



Office of the President

*Bardnerville Junction, Gardnersville
P. O. Box 1631
Monrovia, Liberia*

JIMMY JOLOCON SCHOOL BUSINESS STARTUP IDEA

CAREER HOUR is one simple way of raising vulnerable children above problems and giving them exceptional knowledge. The convenience and outcomes of these trainings with the society makes the project very incomparable. Carpentry, Phone/Electronic, Tailoring, baking, cosmetology and sports are jobs that any child can do with pride. It's creates opportunities for self-employment, poverty reduction, continuous education and help reduce the 85% unemployment plaque in Liberia. Most importantly, since the introduction of skills training and business development at the Jimmy Jolocon Primary and secondary School, we have every schools' year about 200 children come out of school with the idea to running their owe business. The chances of going to college immediately after high school are very slim as barely 10% of the approximately 1,700 coming out of high school cannot afford to access college education with just one state own university, which admits/enroll approximately 500 new students each year. The project is to train these children in acquiring life skills education at secondary/primary school levels so that they become financially independent as they will be useful on the job market and some will become entrepreneurs and also be able to make decisions for themselves and their communities or support their education in college. They will also serve as mentor in the communities.

MARKET RESEARCH RESULTS

The project seeks to inculcate the social norms and values in delinquent youth group by developing a sense of responsibility and good conduct amongst them. It will enhance the chances of employability as well as promote self-employment and entrepreneurship among them. Liberia's post conflict environment has led to several socioeconomic situations and problems in Liberian including high unemployment especially of the youth populace, poverty, inadequate technical vocational education training infrastructure, poor health facilities and a struggling formal education sectors, etc. The Project prepares the kids at their early age to enable them overcome the societal aids common amongst underprivileged communities and acquire exceptional knowledge through vocational training and business trades.

COMPETITORS AND COMPETITIVE ADVANTAGE

The competitors are petty traders who have been in the business longer than us and are well known for the little they provide to their customers.

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

4. Our competitive advantage - This is why we are going to be better than our competitors: We will definitely be better because our market goods prescribed to the needs of our customers as quality, prices and quantity will always be maintained to meet our costumers' desire

5. **THIS IS OUR SWOT ANALYSIS.**

MOTTO: "Searching for a Better Future"

The strength our project is mostly operate with modern equipment and tools for large, quality and low prices product to attract customers; we are low on production & sales when schools are closed, also during the raining season (there are two seasons in Liberia, rain and dry), movement is streamline due to bad roads and over flooded creeks as our weakness; There are bright opportunities to expand this innovation to other communities' schools and for more young people to benefit

OPERATIONAL PLAN

1. The first stage is Training them into craftsmanship (life skills) such as Baking, tailoring, mobile phone electronics repairs, cosmetology, Permaculture and Business trades.
2. Funding acquisition to acquire equipment/materials/tools /logistics to startup their desirable business in respect to their skill.

IMPLEMENTATIONS TIME TABLE:

PROJECT MILESTONES	IMPLEMENTATION DATES
Communities Awareness & Sensitization.	March 2017 (one Month)
Career Hour Trainers workshop	April 2017 (two weeks event)
Equipment/tools acquiring and Installation/ furnishing of center	July 2017
Selection & placement of CH program's trainees	August 2017
Career Hour program's participants training begins	Begins August 2017 (3 & 8 mouths)
Business skills training for prospective students	December 2017 (one Month)
Apprentices business Startup project	January 2018

OUR BUSINESS TEAM STRUCTURE

Wanita Weiah-Tarr:

Programs Senior Administrator

June 13, 2010 :
Cuttington University Graduate School
July 29, 2007 :

Master of Public Health (MPH)ss
Bachelor of Science in Nursing (BSc)
Cuttington University

Certificates:

June 2015 :

Certificate Trainer of Trainers (TOT)
Project Concern International (USAID)
Totota, Bong County

July 23, 2012 :

Certificate, Courageous Leadership Training
Arcelor Mittal Liberia

April 10, 2008 :

Certificate, Register Nurse
Liberian Board of Nursing & Midwifery

July 6,, 2003 :

Diploma & WAEC Certificate
Jimmy Jolocon High School

Marian S. Weiah

Project Coordinator – Career Hour
February 2017 Employed as Loan officer, Access Bank Liberia
2016 – Present: Accounting Major (University of Liberia)

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2013 – 2014: Graduate, Virtuous Women skills training Center Buduburam, Gomoa District, Ghana
 2014 – 2015: Apprenticeship - Virtuous Women skills training Center – Buduburam, Gomoa District, Ghana

2013 – 2014: Awarded Level 4 Diploma in Oil and Gas Management - Institute for Professional and Executive Development, UK. (Ghana)

Business Skills Training - United Nations Industrial Development Organization (UNIDO and FIT Ghana 2013) Computer software – Certificate of Proficiency - Ghana Government National Vocational Training Institute – (NVTI 2013)

Bennetta Ross Weiah

Programs supervisor/Instructor – Career Hour

2005 – 2006: Attended and Graduated/Diploma - Virtuous Women skills training Center (Ghana) (March 2013 – September 2013 - Basic Instructional Techniques in Pastry making - Ghana Government National Vocational Training Institute – Certificate

Ran a vocational school similar the Career Hour from 2007 – 2014 Administrator and Teacher at Virtuous Women skills training Center. She also has experience in tailoring.

Wallace G, Weiah - President/founder of FODEDE, an Executive Committee Member of Liberia Football Association (LFA), Current Chairman of Beach Soccer and former Chairman of Women’s Football, LFA; President, Liberia Netball Association (LNA) and proprietor Top Jewelry Gold Processing Inc. for the past 18 years and owner of the Earth Angels female team.

Mr. Michael S Gilayeneh – Executive Secretary FODEDE; former Deputy Secretary General, Liberia football association, Member, women’s football standing committee, Liberia football association.

Jallah Corvah – Master degree in Accountant and have work for FODEDE for the past three years. a Former comptroller at Ricks Baptist Mission Institute, Virginia, Montserrado County, Liberia

MARKETING & SALES PLAN

9. These are our 4 P’s (Product, Price, Place and Promotion).

Refer to pdf doc. 910-fairlogic Business Development

Exceptional

FINANCIAL PLAN

1. Income -----	25,400.00
2. Costs of career hour setup and Business Startup -----	27,218.00
3. Profit -----	8,000.00

START UP BUDGET

Income (Donors)		
Description	Amount	Notes
1. Football For Hope	US3,000.00	<i>Cosmetology baking, electronics repairs etc. Equipment/Materials, Staff and Volunteers</i>
2. Liberia Football Association (LFA)	6,500.00	<i>Supply of soccer materials/equipments&life skills training</i>
3. Owner resources (cash or in-kind)	3,600.00	<i>Mentor (skills training), Media and securities/expedicator</i>

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4. Friends of Liberia	2,000.00	<i>Purchase of Sewing machines</i>	
5. Contributions (NGO)	7,300.00	<i>Underwrite workshops and sationeries expense</i>	
8. Football For Hope funding	3.000.00	<i>Business start up support</i>	
Expenditure (Goods & Services)			
Description	Quantity		
1.Transportation	Lump sum	US\$1,500.00	
2.Stationeries	Assorted	500.00	
3.Sewing Machines	8 units	1,800.00	
4.Center furniture, tools & equipment	assorted	3,500.00	
5.Phone Repair Kits	8 units	500.00	
6.Cosmetology equipment/Materials	Assorted	1,000.00	
7.Footballs	50 pieces	600.00	
8.Bibs	150 pieces	200.00	
9 .Cones/marker	100 pieces	400.00	
10.Soccer Boots	60 pieces	1,400.00	
11.Whistles	15 pieces	80.00	
12.Jerseys	10 sets	1,200.00	
13.Administrative Staff	3 staffs	2,400.00	
14.Volunteers	5 people @30.00	1,800.00	
15.Workshops	3 workshops	1,500.00	
16.Skills Trainers (Mentor)	4 mentors @ 50.00	2,400.00	
17. Business startup program budget	Assorted businesses	4,000.00	
Total		<u>24,780.00</u>	
Contingency @ 10%		<u>2,438.00</u>	
GRAND TOTAL 22,580		<u>27,218.00</u>	

FODEDE CAREER HOUR PROGRAMS

1. PERMACULTURE FARMING



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2. TAILORING TRADE



3. COSTUOMLOGY



4.CARENTRY



5.COMPUTER



6. SPORTS: FODEDE GRASSROOTS SPORTS PROGRAMS



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