

# Maasai Joy Business Plan

Based on Martin Burts plan for reaching business and social goals

<http://www.business-plan.com/outline.html>

# Maasai Joy Childrens Centre

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# Mission

- **To break the cycle of poverty through a quality education**
- Maasai people are nomadic herdsman who cannot afford to educate their children
- Most adults have not attended school past the sixth grade
- Through quality education, the students will acquire profitable employment thus improving the standard of living for their families

# 3 expected Outcomes

- Children will receive a quality education and move on to further schooling, get a job and raise the standard of living
- Because the children were educated they will know the benefits of education and send their children to school
- A more educated population will lead to a society that is more developed and open up more opportunities for all in the future

# Value Proposition

- Maasai Joy provides easy access to local, affordable, quality education
- Currently a primary school but has plans to expand and offer a secondary school option as well
  - This would allow Maasai Joy to continuously educate a child in the same style throughout their time at school and each grade could build on the ones before it
- Community Services
  - Feeds the children during school
  - Offers micro loaning and other basic bank services
  - In the future a mill house will be able to grind farmers wheat for them

# Clients

- The clients in this case are the parents who make the decision to send their child to school or not
- This is a problem because most of the parents do not understand the value of an education and would rather see their children helping them on the farm.

# Beneficiaries

- The main beneficiaries are of course the children who receive the education
- The whole community also benefits
  - A more educated population will lead to an improved standard of living and a more developed society with more roads, better built buildings and even better farming techniques



# Market Opportunity

- There is a huge market open to Maasai Joy, there are no affordable and quality options available for schooling in this area.
- There are 3 limiting factors
  1. The size of Maasai's Joy facilities
  2. The poor transportation routes to and from the school
  3. Parents willingness to send their child to school
- These 3 factors all have the potential to be removed, and when they are Maasai Joy has great upside potential

# Limiting Factors Addressed

- Size of facilities
  - This problem is already being address, just looking for funding to build and expand the school
- Transportation
  - Maasai Joy is in a very rural area with little to no roads and the children walk to and from school, as the community begins to develop the infrastructure will be built
- Parents Feelings
  - Most of the children come from farming families who would rather have them home helping, but as the parent begin to recognize the benefits there will be a paradigm shift.

# Curriculum

# Skills Needed For Future Jobs

# Curriculum and Skills Combined

# Equipment Needed

# Accountability

- Give each teacher a secondary job, something they are interested in to be in charge of
- What the students are accountable for
- Who reports to who
- Who is ultimately responsible

# Current Yearly Income

- As you can see MJCC currently receives no government or grant funding but is working on acquiring both

5	Sources of Income	USD
6	Income from School Fees	9,780
7	Funds for Sponsored Pupils	5,500
8	Contribution from Kibo Expedition (under Umbrella of MJCC)	1,100
9	GVT Funding	-
10	TZ Donations (from Friends & School Founder)	1,800
11	Grant Funding	-
12	Taraji Kilimanjaro (Still In process)	-
13	US Donations (from Individual Friends & Donors)	3,800
14		
15	<b>Total Income</b>	<b>21,980</b>



# Current Yearly Cost

- Maasia Joy's costs are greater than their income
- This is why they are applying for grants and other forms of aid
- The goal is to be self sufficient, but in order to reach that goal a large sum of money must be spent

17	<b>Operating Expenses</b>	
18	<b>Direct Costs</b>	
19	Teachers & Non Teaching Staff Salaries	26,400
20	Food Costs	1,500
21	School Stationery	1,700
22		<b>29,600</b>
23	<b>Other Operating Costs</b>	
24	House Rental Charges (Teachers)	400
25	Water Charges	120
26	Electricity Charges	107
27	Internet Cost	70
28		
29	<b>Total Cost</b>	<b>30,297</b>

# Spend Money to Make Money!

- The schools goal is to expand to not only be able to educate more children but to be able to provided services to the community and to be able to fund themselves
- If money is put into the school it will be able to start generating revenue streams outside the ones it has now
- The cost of these new projects are substantial and it will also cost more to run the school but in just a few years it will pay for its self

# Projects in the works

3	<b>School Expansion</b>		
4	8 classrooms, library, improveme	\$200,000	
5	Furnish classrooms		
6	Desks	\$37	x60 \$2220
7	Teacher Table	\$12	x6 \$72
8	Book Shelves	\$125	x4 \$500
9	Sub-total	\$202,792	
10	<b>Construct Teacher Housing</b>	\$60,000	
11	<b>Land for Playground/Sports Fields</b>	\$12000 per acre	x6 \$72000
12	<b>Milling Machine</b>		
13	Parts	\$4,500	
14	Installation	\$1,000	
15	Milling Machine House	\$2,000	
16	Sub-total	\$7,500	
17	<b>Poultry Farm</b>		
18	Chicken Shed	\$2,000	
19	Chickens	\$35	x500 \$17500
20	Sub-total	\$19,500	x2 \$39000
21	<b>Village Community Bank (VICOBA)</b>		
22	Consitution Facilitation	\$200	
23	Registration Fees	\$150	
24	Board Meetings	\$400	
25	Member meetings	\$600	
26	Bank Cost	\$1,350	
27			
28	<b>Total Cost of Projects</b>	<b>\$382,642</b>	

# Projected Yearly Costs

3	<b>Teachers</b>		
4	Head Teacher	\$4,875	
5	1 Regular Teacher	\$2,628	x9 \$23652
6	Non-Teaching Staff	\$11,100	
7	sub-total	\$39,627	
8	7 text books per child	\$35	x200 \$7000
9	<b>Food</b>		
10	5000 kilograms maize	\$2,500	
11	2000 kilograms beans	\$1,200	
12	120 liters cooking oil	\$150	
13	sub-total	\$3,850	
14	<b>Academic competitions</b>	\$2,000	
15	<b>Teacher Training</b>		
16	Food	\$2,400	
17	Accommodations	\$3,800	
18	Travel Costs	\$200	
19	Venue	\$1,000	
20	writing material	\$60	
21	sub-total	\$7,460	x2 \$14920
22	<b>Exposure Visits</b>	\$32	x10 \$320
23	<b>Teacher Inspections</b>	\$120	x2 240
24	<b>Business Training</b>	\$19,500	
25	<b>SIDO Facilitator</b>	\$500	
26			
27	<b>Yeary Cost of Running MJCC</b>	<b>\$84,374</b>	

# SWOT

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"><li>• More than just a school, offers services for the community</li><li>• Strong leadership, loyal group of supporters and knowledgeable advisors</li><li>• Strong curriculum and the student are hungry to learn</li></ul>	<ul style="list-style-type: none"><li>• Not enough capital</li><li>• Inexperienced, young school</li><li>• Limited space</li></ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>• Only school in the area so no competition.</li><li>• Plans to expand, faculties and services</li><li>• When expansion happens will have greater self-sufficiency due to more cash inflows</li></ul>	<ul style="list-style-type: none"><li>• Parents don't see the value of education</li><li>• Poor transportation to and from school</li><li>• No government support</li></ul>