

NATIONAL OPEN UNIVERSITY OF NIGERIA
NOUNNG.COM FOOD NIGERIA LIMITED
BUSINESS PLAN

BY

Name: INSERT YOUR NAME HERE

Matric No: NOU1.....

Date: INSERT DATE

Semester: CHANGE SEMESTER

Email address: INSERT STUDENT EMAIL ADDRESS

Phone number: PHONE NO.

Sex: YOUR GENER

Disability: Nil

Current profession: Business (Entrepreneur)

Programme of Study: B.Sc

Department: YOUR DEPT.

Faculty: YOUR FACULTY

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TABLE OF CONTENT

INTRODUCTION

1. Executive Summary _____	4
1.1 The business -----	5
1.2 Mission -----	6
1.3 Objectives -----	6
1.4 Vision -----	6
1.5 Success Indicators -----	7

ADMINISTRATIVE PLAN

2.0 Company Summary _____	8
2.1 Company Ownership -----	8
2.2 Start-up Plan -----	8
2.3-5 Company Location, Structure and Layout -----	8
2.6 List of Personnel -----	12
2.7 Tasks and Responsibilities -----	12
2.8-11 Admin Finance/Budget -----	15

MARKETING PLAN

3.0 The Marketing Plan _____	18
3.1 Product Profile -----	18
3.2 Market Analysis -----	19
3.2 Target Market -----	19
3.3 Market Size -----	21
3.4 Competition -----	22
3.5 Market Share -----	22
3.6 Sales Forecast -----	24
3.7 Market Strategy -----	26
3.8 Marketing Channels -----	32
3.9 Marketing Budget -----	33

OPERATIONAL PLAN

4.0 Introduction _____	35
4.1 Operational Process -----	38
4.2 Planning Process -----	36
4.3 Capacity Planning -----	36
4.4 Material Requirement -----	38
4.5 Machines and Equipment -----	39
4.6 Operational Budget -----	40
4.7 Implementation Schedule -----	40

BUSINESS RE-EVALUATION _____	41
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APPENDECES _____	43
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1.0 EXECUTIVE SUMMARY

In today's highly world of competition, it is becoming increasingly difficult to find a job. Since we are young graduates we found that it is our responsibility to create job opportunities. Especially for our local communities who have fewer chances of getting a good job because the competitors from other privileged areas are more opportuned. Despite the fact that we are creating our own jobs; we are also giving out career opportunities to others to work with us and earn a living, thereby eradicating poverty and hunger in our society.

This business is formulated out of numerous ideas brought together by group of young graduates (mainly from NOUN) who are ready to make a difference from the normal graduates who waits for the government to give them jobs. *Growfine* is a product enriched with natural nutrients that is undiluted. And it is such a kind of product that is not found in the market yet. The product will help families with lower income to afford breakfast at affordable price. Our product boast of uniqueness that is not common in the market and it is well packaged in an attractive and standardized form to attract patronage.

Beside the fact that we are starting a business from the scratch by introducing *traditional snack* which is "*Growfine Snack*", which will be our main product; we have itemized the benefits of our product to the society and what the immediate community stands to benefit from our committed social responsibilities. Having "*Growfine*" competing with other established product will be a huge challenge but the content of our product will set the difference once it gets to the market. We are aware of the damage caused to the health systems of today's youngsters by junk foods in the name of snacks. This is one area *Growfine* will speak for itself

The location of this company is in Kwali Municipal Council, Abuja (FCT). Kwali is our place of choice due to availability of raw materials, nearness to promising

markets and a central point for transportation/waybills. Kwali is an hour drive from the Federal Capital Territory, which has a growing population of diversified Nigerians. Being located at this present point makes it easier to attract distributors and cheap labour forces. From our feasibility studies, most of the companies producing prototype products are located far away in Lagos, Ibadan, Portharcourt and beyond. Our young company will take advantage of nearness to market and availability of labour forces to operate at reduced cost.

1.1 THE BUSINESS

Nounng.com Food Nigeria Limited is an emerging food business venture slated to be introduced into the market to cater for the breakfast needs of many average Nigerian households. *Growfine snacks*; a food sauce made from local cereal such as maize, millet, guinea corn, farm dairies, etc, which is good for breakfast for students, average workers, self employed and government workers who are too busy to attend to normal daily breakfast. Rich in nutrient, affordable, available in local sauces, modified food available among all the ethnicity in Nigeria and other African countries, easily carried about and stored for a considerable length of days and uniquely packaged. It has a brilliant colour to attract, special package to avoid spillage, no residue stains in package, affordable prices within the reach of any average school age. In the short term, the product is limited to local markets within the Abuja suburb and her environs; funding is set within the contributions of the co-participants (six in numbers) who formed the partners.

Production is carried out from our factory in Kwali along Abuja-Lokoja express way. Daily delivery will be done in our company van supplied in bulks to individual shop owners, designated sale points and through numerous commercial transporters along the express road using waybill system to our distance customers and designated sales points scattered all over the FCT.

Raw materials are sourced and supplied from local markets and individuals who use mini warehouse for collection points after which calls are put through to the company for

onward collection back to the factory. *Nounng.com Food Nigeria Limited* is a registered company with the Nigeria Corporate Affairs Commission (CAC) with the trade mark and licensed permit to operate as a food manufacturer. We also hold a NAFDAC registration number – M10-3030.

Growfine is a homemade snack that offers alternative breakfast package that is equal to none as it can be eaten as delicacy as well as normal food substitute. It is made from refined grain of cereal with dairies farm product to balance up the needed nutrition for both young and adults.

1.2 THE MISSION OF THE BUSINESS

Our “*Growfine Snack*” mission is to develop the opportunities among local farmers and employees as a part of our family in “*Nounng.com Food Nigeria Limited*”, to produce traditional food as daily snacks and to be one of the biggest names in *Fast Moving Companies* (FMC) among the local food industry in Nigeria.

1.3 OBJECTIVES

1.3.1 Objective

- To create productivity among employees.
- To contribute to the development and growth of the country, economy and to increase the percentage of GDP (Growth Domestic Product) involve in business.
- To help entrepreneurship assess business performance.
- To provide the best quality of traditional snack every time in order to attract customers.

1.4 VISION

As our long term target, “*Growfine Snack*” vision is to be a market leader in the production and distribution of traditional food product in Nigeria and open at least

7 new branches nationwide in 15 years with the accumulated gain the net profit of which is calculated at ₦50 million in 10years' time.

1.5 SUCCESS INDICATOR

1. Product freshness and quality.
2. Varieties and prices.
3. Constant research of industry to keep knowledgeable of market needs.
4. Management: products delivered on time, professional customer service, managing budgets.
5. Constant evaluation of strengths and weaknesses with adjustments made as warranted.

2.0 COMPANY SUMMARY

2.1 COMPANY OWNERSHIP

Nounng.com Food Nigeria Limited was initiated by Edibo Anthony (nou173007704) and partnered with four other graduates to run a food processing company that cater for the breakfast needs of average Nigerian families.

2.2 START-UP ADMINISTRATIVE PLAN

After we conducted a careful survey, we agreed to choose a building at PLOT 28, KWALI Main Road, No. 50 Sabon Gari, Opposite Unity Bank, Kwali Municipal Council as a place to run our business. The choice of this location was its nearness to town and it was a strategic place. The first floor of this building is our factory and the second floor is the office as shown in the diagram below. This building is owned by

our general manager who partnered with four other members to run the business. All the partners are graduates of economics (NOUN, 2020).

The effectiveness of “*Growfine Snack*” is depended on our key pre-planned administrative team that has been systematically put in place before the business kicked off. The management (as it shall be called henceforth) has to monitor all the activities involving the budgeting and programming of subordinate works. The hierarchy of all administrators is spelt out in the company organogram.

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