

# ALI'S GROCERIES SHOP BUSINESS PLAN

AGNESS PATRICIA SHEZONGO



## DESCRIBE YOUR BUSINESS:

ALI'S GROCERIES SHOP is a shop that has assorted goods. Currently serving more than 20 customers. When given the loan, we will buy more assorted groceries \$700, rent \$100, and \$100 will be used for other logistics. Once we get more groceries, it will help us meet our customers' needs and increase our income.

## EXPLAIN THE PROBLEM.

Many people in our community lack a place to get quality, affordable groceries where they do not need to spend transport to access them.

## EXPLAIN YOUR SOLUTION.

We commit to bringing quality and affordable groceries closer to them so they do not need to spend on transport to access them.

**BUSINESS MISSION STATEMENT:**

Bringing affordable and quality grocery products closer to our community members is our priority

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

1 year

**YOUR NET INCOME**

Explain how much your revenue is, what your expenses are, including salaries, and what your profit is.

\$320 - \$250 = \$70

**SERVICE OR PRODUCT DELIVERABLE:**

- Sugar
- Cooking oil
- Washing soap
- Rice
- Salt
- Bathing soap
- Tomato sauce
- Drinks
- Water
- Flower
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**DESCRIBE YOUR BEST CUSTOMER:**

Local community members who need groceries

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

Because we offer affordable and quality grocery products to our community

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

Lack of capital and quality groceries

**HOW CAN YOU AVOID THIS PROBLEM?**

By providing quality groceries and making sure we have enough capital

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

- Sugar \$27
- Cooking oil \$11
- Washing soap \$7
- Rice \$7
- Salt \$4
- Bathing soap \$2

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

The location of our shop

By word of mouth

By referrals

**WHY DID YOU CHOOSE THIS BUSINESS?**

Because our area lacks these products, and I have been working in a family business like this for a long time

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

Facebook

WhatsApp

Advertising

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



This is salt, it's used for cooking



This is washing powder, it's used for washing



This is sugar; it's used for tea



We will buy more salt \$200

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



We will buy more sugar \$250



We will buy more washing soap \$250

Then \$100 will be used for rent, and \$100 will be used for other logistics

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	100	120	125	150	184	200	290	320	332	352	388	420	2,981
Total transactions or units sold	60	60	60	64	68	71	78	84	96	133	164	176	1,114
Revenue per transaction or unit	2	2	2	2	3	3	4	4	3	3	2	2	3
<b>Expenses</b>													
Self salary	20	20	20	20	20	20	20	20	32	47	50	55	344
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	5	5	5	60
Store Rent	0	0	0	0	0	0	0	0	0	0	20	20	40
Technology	2	2	2	2	2	2	2	2	2	2	2	2	24
Advertising	0	0	0	0	0	0	0	0	0	0	3	3	6
Transportation	5	5	5	5	5	5	5	5	5	5	5	5	60
Loan repayment	0	0	0	0	0	0	0	0	0	38	38	38	114
Taxes/Fees	0	0	0	0	0	0	0	0	0	0	3	3	6
Other	0	0	0	0	0	0	0	0	0	0	0	0	0
Total Expenses	32	32	32	32	32	32	32	32	44	97	126	151	674
Expense per transaction or unit	1	1	1	1	0	0	0	0	0	1	1	1	
Net Income to reinvest	68	88	93	118	152	168	258	288	288	255	262	269	2,307
Net Profit Margin	68%	73%	74%	79%	83%	84%	89%	90%	87%	72%	68%	64%	

### Cash Flow Statement:

	2 months ago	last month	this month	month 1 forecast	month 2 forecast	month 3 forecast	month 4 forecast
Income	320	332	347	352	388	420	459
- Fixed expenses	-200	-210	-218	-228	-237	-250	-256
- Loan payment	0	0	0	0	0	-38	-38
- Variable expenses	-50	-60	-70	-70	-70	-70	-70
<b>= Profit (or loss)</b>	<b>70</b>	<b>62</b>	<b>59</b>	<b>54</b>	<b>81</b>	<b>62</b>	<b>95</b>
Starting cash	85	155	217	276	330	411	473
Available cash	155	217	276	330	411	473	568

**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.**

2 months ago, and Last month, we made a total of \$132 in profit, and we used it to stock our shop with more groceries

**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 learned that business requires commitment and dedication for it to be successful, and it was held on 22 October 2025.

**Share about your family and picture here:**

This is my family, I love them so much, and I learn a lot from them. I want to be self-reliant so that I can take care of my needs.



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