

# Ruth General Dealers Business Plan

Ruth Mulenga



## DESCRIBE YOUR BUSINESS:

Ruth General Dealers is a shop that is run by me, and it is located on Mushili Street in Mushili area, Ndola, Zambia. We are striving to improve the community

. **products/services:** Ruth General dealers offer a wide range of products/services to meet the daily needs of our customers. Our products/services offerings include catching fish and selling different types of fish. We also sell flow paints and clothes

## EXPLAIN THE PROBLEM

Due to insufficient funds, we order goods from supermarkets whenever their goods are on promotion. High cost for feed and initial investments, a deficit between high demand and low production, poor management practices, inadequate storage facilities, and threats from overfishing and climate change.

### **EXPLAIN YOUR SOLUTION.**

We need to establish relationships with multiple suppliers. This can help ensure consistent delivery times and reduce reliance on a single supplier.

### **BUSINESS MISSION STATEMENT:**

To improve in fishing, provide exceptional customer service, and create job opportunities for local residents.

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

We have been in this kind of business for 10 years. We began to manage our business very well a year ago when we started getting some training from ENTRAPOV WEBSITE and Google link meetings and self-reliance classes. And now we feel like our business is growing and we are able to forecast for the next few months.

### **YOUR NET INCOME**

My revenue amount is \$700, the total expenses for the last two weeks are \$139, and our net profit margin is. Therefore, my net income is  $\$600 - \$139 = \$461$ .

### **SERVICE OR PRODUCT DELIVERABLE:**

We sell fish such as dried fish, smoked fish, and we also sell flow paints, clothes. We also do services like fishing and going out to order plenty of clothes for our customers' needs

### **DESCRIBE YOUR BEST CUSTOMER:**

Our best customer is an individual, and she is a family woman. She visits regularly, and she always purchases a variety of our products, such as fish, flow paint. She is always willing to try our new items and provide feedback, which helps us to improve our offering. And she is between 31 and 37 years old. Income: middle to upper class. Occupation: working professionals( lawyer )

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

Our customers choose to do business with us for several reasons:

1 Quality and freshness – we pride ourselves on providing fresh fish and high-quality clothes that meet our customers' high standards

2 personalized customer service – our customers appreciate the personalized attention and care that we provide, including customized orders and special requests.

3 community involvement – we are committed to supporting our local community. They appreciate our involvement in local events and charities.

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

There are several common causes of business failure that can apply to a fish and flow paint, clothes business. Here are some of the most common ones. These are some of the research we have done: 1. Poor business planning and research – insufficient market research; failing to understand the target market, competition, and demand for the product. 2. Financial management issues – undercapitalization; insufficient funding

to cover startup costs, operational expenses, and unexpected challenges. 3 High overhead costs: Excessive rent, equipment, and supply costs eat into profit margins.

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

I have come to learn the following strategies, and when implemented, can thoroughly clear out some problems most of the business people face: the first thing we did and will still do is to conduct thorough market research and then develop a comprehensive business plan. Developing a cash flow management plan. Controlling overhead costs. Maintain accurate records. Staying organized and focused in order to continuously evaluate and improve the business.

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

1 Flow paint \$50

2 clothes \$150

3 fish \$200

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

We believe in prayers. We do networking by attending local business events, conferences, and trade shows to connect with potential customers. We use word of mouth and referrals by implementing a loyalty program to reward repeat customers.

### **WHY DID YOU CHOOSE THIS BUSINESS?**

We have chosen this kind of business because my family and I have a passion for fishing. We really love fishing and selling clothes, flow pants that bring joy to others. We do have an interest in the food industry. And we want to capitalize on this opportunity. My family and I have always wanted to be self-employed by running a successful business. We saw a gap in the market with limited competition for the same business we have chosen to do. We want to contribute to our local community by providing jobs, supporting local suppliers, and offering high-quality products. We believe that our business could make a positive social impact by promoting healthy eating and supporting local farmers.

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

We have set out the top ways to find new customers. Here are some of the ways: We utilized platforms like Facebook to share our products on promotions and stories, and we use word-of-mouth referrals. We satisfied customers to refer friends and family in exchange for incentives. We also do networking and partnerships by attending local business events and conferences.

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



We offer slippers





We also offer floor paints



And we sell fish

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



Fridge for fresh fish, we will go for this \$200



We will order floor paints \$220



We will also buy clothe stands \$300

**Total Loan Request: \$ 720**

## 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
<b>Sales revenue</b>	200	220	230	250	270	280	300	330	340	350	370	390	3,530
<b>Total transactions or units sold</b>	40	50	55	60	65	70	75	80	100	100	100	100	895
<b>Revenue per transaction or unit</b>	5	4	4	4	4	4	4	4	3	4	4	4	4
<b>Expenses</b>													
<b>Self salary</b>	30	30	30	30	30	30	30	30	30	40	40	40	390
<b>Employee salaries</b>	0	0	0	0	0	0	0	0	0	20	20	20	60
<b>Raw materials</b>	100	100	100	100	100	100	100	100	100	120	130	140	1,290
<b>Store Rent</b>	0	0	0	0	0	0	0	0	0	10	10	10	30
<b>Technology</b>	2	2	2	2	2	2	5	6	7	8	9	11	58
<b>Advertising</b>	0	0	0	0	0	0	0	0	0	5	5	5	15
<b>Transportation</b>	1	1	1	1	1	1	1	1	1	5	5	5	24
<b>Loan repayment</b>	0	0	0	0	0	0	0	0	0	0	0	30	30
<b>Taxes/Fees</b>	0	0	0	0	0	0	0	0	0	5	5	5	15
<b>Other</b>	1	1	1	1	1	1	1	1	1	1	1	1	12
<b>Total Expenses</b>	134	134	134	134	134	134	137	138	139	214	225	267	1,924
<b>Expense per transaction or unit</b>	3	3	2	2	2	2	2	2	1	2	2	3	-
<b>Net Income to reinvest</b>	66	86	96	116	136	146	163	192	201	136	145	123	1,606
<b>Net Profit Margin</b>	33%	39%	42%	46%	50%	52%	54%	58%	59%	39%	39%	32%	-

**Cash Flow Statement:**

	2 months ago	last month	this month	month 1 forecast	month 2 forecast	month 3 forecast	month 4 forecast
<b>Income</b>	330	340	350	370	390	450	500
<b>- Fixed expenses</b>	-105	-105	-105	-105	-105	-105	-105
<b>- Loan payment</b>	0	0	0	0	-30	-30	-30
<b>- Variable expenses</b>	-130	-115	-125	-120	-130	-145	-103
<b>= Profit (or loss)</b>	95	120	120	145	125	170	262
<b>Starting cash</b>	0	95	215	335	480	605	775
<b>Available cash</b>	95	215	335	480	605	775	1037

Share about your family and picture here:



I'm Ruth, and my husband is a big man, Donard. Blessed with three children: two boys, Ri and Innocent, and a girl, Nkumbo. We have been married for a good number of years. My husband and I love doing business rather than working for people. We are so excited to be given this opportunity to benefit from the entrepreneurship training, and we are happy for the knowledge given to us. Thank you so much. We love you all

**CONTACT DETAILS:**

Entrepreneur Name: Ruth Mulenga

Phone number: 0974469099

Email: mulengar312@gmail.com

**Course Facilitator Details**

Name: Philip Kazungula

Phone: 0769548037

Email: ndolaentrapov@gmail.com