

BUSINESS PROPOSAL

NAME OF THE BUSINESS

The name of the business shall be called : DASS CEREALS

PLACE OF WORK

The Cereal shop will be located at Webuye town along Webuye- Eldoret road(Sango)

AIM OF STARTING THE CEREAL BUSINESS

I discovered despite things being tough and hard, one has to eat. Then also most of the people staying in Webuye live in rental houses and have farms at their hometown, with my cereal shop I will be able to provide with them food for the household and also seedlings during farming season.

The population rate of the Children is also high and the Elderly parents too. My Cereal shop will provide them too with flour that has all the nutrients hence the Children and elderly people will have good health.

MARKETTING

I will market my Cereal business through online platform, billboard and applying tenders from schools, hotels ,hospitals and orphanages.

SERVICE

I will introduce Lipa na Mpesa through buying goods and services to all customers and most specifically to those who have run out of money hence they can fulfill through their Mpesa. My Cereal shop will also have Mpesa Agent whereby my customers will withdraw cash too. I will also be sieving maize and sorting beans for them too. I will offer carrier bags to my customers who do not have their shopping bags with them. My cereal shop will have a business number which my customers can locate me at any time.

PROFITS PLOUGHED BACK

The more customers you have the higher the profit gained, my estimated profit will be Per week - ksh 5,000 Per month-ksh 20,000_ Per year-ksh240,000.from my Cereal Shop and from Mpesa the estimated commission will be ksh 6,000 per month and per year it will be ksh72,000. The total profit from my Cereal shop will be $240,000+72,000=312,000$. While the expense will be :

1. Salary –ksh120,000p,a

2. Rent- ksh48,000 p.a

Total-ksh168,000p.a

At the end of the year will be able to save $(312,000-168,000)=$ **ksh144,000/=**

PLANS FOR THE FUTURE OF THE BUSINESS

By Gods’ grace in two year time I plan on purchasing piece of land whereby I will be doing sugarcane plantation and also purchase machine for grinding groundnut into peanut.

BUDGET

My budget through DTD support is estimated with starting capital :**KSH 150,000**

EXPENDITUR

AMOUNT: KSH

1. STOCK	72,000/=
2. M-pesa	40,000/=
3. Rent (3 month*4,000)=	12,000/=
4. Pallet	8,000/=
5. Weighing Scale	7,000/=
6. Business Licence	6,000/=
7. Transport	3,000/=
8. Painting	<u>2,000/=</u>

Total

150,000/=