

Hope Enterprise Business Plan

Mission

To promote the livelihood of the vulnerable and less fortunate by creating job opportunities through local small business.

Motto

Quality sustainable business to better lives

Introduction

For three years, Ruai Unitarian Universalist Congregation has owned and operated Hope Enterprise, a venture that includes both the production of products requiring carpentry, tailoring, and embroidery; and the operation and supply of agrocery, and cereal store. This business has created a large client following and a good local reputation through hard work, dedication and quality products.

Based on our experience, we are certain that this business will support our anticipated growth. To achieve our objectives, Hope Enterprise is seeking funding from friends to enable us realize our dream and become self-reliant.

Location

Hope Enterprise currently has two locations: In Ruai and Kitengela, Kenya.

Financial History

Following is our current situation by year and market segment.

Carpentry				
Year	Capital	Sales	Expenses	Profit
2011	\$1,000	\$4,375	\$3,500	\$875 (20%)
2012	\$1,500	\$5,625	\$3,750	\$1,875 (33%)
2013	\$1,625	\$6,000	\$4000	\$2000

Tailoring and Embroidery				
Year	Capital	Sales	Expenses	Profit
2011	\$750	\$3,000	\$2,375	\$625 (21%)
2012	\$1,025	\$3,750	\$2,625	\$1,125 (30%)
2013	\$1,525	\$4,500	\$3000	\$1500

Grocery				
Year	Capital	Sales	Expenses	Profit
2011	\$625	\$2,500	\$1,875	\$625 (25%)
2012	\$875	\$3,750	\$2,000	\$1,750 (47%)
2013	\$1,375	\$4000	\$2,625	\$1,375

Total				
Year	Capital	Sales	Expenses	Profit
2011	\$2,375	\$9,875	\$7,750	\$2,125 (22%)
2012	\$3,400	\$13,125	\$8,375	\$4,750 (36%)
2013	\$4,525	\$14,500	\$9,625	\$4,875

Financial Plan

Hope Enterprise helps support Ruai UU church with funding for school fees, a local feeding program, and local medical care. Due to insufficient capital, our production is low, which has been one of the major challenges we face from our competitors, who produce more and have economy of scale.

We are asking assistance to boost our capital to between \$45,000 and \$60,000 for our current operations. This will enable us to be self-sufficient, to compete more effectively and enable us to realize better returns.

We have enough members trained and have experience in this business, but we lack are, materials and machinery. With an increase in capital, we can expand to at least 10 times our current volume. Keeping fixed capital, we expect the following returns

Hope Enterprise				
Year/Segment	Capital	Sales	Expenses	Profit
2014				
Carpentry	\$22,500	\$84,375	\$64,000	\$20,375 (24%)
Tailoring	\$15,000	\$60,000	\$40,000	\$20,000 (33%)

	Grocery	\$12,500	\$53,571	\$41,250	\$12,321 (23%)
2015					
	Carpentry	\$22,500	\$97,031	\$70,400	\$26,631 (27%)
	Tailoring	\$15,000	\$69,000	\$44,000	\$25,000 (36%)
	Grocery	\$12,500	\$61,607	\$45,375	\$16,232 (26%)
2016					
	Carpentry	\$22,500	\$106,734	\$73,920	\$32,814 (31%)
	Tailoring	\$15,000	\$75,900	\$46,200	\$29,700 (39%)
	Grocery	\$12,500	\$67,767	\$47,644	\$20,124 (30%)
2017+ (Without further increase in capital)					
	Carpentry	\$22,500	\$109,936	\$76,138	\$33,799 (31%)
	Tailoring	\$15,000	\$78,177	\$47,586	\$30,591 (39%)
	Grocery	\$12,500	\$69,800	\$49,073	\$20,727 (30%)

Competitive Edge

Hope enterprise is unique in that we produce quality products, have excellent customer service and publish fixed prices. We expect word of mouth to be our major advertising venue, but we will also provide signage and publish prices at our work place to advertise. We interact closely with our customers in order to provide superior customer service. We have a stable, established and identified market since we have been running the same business at the same places for three years. We do not have a sufficient supply chain, so part of the capital investment is to produce the supplies (such as milling) that are lacking. In order to be competitive we need to get both an economy of scale and also, produce items in quantity so that we never go out of stock. You can check out in our website (<http://www.rauiuuchurch.org/>) for what we produce and what we offer both locally and internationally.

Marketing Strategy

Domestically, reputation is key. We need to keep quality items in stock, get referrals by offering customer discounts, and provide a pleasing environment surrounding our stores. Internationally, Hope Enterprise can market itself on our website, ask for links from other church websites. In addition, with some support we could set up a virtual store on Ebay.

Sales

We expect our income to increase ten times in the year following capital investment and steady increase over the following three years. We have a ready supply of potential and trained workers and can ramp-up very quickly

Transport Service (New Venture)

We are investigating providing service for an additional market segment, which is to provide local transportation. The chairman of our church has been in transport sector working in one of the transport companies as a driver for the last 7 years and he has been very supportive to our church activities. If funding received is larger than expected we would like to also offer this service, which is sorely needed in our community.