

***Knowledge and Skills Promoters***.

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TUAC

` Registration No. 396/G.37/D14/VOLII/SAAJP

**TRAIN UP A CHILD (TUAC) BUSINESS PLAN**

TUAC Rehabilitation of female school dropout project is designed with contribution from Teach A ManTo Fish’s School Enterprise Challenge Team to be used along-side their designed entrepreneurship curriculum. The business plan is in two parts: Part I is the narrative while Part II is the financial.

**TRAIN UP A CHILD (TUAC) CAMEROON**

**BONADIKOMBO-MILE 4, BUSINESS PLAN.**

**PART 1**

**BUSINESS DETAILS**

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| BUSINESS NAME | TUAC COMMUNITY DEVELOPMENT ENTREPRISE |
| LOCATION | BONADIKOMBO-MILE 4/WOTUTU VILLAGE. |
| BUSINESS ACTIVITY | TRAIN FEMALE SCHOOL DROPOUTS IN THE PRODUCTION AND SALES OF ORGANIC FRESH VEGETABLES, OTHER FOOD STUFFS AND LIVESTOCK. |
| MAIN PRODUCTS | PEPPER, TOMATOES, WATER-MELON, MAIZE, PLANTAINS, FOWL AND FISH. |

**ESTIMATED FINANCIAL SUMMARY (F CFA)**

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| **INCOME SUMMARY** |
| **Total Sales Income** | 7,430,000 |
| **Total Direct Costs** | 4,565,000 |
| **Gross Profit** | **2,865,000** |
| **Less other expenses** |  **800,000** |
| **NET PROFIT** | **2,065,000** |

1. **EXECUTIVE SUMMARY.**

TRAIN UP A CHILD ( TUAC) CAMEROON is setting up its food security Organic Fresh Vegetable and other trades Business Plan with the aim of training and equipping young people especially girls in Bonadikombo with adequate knowledge and skills in entrepreneurship they need to prosper after graduation.

Our target beneficiaries are female school dropouts in our local communities. Gender inequality in education affects both girls and boys, and women and men, but girls and women are still more often disadvantaged. In Cameroon, approximately 15% of boys of primary school age are out of school compared to 19% of girls of the same age and nearly 33% of female youths of secondary school age are out of school compared to 22% of male youths of the same age. Poverty, geographical isolation, minority status, early marriage and pregnancy, gender-based violence are the main causes. Coupled with all these, schools have been grounded for the past full year, and is till grounded in the English Speaking regions of Cameroon; the North West and South West Regions where we are based, so the number of children not going to school has actually multiplied.

We carried out a serious Resource Assessment and discovered that most of the resources needed for this project are affordable and available within reach. The Market Analysis and Research gives us more assurance about the feasibility of this project. Our competitors are mostly local farmers and traditional producers who lack basic marketing skills. This gives TUAC Cameroon the advantage to sell more with its advanced marketing skills. Our SWOT Analysis predicts the sustainability and replicability of the whole business. We believe that perfect implementation of this business will bring financial sustainability to TUAC Cameroon, its beneficiaries and also increase their employability.

1. **RESOURCE ASSESSMENT.**

Careful assessment of the resources needed to start and run this Fresh Vegetables (Tomatoes, Pepper, Water-melon, maize, plantain and livestock) Business, reveal that there is availability of vast farm-land , water and secondary school drop-outs especially girls skilled in traditional farming as human resource. Treated vegetables seeds, additional farm equipment like spraying-cans, pesticides and organic manure will be acquired from local farmers’ shops in Muea. Baskets and bags for packaging will also be acquired from Bonadikombo market at very affordable prices.

1. **MARKET RESEARCH AND ANALYSIS**

Our market research and analysis result is based on the seven years’ personal experience of our Business Manager in entrepreneurship in agriculture and a very recent survey carried-out by our Marketing Team of ten female secondary school drop-outs. Twenty local restaurants and 6 hotels and six boarding catholic colleges were contacted and they accepted to buy our products. Our vegetable products will be sold in the Bonadikombo, Wotutu main market, Limbe, Mutegene and Douala as well.

1. **COMPETITORS AND COMPETITION ANALYSIS.**

The competition in this Fresh Vegetable Business is not fierce because firstly, most of our competitors are local farmers who lack basic marketing skills and hence suffer from low profitability. Secondly, some of the regular buyers coming from the Foumbot/Foumban areas are struggling to create their own pepper and tomatoes farms in Bonadikombo and Wotutu so that they cannot always be buying from the Bonadikombo and Wotutu People. Their plans are inefficient because they cannot stay permanently in Bonadikombo and Wotutu to properly supervise their crops. (TUAC)Cameroon will take advantage of their weak competitors to supply the products at the doorsteps of their special costumers like the restaurants, hotels and colleges in addition to the fact that TUAC will still sell in the general markets.

1. **MARKETING AND SALES PLAN**

A costumers’ list exist already as an output of our Market Research and Analysis. This list keeps on increasing as the search for an unlimited number of potential customers are registering in. Our sales’ team of five plans to sell the tomatoes at an average price of 4000frs/basket, 15000 frs/bag of pepper and the water-melon ranging from 100 frs- 800 frs per fruit, maize at 3000frs per bucket, plantain at 3500 per bunch and fish 2000 perkg, chicken at 3500frs per bird. We also plan to sell online using the social media like Facebook, twitter and Wordpress in Cameroon and to the other CEMAC countries.

1. **SWOT ANALYSIS**

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| --- | --- |
| **STRENGTH** | **1-Our Production and Sales Team is made up of determined and ambitious young females with farming background.****2-The farmland is situated in the rich volcanic soil area.****3- Our facilitators and monitors are highly trained professional practical teachers****4- We have the support and recognition of the Government of Cameroon** |
| **WEAKNESS** | **1-TUAC is new in the business compared to the established individual local farmers.****2-We are dealing with school dropouts from different stages of their education, it’s difficult to group them under the same syllabus.** **3-Our students will need to encure some costs like transportation and feeding which may make it difficult for them to be effectively regular.** |
|  **OPPORTUNITY** | **1-We are expecting great sales with even higher prices than previewed in our sales plan due to high demand of our products from in-coming workers from companies in Limbe.****2-Traditional education and schools have been grounded in the English Speaking part of Cameroon where we are located, this project will serve as a safety net and refuge for school going children who are desperate and somehow frustrated with the desire to learn and progress in life.** |
| **THREAT** | **1-Very heavy rains and outbreak of strange pests resistant to all available pesticides.****2-** **Some workers might desert work to concentrate on their private farms.****3-We are experiencing some political unrest in our country and there is a risk of our project being vandalized by the disgruntled protesters.** |

1. **PEOPLE,PROFIT AND PLANET**

Our Fresh Vegetables business meets the People, Profit, Planet criteria in the sense that it focuses on foodstuff production to feed the ever increasing hungry population of the globe. Furthermore, it meets the Profit criterion because the most costly resources (Farmland and water) necessary in setting up this business are available. Lastly the Planet criterion is also met in our business plan because the organic fertilizer is used in the place of inorganic fertilizers.

1. **SUSTAINABLITY AND REPLICABILITY**

The sustainability of our Fresh Vegetable business lies in the fact that the workers are young dedicated school drop-outs who are benefiting in gaining adequate standardized hands-on entrepreneurship skills and knowledge from our TEACHAMANTOFISH designed curriculum which will enable them to set-up their own fresh vegetable businesses or gain permanent employment in TUAC’s farms and other big companies in future. Neat reports and records of the project progress are subsequently written and kept safely for replicability.

Also, our trainees will be in badges, at least 2 badges per year, so there is a clear network of successions.

**PART II**

**FINANCIAL PLAN**

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| **Section A: Start Up Costs (frscfa)** |
| **Farm Tools and Gears** |
| **Start Up Equipment** | **Quantity** | **Unit Cost** | **Total Costs** | **Remarks** |
| Cutlass | 32 | 5000 |  160,000 | Needed |
| Spraying Can | 32 | 50000 | 1,600,000 | Needed  |
| Hoe | 32 | 2500 |  80,000 | Needed  |
| Diggers | 10 | 5000 |  50,000 | Needed  |
| Water drums | 8 | 15000 |  120,000 | Needed  |
| Rain boots | 32 | 5000 |  160,000 | Needed  |
| Rain coats | 32 | 5000 |  160,000 | Needed |
| SUB TOTAL |  |  |  2,330,000 |  |
|  |  |  |  |   |
| **Classroom needs and Stationeries** |
| Training facility | 1 | 0 | **0** | Available |
| Plastic chairs | 32 | 0 | **0** | Available |
| Plastic tables | 17 | 0 | 0 | Available  |
| Stationeries  |  |  | 150,000 | Needed  |
| Writing materials |  |  | 200,000 | Needed  |
| Sub Total |  |  | 350,000 |  |
|  |  |  |  |  |
| **OTHER FACILITIES NEEDED** |
| Farmland | 2 hectares  | 0 | **0** | Available  |
| Fish farm | 1 pond | 0 | **0** | Available  |
| Poultry farm | 2 | 0 |  **0** | Available  |
| Sub Total |  |  | **00** |  |
|  |  |  |  |  |
| **TOTALS (A)** |  |  | **2,680,000** |  |

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| --- | --- | --- | --- | --- |
| **Start Up Supplies** | **Quantity** | **Unit Cost** | **Total Costs** | **Remarks**  |
| Tomatoes Seeds |  2 packets | 30000 | 60000 | Needed  |
| Pepper Seeds | 2 packets | 10000 | 20000 | Needed |
| Water-melon | 2 packets |  10000 | 20000 | Needed |
| Maize seeds | 5kgs | 3000 | 15000 | Needed |
| Plantain suckers | 500 | 100 | 50000 | Needed |
| Poultry chicks | 300 | 600 | 180,000 | Needed |
| Fingerlings  | 1000 | 150 | 150,000 | Needed |
| Organic Fertilizers | 30 bags |  3000 | 90,000 | Needed |
| Fungicide | 50 packets |  3000 | 150,000 | Needed |
| Insecticide | 15 Litres |  5000 | 75000 | Needed |
| Herbicide | 30 Litres |  5000 | 150000 | Needed |
| Fish food | 20 | 20000 | 400000 | Needed  |
| Poultry feed | 30 | 16500 | 495000 | Needed  |
| Vaccines and meds |  |  | 30000 | Needed  |
| **Sub Total** |  |  | **1,885,000** | Needed  |
|  |  |  |  |  |
| **Total Start Up Cost ( Total cost of equipment + Total Cost of Supplies)** | **4,565,000** |  |
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| **Section B: Income** |
| **Name of product** | **Quantity** | **Unit cost** | **Total Cost** |
| Pepper | 50 bags | 15000 |  750,000 |
| Tomatoes | 500 baskets |  4000 | 2,000,000 |
| Water-Melon | 1000 fruits | 600 |  600,000 |
| Maize  | 50 buckets | 3000 |  150,000 |
| Plantain  | 500 bunches | 3500 | 1,750,000 |
| Fish  | 600kg | 2000 | 1,200,000 |
| Chicken  | 280 | 3500 |  980,000 |
| **Total Income** | **7,430,000** |
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| **Section C : Other Costs** |
| **Name of item** | **Quantity** | **Unit Cost** | **Total Costs** |
| **Labor Salaries** | 5 persons | 150,000 | 450,000 |
|  **Wages** | 10 | 10000 | 100,000 |
| **Transport** | 1 | 1 | 100,000 |
| **Communication** | 3 | 30000 |  90000 |
| Electricity |  |  |  60000 |
| **Sub Total** |  **800,000** |
|  |  |

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| **Section D : Profit** |
| **Total Sales Income** | 7,430,000 |
| **Total Direct Costs** | 4,565,000 |
| **Gross Profit** | **2,865,000** |
| **Less other expenses** |  **800,000** |
| **NET PROFIT** | **2,065,000** |

**It should be remembered that the main purpose of this project is to train, educate, empower and rehabilitate female school dropouts in our community. The trainees will be able to set up and run their various farms with the supervision and guidance of our resource persons to ensure success and continuity.**