

EXECUTIVE SUMMARY

G5 transportation and courier services is a newly formed company ready to provide reliable, time saving, safe, efficient and effective transport and courier services to help reduce criminal activities within the Kumasi metropolis and to save customers valuable time. The target groups include institutions like tertiary students, hospital-patients, churches and the general public within the Kumasi metropolis.

From a research conducted a large number of our target groups (customers) usually come under attack of criminal activities, face difficulties in sending parcels and messages and needed a way out, thus better, safer and reliable transport and courier services of which our company, G5 transport and courier services is ready to provide and offer for the next foreseeable future.

Research conducted into intra-city transportation industry especially within the Kumasi Metropolis reveals that the lack of identity, proper organization and supervision by management make it easier for criminal activities to thrive.

Passengers, drivers and commercial car owners interviewed in our research embraced the idea of a commercial car management service that would also coordinate the activities of their drivers by keeping telephone lines and an office that customers could contact to require for transportation services and information.

As the business is new in the market and has no record, there is management team composed of four (4) people with Human Resource personnel, Marketing Officers and Accounting management. Two management of experience in managing commercial vehicles.

In doing critical analysis of the business, we projected that,

The company will earn profit in the first year. Revenue generates within the years – will be used to purchase more cars. Upon our projection the business will grow at the rate of 50% in the second and the third year. The intention to expend the operations nationwide after three years and the income from the operations will be used to acquired new vehicles for other institutions, like University of Ghana and the community as well.

Therefore the start-up capital will be \$100,000 equivalent to GHC150,000, which each member will contribute GHC37,500 as capital.

Financial Objectives and Growth

Within the next three years, G5 services is expected to;

Capture 60% of our local market and we are also expected to increase our profit margin by 50% consistently for the next three years.

VISION STATEMENT

To provide a high standard of transport and Courier Services within Kumasi Metropolis.

MISSION STATEMENT

To be the established leader in transport and courier industry in Kumasi metropolis, satisfying the expectations of customers and owners, proving a full range of cost-efficient and high quality services within the Kumasi metropolis through the optimization of information technology and efficient network.

For the achievement of this mission, G5 is perpetrate to;

- ❖ The provision of first class customer services.
- ❖ Focusing on our core business / competencies transport and courier services
- ❖ Constant improvements in the use of information technology, staff training and company customer relations.
- ❖ Ensure that staffs are well motivated and have a conducive work environment.
- ❖ Recruiting and retaining the best human resource to carry out the companies mandate.
- ❖ Applying best practices in internal policies, procedures, processes and service delivery
- ❖ Constant improvement in shareholder value.

CORPORATE OBJECTIVES

Our main focus is to;

- ❖ Provide a safer and the best means of transportation for the general public and especially the students within the Kumasi Metropolis.
- ❖ To create a brand name for our service with which customers could identify for comfort and safety.
- ❖ Achieve maximum returns for stakeholders.
- ❖ Provide proper management for commercial vehicles.
- ❖ To provide a fast delivery services to our clients.

TABLE OF CONTENT

CONTENT	PAGE
EXECUTIVE SUMMARY	I
1. ORGANISATION	1
1.1 BUSINESS HISTORY AND INCEPTION	1
1.2 COMPANY NAME	1
1.3 COMPANY REGISTRATION	1
1.4 OWNERS	2
2.0 SERVICE DESCRIPTION	3
2.1 UNIQUENESS OF SERVICE	3
2.2 COMPETITIVE COMPARISON	4
3.0 MANAGEMENT TEAM	5
3.1 DUTIES OF MANAGEMENT	6
3.2 STAKEHOLDERS	5
3.3 ORGANISATIONAL STRUCTURE	7
4.0 MARKET ANALYSIS	8
4.1 BUSINESS SYSTEMS AND OPERATIONS	8
4.2 ENVIRONMENTAL ANALYSIS	10-14
4.3 MARKET SEGMENTATION	14
4.4 TARGET MARKET	14
4.5 MARKETING MIX	15
4.6 VALUE CHAIN ANALYSIS	17-21

5.0 FINANACIAL ANALYSIS	22
5.1 RISK ANALYSIS AND ASSUPTIONS	22-30
5.2 PROJECTED INCOME STATEMENT	31
5.3 BREAKEVEN ANALYSIS	33
5.4 PROJECTED CASH FLOWS	34
5.5 PROJECTED BALANCE SHEET	35

CHRISTIAN SERVICE UNIVERSITY COLLEGE – KUMASI

DEPARTMENT OF BUSINESS STUDIES
BACHELOR OF BUSINESS ADMINISTRATION

G5 TRANSPORT AND COURIER SERVICES
BUSINESS PLAN

BY

ADJEI-SARPONG HARRY HANSON

ENCHILL HELEN

OWUSU NYARKO LYDIA

BENNEH YVONNE

DECEMBER, 2011

CHRISTIAN SERVICE UNIVERSITY COLLEGE – KUMASI

DEPARTMENT OF BUSINESS STUDIES
BACHELOR OF BUSINESS ADMINISTRATION

G5 TRANSPORT AND COURIER SERVICES
BUSINESS PLAN

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

BY
ADJEI-SARPONG HARRY HANSON
ENCHILL HELEN
OWUSU NYARKO LYDIA
BENNEH YVONNE

DECEMBER, 2011

STATEMENT OF AUTHENTICITY

I have read the Christian service university college regulations relating to plagiarism and certify that this business plan is all my work and does not contain unacknowledged work from any other source. I also declare that

I have been under supervision for this business plan herein submitted.

NAMES	INDEX NUMBER	SIGNATURE	DATE
ADJEI-SARPONG HARRY HANSON	10136090
ENCHILL HELENA	10124160
OWUSU NYARKO LYDIA	10135334
BENNEH YVONNE	10135326

Certified by:

.....
(Supervisor)	Signature	Date

Certified by:

.....
-------	-------	-------

(Head of Business Studies Department)

Signature

Date



Company's Profile

“G5 Transport and Courier Services”.

Business Address: P. O. Box 4598 – Kumasi, Tel: 0322-25401

E-mail: g5@comcast.net

Business Activities: Provision of Intra-City Transport and Courier Services

Type of Ownership:	Company Limited by Shares
Staff Strength:	46 staff – 4 Management
Auditors	Richard Owusu Afriyie & Associates
Bankers	Cal Bank - Nhyiaso
	Opportunity International – Adehyeman

Company Logo



CORE VALUES

To be reliable, punctual, and trustworthy to all customers.

Customer spotlight.

MOTTO; G5, always at your service”

Registration contacts;

0322-25401/ 0322-02123 / 0205-0770282