

ALLAN'S RICE SUPPLY BUSINESS PLAN

Allan Ngoma



DESCRIBE YOUR BUSINESS

Allan's Rice Supply is helping the community by selling cheap and healthy rice in smaller amounts to families. However, due to limited funds, I can only buy 200kg of rice a month, but I have over 100 customers. With a \$900 grant, I can buy 1000kg of rice and serve over 200 customers. This will help meet the demand and grow the business.

EXPLAIN THE PROBLEM:

Many people in my area struggle to buy good-quality, clean rice at a reasonable price. Some people travel a long distance just to buy this rice.

EXPLAIN YOUR SOLUTION:

I already have a supplier for high-quality rice that my customers love. I want to ensure that I bring this rice which has great aroma and taste close to my customers, at an affordable price. I ordered 3.5kg (meda) at \$3.12 and resell for \$6.25.

BUSINESS MISSION STATEMENT:

My mission is to ensure that I meet the needs of my potential customers by supplying them with high-quality, nutritious well well-packaged rice at an affordable price, becoming trustworthy to my customers and a leading supplier of quality rice in my community.

HOW LONG HAVE YOU BEEN IN BUSINESS?

I have been in business for 4 months now.

YOUR NET INCOME

My revenue is \$361. Total expenses of \$128. Therefore, revenue - expenses = a net income of \$233.

SERVICE OR PRODUCT DELIVERABLE:

Tasty, high-quality quality and clean aromatic rice. I order in a big sack, open it, and start selling because it is already clean. My customers buy more than 3.5kg at a time. I sell 3.5kg because that is the most affordable for many families.

DESCRIBE YOUR BEST CUSTOMER:

Miss. Zulu, a restaurant owner, is my best customer. She is my repeat customer. Some of my other best customers are families, who buy every day.

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

Customers can tell if the rice they bought is not the original aromatic Nakonde rice. I strive to provide the original product and build a relationship of trust with my customers.

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

- Not having a consistent supply. A challenge that I face is with limited resources.
- Inflating the market price
- Mixing the high-quality rice with poor-quality rice.

HOW CAN YOU AVOID THIS PROBLEM?

I strive to be honest when dealing with my customers. Having consistent supply will help me to build trust with my customers. I sell at a price that is affordable, while ensuring I make a profit.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

3.5kg (1 meda) = \$6.25

HOW DO CUSTOMERS KNOW THAT YOU EXIST?:

- When they come to my stall. Some of them are my neighbours.
- Referrals from my repeat customers
- My stall is located near the main road. It is very visible to all passersby.
- I tell my brothers and sisters at church as well.

WHY DID YOU CHOOSE THIS BUSINESS?

It is a daily need and an alternative source of nutrition, especially for low-income families. I chose selling rice because I learned about this business 8 years ago from a friend of mine named Edwin. He used to give me some rice to go and sell in the community, and I really enjoyed doing that. I also realized that most people within our community consider it a staple food. There was a ready demand for it.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

- I use word of mouth by telling others about my business.
- My customers refer other people to my business
- I am also using WhatsApp to advertise my business.

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



200kg is almost sold out



Myself serving a customer

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

Income Statement							
Your name is:	ALLAN NGOMA						
Business name:	ALLAN'S RICE SUPPLIES						
Current Date:	30/12/2025						
Month	3 Months Ago	2 Months Ago	Last Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total
Sales revenue	193	224	300	433	518	622	2,290
Total transactions or units sold	31	36	48	68	80	100	363
Revenue per transaction or unit	6	6	6	6	6	6	6
Expenses							
Self salary	83	83	83	83	83	83	498
Employee salaries	0	0	0	0	0	0	0
Raw Materials	3	3	5	10	10	12	43
Store Rent	5	5	5	5	5	5	30
Technology	3	3	5	5	5	5	26
Advertising	2	3	2	3	2	3	0
Transportation	6	6	8	10	10	12	53
Loan repayment	0	0	0	0	0	38	38
Taxes/Fees	3	2	3	2	3	2	15
Rice storage	0	0	0	0	0	0	0
Total Expenses	105	105	111	118	118	160	717
Expense per transaction or unit	3	3	2	2	1	2	
Net Income to reinvest	88	119	188	315	400	462	1,572
Net Profit Margin	45%	53%	63%	73%	77%	74%	

Insert pictures of the cash flow statement here:

A	B	C	D	E	F	G	H
Instructions: Change the numbers in the income statement below to match your business. Then save it and upload it with your homework at t							
	2 months ago	last month	this month	month 1 foreca:	month 2 foreca:	month 3 foreca:	month 4 forecas
Income	224	300	361	432	518	622	746
- Fixed expenses	88	88	88	88	88	88	88
- Loan payment	0	0	0	0	38	38	38
- Variable expenses	17	17	23	29	34	40	45
= Profit (or loss)	119	195	188	242	314	358	462
Starting cash	48	167	362	550	792	1106	1464
Available cash	167	362	550	792	1106	1464	1,926

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 am saving it in my mobile money account. I will use it to order more bags of rice after I finish paying the loan. I will also get another stall and employ someone to help me full-time.

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?

They showed me how to correctly record my income statement and cash flow and to record my sales every day. They also advised me to be confident as I answer the questions at the Sharkpond event. All in all, they were friendly and reminded me that this is a loan that needs to be paid back so that other people can also be helped. The practice pitch was on 20th October 2025.

Share about your family and picture here:

I have two brothers and one sister whom I love so much. We don't live close to one another, and so I don't have a picture where we are all there. I am making plans to get married soon, and this business will be my financial support. I am grateful to be a part of this program.



CONTACT DETAILS:

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