

# **K.W PRINTING AND PHOTOCOPYING SERVICES**

**Kumbukani Witness**



## **DESCRIBE YOUR BUSINESS:**

K. W Printing and photocopying services is a growing business offering printing and photocopying services. Inside this there are also other services like scanning, laminating both A4 and A3 papers, binding, offering computer lessons, designing and selling various items such as envelopes and lines papers.

For now, I have 60 customers, including schools, churches and organizations who come and print documents. Students also come to type and print out their assignments. Others just come to do some services like lamination, scanning and photocopying of their personal documents like IDs, certificates, wedding cards and posters. This is because my shop is located along a very busy road leading people to town and I have also been surrounded by schools whose owners trusted my services and used to offer me business.

I aim at printing best quality which involves having a heavy-duty machine which is fast and durable. Being given this loan, I will purchase this kind of machine to boost the quality and speed of my printing services. I will also start to order some items to be sold at an affordable price with good revenue in my shop such as exercise books, chalk, pens, rulers and printing papers.

This loan will help my business in a way that I cannot lose customers because of lacking fast machines to do the work. Having bought this machine, I will have the advantage of employing young people to work on the other machine only to make sure that no customer is lost because of the speed of our services. This loan will also help me to stop requesting money deposits from my customers to buy materials before their work. I will be using my materials and receiving all the agreed amount at once which will help me to clearly record how my business is progressing.

Lastly, I am sure that this will help my business generate more income because no customer is going to be lost for the services offered. I will also have enough materials to use anytime I have a customer and having this machine will attract more schools who are being pushed back looking at machines I am using compared to their work.

### **EXPLAIN THE PROBLEM.**

Nowadays the world is revolving around quality work which involves expertise in a business being run.

The primary challenges in this business include lack of experience to satisfy customer needs and lack of modern machines to do the work fast and meet the customer demands.

### **EXPLAIN YOUR SOLUTION.**

K.W printing and photocopying services offer its services with expertise. I have quite enough experience in using modern typing and designing software which makes my work look impressive. Despite higher costs for modern printing machines, I have printers which are so simple, but I always make sure they are in good condition to produce quality work for my customers.

### **BUSINESS MISSION STATEMENT:**

To offer quality paperwork and other services. Our vision is to reach government and non-governmental organizations for contracts. With this vision, we will be able to employ others and help our country in reducing the unemployment crisis.

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

I have been in this business for 2 years.

## **YOUR NET INCOME**

K.W printing and photocopying services make about \$600 as monthly revenue with expense about \$250 making a net profit of \$350 monthly.

## **SERVICE OR PRODUCT DELIVERABLE:**

I deliver physical, on-demand document services which include black and white photocopying, digital printing from customer-supplied files and document finishing options such as binding, laminating and stapling.

I also design and print logos, invitation cards, fliers and business cards. The shop also provides computer lessons to individuals in various Microsoft Office packages.

## **DESCRIBE YOUR BEST CUSTOMER:**

My best customers vary from schools, religious institutions, students and individuals of all ages since I started offering my services to grade 1 kids who usually come to photocopy their sketch drawings.

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

Most customers do business with me because I do the work the way my customers want it to be done, punctuality and prices which are affordable but give me a good revenue in return.

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

This business can likely fail because of lack of experience to satisfy customer needs, rising costs in equipment and poor financial management.

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

K.W printing and photocopying services have experience of working on customer's papers to the way they desire and always makes sure we are taking care of devices we are using. We have also started implementing proper financial management through Entrapov training.

## LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

SERVICES/PRODUCTS	PRICES
Typing and Printing	\$2/page
Print out	\$1/page
photocopying	\$0.5/page
Scanning	\$1/page
Binding	\$2.5
Lamination	\$2.5
Designing	\$6
Computer Lessons	\$34/2 weeks
Lines paper	\$0.6 each
A4 Envelopes	\$0.5 each
A5 Envelopes	\$0.3 each
Realms	\$15 / realm

## HOW DO CUSTOMERS KNOW THAT YOU EXIST?:

Customers know that I exist because of the banner I put on the main road junction pointing in the direction of my shop. I also find time to walk into different schools and deliver fliers about my business. Apart from that, I also advertise my business through Facebook.

## WHY DID YOU CHOOSE THIS BUSINESS?

I chose this business because it does not require greater competition to invest in and despite the rise in digital printing and automation, schools and businesses require local printing to do examinations, reports and invitations. Materials for these services are affordable, and do not require a huge amount of capital to start this business.

## LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

- Walking in schools to deliver fliers about my business.
- Introducing my newly met friend what I do for a living.

- Posting on my Facebook page.
- The banner also plays a very big role directing my new customers to my shop.

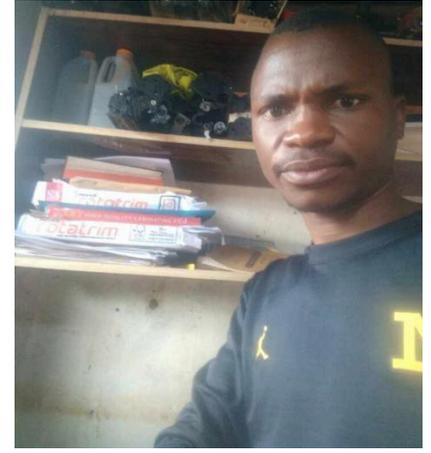
**Insert pictures of your business activities here and give a brief explanation of each:**



Printing out of documents  
in process



About to start A4 lamination



exams stacked ready  
to be delivered



**Inside and the machines I use.**

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

Total Amount: **\$900**

I will use the money to buy the following products (whereby \$100 will be used to order some materials like exercise books, chalk, pens, rulers, toner and enough reams to boost my business)



**\$400 (Hp 3 in one printer)**



**\$50 (paper cutter machine)**



**\$150 (A3 Laminator)**



**\$115 (Binding machine)**

## 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	200	250	270	300	340	300	370	400	550	750	830	950	5,510
Total transactions or units sold	50	20	30	35	50	50	20	13	98	23	60	150	599
Revenue per transaction or unit	6	9	7	9	5	12	11	14	9	9	7	8	9
<b>Expenses</b>													
Self salary	80	80	80	80	80	80	80	80	80	100	100	100	1,020
Employee salaries	0	0	0	20	0	0	30	0	40	60	60	60	270
Raw Materials	30	30	43	40	60	60	40	30	40	30	20	40	463
Store Rent	30	30	30	30	30	30	35	35	35	35	35	35	390
Technology	4	4	2	2	2	2	4	4	5	3	3	5	40
Advertising	0	0	0	0	5	0	0	0	0	0	0	5	10
Transportation	4	4	1	1	1	1	5	5	7	5	5	5	44
Loan repayment	0	0	0	0	0	0	0	0	0	37.50	37.50	37.50	113
Taxes/Fees	0	0	0	0	0	0	0	0	0	5	5	5	15
Other	3	2	1	1	1	1	5	0	0	1	1	1	17
Total Expenses	151	150	157	174	179	174	199	154	207	277	267	294	2,382
Expense per transaction or unit	3	8	5	5	4	3	10	12	2	12	4	2	
Net Income to reinvest	49	100	113	126	161	126	171	246	343	474	564	657	3,129
Net Profit Margin	25%	40%	42%	42%	47%	42%	46%	62%	62%	63%	68%	69%	

## Cash flow statement:

	2 months ago	last month	this month	month 1 foreca:	month 2 foreca:	month 3 foreca:	month 4 forecast
Income	400	550	670	750	830	950	1050
- Fixed expenses	160	160	160	190	190	190	190
- Loan payment	0	0	0	-37.5	-37.5	-37.5	-37.5
- Variable expenses	-9	10	-70	-70	-70	-70	-70
= Profit (or loss)	551	720	760	832.5	912.5	1032.5	1132.5
Starting cash	0	551	1271	2031	2863.5	3776	4808.5
Available cash	551	1271	2031	2863.5	3776	4808.5	5941

**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.**

With the profits I made last two months, I managed to purchase a second-hand Hp Laser-jet 1320 printer for \$57 and the profits I made last month helped me to fix my A4 laminator for \$9 and purchased a 1kg bottle of toner for \$37 and I saved \$45 which was remained.

**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?**

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

I was born in a family of 6 but raised by my brother's family (Peter and Patricia). I appreciate the support that this family provides for me since they started their responsibility of educating me during my primary up to secondary level. They keep on advising and encouraging me to become a better person for my family and community.



**Kumbukani**



**Peter (brother)**



**Patricia (Peter's wife)  
Master)**



**from left (Kelvin, Kumbukani,  
Master)**

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