

MWANA MBOKA PHONE ACCESSORIES BUSINESS PLAN

Chisomo Brighton



DESCRIBE My BUSINESS:

MWANA MBOKA PHONE ACCESSORIES is a small but growing business that specializes in selling quality and affordable phone accessories such as phone chargers, earphones, phone covers, screen protectors, power banks, and Bluetooth speakers. We currently serve around 50 to 100 regular customers each week in Lilongwe Area 25.

If I am given the loan, I will use the funds to purchase stock in bulk, expand my product range to include smartwatches and mini wireless earbuds, and improve the look of my shop to attract more customers. The loan will also allow me to invest in a mobile money booth as an extra service to increase daily income.

This will help my business generate more income by attracting more walk-in customers, improving product availability, and offering services that are in high demand in my area. With more products and better presentations, I will be able to increase daily sales, build customer trust, and grow the business into a well-known supplier of phone accessories in the area.

THE PROBLEM.

Many people in Area 25 struggle to find reliable and affordable phone accessories. Most shops sell low-quality products that don't last long, and others are too expensive for ordinary people. This forces customers to travel long distances to the town to find good accessories, which costs time and money.

SOLUTION.

MWANA MBOKA PHONE ACCESSORIES solves this problem by providing durable, stylish, and affordable phone accessories right in the local community. I make sure to test and select good-quality products from trusted suppliers. I also offer friendly customer service and allow flexible pricing, making it easier for everyone – from students to businesspeople – to get what they need close to home.

BUSINESS MISSION STATEMENT:

To provide reliable, affordable, and high-quality phone accessories to the people of Lilongwe Area 25, helping them stay connected and empowered through technology, while growing a trusted and community-centered business.

BUSINESS Period

I have been running Mwana Mboka phone accessories for 1 year and 8 months. During this time, I have built a loyal customer base and learned which products sell best and how to manage my business effectively.

NET INCOME

My revenue has been growing each month. Last month I managed to make \$250, with total expenses including salaries totaling \$180, which shows that a profit of \$70 was made and reinvested into the business.

SERVICE OR PRODUCT DELIVERABLE:

Mwana Mboka Phone Accessories delivers the following products:

- Phone Chargers
- Phone Covers and Screen Protectors for different models
- Bluetooth Earphones and Speakers
- Power Banks (5,000 mAh to 20,000 mAh)
- SIM cards and SIM card adapters
- USB cables, OTG cables, memory cards

I also provide customer service support, such as checking devices for compatibility, setting up Bluetooth devices, and helping install protective screen guards for free.

BEST CUSTOMER:

My best customers are young adults and working professionals between the ages of 18 and 35 who use smartphones daily for work, school, business, and communication. They care about having reliable and stylish phone accessories like chargers, covers, earphones, and power banks to support their lifestyle. Many are students, mobile money agents, delivery riders, and small business owners.

WHY CUSTOMERS DO BUSINESS WITH Me RATHER THAN WITH My COMPETITORS:

Customers choose MWANA MBOKA PHONE ACCESSORIES because:

- I sell quality products at affordable prices
- I give free installation of screen protectors
- I offer friendly and honest service, they trust
- I am always available and located close to their homes
- I give product advice to help them choose what suits their phone best
- I bring in new and trending items like smartphones and Bluetooth gadgets

These small efforts make a big difference in customer satisfaction, so they come back again and again.

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

The most common reason phone accessory businesses fail is poor stock management, either running out of popular items or investing in slow-moving products. Other issues include poor customer service, lack of variety, overpricing, and lack of Capital.

HOW CAN I AVOID THIS PROBLEM?

I avoid this by:

- Tracking sales to know which items sell fast and must be restocked regularly
- Listening to customer feedback to know what products they want
- Keeping affordable and competitive prices

- Providing excellent service so customers stay loyal
- Using part of my profit to reinvest in trending products

LIST of SERVICES OR PRODUCTS AND THEIR PRICES:

Product / Service	Price
Phone Chargers (Type-C, iPhone, Micro)	\$5
Phone Covers (All models)	\$4
Screen Protectors (with free fixing)	\$2
Power Banks (5,000mAh – 20,000mAh)	\$15
Bluetooth Earphones	\$10
Bluetooth Speakers	\$12
Smartwatches / Wireless Earbuds	\$20
USB Cables / OTG Adapters	\$2

HOW DO CUSTOMERS KNOW My EXISTENCE?

- Word of mouth: Happy customers recommend me to friends and family
- WhatsApp Status Updates: I post new products and offers regularly
- My shop location: Located in a high-traffic area in Area 25

Community recommendations – I'm known for being reliable and friendly

Reason for Choosing the Phone Accessories BUSINESS:

I chose this business because:

- Phone accessories are always in demand, and everyone needs them
- It requires low starting capital but can bring steady income
- I have a passion for technology and gadgets, and I enjoy helping people with phone solutions
- I saw a gap in the local market where people were struggling to find affordable, good-quality phone accessories

TOP WAYS TO FIND NEW CUSTOMERS:

1. Social Media Advertising (WhatsApp, Facebook)
2. Referral Promotions: Giving discounts to loyal customers who bring others
3. New Product Launches: Bringing trending items to attract interest
4. Mobile money booth traffic: New people visiting the booth may also buy accessories

5. Posters and Shop Branding: Making the shop more attractive to walk-in buyers

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



Air Pods

OTG



Phone Covers

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

- Stock more phone accessories like smart watches, Bluetooth speakers, power banks, and mini wireless earbuds \$700
- Shop branding \$ 200

Total Amount: \$900

(Below are pictures of Stock phone accessories and shop branding display, etc.)

Power Banks



Bluetooth Speaker



Smart Watches



Pictures of the income statement here:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
3	Your name is: Chisomo Brighton														
4	Business name: Mwana Mboka Phone Accessories														
5	Current Date: 1 May 2025														
6															
7	Month	9 Months Ago	8 Months Ago	7 Months	6 Months	5 Months	4 Months	3 Months	2 Months	Last Month	Month 1 Foreca	Month 2 Foreca	Month 3 Foreca	Total	
8	Sales revenue	105	120	135	150	170	195	210	230	250	280	330	400	2,575	
9	Total transactions or units sold	30	30	30	30	30	30	30	30	50	50	60	70	470	
10	Revenue per transaction or unit	4	4	5	5	6	7	7	8	5	6	6	6	5	
11	Expenses														
12															
13	Self salary	20	20	20	20	20	20	20	20	20	40	40	40	300	
14	Employee salaries	0	0	0	0	0	0	0	0	0	0	0	0	0	
15	Raw materials	16	16	16	16	16	16	16	16	16	16	16	16	192	
16	Store Rent	10	10	10	10	10	10	10	10	10	10	10	10	120	
17	Technology	0	0	0	0	0	0	0	0	0	0	0	0	0	
18	Advertising	2	2	2	2	2	2	2	2	2	2	2	2	24	
19	Transportation	4	4	4	4	4	4	4	4	4	4	4	4	48	
20	Loan repayment	0	0	0	0	0	0	0	0	0	0	38	38	76	
21	Taxes/Fees	0	0	0	0	0	0	0	0	0	1	1	1	3	
22	Other	2	2	2	2	2	2	2	2	2	2	2	2	24	
23	Total Expenses	54	54	54	54	54	54	54	54	54	75	113	113	787	
24	Expense per transaction or unit	2	2	2	2	2	2	2	2	1	2	2	2		
26	Net Income to reinvest	51	66	81	96	116	141	156	176	196	205	217	287	1,788	
27	Net Profit Margin	49%	55%	60%	64%	68%	72%	74%	77%	78%	73%	66%	72%		

Pictures of the cash flow statement here:

	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	230	250	265	330	400	450	520
- Fixed expenses	-98	-98	-98	-98	-98	-98	-98
- Loan payment	0	0	0	0	38	-38	-38
- Variable expenses	-32	-82	-82	-82	-82	-82	-82
= Profit (or loss)	100	70	85	150	258	232	302
Starting cash	0	100	170	255	405	663	895
Available cash	100	170	255	405	663	895	1197

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.

Two Months Ago: From the profit made two months ago, I reinvested \$55 into the business by purchasing:

- Purchased additional stock phone chargers \$30
- Purchased screen protectors \$25

Last Month: Last month's profit of \$70 was used to strengthen operations in my business:

- Bought Bluetooth earphones \$50
- Purchased a power bank \$20

What did I learn from the practice pitch given to my area supervisor's Rotary Club? What was the date of that practice pitch event?

During the practice pitch to the Rotary Club, I learned:

- The importance of clear and confident communication when explaining my business goals
- How to better explain my unique selling points and why my business deserves investment
- The need to prepare detailed financials and to be ready to answer questions on profit and expenses
- How to engage the audience by telling a story about my business challenges and successes

The date of that practice pitch event was on

- 20 October 2025

About my family and picture here:



My name is Chisomo Brighton. I am single. We are six children in our family, and I am the fourth born. I served a full-time mission in the Democratic Republic of Congo (DRC). I am now a businessman. My single mother and my brothers and sisters have been my biggest supporters in growing my business.

CONTACT DETAILS:

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