

# Business Plan



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**Transformational Leadership Club-TLC**  
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<http://www.globallearninguganda.org/>

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# 1. Your business and objectives

## Briefly describe your business, outlining the different product(s) and/or service(s) you offer:

T.L.C Designs stands for Transformative Leadership Club dealing in knitting and stitching different fashions and decorations based in Mutundwe and Mengo- Kisenyi.

Transformational Leadership Club is a girl-led start up enterprise empowering vulnerable, disadvantaged and stigmatized girls currently living in a foster home based in Kisenyi .The business /enterprise supported by Global Learning for Sustainability(GLS)seeks to empower girls aged 13-22 with life skills for social, health and economic empowerment with a major goal of addressing gender inequalities that affect women's and girls' access to resources as they grow into independent responsible citizens.

The initiative is part of Global Learning for Sustainability (GLS) project on Diversity & Inclusion to ensure that girls have opportunities to participate in leadership positions and acquire skills to challenge gender norms that exclude girls and women from access to economic opportunities.

The enterprise will therefor target girls living in the foster home, including those living with various disabilities, and those from surrounding community (Kisenyi) to acquire skills in knitting various products supported by GLS Skills Training team. The products will be produced by GLS and proceeds will go towards empowering girls and young women in acquiring Transformational Leadership and income generating skills in challenging Gender Inequalities.

The different products will range from the following:

The following services will be offered in :

- ✚ Customized Carpets
- ✚ Customized knit Organization/ workplace supplies
- ✚ Individualized knit products (for women and men) e.g. jewellery, ties,

## Objectives:

### Short term (current year):

- To transform young women/girls lives by equipping them with life skills for economic independence
- To strengthen our Organization capacity in addressing gender inequalities through resource

mobilization initiatives

### Medium term (next 1 – 2 years):

- To inspire young women and girls in taking up leadership positions in the communities where they live, learn and work.
- To challenge gender norms that exclude women from participation in various spaces of influence

### Long term (3 years and beyond):

- To strengthen collaboration among different stakeholders in transforming girls and young women's lives for a gender equal world.
- To uphold Diversity & Inclusion principles in communities and workplaces in achieving a sustainable and a just world.

## Your Start Up Loan:

**What is the amount of money needed for your business? ( please put a figure below)**

2.5 million ugx

**Describe how you will use your Start Up Loan and how it will help you achieve these objectives:**

The loan will be used to:

- Purchase of the necessary start-up materials
- Organize Club Management meeting to agree on the best possible alternative knit products from the above mentioned ones
- Training 40 Girl beneficiaries on Transformative Leadership to ensure they appreciate who they are, set personal goals and their vision for Girls and Women using feminist lenses
- Training 40 beneficiaries on Making knit products of their choice within our means.
- Training Club management team and beneficiaries in marketing skills

## 2. Your skills and experience

**Outline any previous experience, employment or other work that you have done that is relevant to your business:**

I and my team have carried out training on knitting with our girl beneficiaries and their interest to learn was overwhelm and beyond our capacity.

As women youth-led Organization, our mission is to support young people especially girls and young women to acquire global skills, learn together and work together to solve common global challenges.

The business fits with in our strategic plan to ensure that our mission is practically implemented beyond mobilization of resources

**Outline any education or training you have had that is relevant to your business:**

-2 of our volunteers have acquired professional training in embroidery, fashion and design respectively. In addition more 5 staff have been trained and hence acquired basic skills related to knitting. More on-job trainings will be conducted in knitting more than one products once we secured the loan

**Outline any transferable skills, talents or traits you have that are relevant to your business:**

Training and facilitation skills acquired will be relevant to the business. Besides working with a team that is qualified to start and; lead the business is an added advantage.

**Briefly outline any gaps in your skills, experience or qualifications and explain how you will address these:**

The team needs training in digital marketing and ;producing diverse range of knit products

### 3. Your target customers

#### Demographic details:

Delete any answers not applicable to you and provide some description as relevant.

Age:	Gender:	Income:	Types:	Target regions:
<ul style="list-style-type: none"> <li>• 18 - 30yrs</li> <li>• 31 - 50yrs</li> <li>• 51yrs +</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• All genders</li> </ul>	<ul style="list-style-type: none"> <li>• ugx 5000-1M</li> <li>• ugx 1M- 10M</li> <li>• ugx 10M +</li> </ul>	<ul style="list-style-type: none"> <li>• Individuals</li> <li>• Businesses</li> <li>• Families</li> <li>• Other(Organizations)</li> </ul>	<ul style="list-style-type: none"> <li>• District</li> <li>• National</li> </ul>

#### How many potential customers do you estimate are in your target regions for this financial year?

50 Organizations  
 100 businesses  
 100 individuals/homes  
 50 Tourists /foreigners from diverse geographies(depending on COVID-19 situation)

#### Briefly describe your target customers and any other distinguishing features, expanding on any of the areas you have already highlighted above:

Our target customers shall include youth groups 13-30, individuals aged 31+ .  
 Businesses and Organizations too will be our main target for most products as they have potential to contribute to our business objectives.

#### What customer need or problem does your product(s) and/or service(s) address?

The problem our products seek to address are diverse and critical to girl-child economic empowerment, Gender based violence prevention and climate issues.  
 There is a wide skills -gaps among young women and girls to enable them pursue economic independence with few available resources .Poorly skilled girl-population increases risks of suffering from gender related injustices.  
 Secondly, supporting locally –made products is good. It stimulates local development and reduces on unnecessary taxes incurred from imported goods from international markets

The products will change attitude towards climate change there by encouraging business, organizations and individuals to save on paper usage for certain events by relying on locally-made ready-made (knit) products. This is because some of the products will target business and organizations to take action on climate change by reducing on print.

Speaking up is has been one way to challenge gender injustices and other inequalities within our society. By crafting messages that SPEAK! To people in power and other spaces of influence, the products made will be used as strong advocacy tools for people and businesses to adapt in their homes, public places and workplaces among others.

**Explain your approach to pricing your product(s) and/or service(s):**

We will use value-based(skimming).This approach will capture the profits we need to invest more in innovation and or creativity as well as loan repayment.

## 4. Your market and competition

**What research have you conducted to understand your market, including your industry, regions, customers, competitors?**

*Delete any answers not applicable to you and provide some description as relevant.*

- Focus groups: We have conducted staff focus groups discussions on how we can market the products competitively.
- Market testing : Market testing will be done once we have enough products as we have not completed most products
- Met with suppliers: We have interacted with suppliers of the raw materials
- Personal experience: Each of us has an experience of using the products and this will promote team work in marketing and buying for personal use to reinvest back in the enterprise
- Family and friends: We have interacted with friends and families who are ready to support our initiative through marketing and investing in our products through buying
- Other

### Competitor 1:

Name, location, website:	Average prices:
Name:Uganda Knitted Woven Garments Suppliers and Manufacturers Location:Kampala	100,000-200,000
Strengths:	Weaknesses:
<ul style="list-style-type: none"> <li>● Well-established</li> <li>●</li> </ul>	<ul style="list-style-type: none"> <li>● Profit-based</li> <li>●</li> </ul>

### Competitor 2: Unpublished business based home

Name, location, website:	Average prices:
Loction:Kiwatule(home-based and unnamed)	120,00-180000

Eco Crafts Africa

Location: Gbaba- Kansanga

**Strengths:**

- Well-established
- 

**Weaknesses:**

- Profit-driven
  -
- 50,000+

**Your business:**

**What sets your business apart from your competitors?**

Our business is uniquely designed to address today's challenges facing by vulnerable, disadvantaged and stigmatized youth populations (girls) to develop economic independence skills that will enable them confront Gender Inequalities as they grow into responsible active citizens. Besides, the business is part of our overall Organization mission to address some of world's challenges on taking action on climate change and gender inequalities ,and other injustices.

Hence our business is not just consumer-oriented but Social Change-oriented.

**Your strengths:**

- A young team of young people with passion
- Our advocacy for Gender & Inclusion

**Your weaknesses:**

- Limited staff skilled in production
- Limited capital resources

**Current or future opportunities:**

- Organizations willing to partner
- Young people willing to be trained

**Current or future threats:**

- Lack of priority by Organizations
- Limited marketing skills/experience



## 5. Your sales and marketing plans

### How do you or will you promote your business?

Delete any answers not applicable to you and provide some description as relevant.

- Website (information only) :Products can be displayed on our Organization website
- Advertising (online)
- Advertising (print,):Products can be printed on various documents used by Organizations/businesses in form of a logo
- Exhibitions
- Social media: Sharing on social media pages to attract following and seek out for customers and partners.
- Retail outlets: Shops or businesses interesting in buying and selling our products
- Referrals: By partners
- Leaflets: for off-line advertisement
- Events and exhibitions:
- PR: We will select a PR officer or a marketing team to brand our business and other related activities
- Other: Train more staff in marketing and production of diverse knit item

### Pick three of your key promotional activities and describe how they currently (or will in the future) help you meet your business objectives:

1. Personal Selling. This will involve face-to-face interaction with purchasers to develop good relationship and build trust

2. Direct Marketing through Phone or email among others to obtain immediate response from target customers.

3. Unpaid advertisement channels to promote our products and ideas

## 6. Your operational plans

Please provide details of two key suppliers or key relationships that are or will be important to running your business: *Detail as relevant in the boxes provided below.*

### Supplier / Relationship 1:

<b>Organisation:</b>	<b>Relationship status:</b> <i>Delete any answers not applicable to you.</i>
Whole sale Traders dealing in raw materials( We have not committed to buying from a specific Organization yet as we are still identifying best materials to use)	<ul style="list-style-type: none"> <li>• No contract/commitment</li> <li>• Other</li> </ul>
<b>Service provided:</b>	<b>Key terms of the relationship:</b>
Materials for productions	Supply of goods upon payment

### Supplier / Relationship 2:

<b>Organisation:</b>	<b>Relationship status:</b> <i>Delete any answers not applicable to you.</i>
-Not defined yet	<ul style="list-style-type: none"> <li>• No contract/commitment</li> <li>•</li> </ul>
<b>Service provided:</b>	<b>Key terms of the relationship:</b>

### Other operational considerations:

#### Do you currently employ staff?

*Delete any answers not applicable to you and provide some description as relevant.*

- Yes (proceed to question A below)

#### A. How many staff do you currently employ?

<b>Full time:</b>	<input type="text" value="5"/>	<b>Part time:</b>	<input type="text" value="6"/>
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#### Outline the key staff roles within your business (e.g. job title, responsibilities, key skills):

1. Josephine Nanteza: Lead Skills trainer on knit products and embroidery(Fashion & Design Graduate-Diploma)

2. Nakate Rebecca: IT support volunteer/M & E
3. Irene Adong: Advocacy officer
4. Monica Iradukunda, Fashion and Design student (diploma)
5. Harriet Karen Mukajambo, Team Leader

**B. How many staff do you intend to take on in the next 12-months?**

Full time:

0

Part time:

0

**Describe the key responsibilities and skills you anticipate giving to these new staff:**

We will build capacity of the existing staff/volunteers to fully participate in the business activities

**Where does or will your business operate from?**

*Delete any answers not applicable to you and provide some description as relevant.*

- Home business: for girl mentees living in the foster homes
- Office: for training and referral
- Mobile business (vehicle): where possible
- Work-hub: availed by partners

## 7. Back-up plan

**How will you manage your loan repayments if your business doesn't go according to plan?**

Your back-up plan should highlight:

- What your loan repayments are
- How would you manage these repayments in the case of an unexpected event
- Why do you feel this is a realistic plan

## 8. Supporting evidence

You can either copy and paste any supporting evidence in this section, or create a bullet point list of your supporting items and send them in with your application separately. Any supporting evidence you provide should support and strengthen the claims you have made and help our loan assessment team feel more confident about lending to you.

*Please note, this is not a mandatory field but your Business Adviser may request additional supporting evidence once they have reviewed your full application.*

- **See attached sample items and training reference**

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