Businessplan
Truck For Travel Tours

Overview

Project Name	Van For Travel Tours
Project Manager	Pearl Oti-Amoako
Project Dates	Start Date: Oct 1, 2025 End Date: open
Background	Frank Doe Travels is a growing tour company in Accra offering authentic, custom travel experiences across Ghana. With rising demand from U.S. and European visitors—especially the African diaspora—the business faces growth limits due to reliance on rented vehicles.
Objectives	• Purchase a dedicated and reliable tour van • Expand offerings (day trips, multi-day tours, cruise shore excursions) • Launch digital marketing campaigns targeting international travelers • Reduce long-term operational costs through vehicle ownership
Target Audience	The target audience includes diaspora travelers, cultural tourists, cruise guests, and expats, with partnerships spanning agencies, hotels, influencers, and festivals.

Management Summary

This project aims to scale Frank Doe Travels into a more robust and independent tour operator by acquiring its first company-owned van and investing in marketing and team expansion.

The brand is built on authentic, community-driven travel that connects visitors with the real Ghana—its people, places, and stories.

Key Financials & Figures:

- Investment needed: approx. CHF 20,000
- Risk level: Low
- Timeline: 6–12 months
- Expected return: 30–60%
- Booking model: 100% digital (currently through rentals)
- Sales channels: TripAdvisor, GetYourGuide, company website, partner collaborations

1. Company Overview

1.1 History

Frank Doe Travels was born from a passion for storytelling and cultural exchange. Starting with a few guides and a strong local network, the company has grown into a trusted provider of custom Ghanaian travel experiences.

1.2 Current Situation

Operating entirely online, Frank Doe Travels serves dozens of clients each month but relies on rented vehicles, which limits flexibility and increases overhead.

1.3 Vision

The goal is to become a fully equipped and registered mid-sized tour company with its own vehicle fleet, in-house staff, and an international customer base. The brand will be recognized for delivering authentic and sustainable travel experiences across Ghana.

2. Products and Services

2.1 Market Offering

High-end handcrafted wooden furniture with African and Swiss design elements, including tables, chairs, wardrobes, and bespoke pieces for hotels and retailers.

2.2 Product Lifecycle

Long-lasting furniture with heirloom potential, built from sustainably sourced hardwood and designed for durability and style.

2.3 IP Protection

While designs are original, legal protection is still pending. Design registration and trademarks are planned post-formalization.

2.4 Customers & Channels

- Individual clients
- Interior designers
- Hotels and furniture retailers
- Future channels: showroom, online store, export agents

3. Market Analysis

3.1 Market Overview

Ghana’s furniture market is growing. International demand for sustainable, artisan furniture is on the rise.

3.2 Market Position

The company leverages premium materials, design expertise, and young talent to create culturally relevant, contemporary furniture that appeals to both local and international markets.

3.3 Market Potential

There is strong demand domestically and abroad for unique, high-quality, eco-conscious products.

4. Competition

4.1 Main Competitors

Local artisans and large retailers, most lacking in branding and design excellence.

4.2 Potential Entrants

International brands entering Ghana could pose future risks.

4.3 Competitive Products

Mass-produced, less personalized furniture dominates the low and mid-tier markets.

4.4 Competitive Strategy

Focus on quality, customization, design, and branding rather than competing on price alone.

5. Marketing Strategy

5.1 Segmentation

- Affluent locals
- Diaspora customers
- International hotels
- Interior designers

5.2 Go-to-Market

- SEO, Instagram, TikTok
- Trade show participation
- Partnerships and B2B relationships

5.3 Pricing

Cost-plus model targeting a 30–40% margin

5.4 Sales Channels

Showroom, online store, direct sales, and exports

5.5 Advertising & PR

Social media content, influencer campaigns, PR outreach, and Google Ads

5.6 Location

Planned showroom near Kotoka Airport for optimal visibility and customer access

5.7 Sales Target

Monthly sales goal: 20–30 units at an average GHS 3,000–4,500 = GHS 90,000

6. Location and Logistics

6.1 Premises

Currently rented; new showroom to be opened near the airport on a high-traffic road

6.2 Logistics

Goods currently transported via rented truck; plan to purchase a dedicated transport vehicle

7. Production and Procurement

7.1 Production Tools

Need for industrial cutter, planer, CNC machine, sanding machine. Long-term goal: internalize cutting and frame assembly.

7.2 Technology

New machinery will drastically improve efficiency, precision, and design complexity.

7.3 Capacity and Bottlenecks

Current monthly output: ~15 tables. Target: more than double with new equipment and apprentices.

7.4 Key Suppliers

Local timber merchants and hardware providers

7.5 Raw Material Markets

Highly dependent on local timber supply, impacted by seasonality and exchange rates

8. Management and Advisory

8.1 Core Team

Currently three team members sharing design and production duties. Plans to onboard carpenters, a metalworker, and apprentices.

8.2 CVs

Will be submitted with the finalized business plan.

8.3 Training

On-the-job training and external technical education are prioritized.

8.4 Governance

Advisory board to be formed post-legal registration.

8.5 External Advisors

To include legal, export, and financial advisors

9. Risk Analysis

9.1 Internal Risks

- Equipment failure
- Apprentice skill variability
- Outsourced metalwork reliability

9.2 External Risks

- Fluctuating raw material costs
- Inflation and currency volatility
- Changing export regulations

9.3 Mitigation

- Diversified suppliers
- Internalized production
- Apprentice development
- Buffer stock and export market diversification

10. Financial Plan

10.1 Past Performance

Monthly revenues: GHS 6,000–10,000 from small-scale, project-based sales

10.2 Future Projections

Expected monthly revenue: GHS 90,000 with 30% gross margin through expanded operations

10.3 Funding Requirement

Total funding required: GHS 500,000 via investor contributions, internal capital, and/or loans.

Area	Amount (GHS)	Amount (USD)	Description
Machinery & Equipment	250,000	19,230	CNC, cutter, planer, sander
Transport Truck	80,000	6,150	Timber and delivery logistics
Marketing & E-Commerce	30,000	2,300	Website, online ads, social content
Team Expansion (3 trainees)	36,000	2,770	GHS 1,000/month for each apprentice
Showroom Development	104,000	8,000	Renovation, furnishing, signage near Kotoka Airport
Total	**500,000**	**38,450**	

10.4 Taxation

Post-registration, tax liabilities will increase and are accounted for in long-term planning.

11. Investment Proposal

11.1 Offer to Investors

An opportunity to invest in a premium design-led furniture brand poised for local and international growth.

Minimum contribution: GHS 50,000

Use of funds: Machinery, truck, showroom, staffing, marketing

Expected ROI: 3–5 years based on profit-sharing or equity options

📊 Financial Forecast – Quartalsweise (Q1 bis Q12)

Alle Beträge in USD (USD)

Quartal	Umsatz (Revenue)	Personalkosten	Materialkosten	Miete & NK	Marketing	Sonstiges (Versicherung, Tools, Abschreibung etc.)	Gesamtausgaben	Gewinn/Verlust	Kumuliert Gewinn
Q1	12.000	18.000	8.000	2.000	2.500	3.000	33.500	-21.500	-21.500
Q2	25.000	18.000	10.000	2.000	2.500	2.500	35.000	-10.00	-31.

				0				0	500
Q3	35.000	18.000	11.000	2.000	2.500	2.500	36.000	-1.000	-32.500
Q4	45.000	18.000	12.000	2.000	2.000	2.000	36.000	9.000	-23.500
Q5	55.000	19.000	13.000	2.000	2.000	2.000	38.000	17.000	-6.500
Q6	65.000	20.000	14.000	2.000	2.000	2.000	40.000	25.000	18.500
Q7	70.000	21.000	15.000	2.000	1.800	2.000	41.800	28.200	46.700
Q8	75.000	22.000	15.000	2.000	1.500	2.000	42.500	32.500	79.200

Q9	80.000	23.000	16.000	2.000	1.500	2.000	44.500	35.500	114.700
Q10	85.000	24.000	17.000	2.000	1.500	2.000	46.500	38.500	153.200
Q11	90.000	25.000	18.000	2.000	1.500	2.000	48.500	41.500	194.700
Q12	95.000	26.000	18.500	2.000	1.500	2.000	50.000	45.000	239.700

📌 Beschreibung der Kostenpositionen

1. **Umsatz (Revenue):**
   - Basierend auf wachsenden Aufträgen, gestaffelt je Quartal.
   - Zu Beginn langsam, danach mit wachsender Bekanntheit stark steigend.
1. **Personalkosten:**
   - Anfang: 2 Vollzeitkräfte à ca. 3.000 $/Monat (inkl. Lohnnebenkosten)
   - Steigerung um ca. 1.000 $/Quartal, um Wachstum, Lohnerhöhungen & Einstellungen zu reflektieren
1. **Materialkosten:**
   - Anfangs geringer, mit dem Wachstum und Produktkomplexität zunehmend
1. **Miete & Nebenkosten:**

- Fixkosten für Werkstatt, Strom, Wasser, Müll usw.
- Stabil bei 2.000 $/Quartal

1. **Marketing:**
   - Anfangs höher für Markenaufbau, dann langsamer Rückgang bei stabiler Marke

1. **Sonstiges:**
   - Versicherungen (Betriebshaftpflicht, Maschinen etc.)
   - Werkzeuge, Maschinenwartung, Leasing ggf.
   - Abschreibungen auf Maschinen, Computer, Transporter etc.

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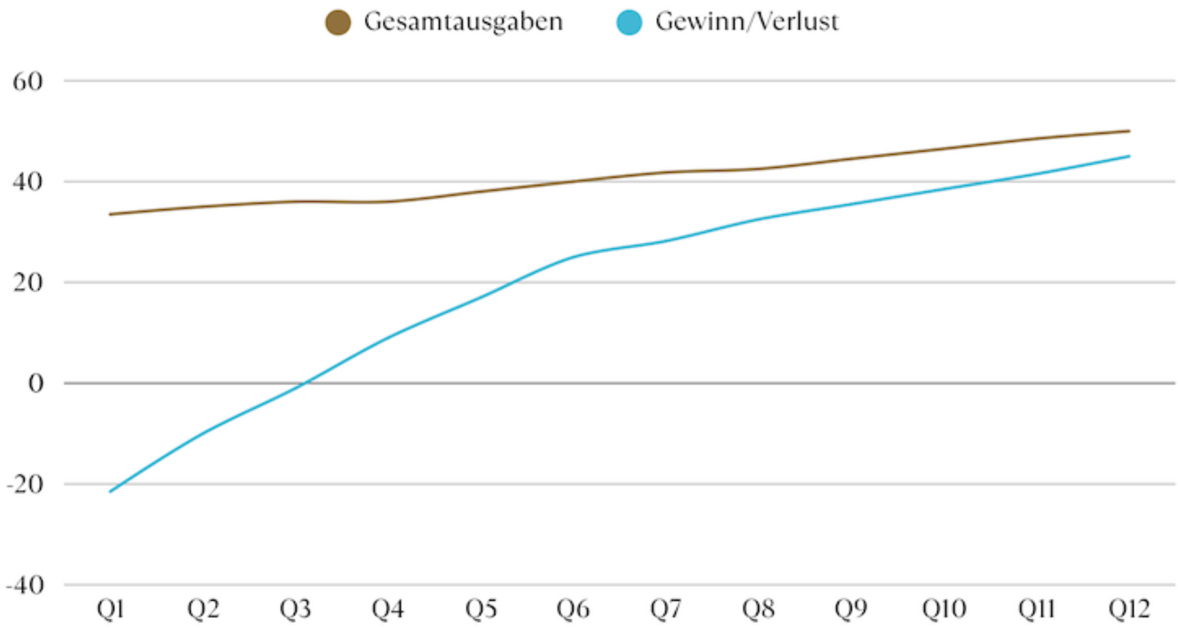

$Q=4{,}500-2{,}92515{,}000=1{,}57515{,}000\approx 9.52$ tables

Result:

You need to sell **about 10 tables per month** to reach break-even.

Interpretation:

- Our target is 20 tables/month — so you are already above break-even and making a profit.