

HAPPY DAYS NURSERY AND PRIMARY SCHOOL, UGANDA
 SCHOOL NAME, COUNTRY



BUSINESS PLAN

Written by STUDENT 1, STUDENT 2, STUDENT 3, STUDENT 4, STUDENT 5, STUDENT 6

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 LEAD TEACHER

CREATED AS PART OF THE SCHOOL ENTERPRISE CHALLENGE AWARDS PROGRAMME – BRONZE LEVEL

Section A: Our Business Details			
Business Name	HAPPY DAYS TIPPY TAPS		
Business Activity	Construction of tippy taps and training on how to use them		
Main product / service	Tippy taps		
No. of students involved in business planning activities (including writing this Business Plan)	Boys: 30	Girls:17	Total: 47
Financial Summary			
	<i>Our Local Currency is: Ug shillings</i>	<i>US Dollars \$</i>	
Period of time budgeted for	1 year		
Total Income (Estimated)	2,000,000	550	
Total Costs (Estimated)	735,000	204	
Profit (Estimated)	1,265,000	350	
Start-Up Costs (Estimated)	235,000	65	
Section B: Market Research and Target Market			
<p>6. Here is a description of the Market Research done by us, including how many people we spoke to.</p> <ul style="list-style-type: none"> We constructed a survey questionnaire with the guidance of our teacher using Question Pro that we uploaded online and got 44 surveys filled through the face book handle. 29 of which were female and were 15 males, these also comprised of different age groups ranging from 13-76 year olds. We also conducted another baseline survey among the community in which the 			

school is located and during this we surveyed a total of 32 adults, among these included; shop attendants, pharmacy attendants, restaurant operators and waitresses, schools, and normal household residents.

- We also observed several households around 30 while we conducting the survey.
- We also held unstructured discussions with many of the people who were interested in the kind of data we wanted when we went into the community.

7. These are the results of our Market Research, including *who is going to buy our product/service and why they will buy it.*

- 92% of the individuals liked the idea and found it very essential to their health.
- And for the above reason household residents, shop keepers, pharmacy attendants, schools, restaurant kiosks are willing to buy and order for our service.
- 60% preferred to call us in case they were ready and available for us to construct the tippy taps and show them how to use them. Whereas the other 40% preferred to call us for our service.

Section C: Competitors and Competitive Advantage

8. These are our main competitors and their strengths and weaknesses.

Competitor Name	Strengths	Weaknesses
<i>National water taps(NWSC)</i>	<ol style="list-style-type: none"> 1. <i>Very popular</i> 2. <i>widely spread</i> 3. <i>seen as essential</i> 4. <i>accessible</i> 5. <i>not easily stolen</i> 	<ol style="list-style-type: none"> 1. <i>Not usually planted next to the toilets which makes it hard to wash hands after using the toilet</i> 2. <i>It's very expensive to install</i> 3. <i>The process of installation of these taps is also very long which inconveniences many people that would like them.</i> 4. <i>It's also constructed in a way that leads to wastage of water and yet its charged per unit, in addition to that is liable to a tax charge.</i>

9. Our competitive advantage – This is why we are going to be better than our competitors:

1. Our tippy taps will be constructed near the latrines and toilets for easy accessibility to use them to wash hands.
2. They are to be constructed in a way that makes them easy to use and also reduce wastage of water.
3. They are going to be cheap to construct and install as most of the materials needed are local.
4. There is no procedure to follow or any requirements needed on the side of the clients for the construction and this will make it easy to have one as soon as possible.

Section D: SWOT Analysis

10. This is our SWOT Analysis.

<p>Strengths – What are our business’ strengths?</p> <ol style="list-style-type: none"> Existing knowledge and skill about how to construct the tippy taps. Availability of training resources to refer to when making the tippy taps hence ensuring quality. 	<p>Weaknesses – What are our business’ weaknesses?</p> <ol style="list-style-type: none"> Lack of time as the business requires time which both the parents and school are not willing to sacrifice.
<p>Opportunities – What opportunities do we have for our business?</p> <ul style="list-style-type: none"> Existence of social media which we can exploit to advertise and get orders Absence of strong competitors as we are the only ones offering the service. 	<p>Threats – Do we face any threats to our business?</p> <ul style="list-style-type: none"> Theft of the jerry cans in some places that are open and can easily be accessed.

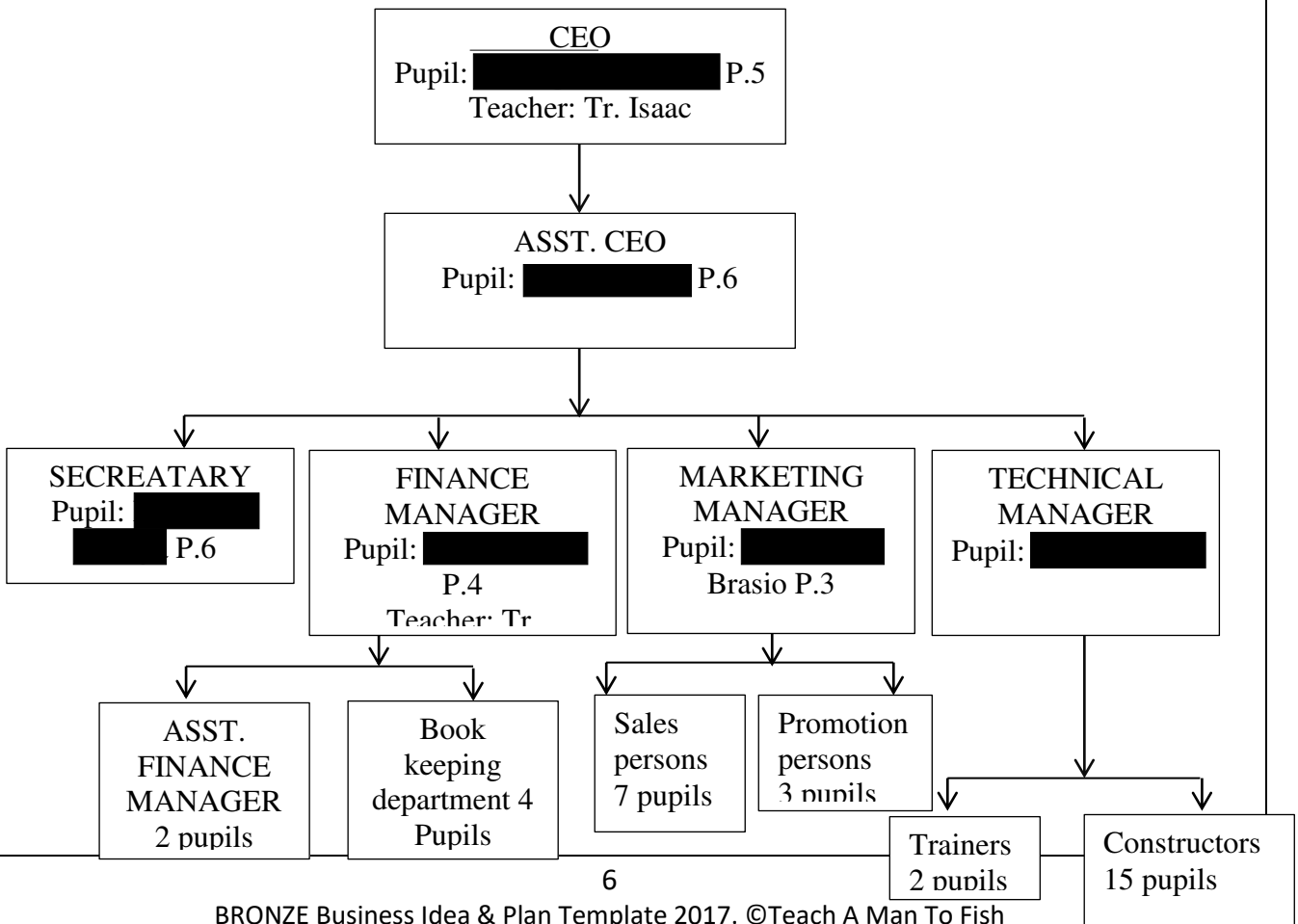
Section E: Operational Plan

- 11. These are the one-off tasks we will need to do to actually start up our business:**
- Procuring the materials needed for the construction of the tippy taps.
 - Make flyers and posters to advertise our business
 - Pin up the posters and supply the flyers to easy accessible places to our target market.
 - Preparation of a quarter report, presentation and also made accessible to all stake holders.

12. These are the daily, weekly and monthly tasks we need to do to actually run our business:

Task	How long does it take?	How often? Daily/Weekly/Monthly	Who? Who will be responsible
Marketing, getting clients	1 hour	weekly	Marketing department 1. Kirabo Hetta P.4 2. Owomugisha Gilvasio P.5 3. Nakawombe Milly P.6
Training on how to use the tippy taps	10 mins per client	weekly	Technical department 1. 2. 3.
Construction of the tippy taps	40 mins per tippy tap	weekly	Technical department 1. 2. 3.
Book keeping	30 mins	daily	Finance department 1. 2. 3.
Meetings for follow up	30 mins	monthly	Entire business club

13. Our business team structure – Here are the names and positions of the business team members with a reference if they are teachers/students and a diagram of our business team structure (when possible).



Section F: Marketing and Sales Plan

14. These are our 4 P's (Product, Price, Place, Promotion).

a) **Product – Our product/service is...**

Tippy taps that help in the easy washing of hands especially from the toilet. This will entail the buying of the required raw materials need to make the tippy taps, then construct the tippy tap for the client and then teach the client how to actually use it.

b) **Price – We will sell it at this price:**

We will sell our tippy taps at a price of 20,000 per a fully constructed tippy tap as this will cover the cost of 8,000/- per tippy tap leaving us with a profit of 12,000/= per tippy tap. This price is actually affordable due to the middle literate class of people that stay in the area and also as a result of our market research we also found out that many people were weilling to pay 10,000-30,000 for our service.

c) **Place – We will sell our product/service at this place:**

With in the community and neighbouring areas of najjera, kiwatule ntinda, kira, kyaliwajjalla, namugongo, bulindo, mulawa, buwaate. And this will be through different ways among which include the clients calling us on the mobile phone of the lead teacher, coming to the school itself, facebook orders usng our facebook page called “ Hope To A Child Uganda”.

d) **Promotion – We will promote our product/service by:**

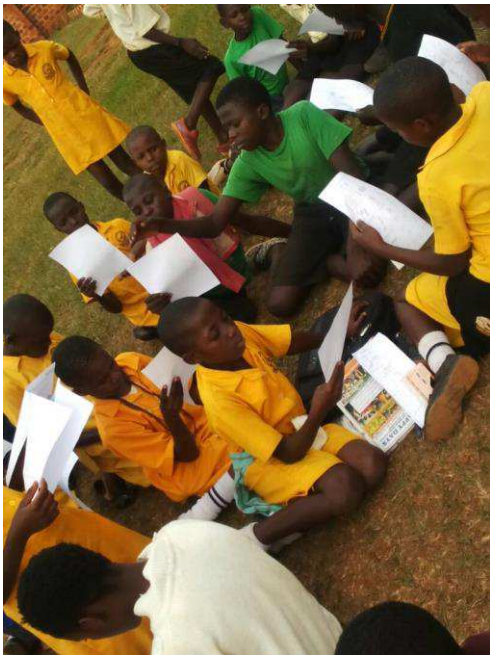
- I. We shall construct some tippy tap on credit.
- II. Give 20% discount on clients constructing more than 5 tippy taps
- III. Use some of the profit to construct tippy taps for free to those communities that cant afford and yet they are in a vulnerable state.
- IV. Supply flyers and posters all ove the polesin the different are for easy notice of our services so thst they csn easily contact us.

Appendix Section: Students in Action

Please find in this space 3 pictures (when possible) that clearly shows our involvement as students in our business planning activities.



PUPILS ILLUSTRATING TO COMMUNITY MEMBER ABOUT HOW THE TIPPY TAP IS CONSTRUCTED.



PUPILS TRYING TO GO THROUGH THE QUESTIONS FOR THE MARKET SURVEY BEFORE THEY GO OUT INTO THE COMMUNITY



PUPILS TRYING OUT THE NEWLY CONSTRUCTED TIPPY TAPS

FINANCIAL PLAN

1. Income (estimated)

NAME OF PRODUCT OR SERVICE	QUANTITY	SALES PRICE	SALES INCOME (Quantity x Sales Price)
<i>Tippy taps</i>	<i>100</i>	<i>20,000</i>	<i>2,000,000</i>
TOTAL SALES INCOME			2,000,000

2. Costs (estimated)

NAME OF ITEM	QUANTITY	COST PER ITEM	TOTAL COSTS (Quantity x Cost per Item)
string	<i>5 rolls</i>	<i>10000</i>	<i>50,000</i>
Plastic jerry cans	100	2000	200,000
Sticks/ rod	30 rods	15,000	450,000
Transport and airtime			10,000
Promotional items	50	500	25,000
TOTAL COSTS			735,000

3. Profit (estimated)

	Our Local Currency
TOTAL SALES INCOME	2,000,000
TOTAL COSTS	735,000
PROFIT (Total Sales Income – Total Costs)	1,265,000

4. Start-Up Budget (estimated)

Our Start-Up Budget is the costs of the Equipment and Supplies that we will need to start our business.

a) Equipment & Supplies Start-up

EQUIPMENT & SUPPLIES			
NAME OF ITEM	QUANTITY	COST PER ITEM	TOTAL COST (Quantity x Cost per Item)
Sand	1 pick up	50000	50,000
Small stones	1 pick up	450000	45,000
cement	4 bags	35000	140,000
TOTAL EQUIPMENT & SUPPLIES START-UP			235,000

b) Equipment we don't need to buy as we own/have access to:

Land as individuals own this land at the same time we work with land lords who have immediate access to this land.

c) We will get the Start-Up capital needed for our business by:

Getting a loan from the school and promising to back installments at an interest rate of 2% as agreed and signed between the school and the school business club.

Our Local Currency used :	<u>UG. SHILLING</u>
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Exchange rate to US Dollars:	365
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Your opinion matter to us and we want to make sure the Awards Programme works for you. Please ask your teacher to fill in the following section. **ONLY SCHOOLS THAT COMPLETE THIS SECTION WILL BE ELEGIBLE FOR AN AWARD.** Please choose **ONE** option in each row.

A. STUDENTS' IMPROVEMENT ON SKILLS

After going through the activities to develop the Business Idea and Plan do you feel your students...

	Did not improve	Stayed the same	Improved
1. Are more confident speaking in front of other people (e.g. during market research)			✓
2. Work better with people with different opinions to theirs	✓		

3. Have improved their team working ability, e.g. if other team members were struggling they offered support to them			✓
4. Are more confident analysing information		✓	
5. Are more able to use their ideas to organise and plan work in order to reach their goals			✓
6. Are more able to look at different ways to solve a problem and are more confident in selecting a solution		✓	

B. YOUR OPINION ON THE SCHOOL BUSINESS PLANNING PROCESS

1. Through the school business planning process, which skills do you think students improved/gained the most (max 3):

✓ Leadership		✓ Communication		Aspiration
✓ Confidence		Decision making		Other – Please specify:
Problem solving		✓ Team work		

2. Do you feel the activities helped students improve their performance in other subjects at school? You can choose more than one option.

No		✓ Yes, in Science	
✓ Yes, in Maths		Yes, Other – Please specify:	
✓ Yes, in Writing & Reading		LIFE SKILLS	

3. Have the students used the skills learned through the school business planning outside school?

No	
I don't know	
Yes – Please specify: Yes as they help their parents to run their own businesses.	

CONGRATULATIONS on writing your Business Plan! You can now GET STARTED and put all your learning into action! Now is the time for you to actually run your business!