

GRANDS



COMMERCE &

INDUSTRIES

G.C.I. / SARL

**CORPORATE DEVELOPMENT PROJECT
FINANCING OF COMMERCIAL ACTIVITIES
IMPORT - EXPORT OF FOOD PRODUCTS**

BUSINESS PLAN

Director Director: Mr Papa Abdoulaye NDOYE - Statutory Manager

Financing: Own and private funds

Directed by: Mr Papa Abdoulaye NDOYE - Project Management

OCTOBER 2018

1. PRESENTATION

1 - 1 The director :

Mr. Papa Abdoulaye NDOYE - 1st Founder of "**GRANDS COMMERCES & INDUSTRIES - G.C.I. / SARL** ", exercise now a **TRADER** in the following fields: International Trade in Precious Metals & Precious Stones - Fish & Other Seafood Products.

And the job of Builder in the field of construction - Real estate developer, gave him the idea to create the present company.

Through his various market research missions on the sectors mentioned in particular the Marketing of Precious Metals and Precious Stones, Fish Export, Building Construction & Real Estate Financing research, **Mr NDOYE** discovered the reality of the existence of flourishing African and global markets.

By his intellectual values, being a graduate of study in Banking, Construction and Project Management, with his brilliant career: Founder & Director of HABITAT SENEGAL-HS / SA, Founder and Director of CONSTRUCTIONS DES ISLES - CDI / Sarl, Founder and Administrator of CONSTRUCTION COMPANY OF SENEGAL - SCS / Sarl and Founder Director of his own company CONSTRUCTIONS & TECHNOLOGIES - CONSTECH; in combination with his moral values, **Mr NDOYE** has a great ambition to succeed his new structure "**GRANDS COMMERCES & INDUSTRIES - G.C.I./SARL**".

In addition, he wants to actively participate in the development of his business which is a recognized and legal activity, wanting to work with professionalism.

After 30 years of active life, **Mr NDOYE** perfectly masters the essential concepts to do business and also wants to act more concretely in order to value his know-how.

It intends to invest again to take advantage of the viability of this project by implementing a Safe Production Strategy for the sole purpose of meeting the demand expressed and enriching itself.

1 - 2 His support:

His support as a business man for Institutions, Private Companies, Collaborators, Suppliers and other actors, is really worth it to start "**GRANDS COMMERCES & INDUSTRIES - GCI / SARL**" which will intervene at National and International scale.

2. THE PROJECT

2 - 1 DESCRIPTION OF OUR ACTIVITIES

2 - 1 - 1 Activities:

- International trade in food products,
- Study, Advice and Assistance in International Trade,
- Search for financing,
- Trading of all products,
- Creation, Acquisition, Exploitation, Rental and management of commercial and industrial establishments, and equipment,
- All commercial, financial, securities and real estate transactions.

2 - 1 - 2 Immediate objectives:

The development strategy that "**GRANDS COMMERCES & INDUSTRIES - G.C.I./SARL**" intends to put in place, would be the happy and appropriate solution to collect the needs expressed and satisfy the requests.

By setting up adequate financing for its development and smooth running, the company that has identified this project is dedicated to:

- The search for financing through Private Loans of Funds,
- The conclusion of commercial contracts for the purchase and sale,
- Trade for other products,
- The subscription of a professional risk insurance.

2 - 1 - 3 Growth objectives:

To achieve the growth objectives below, the company focuses on:

- Repayment of short, medium and long-term loans,
- Consolidation of its treasury,
- The acquisition of processing and / or packaging factories,
- Acquisition of transport equipment,
- All commercial, industrial and financial operations directly or indirectly related to its corporate purpose.

2 - 1 - 4 At what stage are we:

"**GRANDS COMMERCES & INDUSTRIES-G.C.I./SARL**" is in the process of actively seeking funds to finance its operations in the sector specifically Imports and Exports, first; Loans from Specialized Agencies or Private Operators,

- For a win-win partnership, joint venture or opening of its capital,
- To promptly reinforce his Staff composed of experienced Collaborators in order to ensure his good growth.

For contact :

Speak to you :  **Mr Papa Abdoulaye NDOYE – Gérant**
Phone: (+221) 77 287 32 00 / (+221) 76 331 15 74
Email : gci.ndoye@gmail.com

2 - 1 - 5 Genesis and motivations:

2 - 1 - 5 - 1 History and genesis:

As part of the new dynamics of global international trade, inspired by an original methodology, new techniques of transaction and exploitation;

The actor, in concert with his partners made up of international companies evolving in marketing, where the financial institutions, some specialized organizations and the private funders allocate a large amount of money in the mentioned sectors, had the idea of 'increase the production of' **GRANDS COMMERCES & INDUSTRIES - GCI / SARL**.

So far, the Transactions are not yet harmonious in its geographical area, which has been invaded for a long time by the Operators.

Food Trade still poses challenges for some actors today; who are struggling to achieve their dream goals often because so-called professionals in this sector, not very often acquiring the appropriate financial means and know-how; are just limited to the current benefits traditionally recognized: the "Cash and Carry".

Among other things, service offers in this sector are sometimes not innovative or are almost incoherent, especially in terms of sales or purchases; where there is a lot of abuse of trust, scams, etc.

That is why, **G.C.I./SARL**, after a thorough study of the very flourishing sectors, wants to bring marvelous solutions by the elimination of the deficiencies observed by initiating such a step for a concept of Facilitator in his Business.

2 - 1 - 5 - 2 Motivations:

As an Economic Operator, with a high level of ability to put in place the right production systems for a successful growth of his company; For some time now, it has had the flair to work in a decisive, committed and responsible way to truly innovate in this sector of activity in general.

The recent boom of the markets and the formula that **GRANDS COMMERCES & INDUSTRIES G.C.I./SARL**, pushed its Director at this favorable time.

2 - 1 - 6 The objectives pursued:

On the not inconsiderable range of needs of individuals and specialized companies, **G.C.I./SARL** will intervene effectively and technically by innovative devices.

The company will evolve mainly in the creativity to get by on a fairly interesting market share.

In addition, potential customers and local and surrounding projects will benefit from its services of study, assistance and advice of qualified technicians from the first phases to the completion phases of their project. Today they need to improve the quality of their various services offered precisely in the fields of activity of **G.C.I. / SARL** in:

- Applying non exaggerated costs,
- Realizing comfortable services according to the rules of art,
- Talking to professionals with many years of experience whose know-how will impress and excite many.

GRANDS COMMERCE & INDUSTRIES - G.C.I./SARL plans to develop its activities in its relatively local area and expand its field of intervention in other areas.

Very aware of new technologies to allow to hope for a remarkable economic growth,

Products that **G.C.I./SARL** proposes, would be the long-awaited solutions.

Thus the company will manage to achieve a significant turnover that would increase its production of goods and services to become a leader.

2 - 2 PROJECT SITE

The choice of the site is wide:

Senegal, a country where the needs in the various fields of intervention mentioned above are enormous.

Where institutions are very sensitive to the ills of the populations and economic operators; to live in a healthy and permanent socio-economic environment.

Huge opportunities to offer services to meet all the demands that propel the area, especially; and other areas, generally.

This is where **G.C.I./SARL** wants to take advantage with its assets to convince an interesting clientele.

And it is precisely for all these reasons that the company **GRANDS COMMERCE & INDUSTRIES - G.C.I./SARL** wishes to work in a determined and rigorous way.

3. OUR PRODUCTS AND OUR MARKETS

3 - 1 OUR PRODUCTS

At first glance **GRANDS COMMERCE & INDUSTRIES - G.C.I./SARL** decided to make general trade. It turns out from our study that it must also eliminate the shortcomings requiring a higher level of technical requirements (compliance with standards in particular) in our areas of activity.

It is very risky not to be original even though the Company has "classic" competitors. Our products benefit from recognized and recommended quality. In our productions, **G.C.I.** proposes first several types of services.

It is natural to turn today to new technologies and services. Easy to acquire, the necessary knowledge allows the first comers to easily access a new universe whose rich (because infinite) potential arouses the desires of the decision makers of the hour.

In international trade, where **G.C.I.** practicing the trade of tradesman; enjoying the privileges of our suppliers to supply our customers; we seized the opportunity to finance, possibly exports to the countries of Europe, USA, Arabs and others.

For the moment, it is for GCI to begin to import and export **SUGAR** to recipients Solventful and reliable customers who issue payment guarantees often using financial instruments of the type: **LC, or SBLC - MT 760 or Block- account** and / or other very secure payment methods.

Wishing to honor the global demand expressed by my clients, I need a short-term or medium-term loan to finance my working capital and satisfy our customers.

As we will see below, the business sectors of **GRANDS COMMERCE & INDUSTRIES - G.C.I./SARL** are experiencing a surprising upsurge.

3 - 2 THE MARKETS

The number of customers continues to grow, they are now nationals and foreigners.

Overall evolution

Finally, the ever-increasing arrival of multinational corporations, international private donors and international institutions working for growth represents a potential.

Market evolution

Experts expect a doubling of the sectors chosen by **G.C.I./SARL**

3 - 3 VOLUME AND EVOLUTION OF DEMAND

If we consider:

- A significant increase in the amount of funds allocated to the services we offer,
- 10% more applicants each year according to our adopted formula.

3 - 3 - 1 Our main competitors:

In recent years, companies operating in these sectors where we operate, are in full explosion. As a result, there is a phenomenal increase in the number of so-called professionals now interested in engaging in large-scale contracts.

The market is divided today between these first-comers mentioned above and the new ones who are real innovators.

4. OUR MEANS OF PRODUCTION

4 - 1 OUR MEANS OF OPERATION

In order to respond favorably to the demands of the hour by outstanding quality choices of normal production components, **GRANDS COMMERCE & INDUSTRIES - G.C.I./SARL** will work in close collaboration with **SUGAR**'s major refineries located around the world.

4 - 2 THE HUMAN MEANS

4 - 2 - 1 Staff costs in F.CFA:

PERSONNEL COSTS	Number	Monthly	Quarterly	Annual
Director salary	01	3.000.000	9.000.000	36.000.000
Executive Secretary Salary	01	400.000	1.200.000	4.800.000
Franco-English Bilingual Assistant Salary	01	500.000	1.500.000	6.000.000
Administrative Director - Financial Salary	01	800.000	2.400.000	9.600.000
Sales Manager salary	01	800.000	2.400.000	9.600.000
Courier driver salary	01	150.000	450.000	1.800.000
Head of Operations salary	01	600.000	1.800.000	7.200.000
TOTAUX =	07	6.250.000	18.750.000	750.000.000

NB: A salary increase of 5% annually could occur depending on the evolution of the Company's business.

4 - 2 - 2 Distribution of Tasks:

We plan to hire a diverse workforce. Indeed there is a preliminary work of preparation of the administrative, technical, commercial and accounting documents defining the internal and external operating system of the company. The whole must be in synergy of different skills. We therefore need very qualified people, very talented, very innovative and very effective.

The specialized person, here the *Manager (Project Manager)* is in charge of the general organization of the **G.C.I./SARL** company for a good exploitation of its resources and a good marketing of its products.

The secretary of the director is in charge of the reception, the seizure of the various documents.

The Bilingual Assistant French-English is responsible for the translations of documents and interpreting.

The Sales Manager has the technical sales manager: marketing, purchase-sale, etc ...

The Administrative and Financial Director ensures the proper administrative and financial management and is responsible for the personnel. He is in charge of the maintenance of the Auxiliary Accounting, the computer processing of all the documents relating to the proper execution of the tasks.

The Chief of Operations oversees all import and export operations.

The Courier Driver is in charge of all races with the company's interlocutors.

We need a minimum of security, not that **G.C.I./SARL** is particularly desirable, but it is a matter of dissuading the curious and reacting more quickly.

People will focus on the Corporation's corporate image and communication, that is, managing all public and private relations.

His management staff will also manage the criticism and expectations of the clientele, but above all he will develop his advertising campaigns. We still need here people of good character, open, available, attentive, polite, and pleasant. The employees involved must be negotiators with real commercial and communication skills. These people will have a great responsibility, on the good financial health of the company.

Accounting, day by day, will be done internally. Its employees will also make projections about the future of the company, evaluate the various evolutions and propose ideas.

The personal tasks consist of keeping the bar of the company, to decide, but also to bring specific help. It goes without saying that each position is more or less flexible, to take into account the hazards of life (diseases, holidays, departures, etc.). It is also obvious that anyone working with us should feel concerned and involved. His seriousness is essential. We could have used subcontracting; however, we prefer to create a small team that is knowledgeable, united, competent and concerned.

4 - 2 - 3 Evolution of hires:

Since the basic staffing is in place, it is still necessary to follow the increase in the volume of business in terms of manpower: it is necessary to use new ones according to the evolution.

5. FINANCIAL DOSSIER

Personally, as General Manager, I bring my Know-How; and the reward of my idea of the Project would bring me a consistent income over the next few years.

5 - 1 EXPENSES AND EXPENSES FORESEEABLE:

FEES AND CHARGES	Monthly (F.CFA)	Quarterly (FCFA)	Annual (F.CFA)
- Fuel: 20 (liters / day) x 675 x 30	405.000	1.215.000	4.860.000
- Telephon, water, electricity	150.000	450.000	1.800.000
- Office supplies	150.000	450.000	1.800.000
- Employer fees and expenses: Retirement + Social Security at 10% of wages	625.000	1.875.000	7.500.000
- Mission expenses 20% of salaries	1.250.000	3.750.000	15.000.000
- Miscellaneous expenses 10% of accumulated expenses	258.000	774.000	3.096.000
TOTAUX =	2.838.000	8.514.000	34.056.000

NB: An increase in Fees and Expenses of up to 5% annually could occur depending on the evolution of the Company's business.

5 - 2 EXPECTED RESULTS ACCOUNT:

Year 2019		
WORDING	QUATERLY	ANNUAL
❖ <u>Turnover</u>	5.625.000.000	22.500.000.000
❖ <u>Operating Expenses</u>		
<i>1°) Intangible assets.</i>		
- Advertising costs, website creation and maintenance	2.000.000	2.000.000
- Professional risk insurance fees	28.125.000	28.125.000
Subtotal (1) =	30.125.000	30.125.000
<i>2°) Tangible fixed assets.</i>		
- Transport Equipment (Buy Car Binding)	15.000.000	15.000.000
Subtotal (2) =	15.000.000	15.000.000
<i>3°) Materials, supplies and consumable services.</i>		
- Purchase refined sugar ICUMSA 45	4.125.000.000	16.500.000.000
- Materials and supplies	2.115.000	8.460.000
- Mission expenses	3.750.000	15.000.000
- Private Fund Loan Guarantee Fee	89.142.800	89.142.800
- Financial charges for currency exchange 0.2% of the loan	8.428.285	8.428.285
Subtotal (3) =	4.228.436.085	16.621.031.085
<i>4°) Personnel costs.</i>		
- Salary	18.750.000	750.000.000
- Employer Fees and Payroll Contributions	1.875.000	7.500.000
Subtotal (4) =	20.625.000	82.500.000
<i>6°) Contingencies.</i>		
- Margin of safety 10% of the operating expenses	1.324.500	5.298.000
Subtotal (5) =	1.324.500	5.298.000
❖ CUMUL EXPENDITURE	4.295.510.585	16.753.954.085
❖ <u>Depreciation</u>		
- Depreciation Allowance for Intangible Assets - Duration 1 (one) year	0	27.125.000
- Depreciation and amortization of property, plant and equipment - Duration = 4 (four) years	0	3.750.000
- Amortization of working capital loan = 4,295,510,585 - Duration = 10 (four) years	0	429.551.058
TOTAL	0	460.426.058
❖ CUMULA EXPENDITURE + DOTATIONS	4.295.510.585	17.214.380.143
❖ GROSS RESULTS BEFORE TAXES	1.329.489.415	5.285.619.857

5 - 3 THE FINANCING PLAN:

5 - 3 - 1 Immediate financial needs:

Given that the markets already exist, G.C.I / SARL has a single IMMEDIATE FINANCIAL NEED that is the *Global Financing of its Working Capital Fund* for the year 2019.

AMOUNT OF FINANCING = 4.222.571.085 F.CFA

(Four Billion Two Hundred Twenty Two Million Five Hundred Sixty

Eleven Thousand Four Twenty Five Francs CFA)

EITHER a loan of one amount = \$ 7,338,550.00 US

(Seven Million Three Thirty Eight Thousand Five Hundred Fifty US Dollars)

5 - 3 - 2 Alternative immediate financial needs:

With the possibilities of financing by Loan of private funds covering the **Bank Guarantee** Issue Fee type: **Letter of Credit (LC)**, **Stand By Letter of Credit (SBLC)** for the first order of Sugar, which cost **(5% of the purchase value of the product)**, are:

206,250,000 FCFA (Two Hundred Six Million Two Hundred Fifty Thousand Francs CFA), corresponding to:

\$ 358,449.00 US (Three Fifty Eight Thousand Four Hundred and Forty Nine US Dollars);

G.C.I / SARL can achieve the same Gross Profit before State Taxes and Taxes and its Self-Financing Capacity for the Second Year is indisputable.

5 - 3 - 3 Warranty:

The guarantee on the Loan is here the **SUBSCRIPTION** to a **SECURITY (LOAN GUARANTEE)** with the International Insurance Company approved.

5 - 4 PROJECT PROFITABILITY:

It is extremely important to note that this operating program projects the ability to **REIMBURS** the Fund **LOAN** at the end of its **First 2019 fiscal year**.

NB: The Financial Costs for EMISSIONS of Bank Guarantees of type mentioned above are estimated here at 5% of their nominal value (CIF purchase price of the goods). With the installation of such financial instruments, our suppliers deliver to us to be paid for the delivery of our orders at the right time, within 15 (Fifteen) to 30 (thirty) days at the latest. This allows G.C.I / SARL to sell and pay suppliers, and to ensure its operating costs, easily.

6. CONCLUSION

- 1 Thus, we arrive at **POSITIVE RESULTS** from the end of the **First Financial Year 2019**.
- 2 Given the scale and our benefits, we do not have big risks because we have the capacity to sell in the very short term and repay the loan quickly.
- 3 This last important point motivated our decision as a way to overcome all eventualities. We also have effective business partners to better display our image and increase our credibility as well.
- 4 In addition, this provision benefits the marketing of our products and services.
- 5 This is how the Project Manager discovers all the potentialities and the urgency to find the necessary funds for such a business whose profitability, indisputably, justifies the opportunity to support **GRANDS COMMERCE & INDUSTRIES - G.C.I./SARL**.

We invite donors to support this **Project for the development** of the said Company.

DAKAR, October 26, 2018

Signed by: Mr Papa Abdoulaye NDOYE
General manager



The image shows a handwritten signature in blue ink on the left. To its right is a red circular stamp. The stamp contains the text: "GRANDS COMMERCE ET INDUSTRIES - G.C.I." around the top inner edge, "LE DIRECTEUR" in the center, and "DAKAR ■ SENEGAL / TEL: +221 77 900 68 80" around the bottom inner edge.