

**PLAYGROUND STARTER KIT**

**START**



**SINGLE SPARK**  
*Your business-in-a-box!*

## INTRODUCTION

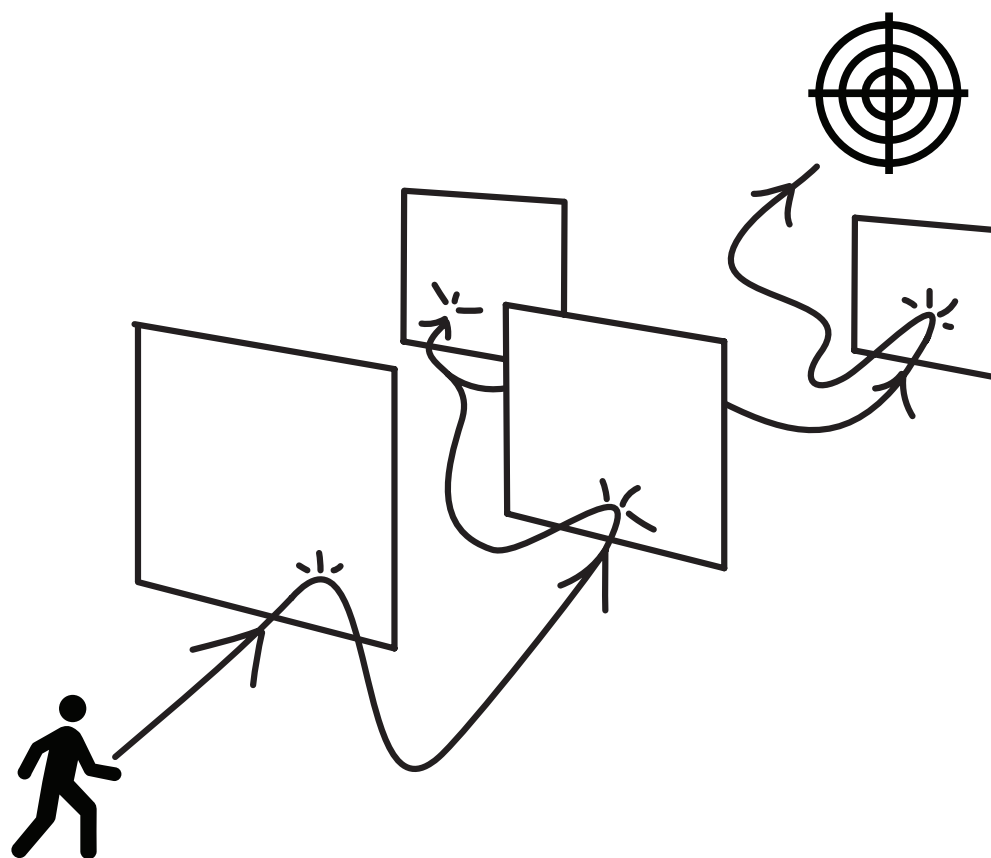
# START

Ok, let's get started. This START booklet gives an overview of the steps that can be taken to start your business. You already did your feasibility study and wrote your business plan. You're already on your way and have made some steps. The first chapter of this booklet shows the path you are going to walk as an entrepreneur. For each step it shows how the business-in-a-box can support you.

In the second chapter, we give you the golden rules of your business, some things you should always keep in mind as you run your business.

The third chapter supports you as you make a planning. In the coming months you'll have a lot to do and it's important to stay on track and do things at the right time.

The fourth chapter provides a template for your investment plan. In the investment plan you'll write down how you'll use your starting capital.

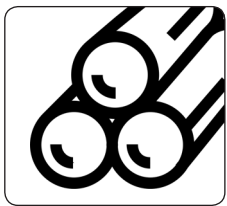


## PLAYGROUND

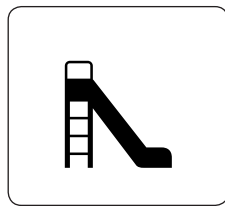
# ABOUT THE BUSINESS

With this business concept you will manufacture playground equipment. The main raw materials you will use to make your products are steel pipes and tubes. You need a workshop with bending, welding and cutting equipment. The business concept is based on a successful company in Malawi, who makes similar products. Your main customers could be NGOs in the early child hood-, health- and education-sector, hotels and schools.

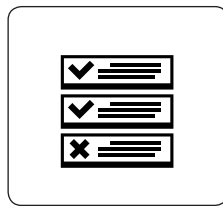
- 1 Purchase materials
- 2 Manufacture the products based instruction manuals and videos
- 3 Conduct strict quality checks
- 4 Deliver and install the products to your customers



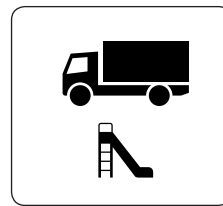
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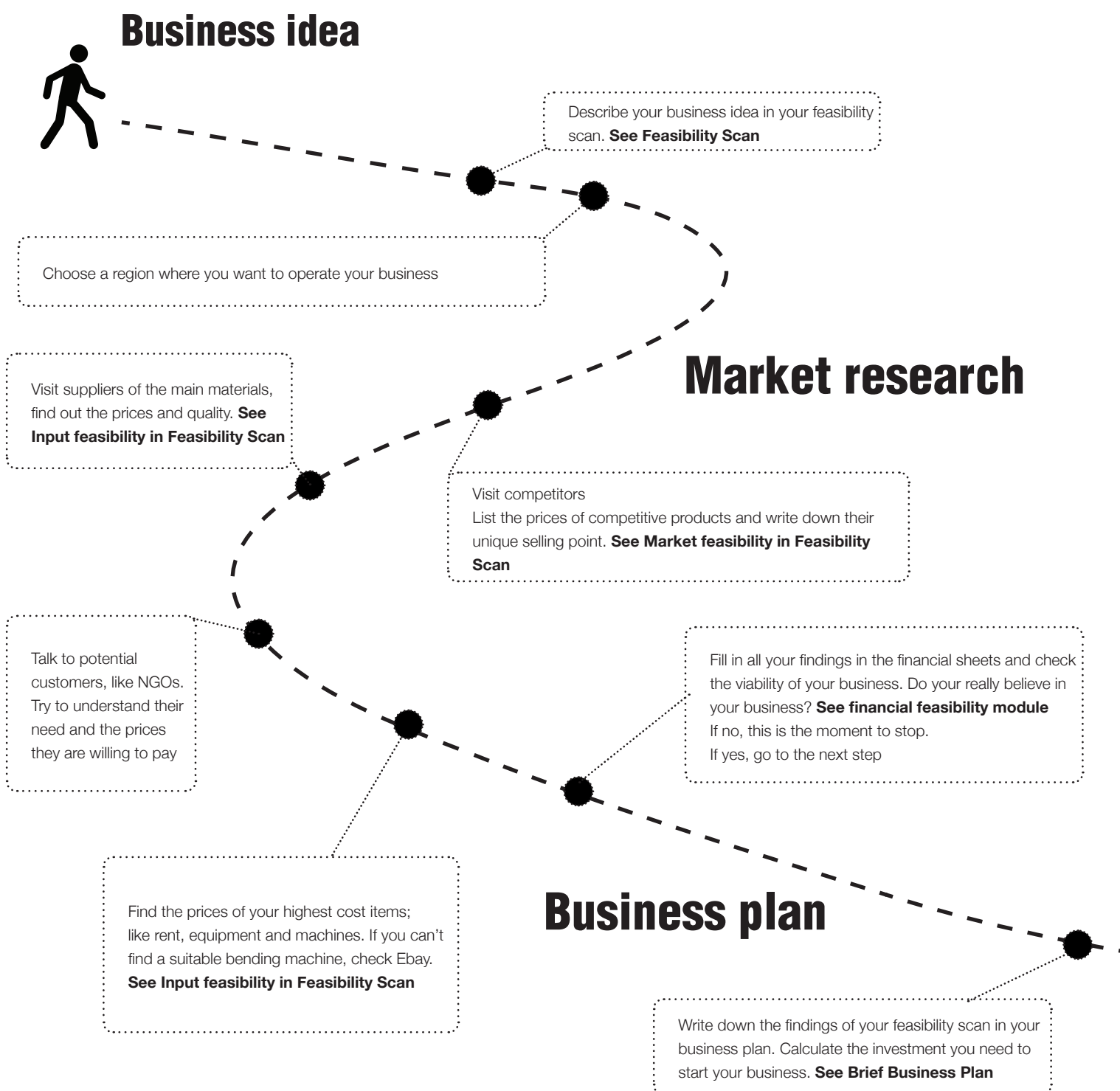


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# CHAPTER ONE

# STEPS

As a starting entrepreneur you're going to walk an uncertain path with challenges and a lot of questions. The image below gives you an overview of all the steps you might take to start up your business. Furthermore it shows the corresponding tools of the Business-in-a-Box which can help you to make this path less uncertain and easier to follow.



## Record keeping

Keep records to stay within your budget and to measure your success!

**See Record Keeping in Financials**

Stay in touch with your potential customers and turn your marketing efforts into sales deals. Don't give up too soon, just keep pushing.



## Sales

To keep the business in balance, spend roughly a third of your time on each of these three key things: customer care, business development and admin. That way, you'll have a smooth-running business with happy customers and new income streams on the way.

Visit potential customers well prepared, with your marketing material and sample products.

### Production

Employ a welder and a general fitter. Make the playground equipment with support from the production manuals and production videos. Spray paint these products. Use these products as sample products to show to customers

**See Planning and Production Manual**

Prepare your marketing materials. Adjust and print your brochures and business cards. Download and adjust your website from the starter kit. **See Marketing Tools**

## Start

Prepare a 30 second pitch about your business for potential investors. Practice this pitch often. Make sure you know your sales numbers and other important numbers by head. **See Golden Rules in this booklet**

If you are ready for it and you believe in your business plan then go for it! And if necessary try to find an investor.

Start small and only buy the essential equipment. **See Equipment in Production Manual**

## Investor

Ready to start? Make a detailed project planning and stick to it. **See planning in this booklet**

Finish your business plan

## CHAPTER TWO

# GOLDEN RULES 1

Here you read golden rules about play ground equipment

Focus on NGOs which have Early Childhood Development or Education programs. They can be your biggest customers

Differentiate on quality. Customers prefer safe, smooth and strong playground equipment. Make sure your products have a good quality.

Use smart looking marketing materials. Your marketing materials should reflect the quality of your products. Your customers will be NGOs which want a professional service

Offer a warranty period on your products, this will give your customers a lot of trust.

Don't lower your price too much; differentiate on quality not on price. Small welding shops on the side of the road might copy your products and sell it for half of the price, but their quality is in general much lower.

Use high quality paint for your play ground equipment, so the equipment stays smart. In general red paint often becomes orange after a few weeks of sun, unless you have very high quality paint.

Keep a good stock record. To make playground equipment you need a lot of different materials, make sure you have enough stock. And keep this stock safe, so it doesn't get stolen.

Use a good bending machine to bend the pipes of the play ground equipment. Make sure the pipes don't buckle in the bends.

# GOLDEN RULES 2

The general golden rules for start ups.

Start small. Keep the cost as low as possible. Only buy the essential equipment and machines. After the start up phase when you have a better understanding of the market, expand your business.

Follow the golden triangle – to keep the business in balance, spend roughly a third of your time on each of three key things: customer care, business development and administration. That way, you'll have a smooth-running business with happy customers and new income streams on the way.

Try to negotiate with your investor/bank seed capital and the option of working capital later on.

Make sure you have good marketing materials right from the start, this will give your business a more professional look. Make yourself visible, meet with many potential customers.

Keep clear records. Write down all your costs and income to calculate your profit and loss

If you use private money for your business, or business money for private use make sure you write it in your records. Otherwise you won't know whether you have made a profit or not.

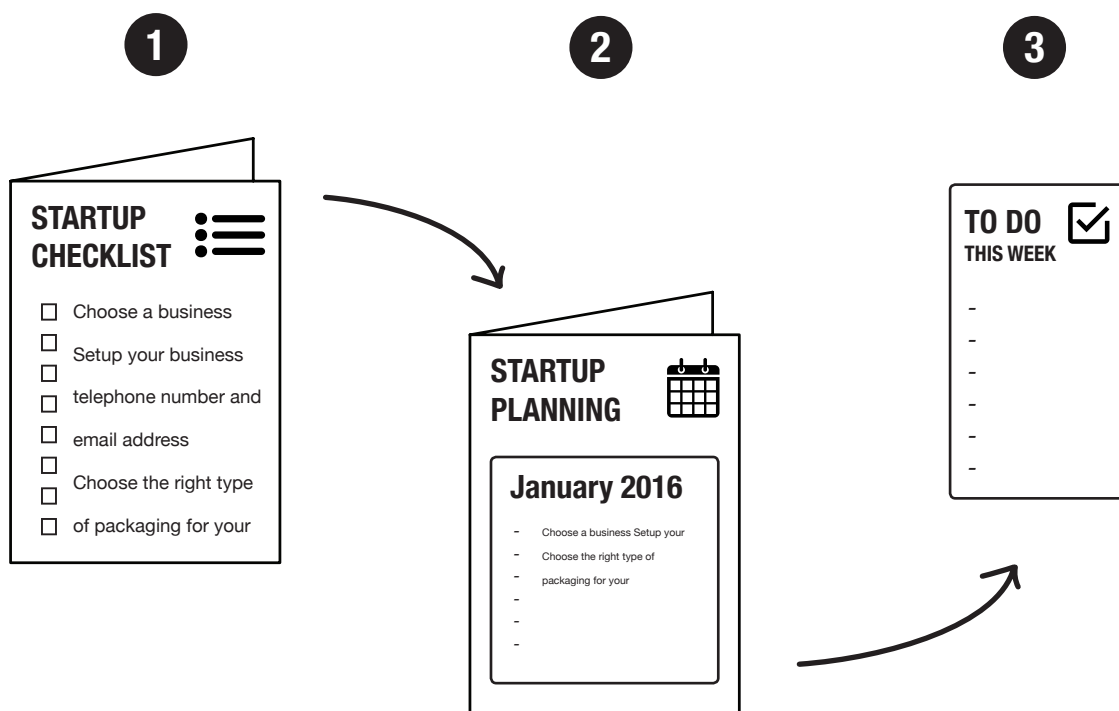
Don't be afraid to ask for help. There is nothing wrong with finding it difficult to get your business on its feet at first – in fact, challenges are expected. Don't ever be afraid to ask for help – if you don't speak up, your problems could get worse.

## CHAPTER THREE

# PLANNING

Once you've written your business plan, make a planning about what you need to achieve by which date. This planning is an absolute must, and this chapter will help you out.

To start or expand your business you'll have a lot on your mind. In the following pages you can find a Startup Checklist of things which you should think about. You can add topics if necessary. We advise you to strikeout the irrelevant topics. The best way to accomplish all the relevant topics is to first prioritize and re-arrange the topics in your Startup Planning. After that you can schedule the topics more specific in your business agenda or To-Do list (which you can download from your personal website) or maybe use the calendar on your mobile phone.



See your personal account to download your Start Up Checklist



See your personal account to download your Business Agenda



# 1 STARTUP CHECKLIST

Please strike through all items that are not relevant. After that put all relevant items in your Startup Planning.

Example:

- ~~Choose a business name~~ = Not relevant
- Choose a business name = Item putted in Startup Planning

## PREPARATION ADMINISTRATION

- Make a business planning
- Register your business
- Open a business bank account
- Keep all your receipts
- Make cost price calculation of your product

## PREPARATION PRODUCTION (MACHINES, MATERIAL)

- Rent a work shop
- Buy machines and equipment. Order GT Bender (bending machine) from internet
- Make a shopping list of the materials for the 5 main products
- Rent a pickup

## PROTOTYPE TESTING

- Employ two staff (welder and general fitter) to make your 5 different prototype products.

## PREPARATION MARKETING

- Launch your website
- Print your brochure
- Make a portfolio folder with all the product you can make
- Print business cards
- Put a few advertisements in the newspapers
- Put an article in the newspaper about your new business
- Look for tenders in the newspapers, to understand the demand of the market
- Make a power point presentation
- Practice your 30 seconds sales pitch

### PREPARATION MARKETING

- Make appointments with Early Childhood Development and Education NGOs
  - What type of products do they need?
  - Take your 5 sample products with you
  - Focus on the well-known NGOs, once you get an order of them other NGOs will follow
  - Dress yourself smart
  - Tell the customer; you can brand the products with their name
  - Call two weeks after the meeting again with the customer, to stay in touch
  - Always ask if they know somebody else who could be interested in your product and if they can link you
- Give a presentation at the local rotary

### AFTER RECEIVING THE FIRST ORDER

- Employ more staff; painter, welder, general fitter. Make one person responsible for the production and if possible another one for quality. At the start this could also be done by the production manager
- Give always 3 months probation period. If an employee is not performing well, don't give him a contract. It will be a waste of money and time
- Make the production molds
- Buy materials for the next order and keep stock of those materials which are hard to get.
- Keep a separate box with a few items of essential materials. You can use these materials in case you run completely out of stock and your production would be interrupted.
- Set up a stock system, so you know your stock of each item
- Set up quality control system
- Try to get preferred suppliers and make price agreements. Check these prices on regular basis with other suppliers.
- Employ a bookkeeper for one day a week to set up your book keeping process
- Try to get new orders
- And you might have to employ new staff.
- Employ a good sales officer. Somebody who can really convince people. Make sure this sales officer can also do marketing and administration jobs, because sales officer might not be a full-time job.







## LATER THIS YEAR

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### 3 TO DO LIST

To actually get things done from your Startup Planning you need to make a To-Do list every week with all the tasks you want to complete. You can use the separate to-do list booklet or you can use your agenda to fill in all your tasks.



See your personal account to download your Investment Plan.

## CHAPTER FIVE

# INVESTMENT PLAN

Make an investment plan to show how you will use your starting capital  
See your personal account to download a digital version of this file.

	<b>Name:</b>	<b>Date:</b>
	<b>Business Name:</b>	
<b>Fixed assets:</b>		
<b>Working Capital:</b>		
<b>Total investment needed (USD):</b>		



See your personal account to download your Investment Plan.

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