

Businessplan Wood Manufacturing

Overview

<i>Project Name</i>	Wood Manufacturing
<i>Project Manager</i>	Teamwork between Pearl and Osman
<i>Project Dates</i>	Start Date: Oct 1, 2025 End Date: open
<i>Background</i>	A small Accra-based furniture company known for handcrafted pieces made from local hardwoods like teak and mahogany.
<i>Objectives</i>	<ul style="list-style-type: none">• Acquire modern woodworking machinery• Open a central showroom near Kotoka Airport• Launch international e-commerce (EU & USA)• Train and hire young apprentices• Reach GHS 90,000 monthly revenue• Achieve 30–40% gross profit margin• Build a strong brand via digital marketing
<i>Target Audience</i>	Affluent local buyers, hotels, designers, and international customers (EU & USA) seeking unique, high-quality furniture.

Management Summary

This business plan outlines a strategy to expand a thriving wood furniture manufacturing company based in Accra, Ghana. The expansion includes:

- Opening a modern showroom near Kotoka International Airport
- Purchasing advanced woodworking machinery
- Hiring skilled staff and apprentices

The company specializes in handcrafted furniture made from high-quality local hardwoods such as mahogany and teak, blending African craftsmanship with modern and European design. The business targets local premium customers, hotel groups, and international markets, particularly in the USA and EU.

Key figures:

- **Current monthly payout per team member:** GHS 6,000
- **Working hours:** Monday to Saturday, 8:00 am – 7:00 pm
- **Initial capital required:** USD 100,000
- **Target gross margin:** 30–40%
- **Target monthly revenue:** GHS 10,000

1. Company Overview

1.1 History

The company started informally in Accra with three workers and basic tools. Over the years, it has built a solid reputation for delivering high-quality, custom-designed furniture using local materials.

1.2 Current Situation

Operating from a small workshop, the business produces approx. 15 small and 20 large furniture pieces monthly. Legal registration needs renewal. Space and tool limitations currently constrain growth.

1.3 Vision

The aim is to transform the operation into a scalable, registered mid-sized enterprise with a global reach and strong design identity.