



SAGE Rhodes Park School

CRITERIA 1 - NEW BUSINESS VENTURE

SAGE Rhodes Park School is a company that was initiated in 2009 but begun operating in 2010. It is a private company limited by shares. Shares were sold to raise capital, and each shareholder has limited liability.

Our primary goal is to make profit. To achieve this we had to identify our target market and also identify the best product offering for it. Our target ultimately was our School which has a population of over 1,500 pupils. Our survey revealed that in terms of food snacks, pupils at Rhodes Park School were limited to what was being offered by the School tuck shop.



The tuck shop lacked variety in terms of the snacks it was offering. Above all, it had restricted operating hours. As management of SAGE Rhodes Park we realized there was a market gap that needed to be filled. So we embarked on a retail trading business. Our survey had revealed that pupils were interested in snacks like Doritos, Simba crisps and other sweet treats.

We take our products to the pupils during break time, at lunch and after class time when the pupils are waiting to be picked up by their parents and guardians. In this case we are able to capture as many customers as we want. We buy stocks from Wholesales such as Red Star Trade Centre, Select Cash and Carry etc. We buy in bulk to enjoy greater discounts. We ensure that goods are adequately and legally certified for sale to the public.



CRITERIA 3 – SOCIAL VENTURE

It is not just about profits and profits, our business does respond to social needs as well. Socially our primary goal is to address social problems and be a good corporate citizen in the community we operate.

Donations

We started by donating our old school uniforms and books to Helen Devos School which is situated in the Kanyama Township of Lusaka.



We then donated exercise books to an outreach in Ng'ombe Township also in Lusaka called The Voice of Holy Cross Church.



CRITERIA 5 – GLOBAL COMPONENT

Zambia is a free market economy. We study about how free market economies work in business subjects offered at our school like Commerce. In these economies prices are determined by forces of demand and supply without government intervention. Because some of the products we trade in are imported, we are involved in International trade. Therefore our business promotes both foreign and local goods.

We learn about international trade learned from:

- Radio Stations such as Radio Phoenix.
- Business TV Channels such as *Bloomberg, Euro News etc.*
- Local newspapers such as the *Business Post*

We equally try to advertise ourselves to the outside world through our TV Channels such as ZNBC and Muvi which are on satellite.

CRITERIA 6 – CIVIC ENGAGEMENT

General Elections 2011

Zambia will be going to the polls next year (2011). As SAGE Rhodes Park School we decided to sensitize everyone eligible to vote at our School. We went to the Electoral Commission of Zambia (ECZ) and invited them to our School to conduct a mobile voter registration exercise. This was our contribution towards the democratizing of our young democracy.

Civic Leaders

Also during the donations we made during social ventures, we did extend invitations to the Members of Parliament for the two areas in which we were making these donations namely Kanyama and Mandevu Constituencies. Although they both didn't make it to our donation events, we made contact with them and therefore managed to engage our civic leaders.

CRITERIA 7 – ENVIRONMENT

As a company we recognize the importance of looking after the environment. For example, we provide litter bags to the customers who buy our products. We are also alive to the fact that industry contributes significantly to the pollution of our environment. So we have decided to engage them in our efforts to do something about our environment. We went to buy trees which we will not only resale to the big companies but we will also ask them to plant the trees. On our part we have planted some of the trees we bought at our school and at each of the places we visited during our social venture.



CRITERIA 8 – MENTORS & ADVISORS

We use our consultants and mentors to learn more about business management and entrepreneurship in general. We also learn about business skills from the Resource Centre of the Chartered Institute of Management Accountants (CIMA) Zambia branch which located just next to Rhodes Park School.

Our mentors are:

1. Mr. Mahamba Chiputa – a seasoned entrepreneur and the Director of Apex Business Services Limited which is one of our sponsoring companies.

2. Mr. Richard Kutoha the Proprietor of Everise Electronics
3. Ms Charity Mwelwa an Environmentalist from the University of Zambia
4. Mr. McDonald Chilepa a Consultant at DGH Poly-Products
5. Ms Gloria Mushimba also from the University of Zambia

CRITERIA 9 – USAGE OF MASS MEDIA

As SAGE Rhodes Park, we used three main types of mass media. These are:
Newsprint, Radio and Television

Newsprint

- ✓ We made posters, brochures and flyers in order to introduce customers within the school to our newly established business.
- ✓ We also featured in the Education Post of the Post Newspaper which is Zambia's largest circulation.

Radio

- ✓ We had an interview at UNZA Radio which is run by the University of Zambia.
- ✓ Our interviews were conducted in seven main languages of Zambia.

Television

- ✓ We participated in a TV quiz organized by Consumer Trust Society. We helped to sensitize people in their consumer rights.
- ✓ We also featured on Muvu TV during our social ventures.

CRITERIA 10 – MEASURED RESULTS

<u>Description</u>	<u>ZMK</u>
Total Earnings (from sale of shares) :	1,540,000.00
Purchases :	1,192,000.00
Total Earnings :	1,696,000.00
Net Profit :	504,000.00

Notes:

- ✓ We have 16 shareholders
- ✓ The price per share is K20,000.00
- ✓ Our Trading Period is 6 months

We also maintain the following Books of Accounts:

- a) *Cash Book*
- b) *Profit and Loss Account or P & L*
- c) *The Balance Sheet*

