



GREEN HOPE UGANDA LTD

Proposed Green Organic Fertilizer Business Plan

April 2021

Contents

Table of Contents

.....	i
Contents.....	i
1. Executive Summary	1
1.1 Company History	1
1.2 Brief Product / Service Description	1
1.3 Market and Sales Outlook	2
1.4 Competitor Analysis.....	3
1.5 Brief Funding Request	3
2. Company Description	4
2.1 Philosophy	4
2.2 Vision	4
2.3 Mission	4
2.4 Company goals.....	4
2.5 Target market	4
2.6 Industry.....	5
2.7 Legal structure	5
3. Products & Services	5
3.1 Our company's Services and Products.....	5
3.2 The problem the product or service solves	5
3.3 Product Pricing	5
4. Marketing and Sales Plan	6
4.1 Market research.....	6
4.1.1 Market size and industry growth.....	6
4.1.2 Targeted Market Size	7
4.2 Target customer.....	7
4.2.1 Farmer Avatar	8
4.2.2 Farmer Association Avatar	8
4.3 Market Niche.....	8
4.4 Distribution channels	9

4.5 Key competitors	9
Competitor analysis	10
4.6 How you will market your product	11
4.6.1 Business Images and Brand Summary	11
4.6.2 Promotional budget	12
4. 6. 3 Marketing Expenses Strategy Chart.....	12
3 Year Sales Forecast	14
5 Risk Management	20
5.1 SWOT Analysis.....	20
5.2 Risk Analysis and Mitigation Measures	21
5.2.1 Potential Analysis	21
5.2.2 Mitigation Measures	21
6. Operational Plan.....	21
6.1 Production	21
6.2 Operational costs.....	22
6.3 Quality control.....	23
6.4 Legal environment	24
6.4.1 Licenses	24
6.4.2. Insurance	24
6.4.3. Environmental Health Workplace Regulations	24
6.5 Personnel	25
6.5.1. Key Employee Information	25
6.5.2 Recruitment Process	26
6.6 Suppliers.....	26
Supplier Information	26
7. Management & Organization.....	27
7.1 CEO'S Biography	27
7.2 Advisors	27
7.2.1 Attorney.....	27
7.2.2 Board of directors.....	27
7.2.3 Banker.....	27
7.4 Organization Chart	27
8. Funding Request.....	28

8.1 Current Financial Situation	28
8.2 Amount funding request.....	28
8.3 Capital use plan	28
8. Financial Plan.....	30
8.1 12-month profit & loss projection.....	31
8.2 Cash Flow (12 months).....	33
8.3 Projected balance sheet	35
8.5 Use of Capital.	37
9. Appendices	39

1. Executive Summary

1.1 Company History

Green Hope Uganda Limited is a company that was established in 2004. It deals in waste management services of waste transport and safe disposal. Green Hope Uganda limited is a registered company with registration number 117345 incorporated with limited liability.

GHU Ltd operates by allocating teams to do door-to-door garbage collection. The teams allocated per area are a manageable number in order to reduce redundancy and maximize efficiency of the works. To observe Occupational Safety Standards, our staff is insured, immunized and always observes occupational safety standards as government existing laws.

Green Hope Uganda Ltd employs hard labor porters who are directly answerable to the field operation manager and supervisors. Our staff is trained and able to work in shifts to offer services 24/7. Green Hope Uganda Ltd conducts induction and fresher training with close supervision to make sure that work runs effectively and efficiently to the satisfaction of our clients. The future prospect for Green Hope Uganda limited is to build zero-waste, waste value addition green model business. In order to achieve this ambitious goal, Green Hope Uganda is currently seeking a funding opportunity to expand the operations of the company and create an additional product; the Green organic fertilizer.

1.2 Brief Product / Service Description

Green Hope Uganda Limited promotes and advocates for a green and healthy environment through carrying out natural solutions for environmental challenges associated with waste accumulation. Currently, Green Hope Uganda Ltd is a Key waste collector and transporter for Kira Municipality and Kasangati Town Council. Green Hope Uganda Limited currently serves 14 Markets and hundreds of homesteads.

To further extend the impacts of environmental conservation and greening Uganda, Green Hope Uganda Ltd, would like to expand their operations into waste value addition. This will be done through execution of the proposed green technology which transforms organic waste into fertilizer. In addition the proposed expansion will extend to recycling plastic components of waste; serving both local and global markets for plastic products but most importantly, further cleaning the environment.

The proposed Green Organic fertilizer production will produce a premium quality product enriched by addition of Rock phosphate and volcanic ash crushed minerals, as well as Tithonia to add phosphorus. Potassium and Nitrogen, respectively. The organic fertilizer is aimed at promoting and improving green agriculture.

Uganda largely depends on inorganic fertilizers for crop production. This is mainly because of soil degradation following improper farming practices of deforestation and overgrazing which has rendered the soil futile and nearly unproductive. In order to harvest a decent yield, farmers have gradually become reliant on fertilizers as the soil quality continues to decline. The dilemma is that fertilizers further degrade the soil which causes the farmers to apply more fertilizer to get a decent harvest but because of the soil altering nature of artificial fertilizers, the soil further degrades forcing farmers to apply more fertilizer. It's a rat-race that never ends.

The major reason why inorganic fertilizers degrade the soil is because they only feed the plant but not the soil. A holistic fertilizer feeds the plant but rejuvenates the soil and soil biome as well. The proposed Green Organic Fertilizer is composed of 60% organic matter, 15% phosphorus, 10% potassium, and 15% nitrogen. This is a well-balanced composition that not only addresses soil health but has adequate nutrients enough for plant survival. One of the major benefits of having organic matter in the soil is that it promotes water and nutrient retention which guarantees plant growth in drought periods. It also modifies the soil structure by acting like a glue for soil particles which reduces rates of soil erosion and leaching therefore the soil's ability to hold nutrients longer. The proposed Green Organic Fertilizer although with seemingly lower composition of NPK, than synthetic fertilizer which normally contain on average 18%, the proposed fertilizer has been proven to out-compete synthetic fertilizer because of the organic matter that enables it to retain the nutrients longer in the soil.

Another future prospect for Green Hope Uganda limited will be an expansion project into plastic recycling. However, this project will be implemented in the far future and not in the foreseeable future.

1.3 Market and Sales Outlook

Our primary target customers are commercial and subsistence farmers and secondary target markets are farmers associations and Farmer groups. Farmers in Uganda are well organized into farmer groups and SACCOs through which it is easier to appeal and get to the farmers especially with a new and unfamiliar product like our Green Organic Farming. So although we will do direct selling to farmers, our marketing strategy will mostly be tied around using pre-existing structures of associations to increase our chances of market penetration.

The declining soil infertility problem that has been further abated by inorganic fertilizers in Uganda has necessitated that farmers find affordable and effective solutions in order to successfully tackle a problem and reduced reliance on the harmful inorganic fertilizers. Farmers have been yearning for organic manure on our local market fact being that most of their goods have been rejected by the world market due to the use of inorganic methods of farming which has led to a high loss to them therefore with the introduction of this type of manure they will be able to compete favorably on the world market. Although farmers prefer an organic alternative, the reality is that the nutrient content of traditional compost isn't enough to adequately support good crop yield; this often results in farmers returning

to the use of inorganic fertilizers to increase the yield. This gap in the market is what Green Hope Uganda limited is targeting to fill by creating an organic alternative that is enriched with natural rock nutrients to solve both the problems of soil fertility and reduce reliance on harmful synthetic fertilizers. We plan to sell a product through outlets and by using the structure of Farmer groups in Farmers Association as contact points through which to get to the farmer

1.4 Competitor Analysis

Direct competition consists of organic fertilizer and compost producing companies and indirect competitors are manufacturers of inorganic synthetic fertilizers. The proposed Green Organic Fertilizer has the competitive edge against our direct competitors because the organic fertilizers in the market only contain decomposed organic matter and humus which is not sufficient to support profitable crop growth while our product on the other hand is enriched with natural rock supplements to make a super formula that contains all the necessary nutrients for plants of nitrogen potassium and phosphorus. Against our indirect competitors we also have competitive advantage because of the negativity that is associated with inorganic fertilizers and their negative impacts to the environment and their potential harm to human health both of which have led to movements to discourage their use indirectly promoting the need for product.

1.5 Brief Funding Request

Green Hope Uganda Ltd proposes to expand the business into waste value addition programs encompassing organic fertilizer production from organic waste. In order to achieve the success of this expansion, Green Hope Uganda Ltd is seeking funding of 183000 USD in order to manufacture the Green Organic Fertilizer from municipal waste

2. Company Description

Company Name: GREEN HOPE UGANDA LIMITED

Address: Kizinga Zone

P.O.BOX 9244

KAMPALA UGANDA YEAR 2021

Contacts: Website www.greenhopeuganda.com

Office Line: +256772486398 +256703191920

E-mail: info@greenhopeuganda.com

2.1 Philosophy

Think Green, Go Green, Act Green

2.2 Vision

Our vision is to work towards building and promoting sustainable resource use and to keep the environment clean for the next generation. In line with our vision we collect waste from the community at a fee and transport it to the landfill for safe disposal leading to a clean environment.

2.3 Mission

Our mission is to promote clean and green sustainable use of environmental resources through proper waste management.

2.4 Company goals

- To spearhead and promote green environment community campaigns for community transformation into a cleaner and green earth.
- To a leading ambassador for sustainable growth and environmental sustainability in Uganda.

2.5 Target market

Our target markets for our different product lines vary widely. Our market for waste collection includes institutions, markets, churches and homesteads. The main market for the proposed organic fertilizer will be subsistence and commercial farmers as well as farmer associations and Farmer groups. For the proposed plastic recycle unit our target market will be plastic consuming institutions and industries.

2.6 Industry

Our company falls under the waste management industry, a subset of the environmental management industry. The waste management industry and environmental management industry as a whole is fast-growing and has just gained attention recently which means that there's room for improvement and growth in the industry. The industry is supported by government organizations as well as major funders and financial institutions because of the climate change environmental dilemma that is currently facing the Earth

2.7 Legal structure

Our company is registered as a Limited Liability Company (LLC).

3. Products & Services

3.1 Our company's Services and Products

Green Hope Uganda limited would like to expand from waste collection and transportation into manufacturing supreme quality nutrient dense organic fertilizer from organic waste and production of plastics using plastic waste. The company also will be offering community outreach and Farmer training services to sensitize them and on how to successfully shift from use of harmful and toxic synthetic fertilizers to our healthier organic and green alternative.

The proposed organic fertilizer will consist of 60% natural matter, 15% phosphorus, 10% potassium, and 15% nitrogen. One of the significant advantages of having organic matter in the dirt is that it advances water and supplement maintenance which ensures plant development in dry spell periods. It also modifies the soil composition by acting like a glue for soil particles which reduces the occurrence of soil erosion and nutrient leaching thus the soil's capacity to hold supplements longer.

3.2 The problem the product or service solves

Our proposed products contribute to solving the major environmental challenges of waste accumulation. The proposed production also has a socioeconomic benefit as well. The organic fertilizer will solve the problem of soil infertility which causes reduced yield of crop production and reduces organic waste accumulation.

3.3 Product Pricing

We plan to price products on the lower end as we break into the market then later on raise our price to the middle range. For the proposed organic fertilizer we propose to price

it at 1000 shillings by kilogram which is 3x smaller than the average price of our competitors. At 1000 shillings per kilogram the majority of farmers will be more than glad to purchase organic healthy nutrient dense fertilizer that has the ability to produce crops over a period of two seasons and like the other fertilizer than back on the market which the families have to apply every season. Our product gives them a better deal.

4. Marketing and Sales Plan

4.1 Market research

Our target market for the proposed product of organic fertilizer will be Farmers. There are currently over 2.5 million smallholder commercial farmers and 4.2 million subsistence farmers in Uganda and the number keeps increasing exponentially.

4.1.1 Market size and industry growth

As of [2013 the amount of inorganic fertilizer used in Uganda was a total of 53447](#) metric tons. 96.9% of the total metric tons used in Uganda was used in agriculture that totals to 51777 metric tons. Realistically speaking the number of farmers using fertilizers today is even more than it was in 2013. However, for purposes of estimation and for lack of an accurate public document record, all the figures in market research have been estimated based on this statistic.

The study revealed that the application rate of fertilizer that year was 0.85 kg per hectare.

The average size of farmers land is approximately 0.9 hectares therefore the number of farmers in Uganda that used fertilizer can be estimated to be 67683.

The amount of fertilizer consumed by each farmer that year can be estimated to be 591 kilograms per farmer every 0.9 hectares.

The total number of farmers in Uganda that year was 4.2 million so if 67 683 farmers use fertilizers the percentage of farmers that use fertilizers is 0.02%. Assuming 0.02 to be the percentage of farmers that use fertilizer even though in reality it is more, then, by extrapolating this data to today where we have over [60% of uganda's population engaged in agriculture](#) then there 26,560, 000 in Uganda today. Secondly, 0.02% of that to be the percentage of farmers that use fertilizers then 531214 farmers use fertilizers in Uganda today.

The consumption of fertilizers today can therefore be taken to be 313963 tons of fertilizer per year. That is 7.1 percent growth in demand for fertilizers in 8 years an average growth in demand for fertilizer of 0.88% per year.

From market research the market size for fertilizer today is 531214 farmers with the demand of 313963 metric tons of fertilizer per year the industry is experiencing a 0. 88% growth every year in direct proportion to the demand.

4.1.2 Targeted Market Size

Because of supporting factors for the benefit for the fertilizer product and the fact that farmers are currently being discouraged from using inorganic synthetic fertilizers by governments, Green Hope Uganda limited assumed an above average penetration rate for the proposed organic fertilizer the assumed rate of penetration by set at 60%

Our market volume will therefore be a product of the target customer (531214 farmers) and the penetration rate (60%) which equals 31875 farmers. Our proposed organic fertilizer therefore has a potential market volume of 31875 farmers.

The average value the consumption rate for the fertilizer times the price is 591000 UGX per customer per year.

Our market value for the our market volume each consuming at least 591 kg of fertilizer will be 1.88 billion UGX

Our potential market size is therefore 31875 and our potential market value is 1.88 billion Uganda shs per year.

4.2 Target customer

Our target customers for the proposed organic fertilizer are in two groups. The first group is the farmers themselves and farmer associations who normally purchase inputs on behalf of their members.

4.2.1 Farmer Avatar

Name	Mr. Musa
Sex	Male (Females rarely make buying decisions)
Age	35
Marital Status	Married with 3 children
Occupation	Farmer
Hobbies	Football matches and having a drink with his friends at his local bar.

4.2.2 Farmer Association Avatar

Name of group	Elite Farmers Association Mbale
Sector	Agriculture and Exportation
Number of Members	1000+
Terms	Buys input for its member farmers

4.3 Market Niche

The fertilizer market is stratified into 3 major groups. Market for synthetic fertilizer market, organic market and the group that uses both. Our niche market is the Organic fertilizer group even though through advertisement and sensitization we could easily tap into all three markets.

4.4 Distribution channels

Green Hope Uganda Ltd will use different channels of distribution. Below is a list of the channels we plan to use.

- Direct Sales
- E-commerce
- Wholesale
- Retail
- Sales representatives

Green Hope Uganda Ltd will in also export the Green Organic Fertilizer to South-Sudan, Egypt and Israel when the business expands.

4.5 Key competitors

Competitor Name	Location	Product	Price (UGX)	Competitive advantage
Bukoola Chemicals	Central Region	NPK fertilizer	3000 per Kg	Offer Delivery Offer Bulk deductions Offer Customer support They are popular and well known
Jubaili AgroTech	Central Region	NPK fertilizer	3500 per Kg	Aggressive advertising Offer Bulk deductions
Biofertilizer Africa Ltd	Central Region	NPK Organic fertilizer	1000 per Kg	Funded but unknown in the market

Competitor analysis

FACTOR	Competitors			Green Hope Uganda Ltd	Importance to Customer
	Biofertilizer Africa Ltd	Bukoola Chemicals	Jubaili AgroTech		
Products	Organic	Inorganic	Inorganic	Organic	Important
Price	1000	3000	3500	1000	Very Important
Quality	Premium	High	High	Premium	Very Important
Expertise	High	High	High	High	Important
Company Reputation	Good	Good	Good	Good	Important
Sales Method	Unknown	Retailers, outlets and distributor	Retailers, outlets and distributor	Farmer associations, Contact farmers per region Retailers, outlets and distributor	Not really

From the market research our main competitor is Biofertilizer Africa Ltd followed by Bukoola chemicals and then Jubaili Agro-Tech. We have a competitive edge because our prices are affordable, our product is of premium quality and unlike our competitors, we'll make our product readily available through our proposed channels of distribution.

4.6 How you will market your product

We want to be top of mind when people think of fertilizers. In order to do this we are holding our nets wide and targeting marketing through different channels for the beginning. In future as we start to get results we will analyze and prioritize the channels giving us the highest return on investment.

Advertising Channels	Advertising Media	Marketing strategy
Online	Business website Email marketing Social media marketing	Search engine optimization Content marketing
Offline	Word-of-mouth Mobile marketing Trade shows	Public relations
Radio	Radio Advertisements and Talk show mentions	Catchy and attention grabbing audio content
Print	Billboards, Newsletters, Noticeboards and Mass Distribution at events	Print marketing materials (brochures, flyers, business cards)

4.6.1 Business Images and Brand Summary

Our brand identity is centered on our company goals and philosophy. Our brand communicates green, clean, vitality and hope. All our company property is created with the same theme in mind. Below is a copy of our logo and snapshot from our website.



Company Logo

Website Snapshot

4.6.2 Promotional budget

Our promotional budget is divide two, one-off budget costs which are included in our start up budget and recurring costs that are included on the operating plan budget

The cost reaching our target markets through our promotional media has been summarized in the table below.

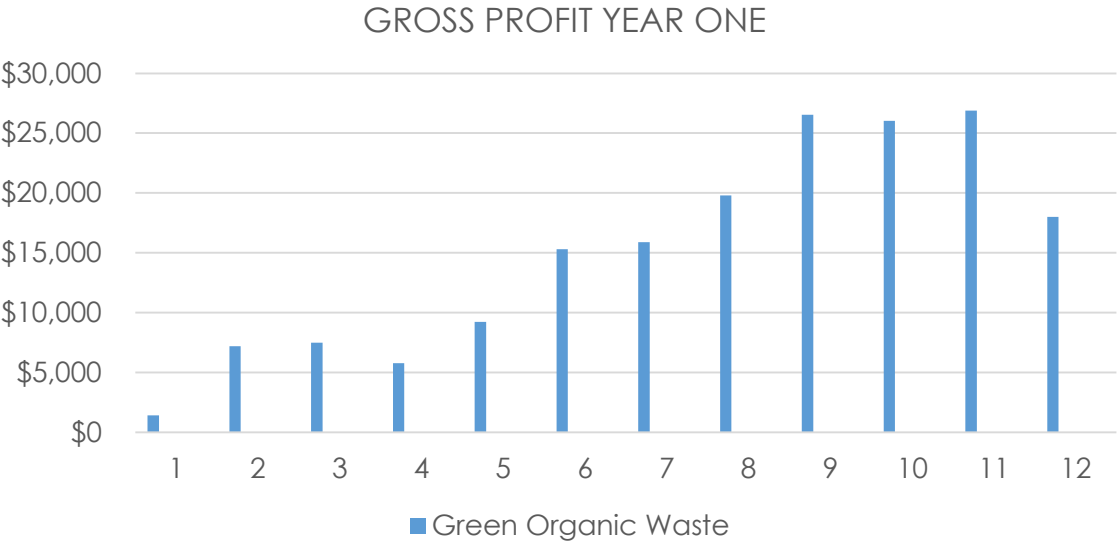
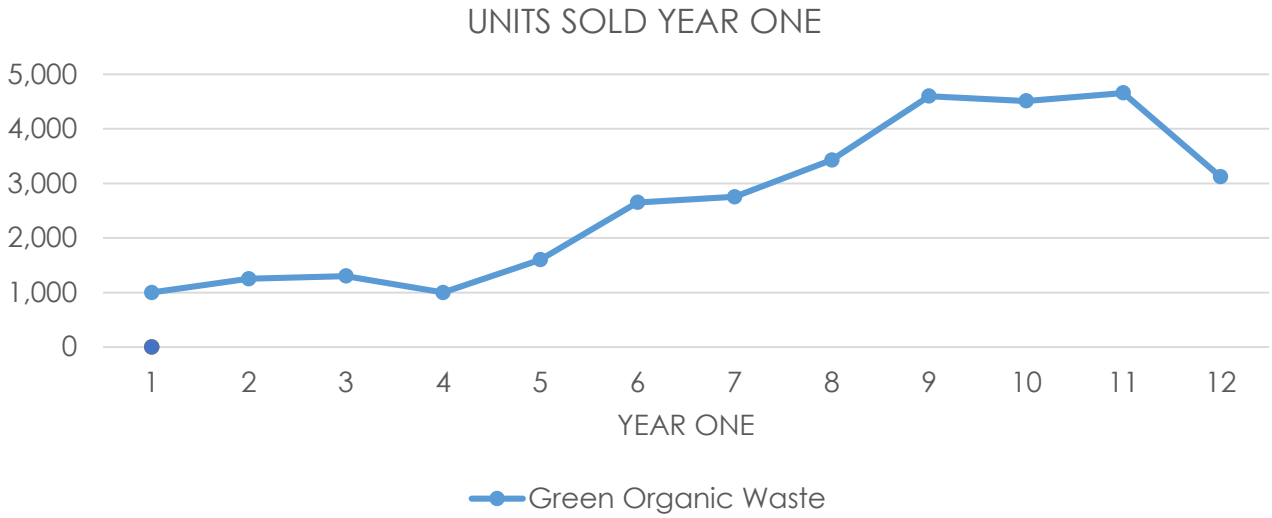
4. 6. 3 Marketing Expenses Strategy Chart

	Online	Radio	Offline	Print
One-Time Expenses	Website Modification fees- 84 \$	N/A	Sign post design and fabrication 167 \$	Flyers and brochures design And banner printing 1,000,000
Total One- Off Payment	84 \$	N/A	167 \$	278 \$
Annual Expenses	Web hosting, domain – 42 \$ Outsourcing content for SEO 278 \$ Facebook Ads 195 \$	Advertising fee 1387 \$	Trade show and seminar expenses 1665 \$	Print media production 195 \$
Total annual recurring cost	515 \$	1387 \$	1665 \$	195 \$

Promotional Budget	599 \$	1387 \$	1832 \$	473 \$
Grand Total				4288 \$

3 Year Sales Forecast

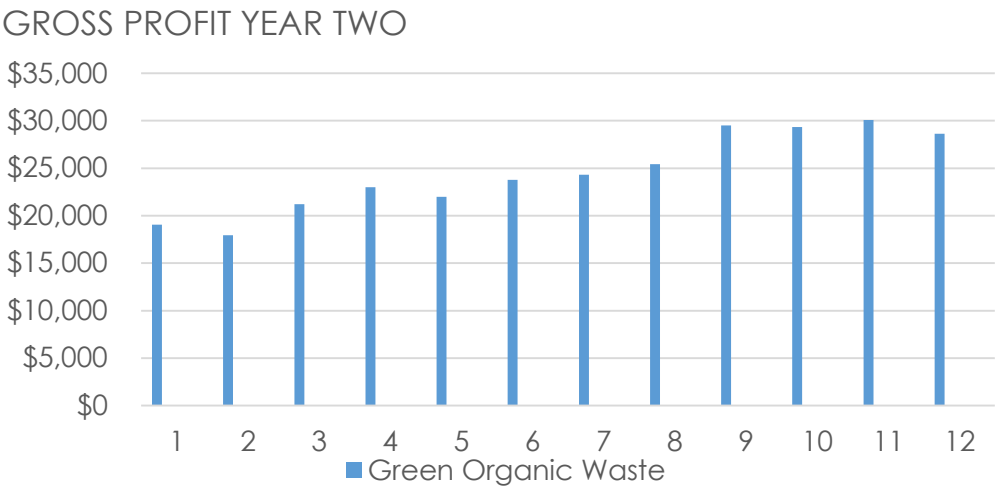
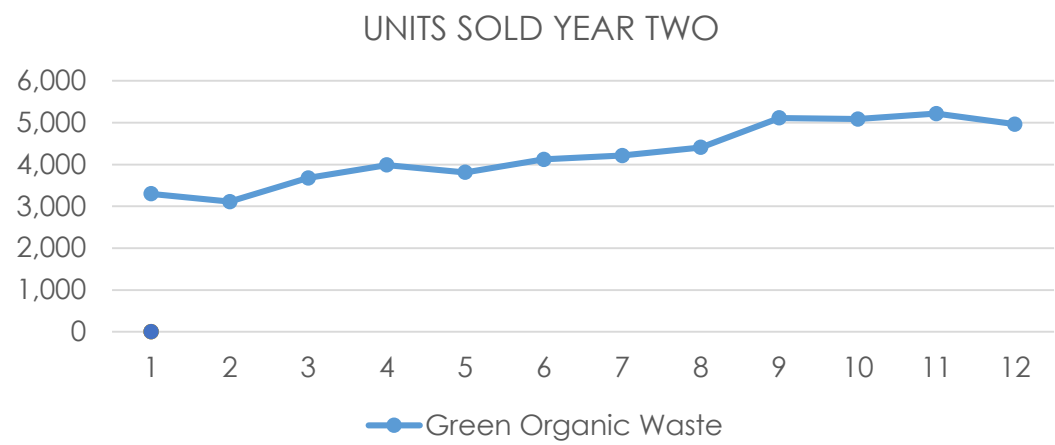
YEAR ONE	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	
UNITS SOLD													TOTAL
Green Organic Waste	1,000	1,250	1,300	1,000	1,600	2,650	2,754	3,430	4,600	4,512	4,659	3,120	31,875
TOTAL UNITS SOLD Y1	1,000	1,250	1,300	1,000	1,600	2,650	2,754	3,430	4,600	4,512	4,659	3,120	31,875
UNIT COST OF GOODS COGS													AVG
Green Organic Waste	\$5.28	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$1.28
UNIT PRICE													AVG
Green Organic Waste	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69
REVENUE													TOTAL
Green Organic Waste	\$6,690	\$8,363	\$8,697	\$6,690	\$10,704	\$17,729	\$18,424	\$22,947	\$30,774	\$30,185	\$31,169	\$20,873	\$213,244
TOTAL REVENUE Y1	\$6,690	\$8,363	\$8,697	\$6,690	\$10,704	\$17,729	\$18,424	\$22,947	\$30,774	\$30,185	\$31,169	\$20,873	\$213,244
MARGIN PER UNIT													AVG
Green Organic Waste	\$1.41	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$5.41
GROSS PROFIT													TOTAL
Green Organic Waste	\$1,410	\$7,213	\$7,501	\$5,770	\$9,232	\$15,291	\$15,891	\$19,791	\$26,542	\$26,034	\$26,882	\$18,002	\$179,559
TOTAL GROSS PROFIT Y1	\$1,410	\$7,213	\$7,501	\$5,770	\$9,232	\$15,291	\$15,891	\$19,791	\$26,542	\$26,034	\$26,882	\$18,002	\$179,559



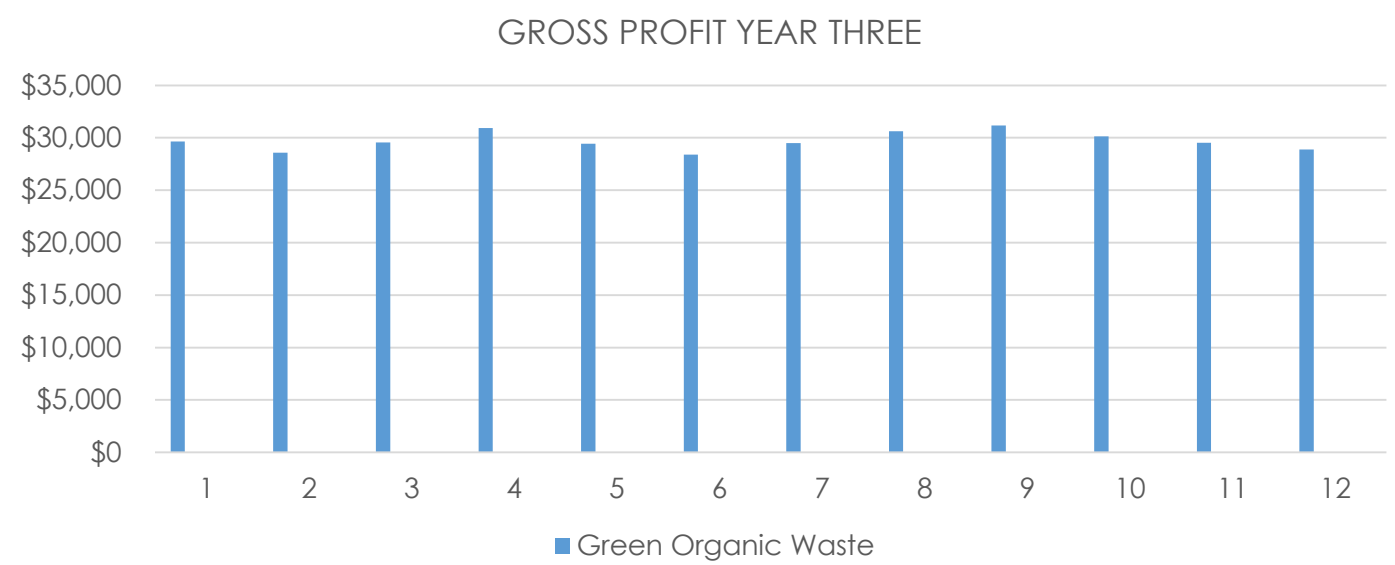
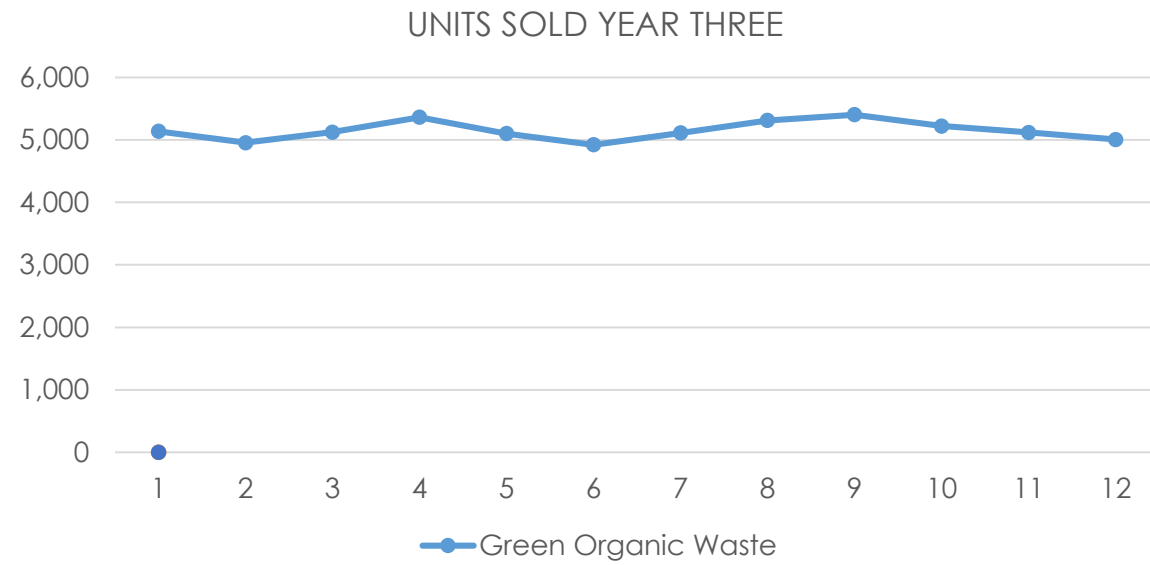
YEAR TWO

	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	
UNITS SOLD													TOTAL
Green Organic Waste	3,300	3,112	3,678	3,986	3,810	4,120	4,213	4,409	5,112	5,087	5,214	4,963	51,004
TOTAL UNITS SOLD Y2	3,300	3,112	3,678	3,986	3,810	4,120	4,213	4,409	5,112	5,087	5,214	4,963	51,004
UNIT COST OF GOODS COGS													AVG
Green Organic Waste	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92
UNIT PRICE													AVG
Green Organic Waste	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69
REVENUE													TOTAL
Green Organic Waste	\$22,077	\$20,819	\$24,606	\$26,666	\$25,489	\$27,563	\$28,185	\$29,496	\$34,199	\$34,032	\$34,882	\$33,202	\$341,217
TOTAL REVENUE Y2	\$22,077	\$20,819	\$24,606	\$26,666	\$25,489	\$27,563	\$28,185	\$29,496	\$34,199	\$34,032	\$34,882	\$33,202	\$341,217
MARGIN PER UNIT													AVG
Green Organic Waste	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77
GROSS PROFIT													TOTAL

Green Organic Waste	\$19,041	\$17,956	\$21,222	\$22,999	\$21,984	\$23,772	\$24,309	\$25,440	\$29,496	\$29,352	\$30,085	\$28,637	\$294,293
TOTAL GROSS PROFIT Y2	\$19,041	\$17,956	\$21,222	\$22,999	\$21,984	\$23,772	\$24,309	\$25,440	\$29,496	\$29,352	\$30,085	\$28,637	\$294,293



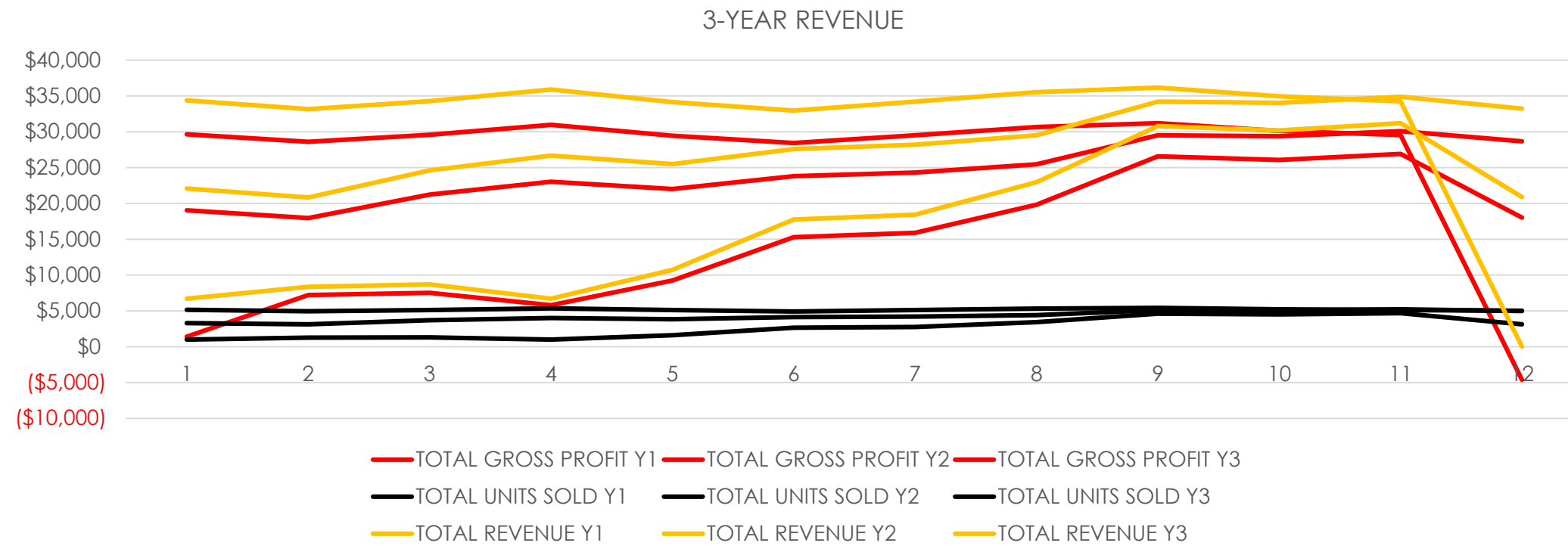
YEAR THREE	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24		
UNITS SOLD													TOTAL	% CHANGE
Green Organic Waste	5,135	4,955	5,123	5,361	5,100	4,922	5,111	5,309	5,402	5,220	5,117	5,006	61,761	21%
TOTAL UNITS SOLD Y3	5,135	4,955	5,123	5,361	5,100	4,922	5,111	5,309	5,402	5,220	5,117	5,006	61,761	10,757
UNIT COST OF GOODS COGS													AVG	Difference
Green Organic Waste	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$0.92	\$0.00
UNIT PRICE													AVG	Difference
Green Organic Waste	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$6.69	\$0.00
REVENUE													TOTAL	Difference
Green Organic Waste	\$34,353	\$33,149	\$34,273	\$35,865	\$34,119	\$32,928	\$34,193	\$35,517	\$36,139	\$34,922	\$34,233	\$33,490	\$413,181	\$71,964
TOTAL REVENUE Y3	\$34,353	\$33,149	\$34,273	\$35,865	\$34,119	\$32,928	\$34,193	\$35,517	\$36,139	\$34,922	\$34,233	\$33,490	\$413,181	\$71,964
MARGIN PER UNIT													AVG	Difference
Green Organic Waste	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$5.77	\$0.00
GROSS PROFIT													TOTAL	Difference
Green Organic Waste	\$29,629	\$28,590	\$29,560	\$30,933	\$29,427	\$28,400	\$29,490	\$30,633	\$31,170	\$30,119	\$29,525	\$28,885	\$356,361	\$62,068
TOTAL GROSS PROFIT Y3	\$29,629	\$28,590	\$29,560	\$30,933	\$29,427	\$28,400	\$29,490	\$30,633	\$31,170	\$30,119	\$29,525	\$28,885	\$356,361	\$62,068



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
TOTAL UNITS SOLD Y1	1,000	1,250	1,300	1,000	1,600	2,650	2,754	3,430	4,600	4,512	4,659	3,120
TOTAL UNITS SOLD Y2	3,300	3,112	3,678	3,986	3,810	4,120	4,213	4,409	5,112	5,087	5,214	4,963
TOTAL UNITS SOLD Y3	5,135	4,955	5,123	5,361	5,100	4,922	5,111	5,309	5,402	5,220	5,117	5,006

TOTAL REVENUE Y1	\$6,690	\$8,363	\$8,697	\$6,690	\$10,704	\$17,729	\$18,424	\$22,947	\$30,774	\$30,185	\$31,169	\$20,873
TOTAL REVENUE Y2	\$22,077	\$20,819	\$24,606	\$26,666	\$25,489	\$27,563	\$28,185	\$29,496	\$34,199	\$34,032	\$34,882	\$33,202
TOTAL REVENUE Y3	\$34,353	\$33,149	\$34,273	\$35,865	\$34,119	\$32,928	\$34,193	\$35,517	\$36,139	\$34,922	\$34,233	\$0

TOTAL GROSS PROFIT Y1	\$1,410	\$7,213	\$7,501	\$5,770	\$9,232	\$15,291	\$15,891	\$19,791	\$26,542	\$26,034	\$26,882	\$18,002
TOTAL GROSS PROFIT Y2	\$19,041	\$17,956	\$21,222	\$22,999	\$21,984	\$23,772	\$24,309	\$25,440	\$29,496	\$29,352	\$30,085	\$28,637
TOTAL GROSS PROFIT Y3	\$29,629	\$28,590	\$29,560	\$30,933	\$29,427	\$28,400	\$29,490	\$30,633	\$31,170	\$30,119	\$29,525	(\$4,606)



5 Risk Management

5.1 SWOT Analysis

<p><u>Strengths (internal factors)</u></p> <p>Readily available raw materials for the production</p> <p>Fully registered company</p> <p>Experience in waste management has been achieved over time</p> <p>Good marketing skills</p> <p>Good working networks and partnerships</p> <p>Good lobbying strategies</p>	<p><u>Weaknesses (internal factors).</u></p> <p>High startup costs to set up technology transfer machinery and advanced recycle system</p> <p>High marketing costs</p> <p>Brand recognition challenges</p>
<p><u>Opportunities (external factors)</u></p> <p>Increased demand of organic manure\</p> <p>Supporting laws</p> <p>Product delivery</p> <p>Warranty/guarantee</p> <p>Ongoing support</p>	<p><u>Threats (external factors)</u></p> <p>Availability of inorganic manure which is being used by most farmers in the country</p> <p>Poor lending laws in the country that don't favor borrowing at a low interest</p> <p>Changes in government regulations</p>

5.2 Risk Analysis and Mitigation Measures

5.2.1 Potential Analysis

1. Mechanical breakdown during the production period
2. High competition on the market
3. Interference from the law enforcers like NEMA

5.2.2 Mitigation Measures

Risk Factor	Mitigation Measures
Mechanical Breakdown whilst producing fertilizer and plastics	Purchase of high quality machinery to minimize breakdown. Employ 24/7 hour working mechanical engineers to ensure proper and timely function of the machines
High competition on the market	In order to beat the market competition we will do a lot of marketing and offer favorable prices for our farmers
Interference from the law enforcers like NEMA	Green Hope Uganda limited will comply with all binding laws and establish good working relationships with the relevant authorities.

6. Operational Plan

Here is a breakdown of the daily operation for the proposed business.

6.1 Production

The proposed production of the fertilizer shall be carried out by using an imported heat composting technology which consists of organic waste decomposer unit that is able to produce organic fertilizer in less than 10 days. Green Hope Uganda Limited would like to purchase the fertilizer production unit in order to commence with organic fertilizer production.

The production process involves sorting organic waste and loading it into the decomposer. The decomposer consists of a central processing unit in which the temperature in the decomposition chamber is monitored. The system runs on temperature that is generated by the Organic waste as it decomposes and no external heat source is used in production. Naturally decomposition is an exothermic reaction and it therefore releases energy when it occurs. The heat composting system runs on

this principle to achieve first rates of heat compositing. From past experiments the optimal temperature for decomposition has been estimated to be around 70 degrees Celsius, the system therefore works to keep the temperature in the decomposition unit around this optimal temperature. When the CPU senses that the temperature is exceeding 70 degrees then air is blown into the system to cool down the Organic waste and if the temperature dips below 70 degrees then the air blowing process ceases and the system begins to heat up and the system will begin to heat up due to the heat from decomposition.

This decomposition process goes in 5-10 days and achieves breakdown of organic matter, destroys weed seeds and pests as result of the heat composting. After decomposition has successfully been carried out the container is dead offloaded and the fertilizer dried. After the fertilizer is dried it is then mixed with rock phosphate, volcanic Ash, and dried tithonia to boost the phosphorus potassium and nitrogen component of a fertilizer. The finished product is then packaged into sacks of 25 and 50 kilograms.

6.2 Operational costs

Activity	Input Required (per year)	Cost UGX
One-off costs		
Construction	Of factory Site	34667
Production	Biofertilizer Unit	27736
	Weighing scale	70
	Sewing Machine	139
	Solar Dryer	1387
	Crusher	9708
	Mixer	7489
	Laptop	555
	Printer	555
	Truck	26349

	Leachate Tank and piping	694
Promotion	Advertising and sales agents	527
Total		108723
Continuous Costs		
Sorting	Labor	5062
CPU, loading and unloading	Electricity	3329
Control	Labor	3994
Drying	Solar dryer maintenance	139
Packaging	Packaging material and Labelling	6990
Promotion		1332
Machinery Maintenance		4161
Miscellaneous		2774
Total		25004
Total Operational Costs		133767

6.3 Quality control

Green Hope Uganda Limited will control the quality of production by setting up various control measures alongside the production chain. The quality control measures are elaborated below.

Raw materials; Green Hope Uganda Ltd will control the quality of raw materials that are entering the production process because poor quality raw materials will result in a poor quality product.

The indicators of good quality raw materials for the production process are;

Degree of sorting and cleanliness of organic waste. The higher the degree of sorting and the last inorganic materials are in the waste the cleaner on the higher the quality the waste is.

The volume of the waste. The recommended volume organic waste to feed into the production is 20 tons using less waste per production will be wastage since the same amount of electricity for 20 tons will be used and using more than 20 tons could clog the system.

During Production, Green Hope Uganda Ltd will control the quality of production during the production process by using the Central Processing Unit of the heat composter. The Biofertilizer unit CPU controls the amount of temperature and moisture in the decaying compartment which are the major factors responsible for speeding up the reaction of decomposition.

Post Production. The post-production quality measures that Green Hope Uganda limited will put in place are drying the fertilizer before packaging to avoid molding and using clean sterilized packaging material to reduce reintroduction or pathogens and harmful bacteria which have already been destroyed by the heat composting method.

6.4 Legal environment

The legal environment in the waste and management industry in Uganda is supportive since waste management is a step into a cleaner and healthier environment which is one of the Development Goals of the country as well as one of the sustainable Development Goals of the UN. There are some requirements that to work in the industry a firm must meet and we are well prepared to meet all the qualifications and requirements as explained below.

6.4.1 Licenses

Green Hope Uganda Limited is fully authorized to collect and transport waste to the landfill within the areas of Kira municipality Wakiso District as well as Kampala City. Green Hope Uganda Limited is also a law-abiding tax-paying body legally operating in Uganda.

6.4.2. Insurance

Green Hope Uganda Limited is insured against occupational Hazards and against machinery breakdown or damage. Green Hope Uganda Ltd also has a health insurance Package for their staff. Our Insurer is CIA and the yearly cost of insurance is 8,000,000 UGX.

6.4.3. Environmental Health Workplace Regulations

The waste collection industry is considered a high risk industry and therefore all our workers are obliged to wear and use protective gear while at work. All our staff, especially the field staff, are entitled to a face mask, gloves, reflector jackets, and protective overalls. We also have a sanitizer stationed and the entrance of our premises to reduce spread of infection from handling waste. For the proposed expansion projects we will also include ear plugs to our PPE to reduce hazards associated with noise pollution especially from the generator and other vibrating machinery.

6.5 Personnel

6.5.1. Key Employee Information

Employee Title	Requirements	Job Description	Job Type
Operations Manager	Qualified operations officer with experience and background in administration	<ul style="list-style-type: none"> -managing the day to day operations of the project -Overseeing the porters and laborers -compiling weekly progress reports 	Permanent
Administrator	Qualified Administrator with background in Finance and Accounting	<p>Work in conjunction with operations manager to oversee production.</p> <p>Budget and prepare financial statements</p>	Permanent
Quality Control Officer	Qualified quality officer with a background in health and safety	<ul style="list-style-type: none"> -spearheading and implementing health and safety innovations -conducting quality checks and approving the quality of the produced products 	Permanent
Marketing Executive	Senior marketer with at least 5 years' experience in closing sales	<ul style="list-style-type: none"> -creating and implementing marketing and sales campaigns 	Permanent
Content and Social Media Manager	Qualified and experienced content and social media marketing with an impressive portfolio.	<ul style="list-style-type: none"> -creating a social media and online digital footprint that is in line with the company's brand -hiring and overseeing the content writing process to keep our web engagement optimal -Generating online leads for the marketing team 	Freelancer

Accountant	Certified seasoned and well qualified accountant with at least 5 years accounting experience	-prepare company financial records -make recommendations for next planning quarter depending on the financial status of the company	Contract Based
------------	--	--	----------------

6.5.2 Recruitment Process

The recruitment process for permanent employees will include placing of job advertisements in print media and online platforms. The next stage will include vetting and shortlisting of the qualified applicants that meet our requirements. The next steps shall entail both written and oral interviews and then the top performing candidates shall be appointed and begin working.

The recruitment process for contract based employees and freelance employees shall be entirely based off their past track record and their portfolios. We shall find the best candidates for the contract best employment opportunities and freelancers online.

6.6 Suppliers

Supplier Information

Name Of Supplier	Item Supplied and Quantity	Notes
Luuka Plastics	500,000 Packaging sacs	For a year's production
Victoria Engineers	Machinery Maintenance	Billed Yearly
Philo system	Print media and stationary	For a year's production
Tula Road services	Fuel	For a year's production

Our Suppliers are huge corporations with a track record of reliability and have been in their industry for over 10 years.

7. Management & Organization

7.1 CEO'S Biography

The CEO Mr. Serwadda Paul is a 48 year old Ugandan married male. He is an innovative, God fearing, honest, hardworking, reliable social worker, a person of high integrity and self-motivated, dynamic and flexible. He has an extensive exposure working in multi-cultural environment and is a am multi-skilled person. He has experience in brick-layering, briquetting and animal husbandry, enterprises in which he gained immense success and expertise. Above all, Mr. Serwadda is a natural born leader.

7.2 Advisors

7.2.1 Attorney

Our Attorney MSM Advocates. MSM Advocate has been in the legal industry for 12 years and their advice will be invaluable to us concerning legal matters and decisions to take.

7.2.2 Board of directors

Our board of directors is composed of three members all of whom are seasoned entrepreneurs running successful enterprises.

Mr. Paul Serwadda- CEO Green Hope Uganda Limited

Mrs. Harriet Kyaterekera- Business Woman

Mr. Lawrence Kayondo- Business Man

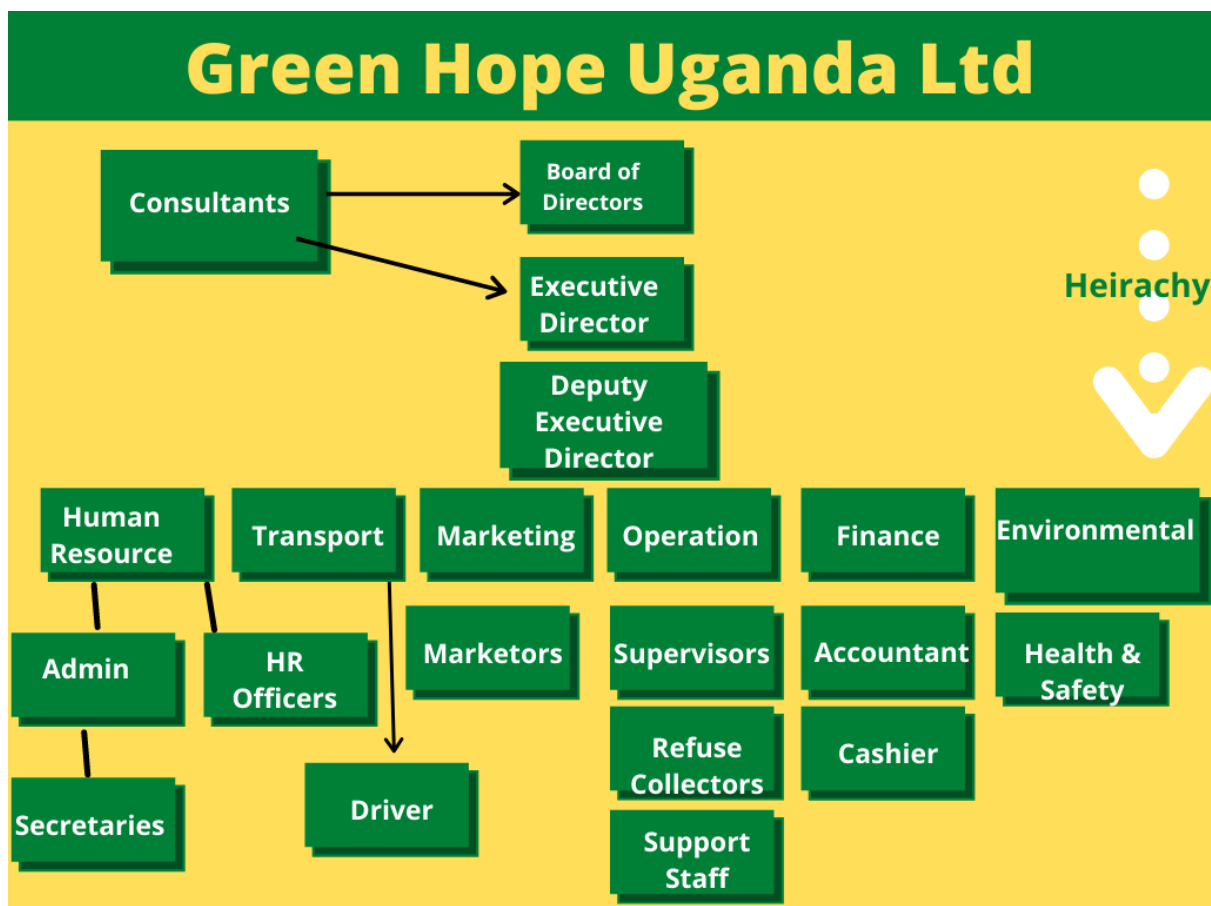
7.2.3 Banker

Our Banker Equity Bank is a leading financial institution in Uganda and is reputable for business growth.

7.4 Organization Chart

The organization Chart of the company with Key Employees is illustrated below.

GREEN HOPE UGANDA LIMITED ADMINISTRATIVE CHART



8. Funding Request

8.1 Current Financial Situation

Green Hope Uganda Ltd is currently a thriving and successful business albeit being in a heavy investment and capital intensive industry, the resilience and tenacity of the business team have kept the enterprise afloat and running (See Index A for a brief summary of company past performance).

8.2 Amount funding request

In order to expand our operations and increase our revenue Green hope Uganda Limited is seeking a funding opportunity to finance an expansion project into organic fertilizer production from municipal organic waste. We are seeking a total of 183000 US Dollars approximately 657,186,000 Uganda Shillings.

8.3 Capital use plan

Below is a table the detailed breakdown of how the capital will be utilized.

Cost Type	Description		Cost
	Land	3 acres	41603
	Building Materials for temporary	For the organic fertilizer plant and plastic recycler unit	2784
	Labor	Construction firm	1387
	Collection and transportation truck	Isuzu Forward	27736
	Fertilizer production unit	Container based system	27736
	Building the power line	One	1387
	Excavating building underground water tank buying a pump		3606
	Morning tool van on Service Centers and our agents (Pickup and Motorbike)	Two	3329
	Photocopier machine	Canon	555
	A Desk top Computers	Dell	555
	Crusher	Strong enough to crash volcanic ash and rock phosphate	4161
	Two water tank, One for leachate collection	5000 liter capacity	1387
	Mixer and sieve	To mix the fertilizer constituents after fertilizer production	4715
	Sewing machine		139
	Labelling machines	Local made	555

	1 Solar drier	For drying fertilizer and Tithonia	1387
Operation Costs	Electricity	Yearly	3329
	Transport and Fuel	Yearly	1502
	Labor	Yearly	21956
	Office Supplies	Yearly	419
	Quality control	Yearly	1387
	Packaging Sacs	Yearly	4945
	Sealing thread	50 rolls	56
Other Costs	Insurance	Yearly (Paid Quarterly)	1942
	Taxes	Paid Yearly	1276
	Auditing and Legal	Yearly	562
Promotional Costs	One off Cost	Per Year	527
	Recurring Cost	Per Year	3620
Miscellaneous			18228
Total			182771 Approximately 183000

8. Financial Plan

Below is a breakdown of the financial plan consisting of projected profit and loss, cash flow, and balance sheet financial statements for the Green Organic production project.

8.1 12-month profit & loss projection

Fiscal Year Begins

Jan-22

	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	YEARLY
Revenue (Sales)													
Fertilizer Sales	6,690	8,363	8,697	6,690	10,704	17,729	18,424	22,947	30,774	30,185	31,169	20,875	213,247
Total Revenue (Sales)	6,690	8,363	8,697	6,690	10,704	17,729	18,424	22,947	30,774	30,185	31,169	20,875	213,247
Cost of Sales													
Green Organic Fertilizer Production	5,800	1,150	1,196	920	1,472	2,438	2,534	3,156	4,232	4,151	4,286	4,566	35,901
Total Cost of Sales	5,800	1,150	1,196	920	1,472	2,438	2,534	3,156	4,232	4,151	4,286	4,566	35,901
Gross Profit													
Gross Profit	890	7,213	7,501	5,770	9,232	15,291	15,890	19,791	26,542	26,034	26,883	16,309	177,346
Expenses													
Salary expenses	2,891	2,891	2,891	2,891	2,891	2,891	2,891	2,891	2,891	2,891	2,891	2,891	34,695
Payroll expenses	7	7	7	7	7	7	7	7	7	7	7	7	84
Outside services	878	878	878	878	878	878	878	878	878	878	878	878	10,533
Supplies (office and operating)	35	35	35	35	35	35	35	35	35	35	35	35	417
Installation of machinery	958	958	958	958	958	958	958	958	958	958	958	958	11,500
Advertising	348	348	348	348	348	348	348	348	348	348	348	348	4,177
Car, delivery and travel	1,508	1,508	1,508	1,508	1,508	1,508	1,508	1,508	1,508	1,508	1,508	1,508	18,100
Accounting and legal	163	163	163	163	163	163	163	163	163	163	163	163	1,956
Rent & Related Costs	836	836	836	836	836	836	836	836	836	836	836	836	10,032
Telephone and Postage	17	17	17	17	17	17	17	17	17	17	17	17	199
Utilities	21	21	21	21	21	21	21	21	21	21	21	21	251
Insurance	186	186	186	186	186	186	186	186	186	186	186	186	2,232
Depreciation	325	325	325	325	325	325	325	325	325	325	325	325	3,899
Interest	4	4	4	4	4	4	4	4	4	4	4	4	47

Sub-total Expenses	8,177	8,177	8,177	8,177	8,177	8,177	8,177	8,177	8,177	8,177	8,177	8,177	98,122
Reserve for Contingencies	818	818	818	818	818	818	818	818	818	818	818	818	9,812
Total Expenses	8,994	8,994	8,994	8,995	8,995	8,995	8,995	8,995	8,995	8,995	8,995	8,995	107,934
Net Profit Before Taxes	-8,104	-1,781	-1,493	-3,225	237	6,296	6,896	10,797	17,547	17,039	17,888	7,314	69,413
Federal Income Taxes	148	148	148	148	148	148	148	148	148	148	148	148	1,776
State Income Taxes	443	443	443	443	443	443	443	443	443	443	443	443	5,316
Local Income Taxes	0	0	0	0	0	0	0	0	0	0	0	0.0	62,321
Net Operating Income	-8,695	-2,372	-2,084	-3,816	-354	5,705	6,305	10,206	16,956	16,448	17,297	6,723	

8.2 Cash Flow (12 months)

Green Hope Uganda Ltd

Fiscal
Year
Begins: Jan-22

	Pre-Startup EST	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22	Oct-22	Nov-22	Dec-22	Total Item EST
Cash on Hand (beginning of month)	183,000	183,000	25,660	21,769	21,787	17,030	15,651	19,800	29,955	43,368	62,663	83,148	102,226	183,000

CASH RECEIPTS														
Cash Sales	0	6,690	8,363	8,697	6,690	10,704	17,729	18,424	22,947	30,774	30,185	31,169	20,875	213,247
Collections fm CR accounts	0	0	0	0	0	0	0	0	0	0	0	0	0	
Loan/ other cash inj.	0	0	0	0	0	0	0	0	0	0	0	0	0	
TOTAL CASH RECEIPTS	0	6,690	8,363	8,697	6,690	10,704	17,729	18,424	22,947	30,774	30,185	31,169	20,875	213,247
Total Cash Available (before cash out)	183,000	189,690	34,023	30,466	28,477	27,734	33,380	38,224	52,902	74,142	92,848	114,317	123,101	396,247

CASH PAID OUT														
Land Purchase		41,774	0	0	0	0	0	0	0	0	0	0	0	
Factory Construction Fees		8,355	0	0	0	0	0	0	0	0	0	0	0	
Heat Composting unit Purchase		27,849	0	0	0	0	0	0	0	0	0	0	0	
Collection and transportation truck		33,419	0	0	0	0	0	0	0	0	0	0	0	
Moving tools , Van and Motorbike		3,342	0	0	0	0	0	0	0	0	0	0	0	
Excavating underground water and purchasing pump		3,621	0	0	0	0	0	0	0	0	0	0	0	
Leachate collection tank 10,000 l Capacity		1,393	0	0	0	0	0	0	0	0	0	0	0	
Machinery Installation		11,140	0	0	0	0	0	0	0	0	0	0	0	
Packaging Material		10,533	0	0	0	0	0	0	0	0	0	0	0	
Gross wages (exact withdrawal)		2,891	2,891	2,891	2,891	2,891	2,891	2,891	2,891	2,891	2,891	2,891	2,891	
Payroll expenses (taxes, etc.)		0	0	0	0	0	0	0	0	0	0	0	84	
Outside services		9,665	0	0	0	0	0	0	0	0	0	0	0	
Supplies (office & oper.)		420	0	0	0	0	0	0	0	0	0	0	0	
Repairs & maintenance		958	958	958	958	958	958	958	958	958	958	958	958	
Advertising		174	422	448	348	348	348	348	348	348	348	348	348	
Car, delivery & travel		1,508	1,508	1,508	1,508	1,508	1,508	1,508	1,508	1,508	1,508	1,508	1,508	
Accounting & legal		0	0	0	0	0	0	0	0	0	0	0	1,956	
Rent		836	836	836	836	836	836	836	836	836	836	836	836	
Telephone		17	17	17	17	17	17	17	17	17	17	17	17	
Utilities		21	21	21	21	21	21	21	21	21	21	21	21	
Insurance		0	0	0	744	0	0	0	744	0	0	0	744	
Taxes (real estate, etc.)		0	0	0	0	0	3,900	0	0	0	0	0	0	
Interest		0	0	0	0	0	0	0	0	0	0	0	44	
Office Laptop		557	0	0	0	0	0	0	0	0	0	0	0	
Office Printer		557	0	0	0	0	0	0	0	0	0	0	0	

Miscellaneous														
SUBTOTAL	0	159,030	6,653	6,680	7,324	6,580	10,480	6,580	7,324	6,580	6,580	6,580	9,408	0
Loan principal payment	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Capital purchase (specify)	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Owners' Withdrawal		5,000	5,600	2,000	4,123	5,504	3,100	1,690	2,210	4,900	3,120	5,512	3,459	5,900
TOTAL CASH PAID OUT	0	164,030	12,253	8,680	11,447	12,084	13,580	8,270	9,534	11,480	9,700	12,092	12,867	5,900
Cash Position (end of month)	183,000	25,660	21,769	21,787	17,030	15,651	19,800	29,955	43,368	62,663	83,148	102,226	110,234	390,347

8.3 Projected balance sheet

Green Hope Uganda Ltd

	Beginning As of 01/01/2022	Projected As of 12/30/2022
Assets		
<u>Current Assets</u>		
Cash in bank	\$ 183,000	\$ 183,000
Accounts receivable	-	213,247
Inventory	-	-
Prepaid expenses	-	-
Other current assets	-	-
Total Current Assets	<u>\$ 183,000</u>	<u>\$ 396,247</u>
<u>Fixed Assets</u>		
Machinery & equipment		\$ 27,849
Furniture & fixtures	-	9,748
Leasehold improvements	-	-
Land & buildings	-	41,774
Other fixed assets	-	47,294
(LESS accumulated depreciation on all fixed assets)	-	(3,899)
Total Fixed Assets (net of depreciation)	<u>\$ -</u>	<u>\$ 122,766</u>
<u>Other Assets</u>		
Intangibles	\$ -	\$ -
Deposits	-	-
Goodwill	-	-
Other	-	-
Total Other Assets	<u>\$ -</u>	<u>\$ -</u>
TOTAL Assets	<u><u>\$ 183,000</u></u>	<u><u>\$ 519,013</u></u>
Liabilities and Equity		
<u>Current Liabilities</u>		
Accounts payable	\$ -	\$ 205,442
Interest payable	-	47
Taxes payable	-	7,092
Current part, long-term debt	-	-
Other current liabilities	-	9,812
Total Current Liabilities	<u>\$ -</u>	<u>\$ 222,393</u>
<u>Long-term Debt</u>		
Bank loans payable	\$ -	\$ -
Notes payable to stockholders	-	-
LESS: Short-term portion	-	-

Other long term debt	-	183,000
Total Long-term Debt	<u>\$ -</u>	<u>\$ 183,000</u>
Total Liabilities	<u>\$ -</u>	<u>\$ 405,393</u>
<u>Owners' Equity</u>		
Invested capital	\$ -	\$ -
Retained earnings - beginning	-	-
Retained earnings - current	-	52,118
Total Owners' Equity	<u>\$ -</u>	<u>\$ 52,118</u>
Total Liabilities & Equity	<u>\$ -</u>	<u>\$ 457,511</u>

8.5 Use of Capital.

The finances will be used and allocated to purchase fixed assets fund the production process, pay wages, package and market the product as elaborated in the table below;

Cost Type	Description		Cost
Startup Costs	Land	3 acres	41603
	Building Materials for temporary	For the organic fertilizer plant and plastic recycler unit	2784
	Labor	Construction firm	1387
	Collection and transportation truck	Isuzu Forward	27736
	Fertilizer production unit	Container based system	27736
	Building the power line	One	1387
	Excavating building underground water tank buying a pump		3606
	Morning tool van on Service Centers and our argents (Pickup and Motorbike)	Two	3329
	Photocopier machine	Canon	555
	A Desk top Computers	Dell	555
	Crusher	Strong enough to crash volcanic ash and rock phosphate	4161
	Two water tank, One for leachate collection	5000 liter capacity	1387
	Mixer and sieve	To mix the fertilizer constituents after fertilizer production	4715
	Sewing machine		139
	Labelling machines	Local made	555
	1 Solar drier	For drying fertilizer and Tithonia	1387
Operation Costs	Electricity	Yearly	3329
	Transport and Fuel	Yearly	1502
	Labor	Yearly	21956
	Office Supplies	Yearly	419
	Quality control	Yearly	1387
	Packaging Sacs	Yearly	4945
	Sealing thread	50 rolls	56
Other Costs	Insurance	Yearly (Paid Quarterly)	1942
	Taxes	Paid Yearly	1276

	Auditing and Legal	Yearly	562
Promotional Costs	One off Cost	Per Year	527
	Recurring Cost	Per Year	3620
Miscellaneous			18228
Total			182771 Approximately 183000

9. Appendices

APPENDIX A

Performance Reports

Income Statement

	2017	2018	2019
Revenue	72,928,304	79,618,340	59,871,300
Less; Expenses			
Trade Payables	59,173,776	14,679,996	24,515,833
Other Payables	6,871,117	3,575,572	6,259,880
Total Operating Expenses	66,044,893	18,255,568	30,775,713
Total Operating Income	6,883,411	61,362,772	29,095,587

APPENDIX B

Company Brochure

**GREEN HOPE UGANDA LTD**
Managing a clean and sustainable environmental
HOME CLEANING SERVICES

**A CTIVE
C ORPORATE
C LEANING
S ERVICES**



Whatsapp: 0703 811661, 0772 486398 Mobile: 0704 128121, 0779 191920
Email: green_hope@mail2green.com, info@greenhopeuganda.com
Website: www.greenhopeuganda.com
Find us at: Kasangati Town council

**A CTIVE C ORPORATE C LEANING S ERVICES**



Waste Management Services

Municipal solid waste, commonly known as Trash or garbage in other countries and Rubish in Uganda. It is the waste type consisting of everyday items that are described by "Public Garbage". Can also be referred as to specifically as Food waste, as in the Garbage disposal, the two are sometimes collected as "Domestic Waste"

Corporate Waste Our corporate waste management services are available daily, weekly or monthly depending on frequency. Which determined by the size of your office space and the amount of employees your business hires.

Our waste Management plan is based on the five Rs as illustrated below

REUSE

RECYCLE

REDUCE



Waste Management Services

**A CTIVE C ORPORATE C LEANING S ERVICES**

Who Are We?
Green Hope Uganda Ltd is a leading, outsourced cleaning company. The cleaning services that GHU LTD offer include contract cleaning, hygiene solutions, labour outsourcing, specialized cleaning and recycling services. GHU LTD started in 2014 with just 6 cleaners. The company started in the auto dealership cleaning industry and has since expanded out into other sectors now ranging in a variety of other different industries with a team of over 6 members.



We have a Level 1 status

Why Use Us?
Today GHU LTD affords companies as well as individuals a professional contract cleaning service that excels in every aspect. GHU LTD is a Black Empowered Enterprise and is managed with a Broad Based status. All our staffs are fully trained and we, as a company, strive to offer services that are largely based on "detailing" rather than cleaning. With a vast array of experience and knowledge behind us, GHU LTD is able to cover a wide range of areas. Our well trained staff and personalized commitment to service and all clients allows us to not only work efficiently but also to provide a great turn-around time. GHU LTD offers cleaning services for small offices right through to prestigious Head

Quality Cleaning Active Corporate Cleaning Services believes in using only the best cleaning equipment and environmentally friendly cleaning products. All cleaning chemicals, techniques and equipment are the most recent UNBS approved.

Advantages of using our Services
Training All staffs are trained on courses that are designed to fit on with the National Qualifications framework, as required by both quality standards. Our courses include theory and practical, as well as on the job training, providing all our staffs with extensive ongoing training and development which we can customize to fulfill our clients' needs.

Client Satisfaction
Our management will be responsible for the following:

- Regular communication with the client
- Assessing client needs
- Developing client relationships
- Setting and maintaining quality standards
- Following up on inspection reports
- Monitoring complaints
- Feedback to client complaints
- Attention to detail
- Establishing a cleaning plan for the building
- Adherence to cleaning specifications



GHU Business Plan-April 2021

39