

KEY B MANUFACTURERS BUSINESS PLAN



Kendrick Bokang Makhurane

DESCRIBE YOUR BUSINESS

The business name is KEY B MANUFACTURERS, a family-owned business involved in the manufacturing and retail of schoolwear. The business operates from Nkulumane 5, Stand Number 3059 Sekusile, Bulawayo, Zimbabwe. Our customers include schools, parents, and students from the Ethe CD level to secondary school.

If granted a loan, the funds will be used to purchase better production equipment (industrial iron, cutting machine, and safety machine) and to buy materials in bulk. This will improve production speed, product quality, and reduce costs. As a result, the business will increase sales, attract more customers, and generate higher profits.

EXPLAIN THE PROBLEM

Currently, the business faces several challenges that limit growth:

- The iron in use is not efficient and slows down production.
 - Materials are purchased in small quantities, which increases costs.
 - Large uniform shops have long queues, frustrating customers.
 - Small uniform sizes for ECD and pre-school learners are often unavailable in big shops.
 - Customers end up buying large sizes and paying extra for alterations.
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EXPLAIN YOUR SOLUTION

KEY B MANUFACTURERS provides a solution by:

- Producing school uniforms locally in all sizes, including small ECD sizes.
 - Offering quality uniforms at affordable prices.
 - Reducing customer waiting time through faster production.
 - Purchasing materials in bulk to lower costs and improve profit margins.
 - Using improved machinery to increase efficiency and consistency.
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BUSINESS MISSION STATEMENT

To provide high-quality, durable, and affordable school wear to schools, parents, and students while building strong relationships with customers and contributing to the local community.

HOW LONG HAVE YOU BEEN IN BUSINESS?

The business has been operating as a family business for 5 years, gaining experience in school wear manufacturing and customer needs within the local community.

YOUR NET INCOME

- Income (Sales): \$194
- Expenses: \$104
- Net Profit: \$87

The business is profitable, and profits are reinvested into operations to support growth.

SERVICE OR PRODUCT DELIVERABLE

KEY B MANUFACTURERS produces and sells:

- Boys and girls school uniforms
- Blazers
- Anoraks
- Tunics
- Shirts
- Ties
- School hats
- Tracksuits
- Shorts
- T-shirts

Products are manufactured from fabric cutting to stitching, finishing, ironing, and final sale to customers.

DESCRIBE YOUR BEST CUSTOMER

Our best customers are:

- Parents with children in ECD, primary, and secondary school
- Schools are looking for reliable uniform suppliers
- Families seeking affordable, durable school wear

WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH COMPETITORS

- Availability of **all sizes**, including small ECD sizes
- Affordable pricing
- Shorter waiting times
- Personal customer service
- Locally made products

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

- Poor equipment
- High production costs
- Poor financial management
- Failure to meet customer demand on time

HOW CAN YOU AVOID THIS PROBLEM?

- Investing in efficient machinery
- Buying materials in bulk
- Keeping accurate financial records
- Maintaining good customer relationships

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES

Prices vary depending on uniform type and size. Products are priced competitively to remain affordable while ensuring profitability.

Full uniform - \$10, upon customer negotiation \$8

Uniform alterations - \$2

School Hats - \$7

School ties _\$3

HOW DO CUSTOMERS KNOW THAT YOU EXIST?

- Visiting schools with samples
 - Word of mouth
 - Verbal communication with parents and students
 - Distribution of fliers
 - Business catalogue
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WHY DID YOU CHOOSE THIS BUSINESS?

The entrepreneur identified a strong demand for affordable school uniforms and used family skills and experience to meet this need.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS

- School visits
 - Referrals from satisfied customers
 - Flyers and catalogues
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HOW WILL YOU USE THE MONEY?

Equipment: These will be bought from Manyathela retailers - 33C 4Th Ave Herbert Chitepo St, **Bulawayo**, Zimbabwe

- Industrial Iron – \$120



- Cutting Machine – \$150



- Safety Machine – \$500



Materials:

- Fabric (1 roll) – \$50
- Thread – \$10

Total Estimated Loan Cost: \$830

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 | | | | | 143 | 144 | 142 | 194 | 1,018 | 250 | 270 | 390 | 2,551 |
| Total transactions or units sold | | | | | 24 | 25 | 24 | 30 | 101 | 14 | 19 | 16 | 253 |
| Revenue per transaction or unit | | | | | 6 | 6 | 6 | 6 | 10 | 18 | 14 | 24 | 10 |
| Expenses | | | | | | | | | | | | | |
| Self salary | | | | | 50 | 50 | 80 | 100 | 300 | 100 | 100 | 100 | 880 |
| Employee salaries | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Raw Materials | | | | | 50 | 34 | 26 | 2 | 304 | 0 | 0 | 40 | 456 |
| Store Rent | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Technology | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Advertising | | | | | 10 | 0 | 0 | 0 | 55 | 0 | 5 | 5 | 75 |
| Transportation | | | | | 1 | 5 | 2 | 2 | 5 | 2 | 5 | 5 | 27 |
| Loan repayment | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 35 | 35 |
| Taxes/Fees | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Other | | | | | 0 | 0 | 0 | 3 | 30 | 3 | 0 | 10 | 46 |
| Total Expenses | | | | | 111 | 89 | 108 | 107 | 694 | 105 | 110 | 195 | 1,519 |
| Expense per transaction or | | | | | 5 | 4 | 5 | 4 | 7 | 8 | 6 | 12 | - |
| Net Income to reinvest | | | | | 32 | 55 | 34 | 87 | 324 | 145 | 160 | 196 | 1,033 |
| Net Profit Margin | | | | | 22% | 38% | 24% | 45% | 32% | 58% | 59% | 50% | - |

Cash Flow

| | 3months ago | 2 month ago | last month | month 1 foreca | month 2 foreca | month 3 foreca | month 4 forecast |
|---------------------|-------------|-------------|------------|----------------|----------------|----------------|------------------|
| Income | 142 | 194 | 1018 | 250 | 270 | 390 | 400 |
| - Fixed expenses | -158 | -104 | -609 | -102 | -105 | -145 | -140 |
| - Loan payment | 0 | 0 | 0 | 0 | 0 | 34.58 | 34.58 |
| - Variable expenses | 0 | -3 | -85 | -3 | -5 | -5 | -55 |
| = Profit (or loss) | -16 | 87 | 324 | 145 | 160 | 274.58 | 239.58 |
| Starting cash | 0 | -16 | 71 | 395 | 540 | 700 | 974.58 |
| Available cash | -16 | 71 | 395 | 540 | 700 | 974.58 | 1214.16 |



WHAT HAVE YOU DONE WITH RECENT PROFITS?

Profits have been used to support daily operations, purchase materials, and assist with family needs while sustaining the business.

The profits generated during the previous two months were reinvested into the business to support operations and sustainability rather than being withdrawn for personal use.

A portion of the profit was used to cover essential operating expenses, including:

- Owner's salary: 100, paid as compensation for managing daily operations, production, and sales.
- Raw materials: 40, spent on fabric and school-wear inputs such as uniforms, shirts, and ties to maintain inventory levels.
- Electricity and utilities: 5, required for operating sewing machines and production equipment.
- Other minor operating expenses: 5, incurred in the normal running of the business.

The remaining profit was retained in the business as working capital to ensure continuity of operations, fund future inventory purchases, and support business growth. According to the Revenue and Expense Log, the closing cash balance at the end of the period was \$395, while the Income Statement reflects a net profit margin of 32%, indicating that the business is profitable but has reinvested most earnings back into operations.

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?

Date -7 December-2026

The Rotary Club advised that the business could grow by increasing production capacity, diversifying into African attire to reduce seasonal risk, and actively using social media platforms such as Facebook, WhatsApp Business, and Instagram to expand market reach and customer engagement. I was advised to include December sales in my income statement.

FAMILY BACKGROUND

KEY B MANUFACTURERS is a family business, with shared responsibility and commitment to long-term success



I'm Kendrick, part of the founding family of the Key B MANUFACTURERS. I'm married with five children: three girls and two boys. Two girls are married and three children are still at school. My family is very supportive of my entrepreneurial endeavors. We are a family-driven business, and our values of hard work, innovation, and quality are deeply rooted in our company culture. My family inspires me to push boundaries and deliver in everything we do.

CONTACT DETAILS

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Course Facilitators Details

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