

Executive Summary

The population of Ghana is estimated to be approximately 24 million. The working class within peri-urban area constitute an important stakeholder in the development of the country. According to the UNICEF 2010 89% of the children in the country are school children are cared by parents in the working and non working class. With the problem of constant vehicular traffic in our cities, the long distances between residences and schools of wards and also work places (because both parents have to work for economic reasons) a lot of time is spent travelling and so most parents are forced to leave their kids in the care of teachers as a way of buying time after school hours and some times organize extra classes for the kids in which the children do not gain much due to the fact that they are tired. To bring relief to parents and provide good quality care for kids that Golden Child Academy has been designed.

The company has been designed to provide care for wards of working parents who have difficulty in providing for the picking up and caring for their wards after school. The company will provide facilities where wards will be catered for after school. This will include picking children up from their respective schools, ensure change of clothing where necessary, helping them with their homework and providing them some recreational activities. Feeding will also be provided when requested. Parents will pick up children from the centre after close of work or at other specified time agreeable to the parent.

This is intended to provide relief for parents who do not have helpers to take care of children after they close from school and therefore must usually leave their work places, struggle through

heavy traffic to take their children from school. Others sometimes have to keep the children with them at their place of business under very uncomfortable and not conducive conditions for the children thus leaving them stressed on daily basis. Other children have to wait in cars or play with neighbours without proper care thereby picking up negative vices and behaviours. Golden Child Academy will therefore serve as a home away from home.

The company will be registered by 15th December, 2012 under the companies code 1963 Act 179 as a private limited liability company after the registration advertisement will be made using handbills, radio announcement and interviews with offices and organisation in the area. The company is expected to commence business following the successful registration processes, since some temporary accommodation have been leased for the centre. It is anticipated that the first set of children should be brought to the facility starting from 4th September 2012. We will start the business with an initial enrolment of 50 children.

Due to feasibility study done it is estimated that approximately 50% profit will be generated. Our major operating expense will be standard rates with incentives for our highly qualified personnel, and rent on our facilities, improved for our purposes during the start up period.

Mission Statement

To provide high quality post school care for working class within Adum–Kumasi to ensure healthy and disciplined children.

Vision

To deliver professional child care support in peri-urban areas in Ghana.

Corporate Goals and Objectives

The goal of the venture is to create self-sustaining centres of excellence in the care of children before and after school hours, bringing relief to parents.

The main objective will be as follows:

- To create a legal business permitted to operate under the relevant laws of the country in child care services.
- To generate revenue and increase profit by 50% at the end of (2013)
- To have well motivated staff who are well trained in child care and have the welfare of children at heart. Our core values would be Godliness, cleanness and good quality care.
- To attract parents who work with busy schedules and who are willing to commit reasonable resources for the maintenance of their wards in a clean, Godly, well equipped and well managed environment conducive for the development of children.

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CHAPTER ONE

ORGANISATION

1.0 Introduction

Some of the best years in life are the time spent as a child. As working adults in a fast paced society, we sometimes forget just how precious and fleeting those years are.

With that in mind, imagine an alternative to the traditional after school that is given by house helps and neighbours to a planned activity based registered day care and post school care which is tailored to care for children before and after school.

Golden Child Academy is a school care with professional caregivers with credentials to not only enhance your child's early social and moral skills, but to also help them in developing various aspects of their lives. It is specifically made for children to have fun and be safe in a care giving environment.

In the past parents relied on house helps but now they are hardly available. Where possible many services will be given to parents who resume work after their maternity leave for this reason Golden Child Academy will be formed to provide parents with a care centre where their children will be kept and cared for in a Godly manner, and relieve parents of the stress of caring for their children when work or business does not permit them enough time and space to do so.

1.1 Background

Golden Child Academy has been planned to be located initially at Adum. Post school services are rare in Ghana as in Kumasi although is a requirement for working parents, Golden Child Academy has been designed to fill the gap for such services.

The company will employ two fundamentals that will serve as the driving force for the services offered:

- Premier Care Giving Services.
- Personalised Activity Based, Children Structured Fun Service

1.2 Company Ownership

Golden Child Academy is a limited liability company and the Board of Directors being the owners Representative, Educationist and KMA Representative. The owners consists of five (5) people namely: Deborah Boakye Boateng, Esther Addaemaa Bonsu, Linda Adu-Kwarteng, Joyce Abena Akomah, Kwabena Frimpong, who own the company by providing equal amount of money for the company start up and growth.

1.3 Start-up Summary

The company founders and the Board of Directors will have oversight responsibility of the Academy. Director with knowledge in accounting will be hired to handle day to day operations and will work collaboratively with a Domestic Manager with Administrative background, a care givers and a Security Personnel with other personnel's to ensure a successful business venture.

As reflected in the table below, the estimated start-up cost will be GH¢18,200.00. This cost will be financed by the owner's personal cash funds. An anticipated GH¢10,000.00 will be used as working capital. Future expansion, growth and franchising strategy will be Equity-financed.

Start-up

<u>Start-up Expenses</u>	<u>Amount (GH¢)</u>
Brochures	700.00
Insurance	300.00
Rent	6,000.00
Playing Equipments	10,000.00
Repairs, Maintenance & Furnishing	<u>1,200.00</u>
<u>Total Start-up Expense</u>	18,200.00

PLANNED INVESTMENT

<u>OWNERS</u>	<u>AMOUNT GH¢</u>
JOYCE ABENA AKOMAH	4,000
LINDA ADU- KWARTENG	4,000
DEBORA BOAKYE BOATENG	4,000
ESTHER ADDEMAA BONSU	4,000
KWABENA FRIMPONG	<u>4,000</u>
TOTAL INVESTMENT	20,000

CHAPTER TWO

PRODUCT IDEA & RELISATION OF SCHEDULE

2.0 Services

Golden Child Academy offers upscale child care services designed for kids' between 3 months and primary school going age. Normal operating hours will be 7:00 am to 9:00pm, Monday through Friday and on Saturdays 7:00am to 5:00pm.

The main product will be the provision of before and after school care for kids of busy parents that need such assistance for the maintenance of their wards.

Children will be cater for after school; that is comparable to being at home. Facilities such as bathing and feeding would be provided and the children helped with their homework. The children could play various games under supervision to enable them gain understanding and added knowledge from the games played. Hygienically prepared food will be provided for the children.

Computer facilities will be available to all the children for recreational purposes. Controlled and monitored internet access will be provided for children that require such services.

Golden Child Academy will also offer children birthday party hosting services and providing great activities for kids.

The centres will also have attendant medical personnel to provide first aid and take care of sick children.

2.1 Product Description

Upon its opening, Golden Child Academy will offer two main services in the Adum area.

- Morning School Care
- After School Care

Prior to opening, the home will give a two month enrollment drive. Based on the market reaction to the drive, this service may be altered to meet the needs of the community. The Academy will always remain nimble enough to respond to the needs of the community in which it serves.

2.2 Competitive Comparison

The child care industry as a whole is saturated. However based on observation and enquiries made, child care service provider listings and building permit records in Kumasi, Adum is growing in population but no post school care, Golden Child Academy intends to fill this local market needs.

2.3 Technology

The company founders are aware of technological advancement and so it is natural that the Academy will employ and maintain the latest technology to enhance payment processing and record keeping and office management systems. Information in best practices for care giving of

school children across the world be studied using the internet and study trips to get first hand information.

2.4 Future Services

Other branches of Golden Child Academy will be opened across the entire Kumasi metropolis and others cities in Ghana over the next ten (10) years.

A website will be created for the Academy after first year which will provide the whole country information about Golden Child Academy and also support enrollment on line.

2.5 Service Uniqueness

The Academy will be handled by certified child care service providers and will be provided in a serene atmosphere. Working hours will not be the same as those in the day care system but will rather go beyond the normal school hours.

Learning to play musical instrument, support to do homework, care for children until parents pick them up medical facility, personalised services and fun equipment.

CHAPTER THREE

MANAGEMENT TEAM

3.0 Introduction

The opening management team of Golden Child Academy will consist of the board of directors, a Home Director, an Accountant and Domestic Bursar.

As the business grows, gradual investment in the instructional staff will be made over the next 3 years – beginning in August 2012 or as otherwise dictated by enrolment.

3.1 Organisational Structure

Golden Child Academy depends on the Board of Directors who are the principal share holders and the same time working as the Chief Executive, Home Director, Accounts Officer and Home Administrator with a hired Domestic Bursar

Chief Executive

The Chief Executive, Joyce Abena Akomah will be responsible for daily operations, recreational oversight and management of all instructors and caregivers.

Administrator

The Administrator, Linda Adu-Kwarteng will take oversight of enrolment and other administrative works.

Academy Director

The Academy Director, Deborah Boakye Boateng will be directly responsible for the welfare of the kids.

Domestic Bursar, Esther Addemaa Bonsu

HND or Advance Catering and Management

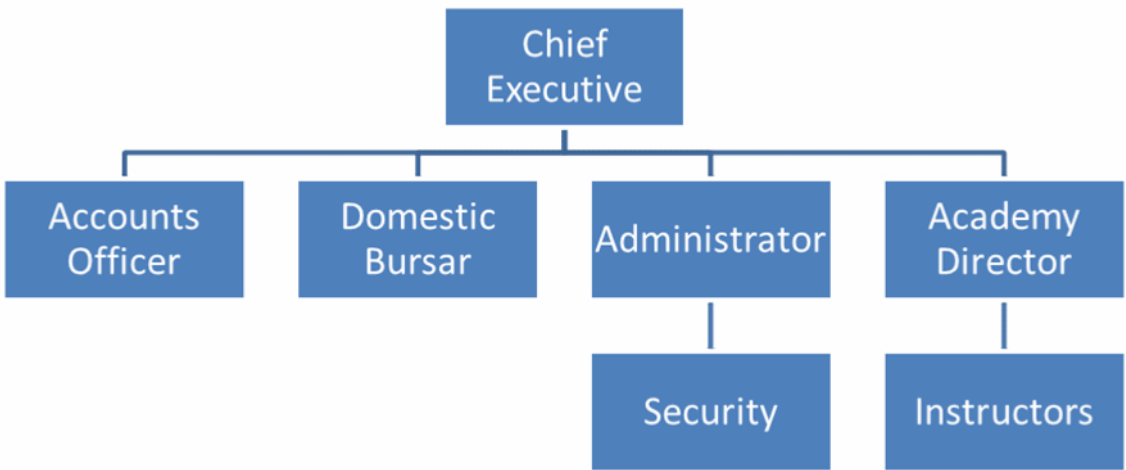
3+ years experience in child care industry experience

Must be a computer literate and have the welfare of children at heart.

Accounts Officer

The accountant, Kwabena Frimpong will be responsible for managing the financial dealings of the business. This includes preparation of profit and loss account, cash flow and balance sheet. He will be responsible for giving financial advice to management.

Organisational Chart



3.2 Company Strengths and Core Competencies

The key competence of this company will be the provision of a serene environment for children to enjoy being there and not feel pressured to return home.

Provision of state of the art facilities including play grounds, various outdoor and indoor games, computer services and computer games, musical instruments, rest rooms, dining facilities and sleeping places are the hall mark of the Centre.

Competent, well-trained and well-motivated staff will be recruited to manage the facilities and visionary leadership will be provided to ensure the Centre meets the aspirations of parents and children.

The following table summarizes our personnel expenditure for the first three years. We believe this plan is a fair compromise between fairness and expedience and meets the commitment of our mission statement.

The yearly figures in the second and third year are assumptions and the numbers represent 20% enrolment respectively, a full staff of instructors, and 5% increase in payroll in the first year and 10% in subsequence year – which will include vacation pay, pay increase, bonuses and state required certification.

Personnel Plan			
	Jan 2012 - Dec 2012 GH¢	Jan 2013 - Dec 2013 GH¢	Jan 2014 - Dec 2014 GH¢
Director/Bursar	3,600	3,780	3,969
Home manager &Administrator	2,400	2,520	2,646
Others	1,800	1,890	2,394
Total People	5	5	5
Total Payroll	7,800	8,190	9,009

CHAPTER FOUR

MARKETING ANALYSIS

4.0 Market Analysis Summary

Analysis of the market analysis undertaken through direct and indirect method showed that.

There is an urgent need for post school support for working parents because it is not existed

These parents are willing to pay services when they can guarantee service is of good quality.

Services regard ranges from supervision for home work, facilitating for playing and capacity building and learning of musical instrument, support in case of sick.

4.1 Industrial Analysis

A study of the community shows that many homes are occupied by working couples with both parents being in full-time employment. Most parents therefore are obliged to leave their children in the care of teachers of the various schools after school hours or house helps. This does not help to get the children proper care since teachers are occupied with several things after school hours. Some mark exercise scripts at this time, others prepare lesson note for the next day, others still feel tired out and can therefore not provide close care for the children after school hours.

Presently, there are no alternative facilities available to parents who would like to give their children proper care after school. They cannot take them home because they do not have people to care for them, and cannot take them to their workplaces as they would be distracted. In the confusion several parents have resorted to leaving their wards in the care of neighbours and friends.

It is to fill this yawning gap that Golden Child Academy to be. The Academy will be run by personnel who will have sole responsibility for providing adequate care for children and relieve parents of the burden of after-school care.

4.2 SWOT Analysis

Strength	Weakness
No service provider for post school care, Golden Child Academy is first to be licensed in this category in Kumasi providing games, learning facilities and medical support to the kids where there is no current competitor.	No provision of transport. Target is limited to working class and students, (market women not considered).
Opportunity	Threat
Are mostly; working parents in the area and parents in the tertiary school	Uncertain about the services to be provided current level of income of clients.

4.3 Market Segmentation

Golden Child Academy market segmentation will be on working couples who are the same time part time students in tertiary and professional institutions and parents after maternity leave who has resumed work without house helps. Children will be taken in flexibly on either the normal before and after school care service.

After School Care

This is one of the reasons for establishing the business. The client base will provide a higher profit for the Academy.

The Academy will establish a significantly large regular client database in order to establish a sustainable consistent revenue base which will ensure the stability of the business.

Customer and community relations are extremely important, as it is imperative to keep the parents pleased in order to keep their wards in the Academy.

4.4 Target Market

The target market is parents working in the private and public institutions, including the self-employed. Parents who are students in tertiary institutions would also be targeted.

With inflation levels not being stable, a typical Ghanaian family now requires dual or supplementary incomes. This trend has created a need for quality child care services. We do not see this model changing in the foreseeable future. In fact, based on the growth in population in Kumasi specifically Adum area we expect the need for child care to increase.

Currently there are more family caregivers than licensed child care facilities nationwide. However, this business model cannot keep up with the needs of the growing child care services. In the family care giver system, space is limited and the quality of care is questionable.

4.5 Major Competitors

Major competitors identified are the following:

- Teachers in private tutorship who take children through after-school lessons,
- Teachers who take care of children in their respective schools after school hours, and
- Family members, neighbours, house help and friends of parents who admit the children in their care after they close from school.

4.6 Marketing Mix

Golden Child Academy will focus on the Adum area which has facilities where our target group i.e. parents working in offices and having their tertiary education at the same time.

4.6.1 Competitive Advantages

The excellent services to be provided will be one-of-a-kind sharply combine morning school care when required. Children of all ages could be registered and the centres will be equipped to provide for such.

Some schools attempt to provide such care by engaging children in additional classes after school. Such classes however have been known to put additional stress on the children thereby affecting their overall performance. The company however contrasts this by permitting the children to choose from a variety of activities to carry out after school, from doing their homework under a relaxed atmosphere, playing varieties of games, using the internet for both learning and recreation and learning to play a musical instrument.

Parents would be relieved as their children would be provided professional care and services that would contribute positively to their lives while the parent attends fully to his/her business to yield greater productivity.

4.6.3 Marketing Strategy

Marketing in the child care industry depends largely on reputation and referral. At Golden Child Academy, that reputation will start within our community bolstered by our involved commitment to those we serve.

4.6.4 Positioning Statement

For families who value the importance of quality child care services, Golden Child Academy would offers a great alternative to the traditional child care services and interesting programs.

4.6.5 Pricing Strategy

Golden Child Academy will charge appropriately for the high- quality care giving services we offer. Our revenue structure has to support our cost structure, so that allowances and salaries we pay to assure quality services must be balanced by the revenue we accrued.

We will be charge price competitively in the market we serve; however, we will not subscribe to the “low price leader” concept. The quality of our service will support the prices we charge.

4.6.6 Promotion Strategy

We will depend on client referrals, community exposure and direct mail campaigns as our main way to reach new clients. As we change strategies, however, we need to change the way we promote ourselves. Interaction sessions at identified sources would also be used.

Advertising: We will be developing our core positioning message: “Golden Child Academy, A Home Away From Home” to differentiate our services. Banners will be used in advertising. We

will also develop and maintain partnership with local businesses that cater to the needs of children. Our pre opening efforts will include free children ID cards and T-shirts.

Sales Brochure: Our theme will help sell the home to prospective clients through school children.

Direct Mail: We will send quarterly mail campaigns to organisations holding our target group as staff. Monthly calendars for parents and the Adum community will be given out.

4.6.7 Sales Strategy

Initially questionnaires will be sent out to several parents of diverse backgrounds who are willing to participate in the market survey. The questionnaire will seek to discover the type of occupations parents are in, the number of wards per household and the willingness of parents to provide their wards with before and after school care services.

Government agencies and Non governmental organisations whose operations involve children would be contacted for their opinions on the provision of such a service. Any available research already conducted would be sourced for additional information.

All information gathered will be analysed and scientifically tested to determine that the proposed operations of the company would be viable and would yield the desired return on the investment of the shareholders.

After successful analysis, we expect an increase in enrolment by 20% of the initial enrolment number of 50 through out the first year.

4.6.8 Sales Forecast

For the first twelve months of operation, Golden Child Academy will assume conservative enrolment due to the fact that services offered would be good and most parents will be comfortable with their current arrangements.

Consequently, we expect initial enrolment to be far less than anticipated future year levels. Going into the third and forth years, we expect that our presence will be known, convenience factor considered and we will then be considered as a choice in after school care giving. In fiscal years January 2012 to December 2012 and January 2013 to December 2013, 20% increase in enrolment is assumed respectively.

Estimated 50 by the end of first year for after school care children will be enrolled in the first year at GH¢20 per head for a month and Morning care service for a charge of GH¢30 per head.

Activity Schedule

Activity Description	Budget	Start Date	End Date	Period													
	(GH¢ 15,680)			2011		2012											
				Nov	Dec	Jan	Feb	Mar	Apr il	Ma y	Jun	July	Aug	Sep	Oct	Nov	Dec
Business Plan	30	19-Nov-11	3-Dec-11														
Site Selection	0	19-Nov-11	23-Dec-11														
Rent	6,000	15-Jan-12	20-Mar-12														
Repairs, Maintenance & Furnishing	1,200	23-April-12	30-Aug-12														
Personnel Plan	7,800	28-July-12	31-Aug-12														
School Reopen	-	4-Sep-12															
KMA Certification	100	15-Jul-12	10-Oct-12														
Tax Filling	-	1-Dec-12	20-Dec-12														
Advertising	250	28-Oct-12	31-Dec-12														
Insurance	300	15-Jul-12	20-Aug-12														

CHAPTER FIVE

FINANCIAL ANALYSIS

5.0 Introduction

Golden Child Academy will finance growth mainly through debt financing / equity finance / self financing. It is recognized that the school will grow gradually covering the entire city. The most important factor in our case is enrollment. We must stay focused on our enrollment plan and maintain budgeted enrollment levels.

Adequate start – up capital is assumed, along with future 5 year guaranteed loan. The Golden Child Academy financial plan depends on important assumptions, most of which are annual assumptions.

5.1 Break Even Analysis

For the break even analysis start-up running cost assumptions, a five person payroll, rent utilities and an estimation of other running costs are used. Payroll, at median market averages was presented previously in the personnel table.

Based on these assumptions, the chart below (Appendix) shows the enrolment of students per month needed to break even.

Break Even Analysis for the First month, 2012

	GH¢	GH¢
Sales Revenue 50 x GH¢30 =		1,500
50x GH¢20 =		<u>1,000</u>
Variable Cost:		2,500
Operating cost 20% of sales figure	500	
Personnel expenses	650	
Utilities	50	
Repair & maintenance	<u>100</u>	
	1,300	
FIXED COST:		
KMA Certification	100	
Rent	500	
Business Plan	30	
Advertising	125	
Insurance	<u>25</u>	
	780	

Number of kids to enroll to Break-even:

Revenue received from each kid.

Total revenue received over number of kids enrolled (GH¢2500/100) = GH¢ 25.00

Variable cost incurred on each kid.

Total variable cost over number of kids enrolled (GH¢1,300/100) = GH¢13.00

Therefore contribution to cover fixed cost is GH¢ 12.00

Break-even output / enrolment = fixed cost / contribution

$$= 780/12$$

$$= 65 \text{ kids}$$

Contribution sales ratio in percentage is contribution over sales by percentage.

$$\text{Contribution/ sales} \times 100$$

$$= 12/25 \times 100$$

$$= 48\%$$

5.2 Forecasted Profit and Loss

Our projected profit and loss is shown on the following table, with sales increasing from the first year to the third.

The investment return in these years supports our goal of growing into other places.

Detailed first year monthly profit and loss account is indicated below.

Forecasted Profit and Loss Accounts for the period of 3 years, 2012 – 2014

GOLDEN CHILD ACADEMY

FORECAST PROFIT LOST ACCOUNTS FOR THREE YEARS

	YEAR 1 GH¢	%age	20% YEAR 2 GH¢	%age	20% YEAR 3 GH¢
Revenue : 50 x 12 x30	18,000.00	60 x 12 x 30	21,600.00	72 x 12 x 30	25,920.00
50 x 12 x 20	<u>12,000.00</u>	60 x 12 x 20	<u>14,400.00</u>	72 x 12 x 20	<u>17,280.00</u>
	30,000.00		36,000.00		43,200.00
Operating Cost 20%	<u>(6,000.00)</u>		<u>(7,200.00)</u>		<u>(8,640.00)</u>
Gross profit	24,000.00		28,800.00		34,560.00
Expenses					
personnel exp.	7,800.00	5%	8,190.00	10%	9,009.00
repairs & maintenance	1,200.00	20%	1,500.00	20%	1,800.00
KMA Certification	100.00		100.00	50%	150.00
Utilities	600.00	20%	720.00	20%	864.00
Advertising	250.00	20%	300.00	20%	360.00
Rent	6,000.00	20%	7,200.00	20%	7,920.00
Insurance	300.00		300.00	33.33%	400.00
Business Plan	<u>30.00</u>		<u>0</u>		<u>0</u>
	(16,280.00)		(18,310.00)		(20,503.00)
Net profit	7,720.00		8,490.00		14,057.00

INVESTMENT APPRAISAL

USING NET PRESENT VALUE WITH A DISCOUNTING FACTOR OF 20%

YEAR	CASH FLOW (GH¢)	DISCOUNT FACTOR 20%	PRESENT VALUE (GH¢)
0	(20,000)	1.000	(20,000)
1	7,720	0.833	6,433.33
2	10,490	0.694	7,280.06
3	14,057	0.579	<u>8,139.00</u>
Positive NPV			1,852.36

Formula for NPV is $1/(1+r)^n$ where r is rate and n is number of years.

If the cost of capital is 20% this project could be recommended because it generates a positive NPV of GH¢ 1,852.36 or if the project was financed by a loan at 20% per annum the interest and principal amount could repaid out of cash flow.

ACCOUNTING RATIOS

Profitability ratio is the efficient and effective utilization of available resources in order to yield acceptable returns. These ratios are used to measure the overall efficiency and effectiveness of management.

Return on Capital employed is Net profit before interest & taxation over Capital employed.

Net profit before interest and taxation/ Capital employed x 100

$$\text{Year 1 } 7,720/20,000 \times 100 = 27.85\%$$

$$\text{Year 2 } 10,490/20,000 \times 100 = 34.40\%$$

$$\text{Year 3 } 14,057/20,000 \times 100 = 41.27\%$$

Secondary ratio or profit margin, this ratio indicates whether or not the expenses of running the business are in proportion to the amount of trade carried on.

Net profit before interest and taxation over net sales by 100 percent

Year 1 $7,720/30,000 \times 100 = 25.73\%$

Year 2 $10,490/36,000 \times 100 = 29.13\%$

Year 3 $14,057/43,200 \times 100 = 32.54\%$

GOLDEN CHILD ACADEMY

Projected profit and loss accounts the first quarter 2012

	January	February	March
	GH¢	GH¢	GH¢
Sales Revenue	2,500	2,500	2,500
Operating cost (20% of sale revenue)	(500)	(500)	(500)
Gross profit	2,000	2,000	2,000
Other expenses:			
Personnel	650	650	650
Repair & maintenance	100	100	100
Utilities	50	0	0
KMA certification	100	0	0
Advertising	125	0	0
Rent	500	500	500
Insurance	25	25	25
Business plan	<u>30</u>	<u>0</u>	<u>0</u>
	(1,580)	(1,325)	(1,325)
Net profit	420	675	675
Opening balance	<u>0</u>	<u>420</u>	<u>1,095</u>
Retain earning	420	1,095	1,770

GOLDEN CHILD ACADEMY

The following table shows the detailed cash flow for the period 2012 – 2014

	Year 1	Year 2	Year 3
	GH¢	GH¢	GH¢
Cash from operating activities			
Net profit before interest and taxation	7,720	10,490	14,057
Adjustment from non cash item	0	0	0
Changes in working Capital	0	0	0
Cash flow from investing activities			
Purchase of asset	(6,500)	(2,000)	(2,000)
Net cash inflow from operating activities	1,220	8,490	12,057

5.3 Risk Analysis

As a business owner, one of your primary goals is to make profit. Unfortunately, there is no guarantee that this will happen. Your business may get a lower return on investment than you expect or may experience a loss after you have paid all expenses. The possibility of a financial loss is called risk.

A business cannot eliminate all risks but can only manage risks by using the best available marketing information, analyzing opportunities and making wise decisions.

Here are some of the potential risks that Golden Child Academy will encounter and the ways they will be managed.

Economic Risk: Golden Child Academy will reduce the occurrence of an economic risk by giving their customers an excellent service and also carry out a periodic market research on the needs of the people in the community as well as to know about government regulations and abide by them in order not to be forced out of business. Exclusion of other potential class outside the working class. After year two (2) programme will be expanded.

Natural Risk: The management of Golden Child Academy will insure the home against the occurrence of natural risks. This insurance will cover property insurance, business liability insurance, personal liability insurance and product liability insurance.

Human Risk: To reduce human risk to the lowest level employees will regularly be trained to be abreast with changing times and also paid well to reduce dishonesty. Every child will be assigned to a specific care giver, recruitment procedure will be thorough.

Customer dishonesty such as theft, fraudulent payment or nonpayment will be reduced by making sure that correct demographic information about the customer is known and making sure that payment is done before children are taken and must be monthly.

To prevent the occurrence of child theft, special identity numbers will be developed and given to each family so as to enable identifying a child and the person to pick him / her be known.

To prevent armed robberies, amount of money kept at hand will be limited and bank deposit handling will be discreet. CCTV cameras will be installed to identify intruders and security

guards will be at hand. Adequate lightning will be provided inside and out side of the home.

Every day after close of work check will be done to ensure that all doors are locked and alarms set at night.

Appendix

Sales Forecast

<u>Sales/enrolment</u> <u>Forecast</u>				
		Jan 2012 - Dec 2012	Jan 2013 - Dec 2013	Jan 2014 - Dec 2014
<u>Number of</u> <u>Enrolment</u>				
After School Care		50	60	72
Morning Care		50	60	72
Total unit sales		<u>100</u>	<u>120</u>	<u>142</u>

<u>Sales/Revenue</u> <u>(GH¢)</u>		YEAR ONE		
		Quantity	U PRICE / Month	VALUE GH¢
After School Care		50	20	12,000
Morning Care		50	30	18,000
Total Sales				<u>GH¢30,000</u>

<u>Sales/Revenue</u> <u>(GH¢)</u>		YEAR TWO		
		Quantity	U PRICE / Month	VALUE GH¢
After School Care		60	20	14,400
Morning Care		60	30	21,600
Total Turnover				<u>GH¢36,000</u>

<u>Sales/Revenue</u> <u>(GH¢)</u>		YEAR THREE		
		Quantity	U PRICE / Month	VALUE GH¢
After School Care		72	20	25,920
Morning Care		72	30	25,920
Total Turnover				<u>GH¢43,200</u>

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BUSINESS PLAN

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE COURSE A BUSINESS
PLAN SUBMITTED TO THE DEPARTMENT OF BUSINESS STUDIES OF
CHRISTIAN SERVICE UNIVERSITY COLLEGE, KUMASI
CSAD 443 TEAM BUSINESS PROPOSAL

BY

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STATEMENT OF AUTHENTICITY

We have read the Christian Service University College's regulations relating to plagiarism and certify that this Business Plan is all our work and do not contain any unacknowledged work for any other source. We also declare that we have been under supervision for this Business Plan herein submitted.

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