



BUSINESS PROPOSAL

Leadership Initiatives

2024 International Business and
Leadership Internship

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PROPOSED BY:



Carys Kang

Georgetown Visitation
Preparatory School
Washington DC



Brittany Jean-Simon

Gary Comer College
Preparatory school
Chicago, IL



Skyler Gordon

Harvard Westlake High
School
Los Angeles, CA



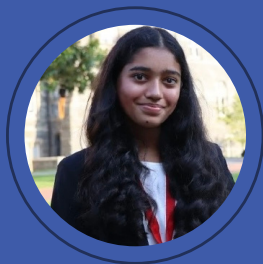
Bryson Brooks

Brentwood School
Los Angeles, CA



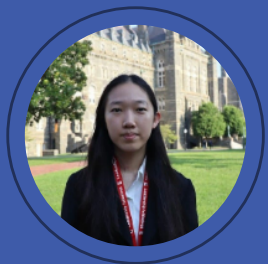
Aditya Jinu Vargheese

Monroe Township
High School
Monroe NJ



Haley Mannil

Clements High School
Sugar Land, TX



Mina Kim

Adlai E. Stevenson High
School
Lincolnshire, IL



Aditya Herekar

JP Stevens High School
Edison, NJ



Riley Abney

North Fork High School
Paonia, CO



Lincoln Hill

The Buckley High
School, CA

EXECUTIVE SUMMARY

The Mission

We aim to grow Family Ambition Stitches into a stable and full-functioning business. With our help, we aspire to support Mr. Mohammed in turning family Ambition Stitches into a company that produces unique high-quality products and emphasizes the importance of loyalty and family. With his experience, Mr. Mohammed hopes to gain loyal customers who see his vision and appreciate his quality and attention to detail.

The Business

Family Ambition Stitches is a tailoring business focused on the quality and individuality of their clothing. The main tailor and business owner Jamilu Mohammed obtains year of experience and has tips and tricks from the best tailors in Nigeria. Mr. Mohammed has vast diversity in the products he produces ranging from women's and mens apparel, to children's apparel. He prides himself in his reasonable pricing, while still reaching his high quality standards.. With quality, variety, and experience, Family Ambition Stitches produces affordable and prestiges apparel for all.



The Product

One of Mr. Labaran's largest strengths is his ability to make clothing for many different demographics. From mens shirts, women's shirts, women's dresses, mens pants, women's pants, children's apparel, and religious specific clothing. The main similarity all these pieces is that they all are high quality and unique to Mr. Labaran's style.

Problems

One of the main challenges for Jamilu's business is high competition in his area. While there are other locations with fewer tailor shops within the area, Jamilu wants to continue to serve the same community. Another potential challenge is security which we are addressing by installing cameras and locks within his shop. His location also has higher market taxes as well as rent compared to other locations, however Jamilu isn't worried due to his high customer satisfaction.

Key Factors

In order to reach and exceed Mr. Labaran's goals, we request the full grant of \$3500 US dollars. With this grant we not only will be purchasing all the necessary tools and materials to sew and create Mr. Labaran's unique clothing such as industrial sewing machines, thread and needles in bulk, scissors, and furniture we also will use the grant to implement CCTV systems for excellent security while also paying rent and high market and overhead costs and taxes.



The Solutions

A Brief Story About The Solutions

When helping Mr.Labaran begin his business, we ran into certain issues such as imperfect locations, concerns about safety, lack of consumers, transportation, and much more. As we continued brainstorming with Mr.Labran on these concerns, we devised solutions to help solve these issues. We strategically chose a store location that was very close to his home. There it solves the issues of transportation and is accessible to his current customers

creating automatic business. Due to the protests and overall crime rate in Nigeria at the moment, we resolved the issue of security by implementing 5 CCTV camera systems in his shop alongside durable locks and metal bars.

Market Driven Basic Implementation

With Mr. Labaran's experience, he has gained the ability to make a wide variety of clothing. With this in mind, we chose a location that has a vast amount of diversity in consumers. With these two factors, we decided to keep his target demographic very diverse in order to gain the most amount of profit possible. By capitalizing on his ability to make vast amounts of different clothing, this allows Mr. Labaran to have a diverse demographic also be able to make more profit.

SEM Implementation

We chose our location strategically and with analysis based input as it is very close to his home and neighborhood creating easy access to his current 50 customers. Currently, he has 50 loyal customers he provides clothing too out of his home. Many of these customers continue coming back to Mr. Labaran not only for his quality clothing, but the close distance of his location as it is near their neighborhood. With the limited distance between his home and the new store, Mr. Labaran's current consumers will not have a issue reaching his business, creating a stable consumer group as his business begins to develop.

MARKETING



MARKETING PLAN FEATURE 1 - LOGO DESIGN

Our client wants to show loyal and trustworthiness. He also wanted the color blue in the logo. trustworthy and loyal fits the color blue.



MARKETING PLAN FEATURE 2 - SIGN

Since our client wants to show loyalty and trustworthiness to his customers, we put a handshake. We also have some of his designs which he made.



MARKETING PLAN FEATURE 3 - FLYER

Our client wanted to put his designs and the address in the flyer



Jamilu Mohammed Labaran

090-221-11334

MONDAY - SUNDAY
9AM - 6PM

MARKETING PLAN FEATURE 4 - BUSINESS CARD

Our client wanted to show his loyalty in his business card and he is available every day from 9 AM - 6 PM

MARKETING MATERIALS

LOGO



We chose this logo because we wanted to include Mr. Labaran's value of trust and his clothing designs. This is why we made the logo blue to represent trust and included one of Mr. Labaran's dress designs inside the logo.

SIGN



Family Ambition Stitches





Trustworthy and
Loyal



Great quality and high
efficiency



 **8RHW +3H6, BAUCHI 740102,
BAUCHI, NIGERIA**

 **PHONE NUMBER: 090-221-11334**

 **BUSINESS HOURS: 9AM- 6PM
MONDAY - SUNDAY**



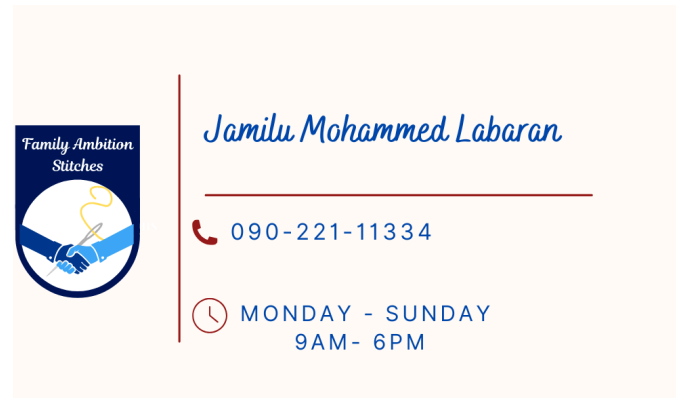
In the sign we wanted to include some of Mr. Labaran's clothes to show what he makes. We also included his values of trust and loyalty as those are very important to him. Lastly we wanted to include his phone number, address, and hours of work so people know when they can go to his store.

MARKETING MATERIALS

BUSINESS CARD



We designed our business card to show the logo and all of Mr. Labaran's business information so people can know who to call and when they can go to the business.



FLYER

The flyer has the name of the business and pictures of Mr. Labaran's design to show different things Mr. Labaran has made. Also we wanted to include Mr. Labaran's address, phone number, and hours of work. We also wanted to make the flyer blue to represent Mr. Labaran's values of trust and loyalty.



Business Model

More In-Depth Business Model

REVENUE STREAM

Jamilu has a transaction based revenue model. Revenue from the tailoring shop will initially start with 50 loyal costumers that he has obtained working at his current job. He plans to work with mostly middle class customers such as students and others living in his local community. Currently, Jamilu offers 2 different types of services; tailoring and custom clothing. He hopes that his versatility and quality will grant him a large customer base in the future.

VALUE PROVIDED

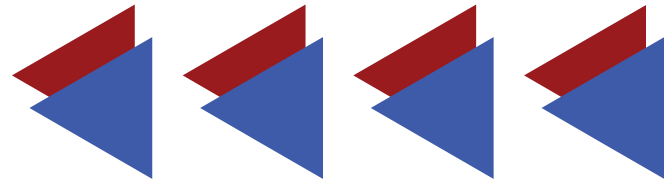
Jamilu's value comes from the high quality tailoring and clothing production for reasonable prices. He understands that while he is mainly focused on creating profit, he also is there to serve his community. Jamilu's 20 years of experience working at top tailors allows him to create higher quality products than his competitors while also being time and cost effective.

KEY PARTNERS

Jamilu is in the mist of training 3 apprentices who while become future employees for his business. They not currently get paid, however Jamilu will grant each of them salaries when they are ready to work at his business.

PROFIT INCREASE

While Jamilu hasn't created his business yet, we already project the company to become profitable. After analyzing the data, we estimate to have an ROI of about 138% in a year long time frame after we were able to pay off almost all of Jamilu's yearly expenses. We were also about to get him all the machinery and equipment he needs.



SHOP LOCATIONS

We chose Kofar Ran as the location. The location is close to his home, allowing Jamilu to maximize productive time usage and minimize transportation cost. He already has 50 loyal customers to support his business in this area in addition to a diverse customer base within the market. Since Jamilu does not currently have a target market, a diverse customer base will effectively attract customers.

EQUIPMENT

We need a variety of pieces of equipment including a power generator, industrial sewing machines, mannequins, and stoning machines to maximize efficiency and productivity. Jamilu's skills acquired by his 20 years of tailoring experience and these high-tech pieces of equipment, allows him to create top quality clothing pieces.

SUPPLIES

We need several supplies including needles, scissors, rolls of tape, lining material, bulks of thread, and silk for dresses. These high- quality supplies and fabrics that are brought in by customers results in the creation of Jamilu's clothing pieces.

CONSIDERATIONS

In addition to location, supplies, and pieces of equipment, we also considered security, marketing, and steps necessary to finalize Jamilu's business. In order to maximize security, we added five CCTVs to our budget. Additionally, we calculated and added the cost of flyers and business cards to our budget. Finally, we added sign installation, sign registration, and business registration to our budget and successfully launch Jamilu's business.

IMPLEMENTATION TIMELINE

3 MONTHS

- CREATE A RHYTHM
- UNDERSTAND THE BUSINESS
- HIRE 3 APPRENTICES

12 MONTHS

- ADD MORE SEWING MACHINES
- HIRE EMPLOYEES

3-5 YEARS

- OPEN ANOTHER BRAND AT A NEW LOCATION



COMPETITIVE ADVANTAGE

01

ADVANTAGE # 1

Mr. Labaran has many years of experience working for the best tailors in Nigeria. He has an abundance of training which has allowed him to make high quality pieces of clothing. Not only does he have many years of experience in the tailoring industry, he also is well-educated with his diploma in Estate management. His relatively higher level of financial literacy gives him a clear advantage over other business owners in Nigeria.

02

ADVANTAGE # 2

Mr. Labaran highlights three main values, quality, trust, and family. Not only does Mr. Labaran put a lot of effort into his product, ensuring his customers high quality pieces at affordable prices, he also values his customers. Being a very involved family man, Mr. Labaran finds it important that his customers are valued and treated like family. He not only puts effort into his product making it high quality and affordable, he makes sure his customers are taken care of and satisfied.

03

ADVANTAGE # 3

Mr. Labaran has a vast target demographic, spanning a wide range of ages as well as both men and women. This allows him to be versatile in his new location, as well as appeal to the general public. As a skilled and experienced tailor, Mr. Labaran is well-positioned to meet the varied needs of his customers.



PROPOSAL BUDGET EXAMPLE

Total Money	Expenses	Amount Needed For Expense (NGN)	Amount Needed For Expense (USD)
\$3,500	Power Generator	₦449,995.50	\$333.33
	Industrial Sewing Machines (3 count)	₦1,125,090.00	\$833.40
	Assembling the sewing machines (3)	₦30,010.50	\$22.23
	Pack Needles	₦3,996.00	\$2.96
	Thread (in bulk)	₦50,004.00	\$37.04
	Lining Material	₦99,954.00	\$74.04
	3 Pairs of Scissors	₦89,991.00	\$66.66
	3 Working Tables	₦195,007.50	\$144.45
	3 Chairs/Stools	₦102,019.50	\$75.57
	3 Wardrobes	₦360,004.50	\$266.67
	3 Rolls of Tape	₦5,994.00	\$4.44
	Mannequins (3 count)	₦149,998.50	\$111.11
	3 Stoning Machines	₦750,019.50	\$555.57
	Silk for dresses	₦400,005.00	\$296.30
	Rent (Kofor Ran, 1 year)	₦200,002.50	\$148.15
	Marketing	₦270,000.00	\$200.00
	Sign Registration (yearly)	₦30,000.00	\$22.23
	Sign Installation (one time fee)	₦40,000.00	\$29.63
	Business Registration (one time fee)	₦40,000.50	\$29.63
	Flyers (200 count)	₦60,021.00	\$44.46
	Business Cards (500 count)	₦50,004.00	\$37.04
	CCTV Cameras (5 count)	₦99,994.50	\$74.07
	Locks (4)	₦40,000.00	\$29.63
Total Sum		₦4,642,122.50	\$3,438.61
Money Left		₦82,877.50	\$61

Total Requested:

\$3440.00

₦4,644,000

FINANCIAL LITERACY

REVENUE ALLOCATION

With all the revenue Mr. Labaran makes, 50% of the revenue will go back into the business to grow. The other 50% of his revenue will be split: 10% to maintenance, 10% to salary (employees), 10% to family, 10% to savings. Revenue allocation secures responsible and useful usage of the revenue.

FINANCIAL PROJECTION

The financial projection displays the annual revenue, the total expense, and the annual profit predicting that on he has 14 slower days and 16 good days every month for sales. With this projection, Mr. Labaran can get an overview and see the average profit he would make annually. It is predicted that Mr. Labaran's annual revenue is 11,040,000 Naira and the annual expense is 4,642,122.50 Naira resulting in 6,397, 877,50 Naira for annual profit.



RETURN ON INVESTMENT

Cost of Implementation

The cost of implementing all of his needs came out to around 4.64 million Naira. This covered everything from sewing and stoning machines, to generators and rent. We also to pay for all regesration fees and spent additional money towards advertising such as flyers and business cards. Since we had a surplus at the end, we decided that securing Jamilu's shop was a priority and decided to by locks and CCTV cameras.

Value Provided

Jamilu gives his costumers high quality products for reasonable prices. His 20 years of expirence helps him give better quality clothing compared to his computers. While his prices are slightly higher than others in the area, his costumers understand that paying extra for his work will well worth it due to better fabric and stitching.

Return on Investment

The total ROI projection is around 138% when accounting for our total investment. This almost covers all of his yearly expenses. This ROI is higher compared to other businesses within the area. His profit margins for each product range from 50% to 30% per product offered. He hopes of to increase margins for each product further once he is done fully training on his employees. Besides growing his business, the money will be used to help Jamilu's mother with her recovery.