

BUSINESS DESCRIPTION

Shortly After the completion of my training with ESI/GPH, I went into welding/fabrication and coupling/assembling of tricycle (Keke Napep) parts. After some years of raising money, I moved on to transport (logistics) business, hence, owning from one tricycle (Keke Napep) to three operational tricycles presently.

Hence, I wish to expand the Keke business to mini-bus transport line (like starting with five buses for now). And from my point of analysis of my findings, the proposed business is to found to be technically feasible, financially viable and economically desirable. The business offers good investment benefits.

Our mini-bus transport (logistics) business will focus on the introduction of new logistics ideas and delivery of exceptional service to the passengers and other road users who might need our services.

LOCATION

Our operation base for now is Eliowhani to Rumunduru and to Eneka route and from Rumuodara to Artillery Junction in Port Harcourt, Rivers State. We are also proposing to expand to Rumuokoro to Rumuodara and to Eleme Junction route, because of the large availability of passengers. We are also looking forward to expanding beyond these specified areas in the future.

MARKET POTENTIAL

There is a ready market opportunities for the planned business. The level of demand for exceptional and unique logistics services is quite high by virtue of the fact that most transporters (drivers) do not have the quality of what it takes to offer most passenger the services they require from them.

And by virtue, Rumuokoro-Elemé Junction, Rumuodara-Artillery and Eliowhani to Eneka are highly dense towns with high concentration of public servants, business men and women.

MARKET PLAN/PRODUCT STRATEGY

Our transporters (drivers) must all be well trained drivers with certified drivers' license. And must ensure they appear neat and talk to passengers with respect.

We must ensure that they always buy money in lower denominations so as to have balance, to balance passengers their change when the need arises.

There must be routine instructions to the drivers on passengers/drivers relationship every week.

Our buses must be thoroughly washed every day and there must be an air freshener in it always.

Customer's care number must be boldly written on our buses for passengers to report any ill treatment by our drivers.

PROMOTIONAL STRATEGIES

For now, we will reach out to our customers through social media like facebook, handbills, flyers and one on one advert etc.

Our targets are road users (passengers).

COMPETITION

Our best competitors are other mini-bus transporters and drivers like keke drivers, taxi drivers and other bus drivers.

Our exceptional and unique service will make us stand tall above them.

MANAGEMENT AND OPERATION

The managements are well experienced in transport and logistics business, with more than three years experience; with a manager and a secretary and now inclusion of a field operational supervisor. The manager manages and supervises all the operations of the drivers on daily basis, through the secretary and the field operational supervisor.

The secretary will take care of the financial dealings both in and out outflow of cash documentation and recordings.

Whereas, the operational supervisor supervises the drivers on duty on daily basis.

The drivers will make a daily return of three thousand (N3,000) each, after making all other daily expenses like fueling the bus, buying daily ticket and collecting his daily pay. Then makes a compulsory N3,000 daily returns to the secretary for proper documentation.

The management will oversees maintenance of our buses.

PERSONNELS/MANAGEMENT TEAM

Are as follows

- The manager
- The Secretary
- An operational/field supervisor.
- We need nine drivers for a start

PROJECT COST

The planned business project will be fully implemented with an investment of Ten Million Naira (₦10,000,000.00) with a fixed capital of Nine Million Naira (₦9,000,000.00).

FINANCAIL EXPENSES/DISTRIBUTION OF THE FUND

1. One (1) Mini-Bus cost ₦1,000,000.00
2. Nine (9) Mini-Bus cost ₦9,000,000.00
3. Paper documentation/plate number for One (1) Mini-Bus cost ₦20,000.00
4. Paper documentation/plate number for Nine (9) Mini-Bus cost ₦180,000.00
5. Spraying of One (1) Mini Bus to Rivers State colour, cost ₦50,000.00
6. Spraying of Nine Mini-Bus to Rivers State colour cost ₦450,000.00
7. Registration of One (1) Mini-Bus in a route cost ₦10,000.00
8. Registration of Nine (9) Mini-Bus in a route cost ₦90,000.00
9. Fueling of One (1) Mini-Bus for take-off operation cost ₦2,000.00
10. Fueling of Nine (9) Mini-Bus for take-off operation cost ₦18,000.00
11. Oiling of One (1) Mini-Bus for take-off operation cost ₦1,000.00
12. Oiling of Nine (9) Mini-Bus for take-off operation cost ₦9,000.00

Hence the total sum of ₦208,000 will be set aside for miscellaneous during the period before the commencement of our full operation.

TOTAL

$$= \text{₦9,000,000} + \text{₦180,000} + \text{₦450,000} + \text{₦90,000} + \text{₦18,000} + \text{₦9,000} + \text{₦208,000} = \text{₦10,000,000}$$

HOW TO RECOVER OUR MONEY

A driver makes a daily returns of Three Thousand (₦3,000.00), this is after his daily expenses, like fueling the bus, buying of daily ticket and subtracting of his daily pay, then, he makes a compulsory daily return of ₦3,000.00.

Hence, in a week, he makes a return of ₦3,000.00 per day x 6 days = ₦18,000.00.

And ₦18,000 per week x 26 days = ₦78,000.00 per each driver for every month.

Thus ₦78,000.00 per month x 9 = ₦702,000.00

So for every month, we will make a total sum of ₦702,000.00 cash.

MONTHLY DISBURSEMENT OF THE TOTAL MONEY REALIZED

For every ₦78,000.00 a driver makes every month.

The sum of ₦50,000 must be paid into CBN Account through our Key Stone Bank Account.

Hence, ₦50,000 X 9 = ₦450,000 paid into CBN Account every month for a period of at most two (2) years.

Thus, ₦702,000 - ₦450,000 = ₦252,000 cash, in hand for every ₦78,000 a bus makes every month.

A compulsory sum of ₦15,000 must be paid into a separate company's account, strictly for the maintenance of our buses, when the need arises throughout the period in view and beyond.

Hence ₦15,000 x 9 = ₦135,000.

So, ₦252,000 - ₦135,000 = ₦117,000 cash, in hand.

PAYMENT OF STAFFS

For the cash at hand ₦117,000 the total sum of ₦70,000 will be used for staffs' payment in the proportion of

- Manager ₦30,000
- Secretary ₦20,000
- Operation/Field Supervisor ₦20,000

Hence, ₦117,000 - ₦70,000 = ₦47,000 cash in hand.

Therefore, the remaining ₦47,000 must be paid into the company's separate account for further expansion.

CONCLUSION

Conclusively, for every month we will pay the sum of ₦450,000 into CBN Account through our Key Stone Bank Account.

And for every month, a total sum of ₦135,000 must be paid into a separate company account, strictly for the maintenance of our Buses.

After paying our staffs a total sum of ₦47,000.

After paying CBN, our staffs and subtracting monthly maintenance money, the remaining sum of ₦47,000 must be paid into the company's separate account for further expansion.

FUNDING

The funding requirements is Ten Million Naira (₦10,000,000.00) which is expected to come from the CBN loan.

VISION

To be a household name in the transport (logistics) business in Port Harcourt and its environs.

MISSION

To provide quality and exceptional service delivery that will meet the desires of different passengers at a competitive price.