

Business plan

Your business logo

Awal Children Of The Future

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Contents

	Page
1. Summary.....	3
2. Business overview.....	4
Introduction	
Current position	
Competitive advantage	
Growth plan	
3. Business strategy.....	5
Tactics	
Strategic issues	
Core values	
4. Marketing.....	6
SWOT and critical success factors	
Market research	
Distribution channels	
Strategic alliances	
E-commerce and technology	
Tactical promotion plan	
Marketing budget	
Credibility and risk reduction	
5. Team and management structure.....	7
Skills, experience, training and retention	
Advisors	
Management systems	
6. Financial budgets and forecasts.....	8
Profit and loss forecast	
Cash flow forecast	
Balance sheet forecast	
Capital expenditure budget	
Break-even analysis	

1. Summary

The Awal Children Of The Future Foundation is a social enterprise inspired by the desire to touch lives of disadvantaged, at-risk children, mobilise resources to support such Children, within a sustainable design module.

This Business Plan defines the objectives and growth trajectory of the Awal Children of The Future Foundation. All proprietary rights not expressly stated are herein implied.

2. Business overview

Introduction

"The Awal's Children of the Future Foundation (ACOTF)" is a legally registered social Enterprise, with an aim to support Orphans, Teenage Pregnant Mothers and Women in a bid to aid efforts in reducing Infant and Child Mortality, Streetism, Literacy and Numeracy Levels in Ghana through Education, Support and Advocacy

This initiative seeks the following objectives.

- Highlight the plight of orphans, teenage mothers, children through Advocacy, publications and Support
- Seek support in raising funds and a percentage of Sales of Artistes appointed by the Foundation as Ambassadors to support Orphans, Teenage Mothers on the streets of Ghana and raise awareness on its effect on the economy.
- Embark on Sensitisation workshops on Child Related Diseases affecting mortality rates
- Monitor progress of Stakeholders on efforts in reducing Infant and Child Mortality.
- Seek for support for such children, Orphans and Teenage Mothers

ACOTF is founded on the compassion and dream of Awal Alhassan, popularly known as Possi Gee in the Ghanaian Entertainment Industry. An accomplished Producer and Sound Engineer, who has worked with top international musicians including Samini(MOBO Award Winner), Sarkodie (BET Award Winner, 2012), Wizkid (BET Award Winner, 2012).

SARKODIE, RUFF N SMOOTH, ITZ TIFFANY, YAW SIKI, MOHAMMED, EFYA, FRITZ and CHASE are Ambassadors of the Awal children of the Future Foundation.

AWAL'S CHILDREN OF THE FUTURE (ACOTF) contributes to the care-taking of orphans, under privileged, needy children and other stakeholders by making donations to children homes, feeding them and footing the bills of some these children when the need arises.

Current position

Currently, ACOTF is in an introductory Stage, preparing to scale up.

Past projects include:

- Feeding and donation @ Mantse Gbonna in Accra on 31/12/2011. This was supported by lifestylezgh, Feed forever among others
- Donation to the Rhema Children's home, community 11, Tema on 18/08/2012. This was supported by Ghanamotion LLC
- Funding raising at the CHILL OUT @ THE PARK on 31/12/2012 @ T-HAVANA PARK, Tema. This we partnered with Event A2Z Production and T-HAVANA PARK and supported by Pravda Radio and Sound Masters.

Competitive advantage

Our continuous partnership with key musicians, employing them as ambassadors of our campaign helps us reach out to a larger audience consequently opening doors towards benefiting from a percentage of sales revenue by Musicians acting as Ambassadors to support the Awal Children of the Future Initiative.

Currently, there are limited projects on Child and Infant mortality particularly on Advocacy and the corresponding strain on the economy, Government and efforts to achieving the goals of MDG puts a limitation on achieving this specific goal of reducing Infant and Child Mortality as compared to other widely promoted Goals.

Growth plan

Over the period, we have consistently engaged the media and stakeholders into understanding the Ambassadorial role, Artistes in the creative Arts can play in advocacy, fund raising and in helping to raise funding for critical areas/issues and efforts to achieve the Millennium Development Goals particularly on Child and Infant Mortality.

ACOTF is expected to be established as full fledged Foundation providing services in:

Institutional Support

Research.

Donor company.

Orphanage Management and Training Consultants.

In issues related to child care, Infant and Child Mortality et al

As it stands, a critical part of our campaign is to:

Raise awareness on Child and Infant Mortality through Advocacy, Media Campaigns

Fund raising in Musical Concerts Dinners, Balls.

Support ongoing efforts through Donations, Social Media Awareness

Create a database of funding opportunities for Child Care initiatives and help Organisations in child care access them.

3. Business strategy

Strategy:

The organisational strategy is to court support from donor organisations and grant giving institutions to raise awareness and support our quest to enhance the rights of children and organisations with mission and objectives centred around children.

Securing a commitment of a percentage of sales by ACOTF Ambassadors to support initiatives of ACOTF.

ACOTF will primarily focus on Victimized children, at risk and marginalized concentrated in the Country particularly in Slums, Homes/Orphanages/In-Trade/markets/Customary practices.

Partnerships with Companies that share the objectives of ACOTF leading to Sponsorships of our Concerts, and fund-raising efforts.

Increasing Brand Awareness through Media engagements resulting in partnerships.

Consultations/ Sensitisation workshops on Child related issues by Policy makers.

Music Concerts/Paraphernalia.

Donation tabs on website and researching into grants for specific projects to be undertaken by ACOTF

Our Plan for the next year is:

THE PROJECT – THIS IS WHO I AM CONCERT

“THIS IS WHO I AM CONCERT” A charity musical concert. The concert will have performance by ambassadors of ACOTF who are top recording artists headlining. The event will mainly feature a fund raising ceremony which includes the sale of the foundation’s paraphernalia and receipt of donations. The funds received will go a long way to support the foundation provide and affect the lives of less privileged children. Consequently, a music video has been shot for the concert titled “Memia me nea” which literally translate as “THIS IS WHO I AM” featuring the ambassadors..

Outline here your business strategy for:

- The next year
- The next 3-5 years (choose your own strategic horizon).

Describe your business objectives and goals (make sure they are specific and measurable).

Strategic issues

Aside the above mentioned concert, it is our vision to help the society in which we operate by building three (3) orphanages strategically situated in the Northern, Middle and Southern belts of the country each with a training and vocational centre. In addition, we intend taking care of the less privileged by supporting other children homes and children living in deplorable communities by providing and supporting them in areas such as feeding, clothing, health and education.

It is our ultimate dream to partner with any reputable non- governmental organization, cooperate bodies, philanthropist and any individuals. This is as a result of the financial demands that come with bringing such a laudable project into fruition.

Core values

OUR MISSION: To serve and provide effective, supportive, timely assistance and transform the lives of orphans, under-privileged, needy children and other stakeholders in the society.

OUR PRINCIPLES: We are committed to the core values which are the founding principles on which the organization is rooted on. They are TRANSFORMATION, OUTREACH AND SUSTAINABILITY..

4. Marketing

SWOT and critical success factors

Strengths:

ACOTF realises the growing age in specialisation of Child Care related issues and moreso has designed a unique revenue generation model to address the issue of Infant and Child Mortality rates in Ghana.

Having established a Studio-MOB recording studio and a strong brand presence as an Accomplished Producer, Awal Founder of ACOTF will use a percentage of revenue from MOB Records to fund operations of ACOTF

With a growing fan base and presence/alliances with Key musicians in Ghana, ACOTF is uniquely positioned to meet its stated objective in raising awareness in addressing the issue of Infant and Child Mortality reaching a larger/broader/secluded/marginalised group of stakeholders- Youth/Mothers, Women/Young Adults/Disabled et al using its alliances and platforms.

Weaknesses:

Lack of Presence among stakeholder groups with focus on Infant and Child Mortality

Revenue shortfall given the amount of work needed to cause a mindset change in Musicians acting as brand ambassadors to commit a percentage of sales from Shows/fees/Products to supporting ACOTF.

Opportunities

ACOTF can ultimately become a research institution for Child Related issues providing sectoral data on issues of Infant and Child Mortality

ACOTF could expand into neighbouring countries where Infant and Child Mortality rates are high to share models to address child related issues.

ACOTF could become a global donor in supporting Child related initiatives given its designed revenue generation modules.

Threats

Musicians acting as Brand Ambassadors may establish individual foundations which could ultimately affect sustaining ACOTF

Market research

Drug use, Teenage Pregnancy, Criminal or antisocial behavior (violence, theft, etc.) , Low/no education, Low literacy and numeracy rates, consequently have an effect on Understanding of Child Mortality related issues, its associated causes among others.

A FEW STATISTICS

1 in 4 children under 6 live below the poverty line

Each year spent in poverty reduces by 2 percentage points a child's chance of graduating from high school; Students from low income, low skill, low education families are twice as likely to drop out quite contrary to students from affluent families, teenage pregnancy, child and infant mortality are high risks in such situations as parental guidance and care ignored.

Most institutions helping to address these challenges moreso complain of inadequate funding, lack of a coherent approach towards addressing infant and child mortality holistically and lack of the resolve, capacity and resources by Government to largely reduce the risk and cases of Child and Infant Mortality. Inquiries at hospitals and clinics and among mothers are worrying and the need for increased help and support is eminent. The achievement of the MDG Goals by 2015

rests on efforts in addressing Child and Infant mortality as it forms a key pillar in the Millennium Development Goals..

ACOTFS target is policy makers, Civil Society Organisations, but more importantly engaging the General Populace and supporting local and international NGO's in addressing the issue of Infant and Child Mortality.

Distribution channels

Currently, ACOTF is based and centralised in TEMA but with a role out plan to reach other parts of the Capital and rest of Ghana through:

Social Media

Traditional Media

Our Website

Forums/ Sensitisation workshops

Research and Reports

Media Discussions and Interviews on Infant and Child Mortality.

Music Concerts/Songs

Paraphernalia

It is our belief that these channels provide an avenue to reach many on the issue of awareness of Child and Infant mortality related issues.

Strategic alliances

We intend to expand our Ambassadorial base within the Ghanaian creative arts Industry, focusing also on companies with CSR programs along the lines of our objectives, establish alliances with institutions that provide institutional grants to enable us reach broader groups and support local NGO's.

E-commerce and technology

Website-Donations/Information provision on works/researches.

Social Media-whatsapp, Twitter, Facebook, LinkedIn

Tactical promotion plan

Social Media

Traditional Media

Our Website

Forums/ Sensitisation workshops

Research and Reports

Media Discussions and Interviews on Infant and Child Mortality.

Music Concerts/Songs

Paraphernalia

Marketing budget

Detail your marketing budget for the year. Explain how you will monitor it to manage and improve results.

Credibility and risk reduction

Budgeting

Accounting

Reporting

Internal Controls

Next Steps:

Prepare 1st year work plan and secure budgetary allocation

Prepare and provide Governance Manual

Prepare and provide Investment and Operations Manual

Prepare and provide Financial Management Manual

Prepare and provide Monitoring and Evaluation Manual

Secure office space and accompanying facilities

Recruit ACOTF team

5. Team and management structure

Skills, experience, training and retention

(Enter your text here)

AWAL ALHASSAN (POSSIGEE)

An accomplished producer who has worked with almost every major artiste in Ghana and some international artiste. His production dominates the airwaves and he is set for higher heights.

The main brain behind this foundation - Awal is not yet a producer but a philanthropist and a strong believer in social service. he uses music as a vessel to also educate and inspire young people.

Advisors

Management systems

6. Financial budgets and forecasts

Attach financial budgets and forecasts you are attaching to the business plan such as:

- Profit and loss forecast
 - Cash flow forecast
 - Balance sheet forecast
 - Capital expenditure budget
 - Break-even analysis
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