



BUSINESS PLAN



**COMPANY SUMMARY
BUSINESS STRUCTURE
SITUATION ANALYSIS
ECONOMIC ANALYSIS
ENVIRONMENTAL ANALYSIS
MARKET ANALYSIS
RISK ANALYSIS
FINANCIAL ANALYSIS**

OIL MARKETING COMPANY

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Signature

Name

Date

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1.0 Executive Summary

The new start-up will retail petroleum products such as petrol and Diesel from Bulk distributors for forwarding sale to final consumers in the Ghanaian segment. Below is a highlight of A 3 Years projected state of the new start-up for the next 3 years of operation

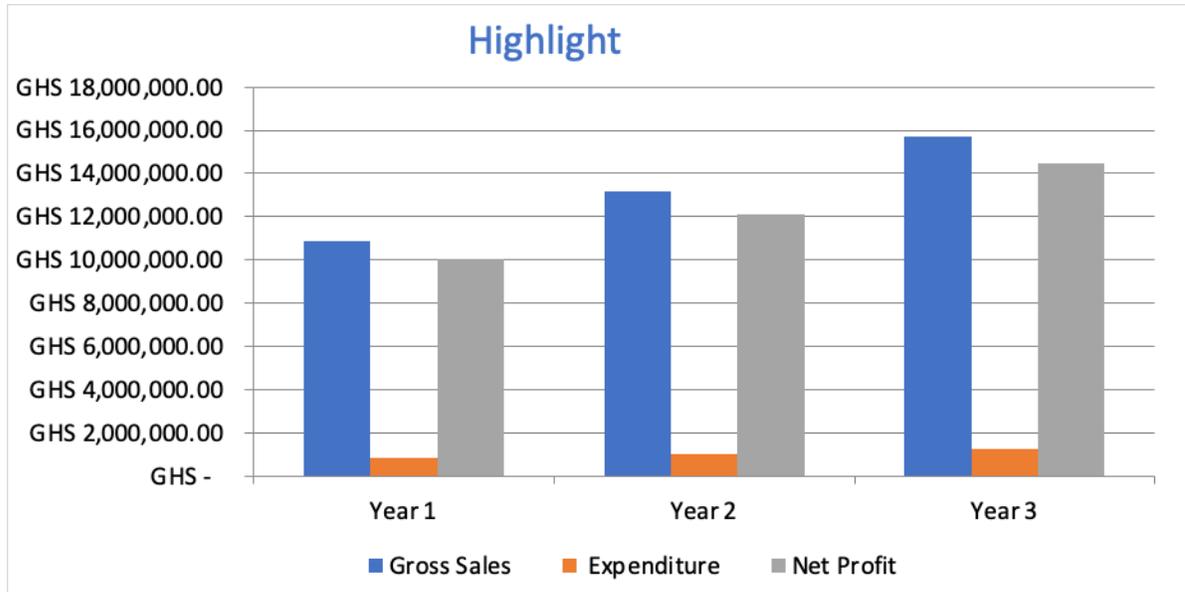


Table 1: Financial Highlight

Years	Gross Sales		Expenditure		Net Profit	
Year 1	GHS	10,888,453.55	GHS	864,266.67	GHS	10,024,186.89
Year 2	GHS	13,145,282.76	GHS	1,033,586.67	GHS	12,111,696.09
Year 3	GHS	15,690,475.09	GHS	1,236,770.67	GHS	14,453,704.42

1.1 Objectives

The core goal for this Plan is to secure an OMC License to buy petroleum products from Bulk distribution Company with a core purpose of retailing to the general public.

Other related objectives for the new business are:

- To secure Oil Marketing Company License
- Establish the business as the number one Oil Marketing Company in the Ghanaian petroleum market
- Build solid working relationships with Bulk distribution Company and final consumers of petroleum product.

1.2 Mission

To be the leading Oil Marketing Company in Ghana and its sub-region in the next ten years through the provision of quality petroleum product geared with excellent customer services

1.3 Vision

To secure and operate chains of modernized petroleum product outlets in major cities in Ghana.

2.0 Company Summary / Business Description

The new Business will retail petroleum products such as petrol and Diesel from Bulk distributors for forwarding sale to final consumers in the Ghanaian segment.

2.1 Start-up Summary

Start-up expenses and assets, including legal, advertising, stationery, and related expenses are shown below. The company plans to obtain commercial funding from investors and a bank loan, in other to meet the cash flow requirements.

Table 2: Start-up Expenditure items

Start-up Expenses	
<i>Fixed Costs</i>	
Legal and Permits	GHS 10,000.00
Stationery and Supplies	GHS 5,000.00
Website and App Development	GHS 8,000.00

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Advertisements and promotions	GHS 6,000.00
Leasehold of 7 service stations (30k/yr.)	GHS 252,000.00
Total Fixed Costs	GHS 281,000.00
<i>Average Monthly Costs</i>	
Rent	GHS 1,000.00
Utilities	GHS 1,000.00
Salaries / Wages	GHS 20,000.00
Total Average Monthly Costs	GHS 22,000.00
x Number of Months:	GHS 12.00
Total variable Costs	GHS 264,000.00
Total Start-up Expenses	GHS 545,000.00
Start-up Assets	
Office Vehicle	GHS 150,000.00
Office Equipment	GHS 30,000.00
Office Furniture and fittings	GHS 20,000.00
	GHS 200,000.00
	GHS 745,000.00

Table 3: Start-up Funding Requirement

Start-up Funding Summary		
<i>Investor Funding</i>		
Investor contribution - (A)	GHS 180,000.00	
Investor contribution - (B)	GHS 180,000.00	
Investor contribution - (C)	GHS 0.00	
Total Owner Funding	GHS 360,000.00	
<i>Loans</i>		
Bank Loan 1	GHS 400,000.00	
Bank Loan 2	GHS 0.00	
Bank Loan 3	GHS 0.00	
Total Loans	GHS 400,000.00	
<i>Other</i>		
Grant	GHS 0.00	
Gift		
Total Other Funding	GHS 0.00	
Total Start-up Funding	GHS 760,000.00	

2.3 Company location and Facility

The company will have an operational office in Major cities in Accra

2.4 Products and Services Offering

The major products and services of the new business shall include;

- Petrol Oil
- Diesel Oil

3.0 Business Structure

The business aims to create a standardised oil marketing company in Ghana, that will supply businesses and individual with quality petroleum product. The company intend to do this by developing and putting in place the right frameworks that would help foster the overall vision of the business. Also, the business shall ensure that it employs the services of well trained, trustworthy, customer-centred and ready to work persons to help create a successful business. Below are major personnel whose efforts will be used to achieve the objective of the business.

- Chief Executive Officer (Owner)
- Depot Manager and Operation team (Operations)
- Administrative Secretary and customer relation officer (Administration)
- Account managers (Administration)
- Sales and Marketing Team (Marketers)

3.1 Roles and Responsibilities

a) Chief Executive Officer

- Shall help Increases the effectiveness of management through the recruitment, selection, orientation, training, coaching, counselling and discipline of managers.
- Responsible for setting prices and for signing business deals

- Responsible for communicating principles, objectives and goals, distributing roles, tracking, evaluating job results and the creating incentives on behalf of the business
- shall introduce, facilitate, and execute the vision, mission, and overall direction of the organization.
- Responsible for providing direction to the company
- Shall assess the organization's performance

b) Depot Manager and Operation team

- Responsible for the secure and successful organization of the receipt, storage and dispatch of diesel and other fuel items
- In charge of the preparation, organization and control of diesel and other fuel products receipt, order assembly and dispatch
- Responsible for liaising with clients, manufacturers and transport firms
- Responsible for the effective use of space and mechanical handling equipment and ensuring that efficiency, budgetary targets and environmental goals are met.
- Responsible for controlling fuel distribution and supply inventory
- Accountable for upgrading inventory management systems and ensuring that inventories are accurate
- Accountable for the regular, weekly and monthly output of periodic reports and statistics.
- Ensuring that correct records and warehousing of petroleum product are maintained
- Accountable for keeping stock control systems up to date and making sure inventories are accurate.

c) Administrative Secretary and customer relation officer

- Responsible for ensuring that all customer communications (e-mail, SMS, face to face or telephone) give consumers the highest degree of personalized customer service experience.
- Developing the trust of consumers through contact with customers on the phone.
- Ensuring customer requests and demands are delivered on time

- Responsible for overseeing the smooth running of administrative tasks for the organization
- d) Account managers
- Responsible for preparing the organization's financial reports, budgets, and financial statements
 - Performing cash management, accounting for general ledgers and financial statements
 - Providing financial insight, production budgets and accounting reports to managers
 - Responsible for the study of financial forecasts and risks.
 - Serves as an internal auditor for the organization
 - Ensuring compliance with taxation legislation and administering payrolls
 - Assisting manager to develop and manage financial systems and policies
 - Handling all corporate financial transactions.
- e) Sales and Marketing Team
- Shall help increase sales and growth for the company
 - Handling external analysis and coordinating all internal information sources to maintain the best clients in companies and draw new ones.
 - Defines prioritize and reach new partners and opportunities for the business
 - Represents the company in strategic meetings
 - Identifies possibilities for growth; follows up on development leads and contacts
 - Responsible for enforcing supervision, fighting for the interests of the client, and engaging with customers
 - Documenting all customer contact and information

4.0 Situation Analysis

The swot analysis below highlights the internal and external environment of the new start-up business.

4.1 SWOT Analysis

All though there are several Oil marketing Companies in Ghana, this business has a great chance of operating successfully in the current competitive market considering the rate at which petroleum products are consumed in the economy and the segment which the business intends to supply.

Result deduced for this analysis was based on 60% primary data and 40% secondary data.

a) Strength

- Experiences management team; the business has highly experienced executives on board who understand how the petroleum industry operates and also how to develop the business from scratch to become a national phenomenon
- Strong business model; The business model on which the business will be operating on, offers, different payment options, a wide variety of petroleum product, secure distribution network, excellent target market and outstanding culture of customer service.
- Result-oriented Team; the business has a team who have what it takes to grow a business from start-up to profitability.
-

b) Weakness

- Wide range of Competitors; There are several OMC in Ghana who services a majority of the targeted market of the new start-up business.
- Financial Capabilities; The business doesn't have the financial capacity to compete with leaders in the industry especially as it relates to the economy of scales.
- Lack of modernized petroleum product outlets; the company lacks full ownership of modernized petroleum product outlets that will help facilitate its license and also abilities to generate diverse sales.

c) Opportunities

- The business concept positioned the company to attract customers who like online transactions and likes to keep track of their consumables.
-

d) Threat

- Rival of Similar businesses; They may be an upspring of the new business who offer similar products and services to customers
- Economic downturn; the spending behaviour of clients may be affected when the economy is facing crises like unemployment, unfavourable interest rate, exchange rate etc.

5.0 Economic and Environmental Analysis

The PESTLE analysis below highlights the Economic outlook in which the new business will operate.

5.1 PESTLE Analysis

External factor	Activities	Impact
Political	<ul style="list-style-type: none"> • The economy of Ghana has 10 regions of administrative divisions. • There are several ranges of regulation that limits, where, when and how the petroleum industry operates • Taxes on businesses are constantly increasing and new taxes are being introduced (Energy Levi (10%), VAT on electricity (17.5%). • There is always tension in the economy when there is time for an election 	High

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	<ul style="list-style-type: none"> • Ghana’s political environment over the years has remained one of the most stable in Africa 	
Economy	<ul style="list-style-type: none"> • Ghana has been ranked as one of the fastest-growing economies in West Africa although it records high inflation rate, high standard of living and low employment rate • The exchange rate between Ghana cedis and the US Dollar remains stable with volatility reflecting seasonal import-driven demand. • Advertising media are also expensive in the economy. • The inflation rate is constantly at an increasing rate despite its recent reduction. 	High
Social	<ul style="list-style-type: none"> • The current free SHS system in Ghana has made many citizens in Ghana more educated and competent. • Most Business industries in Ghana do not get the needed support from the government as a result of the lack of expendable resources in the economy. • Ghanaian have a specific preference for particular brands. • There are various cultural and religious groups in Ghana but fortunately, this hasn't led to ethnicity issues. • There is High unemployment rate in Ghana 	High
Technology	<ul style="list-style-type: none"> • The advancement in technology has allowed consumers to obtain product from various sources□ • The advancement in technology has also given opportunities for companies to sell their product through a different channel. • However, Ghana suffers from an underdeveloped 	High

	<p>technological infrastructure</p> <ul style="list-style-type: none"> • Ghana is currently among the top 10 countries projected to rule Africa's ICT sector in the next five years 	
Environment	<ul style="list-style-type: none"> • Ghana enjoys a tropical climate all year round with two weather conditions, the dry and wet season. • Raw materials form the production of the most local product can be obtained in Ghana. • the country's climatic conditions barely affect the day to day operations of businesses in the country 	Moderate
Legal	<ul style="list-style-type: none"> • Ghana has strict employment (labour) laws which must be abided by firms (International Labour Organization, 2017) • The country also has designated bodies that govern the operation of businesses in the various industry • The Food and Drugs authority take charge of monitoring all products and services produced or imported for consumers. • The National Petroleum Authority (NPA) is mandated to regulate, oversee and monitor activities in the petroleum downstream industry. 	High

5.2 Porters five forces

The microenvironment of the Business is analysed with Porter's 5 forces model.

a) The Bargaining Power of Suppliers

The bargaining power of suppliers in the industry is low as prices for petroleum products are regulated by designated legal bodies.

b) Competitive Rivalry in Existing Firms

The new business has a very weak position in the petroleum industry as it is faced with the stiff competition due to the number of oil marketing companies in the industry.

c) Threat of Substitutes

Several Oil marketing companies have legit licensed to retail petroleum products across the country. This serves as a major threat to the new business

d) Bargaining Power of Buyer

Despite the intense competition and the vast supply of petroleum product in the industry, buyers however have low bargaining power as prices of petroleum products are regulated by NPA

e) Threats of New Market Entrant

Securing a license to operate in the downstream sector is relatively difficult because of the requirement accompanying the license. Also, the operating as an oil marketing company is capital intensive, thus make the entry barrier difficult for a new entrant

6.0 Market Analysis Summary

6.1 Overview of the current petroleum industry

Although relatively new, Ghana's petroleum industry has been dubbed as having the potential to shift the nation from a developing economy to a developed economy. Industry growth is highly dependent on ensuring that the petroleum products produced in the industry's downstream sector are delivered to customers on a relevant and regular basis through an efficient supply chain management system.

According to the Ministry of Energy, (2010), petroleum products in Ghana account for about 26% of total energy consumption and about 70% of Ghana's commercial energy needs. The Ministry of Energy estimates that the market for major petroleum products in Ghana will grow by 5.3% annually and projects this figure is likely to increase if economic growth is sustained.

Though the petroleum industry is divided into three major sectors: upstream, midstream and downstream, each stream contribute to the growth of the economy and each stream has customers that they serve. The upstream is concerned with exploration and production, the midstream deals with the storage, marketing and transportation of commodities like crude oil, natural gas, natural gas liquids and sulphur. The middle stream and the downstream sector involve oil refineries, petrochemical plants, petroleum products distributors, retail outlets and natural gas distribution companies.

6.2 Target Market

The business seeks to operate in the downstream sector as a retail outlet (Oil Marketing company). The business shall procure and sell refined petroleum products to bulk consumers and the general public through retail outlets like fuel stations and other reselling outlets.

Operating as an oil Marketing company has a wide range of customers which include a good number of households, businesses, hotels, and manufacturing companies. These range of customers make extensive use of petroleum products. Given this, the company intend to offer its product and services to General Businesses and Individual consumers

6.2.1 Market projections



Table 4: Market Growth

Product	Growth	Year 1	Year 2	Year 3
Petrol/Diesel oil	5.0%	10,692,142	11,226,749	11,788,086
LPG	5.0%	2,929,675	3,076,159	3,229,967
Total	5.00%	13,621,817	14,302,908	15,018,053

The table above shows the market growth for the various petroleum products.

6.3 Major Competitors

The new business’s competitor will include all Oil marketing companies in Ghana. These may include; Superior Energy service, Top oil company, Telenergy, Total, union oil Ghana ltd, unity oil, venus oil, Vivo energy, Andev company limited, first gas, hills oil marketing company, MIDAS oil and gas limited, Goil energy, allied and others.

All these companies have a license to buy from Bulk distribution companies for onwards sale to the general public (the individual consumer and industry)

7.0 Sales and Marketing Strategy

7.1 Competitive Advantage

Despite the tensed competition in the downstream sector, energy supply in Ghana continues to be a bottleneck with countless instances of perennial petroleum product

shortages. These and many other factors give the new business a high chance to operate effectively in the current sector.

- The business's competitive advantage revolves around its ability to attract customers and consistency patronage, easy compliance with government regulations and having a loyal customer base.
- The company will liaise with other oil marketing company in order to continue supplying its loyal customers in case of shortages of petroleum products
- The company will foster and adhere to excellent customer service practices, timely and reliable delivery services, online presence, and also provide a flexible and varieties of various payment options to its customers
- The business will operate with a well-trained and experienced marketing team who will constantly move from one business to another into secure deals on behalf of the company.
- Sales and marketing team will be motivated with good working conditions and commissions on sales.
- The business will offer fair and best possible prices and discount offers to customers

7.2 Marketing Strategy

Penetrating the market has the potential to be difficult however with the right marketing strategy, the business can easily penetrate the market. The business will however adopt the following marketing strategy.

- The business will introduce its service to its segments by sending introductory letters alongside, brochure to fleet managing companies and other bulk users of petroleum products such as factories, facility managers, hotels, households.
- Booking and ministering our services to bulk users of petroleum
- Creating a loyalty plan that will enable us to reward our regular customers
- Use all the social media platforms, newspapers and tv advert to communicate the services of the business to the general public.

7.3 Sales strategy

Despite the competitive edge and marketing strategy of the business, the business intends securing a significant share of the market by leveraging on to some major elements such as the prices of its products, the distribution and promotional efforts.

a) Pricing Policy:

Pricing is one of the major elements that gives leverage to a retailer, it is normal for consumers to purchase products from retail companies that offer cheaper prices. We will work towards ensuring that all our petroleum products are distributed at highly competitive prices compared to what is obtainable in the current market.

The company shall also offer customers varieties of payment option such as the direct transfer, Payment via POS machines, bank Cheque, and Bank overdraft

b) Promotional Efforts:

The business will intensify publicity for the services by putting in place promotional packages which include;

Adverting the services on newspapers, radio and TV stations.

Encouraging the use of word of mouth publicity from customers who purchase from the company.

Leverage on the internet and social media platforms such as; Instagram, Facebook, Twitter, Snapchat and others.

Brand all official cars and distribution vans/trucks of the company and shirts

7.4 Sales Forecast

The following is the sales forecast for three years.

Table 5: 3 years sales Trend

3-Year Sales Trend (Comparative)

	Year 1	Year 2	Year 3	Yr 2 vs Yr 1	Yr 3 vs Yr 2
Total litres Sold	Lit		res Litres Litres	% Change	
Petrol/Diesel oil	10,692,141.88	11,226,748.98	11,788,086.43	5%	5%
LPG	2,929,675.06	3,076,158.81	3,229,966.75	5%	5%
Selling price (including Gov tax & levy)			Px	Difference	
Petrol/Diesel oil	GHS 4.83	GHS 5.07	GHS 5.33	GHS 0.24	GHS 0.25
LPG	GHS 4.67	GHS 4.90	GHS 5.15	GHS 0.23	GHS 0.25
Avg Sales Growth Rate	%	%	%	Difference	
Petrol/Diesel oil	0.0%	5.0%	5.0%	5%	0%
LPG	0.0%	5.0%	5.0%	5%	0%
Total Gross Revenue				Difference	
Petrol/Diesel oil	GHS 51,643,045	GHS 56,936,457	GHS 62,772,444	GHS 5,293,412	GHS 5,835,987
LPG	GHS 13,681,583	GHS 15,083,945	GHS 16,630,049	GHS 1,402,362	GHS 1,546,104
Total Revenue	GHS 65,324,628	GHS 72,020,402	GHS 79,402,493	GHS 6,695,774	GHS 7,382,091
Net Sales (less Gov tax & Levy)			Px	Difference	
Petrol/Diesel oil	GHS 32,931,797.00	GHS 37,289,646.73	GHS 42,143,293.08	GHS 4,357,849.73	GHS 4,853,646.35
LPG	GHS 10,664,017.22	GHS 11,915,501.16	GHS 13,303,183.32	GHS 1,251,483.94	GHS 1,387,682.16
Total Revenue	GHS 43,595,814	GHS 49,205,148	GHS 55,446,476	GHS 5,609,334	GHS 6,241,329
Avg Unit COGS				Difference	
Petrol/Diesel oil	GHS 2.10	GHS 2.21	GHS 2.32	GHS 0.11	GHS 0.11
LPG	GHS 3.50	GHS 3.68	GHS 3.86	GHS 0.18	GHS 0.18
Avg Margin Per Unit				Difference	
Petrol/Diesel oil	GHS 2.73	GHS 2.87	GHS 3.01	GHS 0.14	GHS 0.14
LPG	GHS 1.17	GHS 1.23	GHS 1.29	GHS 0.06	GHS 0.06

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Total Gross Profit				Difference	
Petrol/Diesel oil	GHS 29,189,547	GHS 32,181,476	GHS 35,480,077	GHS 2,991,929	GHS 3,298,601
LPG	GHS 3,427,720	GHS 3,779,061	GHS 4,166,415	GHS 351,341	GHS 387,354
Total Gross Profit	GHS 32,617,267	GHS 35,960,537	GHS 39,646,492	GHS 3,343,270	GHS 3,685,955

Government Tax and levy on selling price	Petrol/Diesel oil	LPG
Energy Debt Recovery Levy	0.49	0.41
Road Fund Levy	0.48	
Energy Fund Levy	0.01	
Price Stabilization and Recovery Levy	0.14	0.14
Special Petroleum Tax	0.46	0.48
Primary Distribution Margin	0.08	
Bost Margin	0.06	
Fuel Marking Margin	0.03	
Total Revenue	1.75	1.03

8.0 Risk Analysis and Management

8.1 The Possible risk associated with the Business Activities

- a) Political Risk; There are several decisions that governments make that can impact the business and the economy as a whole. These include taxes, spending, regulation, currency valuation, trade tariffs, labour laws such as the minimum wage, and environmental regulations. Thus, A change in country management or political philosophy may influence the projected activities and profitability of the new business.
- b) Environmental and Safety risk; the nature of the oil and gas business harbours several risks. These include the rampant occurrence of accidents (collision, fire, theft,) during the transportation of petroleum product.

- c) Trends and market risk; the business model is likely to suffer significant losses if the business does not constantly monitor the changes in prices, regulations, laws, and standards that are enacted by governing bodies.
- d) Credit Risks; there is a possibility of default in payment by some clients. This may be due to financial challenges faced by clients, death of customer and others.

8.2 Probability Impact Risk Assessment matrix

Identified Risk	Impact of Risk	Probability of occurrence	Control Mechanism
Political Risk	Critical	Medium	Insuring against Political Risk
Environmental and Safety risk	Critical	High	The product and services need to be insured against future anticipations.
Pricing and trends	Catastrophic	High	Priority should be given to the monitoring of all regulations regarding the prices and the trend in the industry.
Credit Risk	Marginal	High	A legal contract must always be signed between the receiving company and our company before issuing good on credit.

9.0 Financial Plan

Important Assumptions

- a) Quantity of petrol & Diesel is anticipated to increase by 10% each month in the first year and 5% in the second and third year.
- b) Prices (Cost and selling prices) of petroleum products are expected to remain constant in the first year and increase by 5% in the 2nd and 3rd years
- c) Direct of Cost associated with buying Petroleum products include special taxes and levies such as Energy Debt, Recovery Levy, Road Fund Levy, Energy Fund Levy, Price Stabilization and Recovery Levy, Special Petroleum Tax, Primary Distribution Margin, Bost Margin, Fuel Marking Margin
- d) Depreciation charged for Assets are presented as follows:

ASSET	COST PRICE	SALVAGE	LIFE	DEPN METHOD
Office Vehicle	150,000	80,000	7	Straight-line method
Office Equipment	30,000	1,000	3	Straight-line method
Office Furniture and fittings	20,000	500	15	Straight-line method

- e) Admin and Operation expenditure is expected to increase by 20% each year.
- f) 24% interest rate is apportioned to a loan amount (GH¢400,000) used in financing the project.
- g) the loan is estimated to be paid within 5 years period. □
- h) Quantity of LPG sold is expected to remain constant in the first two months and increase by 10% in the 3rd and subsequent months

9.1 Projected Profit and Loss Account

Table 6: Projected Profit and Loss Account

3-Year Profit and Loss

INCOME	Year1	% of OI	Year 2	% of OI	Year 3	% of OI
Operating Income						
Petrol/Diesel oil	GHS 51,643,045.30	79.1%	GHS 56,936,457.44	79.1%	GHS 62,772,444.33	79.1%
LPG	GHS 13,681,582.53	20.9%	GHS 15,083,944.74	20.9%	GHS 16,630,049.07	20.9%
	GHS -	-	GHS -	-	GHS -	-
Total Operating Income (OI)	GHS 65,324,627.82	100.0%	GHS 72,020,402.18	100.0%	GHS 79,402,493.40	100.0%
Less Government Tax & Levy						
Petrol/Diesel oil	GHS 18,711,248.30		GHS 19,646,810.71		GHS 20,629,151.25	
Rental Income	GHS 3,017,565.31		GHS 3,168,443.58		GHS 3,326,865.76	
Total Non-Operating Income	GHS 21,728,813.61		GHS 22,815,254.29		GHS 23,956,017.00	
TOTAL NET INCOME	GHS 43,595,814.22	66.7%	GHS 49,205,147.89	68.3%	GHS 55,446,476.40	69.8%
Cost of Goods sold						
Petrol/Diesel oil	GHS 22,453,497.96	34.4%	GHS 24,754,981.50	34.4%	GHS 27,292,367.10	34.4%
LPG	GHS 10,253,862.71	15.7%	GHS 11,304,883.63	15.7%	GHS 12,463,634.21	15.7%
	GHS -	-	GHS -	-	GHS -	-
Total Cost of Goods Sold	GHS 32,707,360.66	50.1%	GHS 36,059,865.13	50.1%	GHS 39,756,001.31	50.1%
GROSS PROFIT	GHS 10,888,453.55	16.7%	GHS 13,145,282.76	18.3%	GHS 15,690,475.09	19.8%
ADMIN & OPERATIONS EXPENSES						
Operating Expenses						
Business Promotion & Publicity	GHS 5,500.00	0.0%	GHS 6,600.00	0.0%	GHS 7,920.00	0.0%
Rent	GHS 12,000.00	0.0%	GHS 14,400.00	0.0%	GHS 17,280.00	0.0%
Depreciation on fixed asset	GHS 17,666.67	0.0%	GHS 17,666.67	0.0%	GHS 17,666.67	0.0%
Annual License Fee	GHS 200,000.00	0.3%	GHS 240,000.00	0.3%	GHS 288,000.00	0.4%
Maintenance expense	GHS	0.0%	GHS	0.0%	GHS	0.0%

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	12,000.00		14,400.00		17,280.00
Office Supplies/ Consumables	GHS 6,000.00	0.0%	GHS 7,200.00	0.0%	GHS 8,640.00
Vehicle Insurance & Roadworthy	GHS 1,500.00	0.0%	GHS 1,800.00	0.0%	GHS 2,160.00
Fees paid to professional Consultants	GHS 6,000.00	0.0%	GHS 7,200.00	0.0%	GHS 8,640.00
Transportation expense/ vehicle Fuel usages	GHS 7,200.00	0.0%	GHS 8,640.00	0.0%	GHS 10,368.00
Salaries and Wages	GHS 360,000.00	0.6%	GHS 432,000.00	0.6%	GHS 518,400.00
Depot and Distribution Expenses	GHS 2,400.00	0.0%	GHS 2,880.00	0.0%	GHS 3,456.00
Call and Data exp	GHS 12,000.00	0.0%	GHS 14,400.00	0.0%	GHS 17,280.00
Utilities	GHS 12,000.00	0.0%	GHS 14,400.00	0.0%	GHS 17,280.00
Leasehold Expenses	GHS 210,000.00	0.3%	GHS 252,000.00	0.3%	GHS 302,400.00
	-	-	-	-	-
Total Operating Expenses	GHS 864,266.67	1.3%	GHS 1,033,586.67	1.4%	GHS 1,236,770.67
Non-Recurring Expenses					
Software	GHS	-	GHS	-	GHS
Office Equipment /Furniture	GHS	-	GHS	-	GHS
Total Non-Recurring Exp	GHS	-	GHS	-	GHS
Total EXPENSES	GHS 864,266.67	1.3%	GHS 1,033,586.67	1.4%	GHS 1,236,770.67
Net Income Before Taxes	GHS 10,024,186.89		GHS 12,111,696.09		GHS 14,453,704.42
Interest Expense	GHS 91,047.54		GHS 78,429.79		GHS 62,427.44
Income Tax Expense (25%)	GHS 2,506,046.72		GHS 3,027,924.02		GHS 3,613,426.11
NET INCOME	GHS 7,427,092.63	11.4%	GHS 9,005,342.27	12.5%	GHS 10,777,850.88
Owner Dividends					
Adjustment to Retained Earnings	GHS 7,427,092.63		GHS 9,005,342.27		GHS 10,777,850.88

9.2 Projected Cash Flow

Table 7: Cash flow Statement

3 Years Cash Flow Projection

OMC BUSINESS PLAN

CASH BALANCE	Year1	Year2	Year3
Date Ending	GH¢	GH¢	GH¢
Cash at Beginning of Period	15,000.00	5,242,314.43	11,812,794.14
Cash at End of Period	5,242,314.43	11,812,794.14	21,115,565.14

CASH INFLOWS	Year1	Year2	Year3
<i>Cash from Operations</i>			
Receipts from Operations	43,595,814.22	49,205,147.89	55,446,476.40
other cash received	-	-	-
Total Cash from Operations	43,595,814.22	49,205,147.89	55,446,476.40
<i>Cash from Investing & Financing</i>			
Sale of Property and Equipment	-	-	-
New long-term liability	-	-	-
New Investment received	-	-	-
Total Cash from Investing & Financing	-	-	-
Total Cash Inflows	43,595,814.22	49,205,147.89	55,446,476.40

CASH OUTFLOWS	Year1	Year2	Year3
<i>Operations</i>			
Inventory Purchases	34,860,100.16	38,435,071.26	41,165,215.65
General Operating Expenses	864,266.67	1,033,586.67	1,236,770.67
Interest paid	91,047.54	78,429.79	62,427.44
Income Taxes	2,506,046.72	3,027,924.02	3,613,426.11
Total Outflows from Operations	38,321,461.08	42,575,011.74	46,077,839.86
<i>Financing</i>			
Repayment of Loans	47,038.70	59,656.44	65,865.53
Dividends Paid	-	-	-
Total Outflows from Financing	47,038.70	59,656.44	65,865.53
<i>Investing</i>			
Purchase of Property & Equipment	-	-	-
Long term Investment	-	-	-
Total Outflows from Investing	-	-	-
Total Cash Outflows	38,368,499.78	42,634,668.18	46,143,705.40

NET CASH FLOW	5,227,314.43	6,570,479.71	9,302,771.00
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9.3 Projected Balance sheet

Table 8: Balance Sheet

3 Years Balance Sheet

Assets	Year1	year 2	year 3
Current Assets			
Cash/ Bank	GHS 5,227,314.43	GHS 6,570,479.71	GHS 9,302,771.00
Surplus from start-up	GHS 15,000.00	GHS 0.00	GHS 0.00
Inventory	GHS 2,170,406.16	GHS 2,392,872.79	GHS 2,638,142.25
Prepaid expenses	GHS 0.00	GHS 0.00	GHS 0.00
Short-term investments	GHS 0.00	GHS 0.00	GHS 0.00
Total current assets	GHS 7,412,720.60	GHS 8,963,352.50	GHS 11,940,913.25
Fixed (Long-Term) Assets			
Long-term investments	GHS 545,000.00	GHS 545,000.00	GHS 545,000.00
Long-term Asset:	<i>GHS 200,000.00</i>	<i>GHS 200,000.00</i>	<i>GHS 200,000.00</i>
Less depreciation on Fixed Asset	<i>GHS 17,666.67</i>	<i>GHS 17,666.67</i>	<i>GHS 17,666.67</i>
Net Book Value	GHS 182,333.33	GHS 182,333.33	GHS 182,333.33
Total fixed assets	GHS 727,333.33	GHS 727,333.33	GHS 727,333.33
Other Assets			
Deferred income tax	GHS 0.00	GHS 0.00	GHS 0.00
Other	GHS 0.00	GHS 0.00	GHS 0.00
Total Other Assets	GHS 0.00	GHS 0.00	GHS 0.00
Total Assets	GHS 8,140,053.93	GHS 9,690,685.83	GHS 12,668,246.59
Liabilities and Owner's Equity			
Current Liabilities			
Accounts payable	GHS -	GHS -	GHS -
Accrued salaries and wages	GHS -	GHS -	GHS -
Total current liabilities	GHS -	GHS -	GHS -
Long-Term Liabilities			
Long-term debt (outstanding)	GHS 352,961.30	GHS 293,304.86	GHS 217,646.07
Deferred income tax			
Total long-term liabilities	GHS 352,961.30	GHS 293,304.86	GHS 217,646.07
Owner's Equity			
Owner's investment	GHS 360,000.00	GHS 360,000.00	GHS 360,000.00
Additional investment	GHS -	GHS 32,038.70	GHS 1,312,749.65
Retained earnings	GHS 7,427,092.63	GHS 9,005,342.27	GHS 10,777,850.88
Total owner's equity	GHS 7,787,092.63	GHS 9,397,380.97	GHS 12,450,600.52
Total Liabilities and Owner's Equity	GHS 8,140,053.93	GHS 9,690,685.83	GHS 12,668,246.59

9.4 Breakeven Analysis

Table 9: Breakeven Analysis

Selling Price (per litre)☒	GHS	4.75
FIXED COSTS		
Legal and Permits	GHS	10,000.00
Stationery and Supplies	GHS	5,000.00
Website and App Development	GHS	8,000.00
Advertisements and promotions	GHS	6,000.00
Long term assets	GHS	200,000.00
Leasehold of 7 service stations (30k/yr)	GHS	252,000.00
Total Fixed Costs	GHS	481,000.00
VARIABLE COSTS		
		Per Unit
<i>Variable Costs based on a dollar amount per litre☒</i>		
Cost of Goods Sold	GHS	2.80
Direct Labor		0.026428192
Direct Overhead	GHS	1.39
Other (specify)	GHS	-
Total	GHS	4.22
<i>Variable Costs based on a percentage per unit☒</i>		
Commissions		0.0%
Other (specify)		
Total		-
Total Variable Cost per Unit	GHS	4.22
Contribution Margin per Unit	GHS	0.53
Contribution Margin Ratio		11.23%
Break-Even Point		
Break-Even Units		901,472 units
Break-Even Sales		GHS 4,281,991.60

Appendix

Monthly Sales Forecast

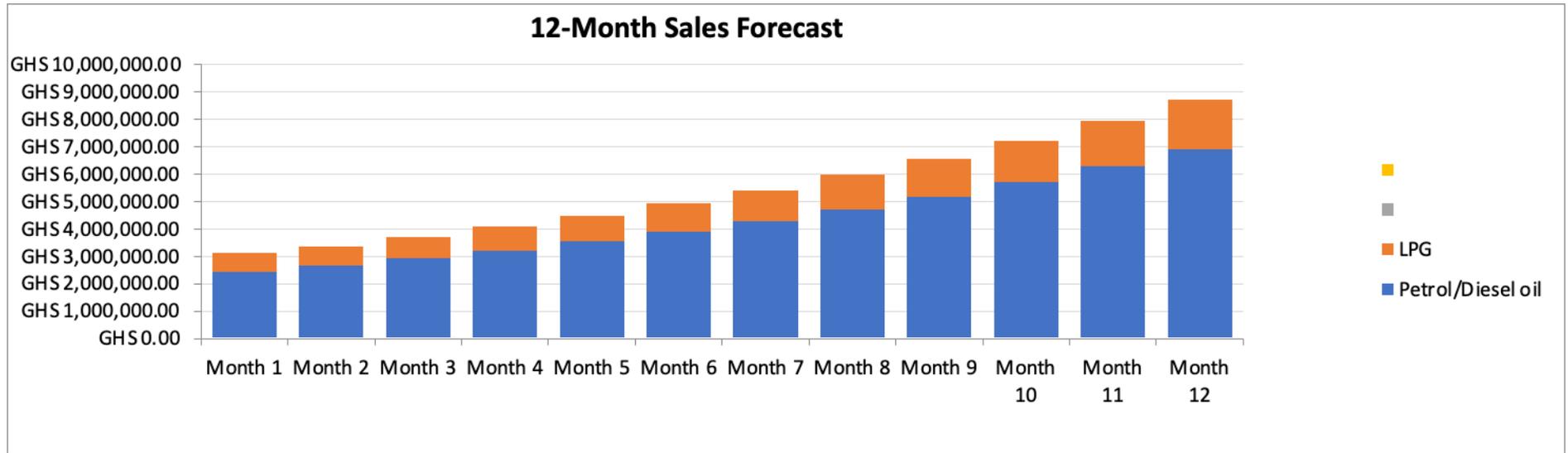


Table 10: Monthly Sales Forecast

Units Purchased	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Petrol/Diesel oil	510,000	561,000	617,100	678,810	746,691	821,360	903,496	993,846	1,093,230	1,202,553	1,322,809	1,455,090
LPG	160,000	176,000	193,600	212,960	234,256	257,682	283,450	311,795	342,974	377,272	414,999	456,499
LITRES												
Units/ Quantity Sold	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
Petrol/Diesel oil	500,000	550,000	605,000	665,500	732,050	805,255	885,781	974,359	1,071,794	1,178,974	1,296,871	1,426,558
LPG	150,000	150,000	165,000	181,500	199,650	219,615	241,577	265,734	292,308	321,538	353,692	389,061

Unit Price / Selling price (including Gov tax &levy)

Appendix

Petrol/Diesel oil	GHS 4.83											
LPG	GHS 4.67											

Sales Growth Rate												
Petrol/Diesel oil	0%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%
LPG	0%	0%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%

Revenue/ Total Sales (Amount)												
Petrol/Diesel oil	GHS 2,415,000.00	GHS 2,656,500.00	GHS 2,922,150.00	GHS 3,214,365.00	GHS 3,535,801.50	GHS 3,889,381.65	GHS 4,278,319.82	GHS 4,706,151.80	GHS 5,176,766.98	GHS 5,694,443.67	GHS 6,263,888.04	GHS 6,890,276.85
LPG	GHS 700,500.00	GHS 700,500.00	GHS 770,550.00	GHS 847,605.00	GHS 932,365.50	GHS 1,025,602.05	GHS 1,128,162.26	GHS 1,240,978.48	GHS 1,365,076.33	GHS 1,501,583.96	GHS 1,651,742.36	GHS 1,816,916.59
Total Revenue	GHS 3,115,500.00	GHS 3,357,000.00	GHS 3,692,700.00	GHS 4,061,970.00	GHS 4,468,167.00	GHS 4,914,983.70	GHS 5,406,482.07	GHS 5,947,130.28	GHS 6,541,843.30	GHS 7,196,027.64	GHS 7,915,630.40	GHS 8,707,193.44

Unit COGS (Price)												
Petrol/Diesel oil	GHS 2.10											
LPG	GHS 3.50											

Gov taxes & Levies	Petrol/Diesel oil	LPG
Energy Debt Recovery Levy	0.49	0.41
Road Fund Levy	0.48	
Energy Fund Levy	0.01	
Price Stabilization And Recovery Levy	0.14	0.14
Special Petroleum Tax	0.46	0.48
Primary Distribution Margin	0.08	
Bost Margin	0.06	
Fuel Marking Margin	0.03	
Total Revenue	1.75	1.03

Appendix

Gov Tax & Levies on prices												
Petrol/Diesel oil	GHS											
	875,000.00	962,500.00	1,058,750.00	1,164,625.00	1,281,087.50	1,409,196.25	1,550,115.88	1,705,127.46	1,875,640.21	2,063,204.23	2,269,524.65	2,496,477.12
LPG	GHS											
	154,500.00	154,500.00	169,950.00	186,945.00	205,639.50	226,203.45	248,823.80	273,706.17	301,076.79	331,184.47	364,302.92	400,733.21
	GHS											
	1,029,500.00	1,117,000.00	1,228,700.00	1,351,570.00	1,486,727.00	1,635,399.70	1,798,939.67	1,978,833.64	2,176,717.00	2,394,388.70	2,633,827.57	2,897,210.33

Total Sales												
Petrol/Diesel oil	GHS											
	1,565,000.00	2,117,500.00	2,329,250.00	2,562,175.00	2,818,392.50	3,100,231.75	3,410,254.93	3,751,280.42	4,126,408.46	4,539,049.31	4,992,954.24	5,492,249.66
LPG	GHS											
	679,500.00	679,500.00	747,450.00	822,195.00	904,414.50	994,855.95	1,094,341.55	1,203,775.70	1,324,153.27	1,456,568.60	1,602,225.46	1,762,448.00

Total Purchases	GHS											
	2,244,500.00	2,797,000.00	3,076,700.00	3,384,370.00	3,722,807.00	4,095,087.70	4,504,596.47	4,955,056.12	5,450,561.73	5,995,617.90	6,595,179.69	7,254,697.66

Total Goods Purchased												
Petrol/Diesel oil	GHS											
	1,071,000.00	1,178,100.00	1,295,910.00	1,425,501.00	1,568,051.10	1,724,856.21	1,897,341.83	2,087,076.01	2,295,783.62	2,525,361.98	2,777,898.17	3,055,687.99
LPG	GHS											
	560,000.00	616,000.00	677,600.00	745,360.00	819,896.00	901,885.60	992,074.16	1,091,281.58	1,200,409.73	1,320,450.71	1,452,495.78	1,597,745.36

Total Purchases	GHS											
	1,631,000.00	1,794,100.00	1,973,510.00	2,170,861.00	2,387,947.10	2,626,741.81	2,889,415.99	3,178,357.59	3,496,193.35	3,845,812.68	4,230,393.95	4,653,433.35

Total Cost of Goods Sold (COGS)												
Petrol/Diesel oil	GHS											
	1,050,000.00	1,155,000.00	1,270,500.00	1,397,550.00	1,537,305.00	1,691,035.50	1,860,139.05	2,046,152.96	2,250,768.25	2,475,845.08	2,723,429.58	2,995,772.54
LPG	GHS											
	525,000.00	525,000.00	577,500.00	635,250.00	698,775.00	768,652.50	845,517.75	930,069.53	1,023,076.48	1,125,384.13	1,237,922.54	1,361,714.79

Total Purchases	GHS											
	1,575,000.00	1,680,000.00	1,848,000.00	2,032,800.00	2,236,080.00	2,459,688.00	2,705,656.80	2,976,222.48	3,273,844.73	3,601,229.20	3,961,352.12	4,357,487.33

Margin Per Unit												
Petrol/Diesel oil	GHS 2.73											
LPG	GHS 1.17											

Gross Profit												
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Appendix

Petrol/Diesel oil	GHS 850,000.00	GHS 539,000.00	GHS 592,900.00	GHS 652,190.00	GHS 717,409.00	GHS 789,149.90	GHS 868,064.89	GHS 954,871.38	GHS 1,050,358.52	GHS 1,155,394.37	GHS 1,270,933.81	GHS 1,398,027.19
LPG	GHS 21,000.00	GHS 21,000.00	GHS 23,100.00	GHS 25,410.00	GHS 27,951.00	GHS 30,746.10	GHS 33,820.71	GHS 37,202.78	GHS 40,923.06	GHS 45,015.37	GHS 49,516.90	GHS 54,468.59
Total Gross Profit	GHS 871,000.00	GHS 560,000.00	GHS 616,000.00	GHS 677,600.00	GHS 745,360.00	GHS 819,896.00	GHS 901,885.60	GHS 992,074.16	GHS 1,091,281.58	GHS 1,200,409.73	GHS 1,320,450.71	GHS 1,452,495.78

Yearly Sales Forecast

Table 11: 3 years Sales Forecast

	Year 1	Year 2	Year 3
Units Purchased	Total Units Purchased	Total Units Purchased	Total Units Purchased
Petrol/Diesel oil	10,905,984.72	11,451,283.96	11,680,309.64
LPG	3,421,485.40	3,592,559.67	3,664,410.87
Units/ Quantity Sold	Total Units Sold	Total Units Sold	Total Units Sold
Petrol/Diesel oil	10,692,142	11,226,749	11,788,086
LPG	2,929,675	3,076,159	3,229,967
Total	13,621,816.94	14,302,907.79	15,018,053.18
Avg Unit Price	Avg Unit Price	Avg Unit Price	Avg Unit Price
Petrol/Diesel oil	GHS 4.83	GHS 5.07	GHS 5.33
LPG	GHS 4.67	GHS 4.90	GHS 5.15
Sales Growth Rate	Avg Growth Rate	Avg Growth Rate	Avg Growth Rate
Petrol/Diesel oil	10%	5%	5%
LPG	9%	5%	5%
Revenue/ Total Sales (Amount)	Total Revenue	Total Revenue	Total Revenue
Petrol/Diesel oil	GHS 51,643,045.30	GHS 56,936,457.44	GHS 62,772,444.33
LPG	GHS 13,681,582.53	GHS 15,083,944.74	GHS 16,630,049.07

Appendix

Total Revenue	GHS 65,324,627.82	GHS 72,020,402.18	GHS 79,402,493.40
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Unit COGS (Price)	Avg COGS	Avg COGS	Avg COGS
Petrol/Diesel oil	GHS 2.10	GHS 2.21	GHS 2.32
LPG	GHS 3.50	GHS 3.68	GHS 3.86

Gov Petroleum Tax on prices	Total	Total	Total
Petrol/Diesel oil	GHS 18,711,248.30	GHS 19,646,810.71	GHS 20,629,151.25
LPG	GHS 3,017,565.31	GHS 3,168,443.58	GHS 3,326,865.76
	GHS 21,728,813.61	GHS 22,815,254.29	GHS 23,956,017.00

Total Sales	Total Sales	Total Sales	Total Sales
Petrol/Diesel oil	GHS 40,804,746.25	GHS 44,401,792.21	GHS 47,921,518.35
LPG	GHS 13,271,428.02	GHS 14,473,327.21	GHS 15,790,499.96
Total Purchases	GHS 54,076,174.27	GHS 58,875,119.42	GHS 63,712,018.31

Total Goods Purchased	Total	Total	Total
Petrol/Diesel oil	GHS 22,902,567.91	GHS 25,250,081.13	GHS 27,042,836.89
LPG	GHS 11,975,198.91	GHS 13,202,656.80	GHS 14,140,045.43
Total Purchases	GHS 34,877,766.82	GHS 38,452,737.92	GHS 41,182,882.32

Total Cost of Goods Sold (COGS)	Total	Total	Total Cst
Petrol/Diesel oil	GHS 22,453,497.96	GHS 24,754,981.50	GHS 27,292,367.10
LPG	GHS 10,253,862.71	GHS 11,304,883.63	GHS 12,463,634.21
Total Purchases	GHS 32,707,360.66	GHS 36,059,865.13	GHS 39,756,001.31

Margin Per Unit	Avg Margin	Avg Margin	Avg Margin
Petrol/Diesel oil	GHS 2.73	GHS 2.87	GHS 3.01
LPG	GHS 1.17	GHS 1.23	GHS 1.29

Gross Profit	Total	Total	Total
Petrol/Diesel oil	GHS 10,838,299.05	GHS 12,534,665.23	GHS 14,850,925.98
LPG	GHS 410,154.51	GHS 610,617.52	GHS 839,549.11
Total Gross Profit	GHS 11,248,453.55	GHS 13,145,282.76	GHS 15,690,475.09

Appendix

Inventory for the 3 years

Table 12: Inventory

	Year 1	Year 2	Year 3
Units Purchased	Total Units Purchased	Total Units Purchased	Total Units Purchased
Petrol/Diesel oil	10,905,984.72	11,451,283.96	12,023,848.16
LPG	3,421,485.40	3,592,559.67	3,664,410.87
Units/ Sold	Total Units Sold	Total Units Sold	Total Units Sold
Petrol/Diesel oil	10,692,142	11,226,749	11,788,086
LPG	2,929,675	3,076,159	3,229,967
Closing stock	Total Closing stocks	Total Closing stocks	Total Units Sold
Petrol/Diesel oil	213,843	224,535	235,762
LPG	491,810	516,401	542,221
Average unit price	Avg Unit Price	Avg Unit Price	Avg Unit Price
Petrol/Diesel oil	GHS 4.83	GHS 5.07	GHS 5.33
LPG	GHS 4.67	GHS 4.90	GHS 5.15
Cost price	Avg cost Price	Avg cost Price	Avg cost Price
Petrol/Diesel oil	GHS 2.10	GHS 2.21	GHS 2.32
LPG	GHS 3.50	GHS 3.68	GHS 3.86
Total closing stock (Amount)	Total Closing stock	Total Closing stock	Total Closing stock
Petrol/Diesel oil	449,069.96	495,099.63	545,847.34
LPG	1,721,336.20	1,897,773.16	2,092,294.91
	2,170,406.16	2,392,872.79	2,638,142.25

Appendix

Depreciation for the period

Table 13: Fixed Asset Depreciation Schedule

Asset	Price	Year	Salvage	Life	Method	Depreciation for Year ...																
						Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 1	2029	2030	2031	2032	2033	2034		
Office Vehicle	150,000	2020	80,000	7	SL	10000	10000	10000	10000	10000	10000	10000	10000	-	-	-	-	-	-	-	-	
Office Equipment	30,000	2020	10,000	3	SL	6667	6667	6667	-	-	-	-	-	-	-	-	-	-	-	-	-	
Office Furniture and fittings	20,000	2020	5,000	15	SL	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	
Total:						-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Amortization /Loan Tabulation

Table 14: Loan Repayment Schedule

Input cells			Loan summary	
Annual interest rate	24%		Total payments	GHS 690,431.18
Loan term (in years)	5		Total interest	GHS 290,431.18
Payments per year	12			
Loan amount	GHS 400,000			

Period	Payment	Interest	Principal	Balance
1	GHS 11,507.19	GHS 8,000.00	GHS 3,507.19	GHS 396,492.81
2	GHS 11,507.19	GHS 7,929.86	GHS 3,577.33	GHS 392,915.48
3	GHS 11,507.19	GHS 7,858.31	GHS 3,648.88	GHS 389,266.61
4	GHS 11,507.19	GHS 7,785.33	GHS 3,721.85	GHS 385,544.75
5	GHS 11,507.19	GHS 7,710.90	GHS 3,796.29	GHS 381,748.46

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6	GHS 11,507.19	GHS 7,634.97	GHS 3,872.22	GHS 377,876.24
7	GHS 11,507.19	GHS 7,557.52	GHS 3,949.66	GHS 373,926.58
8	GHS 11,507.19	GHS 7,478.53	GHS 4,028.65	GHS 369,897.93
9	GHS 11,507.19	GHS 7,397.96	GHS 4,109.23	GHS 365,788.70
10	GHS 11,507.19	GHS 7,315.77	GHS 4,191.41	GHS 361,597.29
11	GHS 11,507.19	GHS 7,231.95	GHS 4,275.24	GHS 357,322.05
12	GHS 11,507.19	GHS 7,146.44	GHS 4,360.75	GHS 352,961.30
13	GHS 11,507.19	GHS 7,059.23	GHS 4,447.96	GHS 348,513.34
14	GHS 11,507.19	GHS 6,970.27	GHS 4,536.92	GHS 343,976.42
15	GHS 11,507.19	GHS 6,879.53	GHS 4,627.66	GHS 339,348.76
16	GHS 11,507.19	GHS 6,786.98	GHS 4,720.21	GHS 334,628.55
17	GHS 11,507.19	GHS 6,692.57	GHS 4,814.62	GHS 329,813.94
18	GHS 11,507.19	GHS 6,596.28	GHS 4,910.91	GHS 324,903.03
19	GHS 11,507.19	GHS 6,498.06	GHS 5,009.13	GHS 319,893.91
20	GHS 11,507.19	GHS 6,397.88	GHS 5,109.31	GHS 314,784.60
21	GHS 11,507.19	GHS 6,295.69	GHS 5,211.49	GHS 309,573.10
22	GHS 11,507.19	GHS 6,191.46	GHS 5,315.72	GHS 304,257.38
23	GHS 11,507.19	GHS 6,085.15	GHS 5,422.04	GHS 298,835.34
24	GHS 11,507.19	GHS 5,976.71	GHS 5,530.48	GHS 293,304.86
25	GHS 11,507.19	GHS 5,866.10	GHS 5,641.09	GHS 287,663.77
26	GHS 11,507.19	GHS 5,753.28	GHS 5,753.91	GHS 281,909.86
27	GHS 11,507.19	GHS 5,638.20	GHS 5,868.99	GHS 276,040.87
28	GHS 11,507.19	GHS 5,520.82	GHS 5,986.37	GHS 270,054.50
29	GHS 11,507.19	GHS 5,401.09	GHS 6,106.10	GHS 263,948.41
30	GHS 11,507.19	GHS 5,278.97	GHS 6,228.22	GHS 257,720.19
31	GHS 11,507.19	GHS 5,154.40	GHS 6,352.78	GHS 251,367.40
32	GHS 11,507.19	GHS 5,027.35	GHS 6,479.84	GHS 244,887.57
33	GHS 11,507.19	GHS 4,897.75	GHS 6,609.44	GHS 238,278.13
34	GHS 11,507.19	GHS 4,765.56	GHS 6,741.62	GHS 231,536.51
35	GHS 11,507.19	GHS 4,630.73	GHS 6,876.46	GHS 224,660.05
36	GHS 11,507.19	GHS 4,493.20	GHS 7,013.99	GHS 217,646.07

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37	GHS 11,507.19	GHS 4,352.92	GHS 7,154.27	GHS 210,491.80
38	GHS 11,507.19	GHS 4,209.84	GHS 7,297.35	GHS 203,194.45
39	GHS 11,507.19	GHS 4,063.89	GHS 7,443.30	GHS 195,751.15
40	GHS 11,507.19	GHS 3,915.02	GHS 7,592.16	GHS 188,158.99
41	GHS 11,507.19	GHS 3,763.18	GHS 7,744.01	GHS 180,414.98
42	GHS 11,507.19	GHS 3,608.30	GHS 7,898.89	GHS 172,516.10
43	GHS 11,507.19	GHS 3,450.32	GHS 8,056.86	GHS 164,459.23
44	GHS 11,507.19	GHS 3,289.18	GHS 8,218.00	GHS 156,241.23
45	GHS 11,507.19	GHS 3,124.82	GHS 8,382.36	GHS 147,858.87
46	GHS 11,507.19	GHS 2,957.18	GHS 8,550.01	GHS 139,308.86
47	GHS 11,507.19	GHS 2,786.18	GHS 8,721.01	GHS 130,587.85
48	GHS 11,507.19	GHS 2,611.76	GHS 8,895.43	GHS 121,692.42
49	GHS 11,507.19	GHS 2,433.85	GHS 9,073.34	GHS 112,619.08
50	GHS 11,507.19	GHS 2,252.38	GHS 9,254.80	GHS 103,364.28
51	GHS 11,507.19	GHS 2,067.29	GHS 9,439.90	GHS 93,924.38
52	GHS 11,507.19	GHS 1,878.49	GHS 9,628.70	GHS 84,295.68
53	GHS 11,507.19	GHS 1,685.91	GHS 9,821.27	GHS 74,474.41
54	GHS 11,507.19	GHS 1,489.49	GHS 10,017.70	GHS 64,456.71
55	GHS 11,507.19	GHS 1,289.13	GHS 10,218.05	GHS 54,238.66
56	GHS 11,507.19	GHS 1,084.77	GHS 10,422.41	GHS 43,816.24
57	GHS 11,507.19	GHS 876.32	GHS 10,630.86	GHS 33,185.38
58	GHS 11,507.19	GHS 663.71	GHS 10,843.48	GHS 22,341.90
59	GHS 11,507.19	GHS 446.84	GHS 11,060.35	GHS 11,281.56
60	GHS 11,507.19	GHS 225.63	GHS 11,281.56	GHS 0.00

Appendix

12-month Admin and Operation Expenditure

Table 15: Monthly Admin and Operations Expenditure

Units Sold	Month1	Month2	Month3	Month4	Month5	Month6	Month7	Month8	Month9	Month10	Month11	Month12
Business Promotion & Publicity	1,000.00	1,000.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	-	-	-
Rent	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00
Depreciation on fixed asset	1,472.22	1,472.22	1,472.22	1,472.22	1,472.22	1,472.22	1,472.22	1,472.22	1,472.22	1,472.22	1,472.22	1,472.22
Annual License Fee	16,666.67	16,666.67	16,666.67	16,666.67	16,666.67	16,666.67	16,666.67	16,666.67	16,666.67	16,666.67	16,666.67	16,666.67
Maintenance expense	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00
Office Supplies/ Consumables	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00
Vehicle Insurance & Roadworthy	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00	125.00
Fees paid to professional Consultants	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00	500.00
Transportation expense/ vehicle Fuel usages	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00	600.00
Salaries and Wages	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00	30,000.00
Depot and Distribution Expenses	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00	200.00
Call and Data exp	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00
Utilities	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00
Leasehold Expenses	17,500.00	17,500.00	17,500.00	17,500.00	17,500.00	17,500.00	17,500.00	17,500.00	17,500.00	17,500.00	17,500.00	17,500.00
GHS	72,563.89	72,563.89	72,063.89	72,063.89	72,063.89	72,063.89	72,063.89	72,063.89	72,063.89	71,563.89	71,563.89	71,563.89

3 Years Admin and Operation Expenditure

Table 16: 3 years Admin and Operations Expenditure

Admin and Operations Expenditure

	Year 1	Year 2	Year 3
Units Sold	Total Units Sold	Total Units Sold	Total Units Sold
Business Promotion & Publicity	5,500.00	6,600.00	7,920.00
Rent	12,000.00	14,400.00	17,280.00
Depreciation on fixed asset	17,666.67	17,666.67	17,666.67
Annual License Fee	200,000.00	240,000.00	288,000.00
Maintenance expense	12,000.00	14,400.00	17,280.00
Office Supplies/ Consumables	6,000.00	7,200.00	8,640.00
Vehicle Insurance & Roadworthy	1,500.00	1,800.00	2,160.00
Fees paid to professional Consultants	6,000.00	7,200.00	8,640.00
Transportation expense/ vehicle Fuel usages	7,200.00	8,640.00	10,368.00
Salaries and Wages	360,000.00	432,000.00	518,400.00
Depot and Distribution Expenses	2,400.00	2,880.00	3,456.00
Call and Data exp	12,000.00	14,400.00	17,280.00
Utilities	12,000.00	14,400.00	17,280.00
Leasehold Expenses	210,000.00	252,000.00	302,400.00
	GHS 864,266.67	GHS 1,033,586.67	GHS 1,236,770.67