



PROPOSAL

INVEST WITH GENERO J GENERO

Specific Area of Interest.

GENERO MULTI PURPOSE COMPLEX (GMPC)

(You can invest cash/material)

PURPOSE/MAIN ACTIVITIES OF GMPC

- **Head Office of GJG** (Administration and Head Office of the organization)
- **Accommodation** (Rooms to accommodate guests/trainees/interns on short term)
- **Capacitation:** (trainings/Seminars/Capacity Building/corporate events)
- **Relaxation** (Sam's Family Band/Bar/Drink/Small Entertainment/music/retreat/rehab)
- **Plaza/ Parking Area** (Canopies/Chairs/Modernization/Tables/play items/inventory)

GENERAL DESCRIPTION:

Small retreat/relaxation area - Genero Multi Purpose Complex which is still under renovation will serve as main seat for the organization – GENERO J GENERO. It is a subsidiary to Genero J Genero. Most of our Capacitation activities shall take place here. It is hidden away on the north end of the Bamenda highland up station hills, on the way to Mendankwe, North West Region of Cameroon. Instantly informal and inviting, this is where the slow pleasure of unparallel service and relaxation will captivate and rejuvenate you. We aim to provide inspiring levels of serenity and unparalleled comforts merge to create idyllic experiences like no other. We also strive to offer elevated magnificence and privacy from the comfort of our rooms to keep our guests and visitors quiet/silent and mentally sound.

In addition to other services provided, on request, there is a cook aboard, DJ, bar tender, Singer, librarian and other entertainment sources to suite your need and relaxation. There at Genero Multi Purpose Complex is a standby car, which is available for pick up and drops off.

In case the car is not available, we do have stand by rent-a-car agencies to supply for immediate use.



1. EXECUTIVE SUMMARY

GMPC is a vital resource which falls under Genero J Genero, and it is meant to enhance the organizations activities. The organizational chart of Genero J Genero consists of The Chairman of the board of Directors, a CEO who doubles an Operations Manager, a director of Administration who doubles as accountant, an executive secretary. The Complex is a subsidiary, or better still, a resource to empower the Capacitation department. It is semi independent and as of now, have a permanent receptionist and a visiting overseer.

Personal Situation of the concept owner:

I am Nkwain John Paul Sam, 30, engaged, a strategic consultant. I hold a BA in Philosophy and MBA in Management. I am economically independent and want to set new standards with this project. I am founder and the Director of Operations at Genero J Genero. I have had an international exposure as well as am an experienced/accomplished person when it comes to starting and managing a business. I have also operated this same activity informally and it is very feasible.

Everything being equal, I will be permanent at Genero Multi Purpose Complex. I plan to work with renowned business persons, expert consultants and the organization already has business partners both at home and in the international milieu to suite its various activities. I am reachable at 00237678167943. My personal email is – nkwainsam@yahoo.com. I am traceable in the online search engines.

Land and Surface area of the project:

There is an already existing structure and large surface area, which has been leased to the owner of this project for 10 years renewable. The owner of Genero plans to subsequently buy this land once all conditions have been met.

Already Invested:

Request for existing structure in an attachment and we shall let you have it. There are other offices and buildings to us which we are currently renting to run the entire activities of Genero J Genero. Plus other verifiable company activities which enhance business growth.

Unresolved Problems:

The area for investment is on lease for 10 years renewable automatically. Once we get funds, effective control will begin, managed and directed by the concept owner himself. Genero Multi Purpose Complex falls under the jurisdiction of the Legal Department of Mezam, NWR - Cameroon and all juridical matters are treated there as such.

We have Patrons and Parents who are also reachable.

1. Mrs. Bronhilda Sam – 0023777586629
2. Mr. Stephen N. Sam – 0023777578678
3. Mr. Paul Womo - 00237671466195
4. Chia Emmanuel Teh - 00237670061363



Other references are available upon request.

2. JUSTIFICATION

Capacitation is one of the four services we offer. To better the smooth operation of this service, we need to step-up the resource (GMPC) which we are using to carry out this service.

We thus need investment Capital/Donations/Support

- ✓ To finance the renovation of the building to serve as GMPC
- ✓ To beautify the surrounding compound and make it look attractive
- ✓ To buy operational materials like televisions, kitchen equipments, etc.
- ✓ To register the multi-purpose complex
- ✓ To pay staff for the first three months.
- ✓ To get beds and mattresses
- ✓ To market the concept to the public.
- ✓ And to officially kick start the running of Genero Multi Purpose Complex.

COME TO THINK OF IT

Each and everyone need a coach in life. Each and everyone need a professional coach. Each and everyone need a marital coach. The list is long. It is unfortunate and very unfortunate – persons, toil all day, killing the body to raise money, and then using all the money to treat the body. The routine circular life is making life seem meaningless – one, on no choice of theirs is born, spends time to prepare for the future/professional life and then, once one starts working, all we need is to pay bills and bills, and at the end we go to our graves.

Problems and disappointments are rampant. Children grow up in diverse families. While some parents nurture and support their children, others treat them harshly or ignore them. Some children have experienced their parents' divorce. Others live in a step family. Some children's mothers work full-time and place them in after-school programs. All of these varying circumstances affect a person's development and influence a human being (negatively) in confines beyond the classroom.

In our Cameroon setting, is there a place where persons are taught to look into themselves? We all go to school to rather study Biology, Chemistry, and you name the rest - even when persons take the challenge to do anthropology, in most cases, they tend to study tribes, person and other issues not pertaining to themselves – their being *per se*. What more, must you be physically challenged or visually impaired so as to be assisted? Must you stay in an orphanage or hospital for persons to know that you need help? Is the problem of life limited to physical or what we can see? What of the metaphysical? What is life in the first place?

Some of the consequences of the above are grave: Seeing the devil in almost every failure, attributing blames here and there, anger, fratricidal animosity, disappointment, depression and the likes – have aggravated the gross societal disorder that we have nowadays. Could this be the best designed world? The Proliferation of Churches as an attempt to solve this has not



yielded fruits. Hospitals and other centres have not been able to meet up with this canker warm because the core problem is hardly identified. Taking a case study of Cameroon, there

is no centre yet, which caters for life coaching and temporal rehabilitation of persons, of all beliefs and orientation.

A few organizations have ventured but are tilted to their beliefs. This has left a whole lot of persons to grow and disappear from this life without understanding its meaning; living in despair; some finding solace in every other thing except right thing; without fulfilment; giving up even before they finally give up. This centre which at the moment is operational in a minor level is aimed at solving all the above need. It is construed to be non religious, apolitical, irrespective of sexual orientation and shall welcome persons of all tribes and nations.

The main expert and highly experienced Nkwain John Paul Sam, who is embedded with international exposure and a strong background in human and spiritual formation with lots more is the architect behind this concept - Genero. Innovation/transformation/positivity – bringing out the best in someone’s life; making you discover you; helping the individual in his search for self identity to realize his uniqueness and purpose of life. I plan to invest and bring in other expert to suit the needs different needs of different clients who shall be approaching the centre for assistance when different needs are identified.

When it comes to support and follow up – we shall also carry that out as there shall be lots of more. How rewarding shall such a service be? Have you ever imagined that anytime you do well, you feel good? Are there persons who may never pay you enough because of what you’ve done in their lives? In addition to the Complex being our main office, other Capacitation activities carried out there shall be - Life Coaching; Team Building; Marital Counselling; Conferencing; Business Advisory Services, general consultancy, seminars, fairs, exhibitions, workshops and trainings. Lodging, Sam’s family band, Sales of drinks and provision, ceremonial ground and parking shall be added activities to spice the entire set up.

3. VISION

We seek to build the capacity of an individual, of individuals, associations and institutions engaged in all walks of life. To work and mediate with enterprises, social businesses, NGOs, the Local Government and civil society initiatives so that they can effectively deliver their visions and expectations. To advocate for the effective and sustainable delivery of life coaching and career services with the highest standards of excellence in professionalism, transparency, integrity and stewardship. We envision developing and enhancing the role of education as a platform to self realization and actualization, preserving cultural identity which is a distinct method that must be given attention to.

4. MISSION

We have therefore located ourselves at the top hills of Bamenda, Cameroon, where relative calm is vital for such a project execution. This shall enable the centre to provide opportunities for persons to achieve their life goals and become contributing citizens to the global community. As mission, we shall offer high-quality guidance and follow up services, together with a person-centered, value-based, and diverse rehabilitation environment. As strategic as it



is, we shall offer a small class size yet in a highly personalized setting. The Complex shall encourage effective mentoring, research, scholarly guidance, and service to the greater community by sharing its academic, professional and individual resources.

5.

OBJECTIVES OF GENERO MULTI-PURPOSE COMPLEX

Social Objectives

- ✓ To instil hope and bring happiness to the People
- ✓ To remove stumbling blocks brought about by ignorance
- ✓ To impact the society in our own little way
- ✓ To change the mentality of persons.

Business Objectives

- ✓ Company growth and recognition
- ✓ Become established as the leading service provider in terms of Capacitation activities.
- ✓ Outsource and partner with young entrepreneurs and start-ups.

Financial Objectives

- ✓ Create and increase revenue
- ✓ Raise capital for other projects like Sam's Family Band (SFB)

Long and Short Term Marketing Objectives

- ✓ Increase marketing efforts
- ✓ Expand market area
- ✓ Expand marketing reach
- ✓ Brand recognition (Genero J Genero)

6. PRODUCTS AND SERVICES

Mainstream Activities

- ✓ Head office of the organization Genero J Genero
- ✓ CAPACITATION
 - Counselling and rehabilitation
 - Life coaching and Direction



- Conferences/seminars and retreats
- Team building and community drum circles

- ✓ STRATEGIC CONSULTANCY
 - Business Consultancy and Development of Strategies
 - Career guidance (Professional CV Writing, Cover Letter Writing, One to One interview Coaching and Career Development Coaching)
 - Mediation

Subsidiary Activities

- ✓ TECHNICAL ASSISTANCE
 - Printing, Dissertation Writing, and the Likes,
 - Learning and submission of reports.

- ✓ MISC
 - Lodging and Rest Documentation,
 - Sales of Drinks and Provisions
 - Large Open space for ceremonies and events

7. MARKET ANALYSIS SUMMARY

From the justification, there is no doubt that the market potential is two times huge for our products, evidenced by what appears to be the unstoppable growth of population and the constant need for persons to go into themselves.

Currently, this service industry is still at its bud, needless mentioning the absence of consultancy and many other services. Future growth of the market/products is projected in the following areas:

1. Increase in residents, – Urbanization,
2. High demand and daily informal consultations. Constant requests for service,

Our company will try to take advantage of these developments and serve its customers in all these new trends and developments.

Competitive Advantage

A UN 2015 report reveals that an estimated 60% of Africa's 1.2 billion population live in rural areas with livelihoods based on what is largely subsistence farming yet the rural environment is marked by continuing stagnation in socio-economic progression with populations increasingly vulnerable in the face of social, economic and climate shocks. It goes without saying therefore, that Africa's fight against poverty will be won or lost in rural areas.

We are actually the first in taking advantage of this and carving a market niche in Cameroon. Again, we are selling our resources, which make us unique. We are not retailing something. We are selling information and our consultants are internationally resourced.

Here, we plan to provide capacity building activities at GMPC. Training/counselling/group formation/retreats and the likes are activities that will never end. Education is what Africa needs and that is what we are doing at the complex.

The market is enormous and there are few providers that offer such a complete service and at a high level and it should be noted that events and hospitality industry does runs all round the clock.

Market Segmentation

- ✓ Individuals
- ✓ Schools and Institutions
- ✓ Governments
- ✓ Organizations
- ✓ Professionals
- ✓ Service organizations and companies that need to be in constant communication with their employees.

Competition and Buying Patterns

This particular business structure has very few competitors because a coach is well known for their unique skills. There may be other competitors but the secret lie in the uniqueness of this service which

I am very certain even from experience that it is the most rewarding and on high demand. Most importantly, our products and services must be readily available and we are even free to move in and out of town when there is high demand.

The need to attract, acquire, leverage, and retain customers, remains a primary concern to business. Revenue growth through customer acquisition and retention is as important a requirement in commerce as it is in other business.

Customers, especially in the Western business culture, count speed of service as a key reason why they do business with a company. They resent delays and hate waiting for service. In Cameroon, almost 50% of the gross domestic product (GDP) is generated through different kinds of services, and speed of service no longer distinguishes an enterprise as providing superior value.

Customers generally are not thrilled if they receive good service, but they are highly dissatisfied if they do not. Genero J Genero will provide the necessary framework to cope with these demands by cutting the waiting time for a service. Customers also want consistent,



reliable and effective services. We aim at providing delivery services to all interested customers. E-commerce shall not be left out. We also aim to provide constant updates and briefings to our employees and other interested persons.

8. MARKETING STRATEGIES

For this complex to run, sales and marketing shall be the main driving factor. Business intelligence with highly innovative strategies shall be our methods

Location: Locating the establishment at up on the hills of Bamenda is very strategic and the ever good roads is a plus. This enables the organization to cover a large and rapidly growing customer populace.

Customer Service: Mr. Nkwain John Paul together with the other members of staff have been sales agents and linked to many enterprises for many years. Past and accumulated vast knowledge and experience in the global market with special skills will enable the customers to have effective service. After sales services are also going to be part of the job descriptions. We are very familiar with our target customer base and shall go for the cultural norms of making our customers be like our family members. We have an excellent reputation for customer service.

E-Commerce: The Company will make an effort to enhance its sales through a serious and advantageous website which (www.genero.cm) in order to reach clients, partners and well wishers all over. We shall also use the internet platform (face book, twitter, LinkedIn,) where we shall lobby for investors and partners. Short-term marketing strategies are those that will bring us a temporary boost in traffic. Although these techniques are very important to our over-all plan, they are only a temporary traffic source and must not be solely relied upon.

Mass Media: We shall definitely advertise through the Radio, TV, News Papers and journals, plus free sms and lots more. Meeting and Talking to Customers is also a very vital method. We definitely hope that friends will be used to advertise for us also. Long-term marketing strategies are those that will bring us a steady stream of targeted traffic over time. These strategies will continue to produce results even years down the road.

9. SALES STRATEGY

Constructing our Sales Strategy we shall follow the following steps:

Sales Success Requires Planning - We shall formulate our sales strategy and tactics to achieve our sales success.

Analyze Our Potential - We shall step through a structured process that will prepare us for the development of our sales strategy.

Strategize Around Strengths -The description of our sales activity will be analyzed by producing a report that reveals factors impacting our sales potential.



Develop Our Tactics - We shall receive guidance from consultants and advisors to develop a comprehensive tactical plan to achieve our success.

Measure Our Success - We shall constantly develop key measurements that mark the progress of financial estimates that guide our growth.

Employ An Action Plan for Success - We shall provide our sales force a clear tactical plan that is also aligned with management's strategic objectives. The sales strategy of Genero Multi Purpose Complex and the key to customer satisfaction is having the product and services that meet the customer's needs. A crucial part of this is to also have knowledgeable employees who help clients quickly find what they want.

SALES FORECAST

It should be noted that sales are just from this Complex and not for the entire organization. We expect to sell progressively.

From the third month of implementation of this project.

We expect to have daily turnover of at least \$300 and 500 or more on busy days which should be thrice a week. As a rule we expect to expand the volume much more rapidly.

We shall also periodically hit contracts for team building activities with big companies like MTN Cameroon and Brasseries, together with Government and Parastatal.

From our analysis above, if we invest \$ 10 000 for the start, then summarily Sales for first year will be calculated at minimum

- 1. \$300 x 30 days = \$ 9000 (per month)**
- 2. \$9000 x 12 months = \$ 108 000 (First Year)**

We shall be able to estimate the rates for the second and third year when we must have effectively kicked off.

Important Assumptions:

Once we get the structure running, we shall spend 40 percent of the monthly turn over to calculate workers salary, maintenance, taxes and general running costs. It is considered that the salary of the executive secretary shall come from the general activities of the organization which include sales from online services from the website.

Nkwain John Paul Sam, the founder shall also have to put in more effort and rely on running capital than a fixed salary for the first six months, to ensure a balance of the establishments' activity.

It is imperative that 20% of the monthly income must be reserved for eventual plough back while the investment capital (as the case may be), be taken care of 10% of principal will be



paid as from the third month. 30% shall go to serve the miscellaneous assumptions as we start.

10. INVESTOR RELATIONS WITH GMPC

First of all, we must make mention here that our local banks and financial institutions in Cameroon generally are repressive to start-ups. They insist on landed property as collateral security and we do not have such at the moment. That is why we are turning to you investors and donors to come in.

Planned Return:

The entire project is estimated at \$ 100 000.

But since it is progressive, we can begin with as low as \$ 10 000.

In case an investor comes up, (say with \$ 10 000);

We shall be able to resume begin repayment of principal after three (3) months, with the sum of \$ 1000.00 per month. This means the investor of that above sum should be able to quit, 15 months after investment capital is deposited.

The investor shall have not more than 2% interest per month for total investment capital. What we plead for is a grace period of at least three months.

Summarily, an investor who puts in \$ 10 000, should be ready to exit after 15 months with the sum of \$13 000.

NB: We are starting and can't promise what we shall not be able to afford. That is why we are meticulous with the returns. However, we are open for negotiations if any investor is ready to come in.

Corporate and organizations have a higher and negotiable rate both in registering and investing. In addition, investors will be persons of Integrity and empathy, have a good moral background and truthful. An intellectual background is an added advantage.

OTHER INVESTORS

We are also soliciting donor agencies, funders and angel investors to come on and support us in whatever way they can. We can always discuss further. We accept gifts and support.



RISK ANALYSIS AND MEASURES

The risk involved here could rest only on force majeure, like war, disaster and other unforeseen natural issues. Also, the concept is still new in Cameroon and so, this means that the concept owner Nkwain John Paul Sam, be available at all times, without which the concept might not be effectively implemented.

The owner of Genero J Genero simply pulled his financial resources together to start this business project. So far, we have rented the premises, build a website and are testing the market. The executive secretary is Deodatus Bijengsi. We also have Chiy Arnold Ngum (UK) who is the director of Programmes. We have Livinus Fru (China), who at the moment is in Charge of business expansion and is an educationist. We have a host of consultants and ready persons to come in once the project is lunched.

We thus, shall have a fixed and strong administration once we begin. We shall also register our organization's bank account at ECOBANK where investors and donors can monitor daily deposits of revenue to be sure that operations are running.

Since it is a social business, we are making sure to inform the community around us and entire world of our activities and these will also serve as our gauge and they will obviously come to our aid as we shall always give out periodic reports to the public to see. Our accountant shall also do an internal audit every now and then to ensure that we are on track.

If things don't work out, we can as well sell the business plan and concept of Genero J Genero to a buyer or merge the organization with larger consultancies and pay off our investors first. We have also limited the permanent staff to include the immediate workers of Genero Multi Purpose Complex, the executive secretary and the concept owner.

Other consultants are paid on a work-pay basis.

Thank you.

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