

## INCOME GENERATING PROJECT JAUYO'S BUSINESS PLAN

### EXECUTIVE SUMMARY

My company will be called 'Jauyo POSHOMILL'. It will be located in kabong'o village. This village is in homabay county. In this area the population is estimated to be around three thousand people of which among these 90% of them are growing maize, surgham and finger millet for their consumption

From my research I realised that our area has only one POSHOMILL which is serving a population of ONE hundred people per day. The rest of the population have to go to other areas which are far from our village. This cost them time and money for transport.

Therefore Jauyo POSHOMILL will be a solution to those who walk long distances for milling services. JAUYO POSHOMILL will also offer affordable quality services to the customers. My comparative advantage is that I am having a qualified technician for milling services who is well conversant with milling services and can also manage machine properly given his profession. With this advantages I am looking forward to serve at least two hundred and fifty people per day.

### MISSION STATEMENT

My mission is to offer affordable and a quality milling services to the people of kabong'o.

### DESCRIPTION OF THE BUSINESS

The business will be a sole proprietorship with assistance of one technician and family members. It is located in kabong'o village next to kobwogo primary school. A school well known by majority living around.

The business hours of operation will be from 8.am to 7.pm from Sunday to Friday weekly.

### PRODUCTS AND SERVICES

Jauyo POSHOMILL will be offering quality services to the community around and also target to serve schools and other institutions.

### INSTALLATION

The installation of the machine will be done by clocar company Ltd having negotiated with them and agreed on the best price that can fit my budget. They are considered to be one of the best milling machine installation company in East Africa. I therefore look forward to be the owner of the quality milling machine installed by one of the best companies in Kenya.

### FINANCIAL MANAGEMENT

90% of the business is donor funded and 10% will be from my savings and friends contributions. The financial projection is as tabulated below.

### FINANCIAL BUDGET Jauyo POSHOMILL

\_Timeline 1 year

\_size of the project \_150 people per day

Total project cost \_kshs 210 284.00

\_total expenses I.e

Labour'\_ kshs 180 000. 00/year

Fuel cost \_kshs 2600.00/day ×26 days ×12 months =511200 /=

Service charges \_2%of kshs1872000.00=kshs 37440.00 000.00

\_machine +house \_kshs 210 284

expected return \_1 872 000 .00

\_profit expectations \_kshs 933 076 .00

\_amount requested from donor/Dare to dream \_kshs 150,000, 00

\_amount financed by me and friends kshs 50,284

#### POSHOMILL BUDGET

1. Machine \_kshs 130,000,00
  2. Transport\_kshs 10,000,00
  3. Installaion \_kshs 10,000,00
  4. Housing
- Required materials for housing;
- A. Iron sheets no 34pcs @ kshs 980=23,120,00
  - B. round pols no.10@ 200=2,000,00
  - C. nails\_a.ordinary nails NO. 5kg @180=kshs 900.00
  - b. roofing nails NO. 5kg@ kshs 250=1250.00
  - D. cement no.10bags @ 700 =kshs 7000.00
  - E. ballast= kshs 3000.00
  - F. sand=kshs 3000.00
- SUB\_TOTAL COST =Kshs =190,270.00  
MISLENEIOUS COST \_5%=kshs 10014.00  
TOTAL COST =kshs 200,284.00.only.

#### MARKETING

Jauyo POSHOMILL will mainly serve farmers, people, schools and institutions. The market is available and we only have one machine that serves a population of three thousand people. Jauyo POSHOMILL has got a competitive advantage over existing POSHOMILL in the area given the type of the machine and the technician.

#### PRICING

The current milling price in the village is kshs 15.00 per 2kg. Jauyo POSHOMILL will offer kshs 10 .per 2kgs which is a competitive price. Through this low price most customers will choose Jauyo POSHOMILL over the other. This will highly solve the problem and high cost of living facing people in the area.