS PROBLEM?

- Be Honest and deliver Quality and Affordable goods needed at the market - Be consistent by making fast deliveries, being innovative, and always maintaining good communication with customers
- Being financially wise

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

SN	Item	Quantity	Unit	Unit Cost
01	Fleece Blanket	1m, purple, striped Black	Each	\$25
02	Blanket	2.3m, King-sized white	Each	\$40
03	Jersey (Hoodies)	XL, L, medium, and small sizes (All colors)	Each	\$15

04	Jerseys (Football jersey)	XL, L, medium size, new seasons	03	\$45
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HOW DO CUSTOMERS KNOW THAT YOU EXIST?

Through Advertising on social media platforms, Facebook posts, and Recommendations from people who buy from me, and the quality of products or services I deliver.

WHY DID YOU CHOOSE THIS BUSINESS?

I had to study the marketplace first, many people were in need of these products I offer, they used to go directly to town to expensive places just to buy. It was in high demand, and I chose to invest in it, offering a wide range of seasonal products and services to people. It has huge profit margins due to high demand, and the chances of losses are less.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

1. To leverage my current customers, offering incentives for customers who bring in something new, start-up bring-a-friend promotions.
2. Keeping my social media Active with stories, posts, testimonies, and shares from my current customers
3. Using content marketing, making short videos expressing my expertise and posting them on social media to draw people organically.

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



King-sized, White blanket on display, ready for sale at retail price \$40.



Fleece blankets, Red, purple, and Grey different sizes, on display, ready for sale \$25 each.



These are S-2XL football new season jerseys, readily available at \$15 each



XL, L, medium, and small sizes, Hoodies, readily Available as displayed, each going at \$15

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



We will order more football jerseys \$200.



more hoodies \$200



More flees blankets \$250.



More blankets \$250

Total Amount: \$900

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	190	240	251	265	271	280	300	329	340	380	402	450	3,698
Total transactions or units sold	19	19	19	19	19	19	19	31	33	40	50	30	317
Revenue per transaction or unit	10	13	13	14	14	15	16	11	10	10	8	15	12
Expenses													
Self salary	20	20	20	20	20	25	30	35	45	45	50	50	380
Employee salaries	0	0	0	0	0	0	0	0	0	0	0	20	20
Raw materials	5	5	5	5	5	5	5	5	5	10	18	20	93
Store Rent	0	0	0	0	0	0	0	0	0	0	18	20	38
Technology	2	2	2	2	2	5	5	5	5	5	5	5	45
Advertising	3	3	3	3	3	3	3	3	3	5	5	5	42
Transportation	10	10	10	10	10	10	10	10	10	10	10	10	120
Loan repayment	0	0	0	0	0	0	0	0	0	0	0	21	21
Taxes/Fees	0	0	0	0	0	0	0	0	0	0	0	10	10
Other	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Expenses	40	40	40	40	40	48	53	58	68	75	106	161	769
Expense per transaction or unit	2	2	2	2	2	3	3	2	2	2	2	5	-
Net Income to reinvest	150	200	211	225	231	232	247	271	272	305	296	289	2,929
Net Profit Margin	79%	83%	84%	85%	85%	83%	82%	82%	80%	80%	74%	64%	-

Cash Flow Statement

	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	329	340	380	402	450	483	580
- Fixed expenses	-130	-130	-145	-152	-160	-200	-220
- Loan payment	0	0	0	0	-38	-38	-38
- Variable expenses	-60	-65	-70	-98	-120	-170	-210
= Profit (or loss)	139	145	165	152	132	75	112
Starting cash	75	214	359	524	676	808	883
Available cash	214	359	524	676	808	883	995

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

Profits I made two (2) months ago, I reinvested in my business, I purchased new batches of both fleeces, football jerseys, about \$150 in order to expand my business and suit all customers coming to buy from me. My other profits I re-invested in my advertisement campaigns and paid myself a salary.

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?

Our Practice pitch was on 7th October, 2025. Basically, what I learnt was about investment opportunities, creating more innovative plans that will draw my sponsors closer to my business plan. I also outlined why I should be given a loan and the kind of innovative plans I may contribute to my community and my regular customers.

Share about your family and picture here:

I am coming from a family of 3, I'm the only male and first-born child, and 2 younger sisters of mine, currently supporting my day-to-day expenses in university and helping out my young siblings and my cousin, who we are at the same University, also doing a small retail business in the run to become self-reliant.



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