

# **OLD TRAFFORD MULTISPORT BUSINESS PLAN**

**BY**

**ADELEKE OLORUNSHOLA**

**&**

**FARID AREKPA**

**COURSE: ICP 615 (NEW VENTURE CREATION)**

**DATE: 16<sup>TH</sup> MAY 2013.**

## **TABLE OF CONTENTS**

<b>Section I: Executive Summary.....</b>	<b>3-5</b>
<b>Section II: Mission, Goals and Objectives.....</b>	<b>6-8</b>
<b>Section III: Background Information.....</b>	<b>9-12</b>
<b>Section IV: Organizational Matters.....</b>	<b>13-17</b>
<b>Section V: The Marketing Plan.....</b>	<b>18-26</b>
<b>Section VI: Financial Summary.....</b>	<b>27-28</b>
<b>Appendix Information.....</b>	<b>29-33</b>

## **Section I: EXECUTIVE SUMMARY**

Old Trafford Multisport complex Ltd. is a sport based business that provides world-class indoor sporting facilities at affordable prices to the Valparaiso community. It is a business which is geared towards providing a platform for members of the Valparaiso community to attain their peak physical fitness through the organization of well-structured tournaments as well as fitness programs in a conducive and injury-free environment.

The Old Trafford Multisport complex primarily provides indoor sporting facilities for sports such as soccer, basketball and Volleyball. It also provides a well-equipped fitness center with impressive facilities for those interested in maintaining their physical fitness.

Old Trafford Multisport complex Ltd. is in its development stage and when fully developed would take on the Limited liability company (LLC) business structure. The owners of the business have decided to go with the limited liability company (LLC) business structure because of the asset protection, taxation benefits, management structure flexibility as well as the little level of restriction the limited liability company (LLC) business structure provides.

The business is majorly owned by Adeleke Olorunshola (30%) and Farid Arekpa (30%) with the remaining shares owned by a group of angel investors Malcolm Glazer, John Glazer, James Glazer and Ryan Glazer. The initial management team consists mainly of Adeleke Olorunshola and Farid Arekpa with the business completely managed by both of them on full time basis. It is the hope of the business owners and the investors that the Old Trafford Multisport complex Ltd. will long term serve as a platform to scout or discover sporting talents in the city of Valparaiso.

Adeleke Olorunshola is the Chief executive officer (C.E.O) as well as General Manager of the business due to his level of academic qualification and level of work experience in business

related projects. Farid Arekpa is the assistant executive officer and also serves as the sports science manager of the business. Farid's academic background as well as experience working as the chief sport coordinator at the Federal Ministry of Sports and Social Development in Nigeria makes him well equipped for this role as sport science manager.

The advantage Old Trafford Multisport complex Ltd. has over its competitors is its affordability as well as accessibility due to the fact it is a facility that can be used by people from every segments of the Valparaiso community. In addition, the level of professional expertise provided by the complex is another added advantage for the business.

The biggest customer bases for the business are the youths in the age range of 13 and 25 which is a stage when people are most enthusiastic and willing to participate in sporting activities. The business owners believe by providing world-class sporting facilities at affordable prices for organization of tournaments they can attract members of this age group at Valparaiso. The 2<sup>nd</sup> customer base are those in the working class between the age of 30 and 60 while the 3<sup>rd</sup> customer are those who are obese and need to lose some weight in order to be physically fit. Finally, the 4<sup>th</sup> customer base are people in the retire age between the age of 61 and 80 who need to exercise to keep themselves active.

Old Trafford Multisport complex Ltd. is in its development stage. Therefore, \$400,000 is required for land acquisition \$1,350,000 for building construction, \$25,000 for startup expense, and \$100,000 for operating funds for the first 4 years. \$25,000 is available cash from the business owners with \$75,000 provided by angel investors. Therefore the funds the business owners need are the funds for the building construction (\$1,350,000), land acquisition

(\$400,000) and operating expenses (\$100,000). The funds will be paid back on monthly schedule with terms determined by either the lending agency or the angel investor.

## **Section II: Mission, Goals and Objectives**

### **General Description of the Business**

Old Trafford multisport complex is currently in the development stage. When fully developed the business will serve as an indoor sport and recreation center and would take the form of a Limited liability company (LLC) business structure.

The majority of the shares are owned by Adeleke Olorunshola (30%) and Farid Arekpa (30%) with Malcolm Glazer, John Glazer, James Glazer and Ryan Glazer all owning (10%) each due to their involvement as angel investors in the business. The Glazer brothers are huge sport fans and enthusiasts and have decided to invest in a multisport complex that can benefit members of the Valparaiso community. The Glazer brothers are also of the opinion that through events and tournaments organized, the biggest pool of athletic talents in Valparaiso can be discovered.

The business involves the provision of indoor sporting facilities which can be used to organize different sporting tournaments or events for sports such as soccer, basketball and Volleyball. The facility would also provide a fitness center for people interested in maintaining their physical fitness through well-structured routine exercises organized by the fitness coaches. It would also involve the leasing or rental of parts of the complex for events such as birthdays, sport clinics, conferences, symposiums etc. after 5 years of the existence of the business.

By 2017, Old Trafford multisport complex through a strong customer base would expand and venture into organizing tournaments and events for the disabled members of the Valparaiso community as the business intends to promote universality in the city of Valparaiso which would make this facility unique from other sporting facility in the city.

## **MISSION STATEMENT**

Old Trafford multisport complex is a sport based owned business that provides world-class indoor sporting facilities at affordable prices for its customer with the main goal of assisting them attain peak physical fitness through the organization of engaging sporting activities.

## **GOALS AND OBJECTIVES**

**Goal 1:** Obtain funds for the development of Old Trafford Multisport Complex Ltd, by October, 2013.

### ***Objectives:***

- Prepare a business plan.
- Research potential investors.
- Select choice of investors
- Develop a proposal to seek financial investment from the investors.
- Negotiate funding with investor.
- Review timetable when funds are received.

**Goal 2:** Build the Multisport complex facility, by August, 2014.

### ***Objectives:***

- Allocate an architect to develop the plan of the complex by Dec. 2013.
- Appoint a contractor, quantity surveyor and structural engineer by Jan. 2013
- Check building and regulation codes by Feb. 2013
- Set time for all masonry work to be completed prior to ground freeze.
- Complete building.

**Goal 3:** Start to create awareness about the existence of the company by June 2014.

***Objectives:***

- Distribution of flyers, organization of Television adverts etc.
- Organization of charitable events for the less privileged.
- Organization of inter school tournaments with monetary rewards for the winners.
- Sponsorship of some community events such as the pop-corn festival etc.

**Goal 4:** Expand service and product offering by Dec. 2017

***Objectives:***

- Construction of halls for symposiums and conferences on sports and health related issues by August, 2018
- Formulation of fitness and sporting programs for disabled members of the Valparaiso community by September, 2018.
- Sub-letting sections of the complex to those interested in selling sporting kits and equipment by September 2018
- Establishment of an affordable café by October 2018.



## **Section III: Background Information**

### **The Industry**

#### **Background Industry Information**

The business of providing indoor facilities for sports and recreational activities is fast becoming a lucrative investment especially in developing areas where growth of such areas has been due to the rapid influx of young families and children.

In recent times Valparaiso, IN, has experienced tremendous growth due to its affordable housing, good school systems and high level of security which has made it a highly desirable area to live and work. The recent boom of this area has left some strain on some existing services such as youth recreation facilities and sports programming. The past 5 years has seen the Valparaiso region struggle to meet sporting and recreational needs of youths and adults due to the presence of very few sporting facilities which has even forced some families to go outside Valparaiso for their children's recreational activities.

The three biggest shortages of facilities have occurred in terms of soccer, basketball and Volleyball. Soccer has always been a hugely popular sport among youths but this area is reaching a saturation point with the influx of new families which has made providing soccer facilities more challenging in recent times. The growth of soccer has come in the form of indoor soccer for youth and also for adults. Although there is an outdoor facility that can handle the indoor soccer format, there has always been a need to provide an indoor soccer facility to help prevent seasonal changes (summer and winter) from depriving enthusiastic soccer lovers from participating in the sport.

In addition, there are lots of youth basketball players in the town of Valparaiso and about over 100 adults who play in below standard facilities or travel outside town to play the game of basketball. The 3 basketball courts currently present in the town's recreational center has failed to satisfy the needs of both the youth and adults residents interested in participating in the game of basketball. As a result of this, there has been a request from parents and adults for the City to assist in terms of the shortage of these facilities but unfortunately the City does not have room in their budget for the foreseeable future for such a project which makes it clear that for that need to satisfied, such a project must be initiated by the private sector.

The Old Trafford multisport Group is proposing such a facility. A facility that not only accommodates the needs for an indoor soccer facility and basketball courts but also a world class fitness center as well as a volleyball courts. We envision a facility that can meet the sporting and recreational needs of many segments of the population. These facilities would not only be for public use but it will also be utilized by other organizations such as local school systems for tournament organizations and the park and recreation department.

The main source of revenue would come from the operations of sport leagues such as indoor soccer, basketball and Volleyball tournaments as well as revenues produced from the fitness center.

## **Current and Future Trends**

The sport and recreation industry is a booming business that produced over \$10 billion last year and is projected to continue its current trend according to recent studies. Also, the fact the population of Valparaiso is growing due to the convenient living the City provides means the need for adequate sporting facilities that can meet the needs of a growing population becomes imperative as the available sporting facilities in the City is likely to struggle to meet the increasing demand of members of the Valparaiso community due to an influx of new families into the City.

In addition, the growing popularity of the sport and recreation industry indicates a high probability of future willing investors in the industry.

Old Trafford multisport complex plans to venture into providing sporting facilities for the disabled members of the Valparaiso community in the future for the purpose of promoting universality which should boost the popularity of the complex as one of the few sporting centers to accommodate all segments of the society. Also, the Old Trafford complex plans to venture into providing rental services, organization of conferences, birthday parties, sport clinics etc. as these provides newer methods of revenue generation for the business in the future.

## **Business “Fit” in the industry**

Old Trafford multisport complex will be launched as a new business in the fall of 2014 and would specialize in providing a wide range of world-class indoor sporting facilities such as indoor soccer, basketball and volleyball which are affordable and readily accessible from 9am to 9pm every-day of the week. The business would build it customer base through the organization of charitable events and competitions with monetary rewards as a way of creating awareness

about the existence of the business. Following these events and competitions, the company intends to organize league tournaments for different sporting categories such as indoor soccer, basketball, lawn tennis which participants must register for in order to be eligible. We plan to attract 500 members in our first year of operation, 800 members in our 2<sup>nd</sup> year and 1,200 members by the end of our 3<sup>rd</sup> year with over 250 tournaments organized by Old Trafford multisport complex at the end of the our 3<sup>rd</sup> year of operation.

In the future, as our customer base increases we plan to venture into other revenue generating activities such as the opening of a café, leasing of spaces in the complex etc.

## **Section IV: Organizational Matters**

### **A- Business Structure, Management and Personnel**

#### **Business Structure**

Old Trafford Multisport Complex Ltd will be organized as a limited liability company (LLC) business structure following accounting and legal service advises. As a new business we have chosen this business structure in order to enjoy the asset protection, taxation benefits, management structure flexibility as well as the little level of restriction this business structure provides to its owners.

This business is majorly owned by Adeleke Olorunshola (30%) and Farid Arekpa (30%) with the Glazer brothers (Malcolm, John, James and Ryan) all maintaining 10% each due to their roles as angel investors in the business. The initial management team for the Old Trafford multisport complex depends mainly on the majority shareholders (Adeleke Olorunshola and Farid Arekpa) with final business and management related decisions made by Adeleke Olorunshola while Final sport science related decisions will be handled by Farid Arekpa if it is necessary for one of them to decide without consensus.

#### **Management**

The management team of Old Trafford multisport complex primarily consists of Adeleke Olorunshola and Farid Arekpa with the Glazer brothers serving only as financial investors in the business. Adeleke Olorunshola is the Chief executive officer (C.E.O) of the business and is also the General Manager of the business due to his level of academic qualification in the field of

Business Administration as well as by his level of work experience in business related projects. Adeleke has acquired 10 years of working experience managing and running the Oil and gas retail services and marketing for the Nigerian National Petroleum Corporation (NNPC) before retiring 2 years ago. He has also acquired 5 years working experience in the banking sector serving as the sales manager at Fidelity Bank in Nigeria.

Farid Arekpa is the assistant executive officer and also serves as the sports science manager of the business. Farid's experience working as the chief sport coordinator at the Federal Ministry of Sports and Social Development in Nigeria makes him well equipped for this role as sport science manager. He has also acquired some years of experience running different sporting facilities for the government during his time as a civil servant. Also, his academic qualification as a graduate of sport science administration makes him tailor made for this position.

Outside assistances for the successful running and management of the business includes Millbranth Johnson of the Millbranth & Bush, Attorneys and counselors at law firm for legal services and advise, Eldon "Bud" Hayes from the Chase investment service corporation, Valparaiso for banking and Financials, Gatlin Harold of the Gatlin, Harold CPA-Gatlin Financial Service for accounting services and Tommy Wright from the White & Haven insurance company for insurance services.

Following the years of experience acquired by the C.E.O and the assistant executive officer, each of the individuals selected for outside assistances have been selected based on great previous working relationships and level of trust established over the years.

## **Personnel**

Maintenance services for the equipment and facilities of the complex has been contracted to Barango property management maintenance LLC and other custodial services contracted to John Lee and sons company with both individuals highly reputable in maintenance and custodial services for a long time.

The sport event coordinator will be a very important position for the business as it is the responsibility of the sport coordinator to organize and manage sporting events that can help the business generate most of its revenues. This position has been occupied by Paul Ince who has a 10 year working experience as a sport coordinator at the Federal ministry of sports and social development where he worked with the assistant executive officer, Farid Arekpa. He was in charge of the management and organization of events for high school kids as well as for colleges.

Other personnel required include Fitness trainers or coaches as well as sport officials which would be filled by individuals interviewed and selected by both the assistant executive officer and the sport event coordinator.

## **B. Operating Controls**

### **Record Keeping Functions**

The record keeping for Old Trafford Multisport Ltd will be divided according to the categories of records kept. The business and financial records would be kept by Adeleke Olorunshola using a specially designed database for the business and the sports science related records would be kept by Farid Arekpa using another database accessible by Fard Arekpa. Both Adeleke and Farid

will be well trained in the utilization of both databases in order to offer assistance or help when either party is absent.

Business transactions such as sales and revenue transactions, cash transactions, account receivable, account payable as well as the daily summary of transactions will be handled by the chief executive officer (Adeleke Olorunshola) while the portion of record keeping that includes the number of events registered by the clients, tournament organized, the number of casualties on the sporting facilities as well as reports from the sports crew will be handled by the sport manager, Farid Arepka.

Consequently, the efficiency of the record keeping methods and maintenance would be reviewed and necessary changes implemented to ensure the record keeping system is less labor intensive and more efficient.

### **Other Operating Controls**

The management and control of personnel would be carried out by both Adeleke Olorunshola and Farid Arekpa depending on the personnel job description. For the purpose of effective recruitment results, individual applications would be thoroughly reviewed with extensive interviews conducted as well as their references contacted. Hired individuals without the necessary trainings would be required to undergo some form of formal training by either Adeleke or Farid in order to boost their level of efficiency as new employees. Performance evaluations and reviews would also be conducted quarterly to keep the employees dedicated and committed to their jobs.



Customer service would be managed by both Adeleke and Farid. New employees that work for Old Trafford Multisport Ltd. must complete a customer service training organized by the company on the expectations of customer service. The company intends to be recognized for its excellent customer service as well as impressive attention to details when it comes to customer requests. The display of excellent customer service, attention to details, extensive record keeping as well as provision of well trained and skilled employees makes Old Trafford multisport Ltd an excellent business model to follow.

## **Section V: The Marketing Plan**

### **Product/ Services Description**

The primary product of Old Trafford multisport complex Ltd. is the provision of world class indoor sporting facilities at reasonable and affordable prices for residents of the Valparaiso community in Indiana. This multisport complex would include indoor sporting facilities such as indoor soccer fields, basketball courts, indoor volleyball courts and grade –A fitness center. This complex would help to contribute to the evolving sporting culture at Valparaiso with the help of certified sporting officials and trainers who have the technical know-how on how to help people realize their peak sporting potentials or talents.

### **Features / Benefits**

Sports in general can provide an escape route for some members of the society against living the life of crime, violence, poverty etc. by providing the opportunity for people to make a career out of it. Old Trafford multisport complex Ltd, recognizes these benefits which is why this complex has been established to create a platform for the members of the Valparaiso community to realize their sporting potentials through the establishment of world class sporting facilities and equipment as well as the provision of well-trained sporting professionals who can help motivated members of the Valparaiso community reach their goals and objectives.

## **Features**

## **Benefits**

Indoor Facilities

Guides against weather or climatic changes

Well trained professionals

Help realize sporting goals and objectives

Professional Environment

It is well organized and the environment is

Safe from potential causes of injuries

## **Life Cycles / Seasonality**

Old Trafford Multisport complex is a nascent project at its initial stage. This complex would be a totally new sport enterprise in Valparaiso and one of the biggest in north Indiana. Investment in sport related activities is known worldwide has a very profitable business decision as the global appeal for sport has continued to increase over the years which makes the life cycle of a multisport facility such as the Old Trafford Multisport complex long term.

During the course of the inauguration of the complex we will organize a lot of cultural and sporting events. We plan to inaugurate the complex during the spring break in order to give students the opportunity to participate in these events as they are always on break during this time of the year. In addition, we also plan to organize winter games at the start of the year to give members of the Valparaiso community who probably spent their summer away from the city the opportunity to enjoy the use of complex facilities. The fact the Old Trafford multisport complex is an indoor facility is an enormous advantage has it guides the business against seasonal changes; hence, the seasonality of the business is all year long due to its indoor nature although given the population of Valparaiso at summer times, business during this period might suffer.

## **Product/ Services Growth Description**

Old Trafford multisport complex is a new business, hence its primary product would be the indoor facilities provided for soccer, basketball, volleyball and the fitness center. Consequently, other products or sub-facilities would be built in the complex following the future expansion of the business.

We plan to expand into creating a facility for the disabled members of the Valparaiso community after our 4th year of operation. We also plan to build sport shops in the complex where top quality sports wears and kits such as Nike, Adidas, and Puma etc. can be marketed and sold.

Furthermore, we plan to expand into organizing sport clinics, conferences, and symposiums etc. educating members of the community on topics such as the relevance of physical and health education, the importance of adoption of healthy nutrition choices etc.

## **The Market Analysis**

### **Customer Analysis**

The primary customer base of the Old Trafford Multisport complex is geared towards the youths in the Valparaiso community. We hope to primarily attract youths between the ages of 13 and 25 due to the fact that these are age groups most active in the sporting world. We also believe targeting these age groups also gives the business the potential to extend its customer base by attracting attending parents and family to events and tournaments organized for the youths of the community.

The 2<sup>nd</sup> customer base we aim to target are the older adults who are in the working class between the ages of 30 and 60. This age group consists of people who due to their busy work schedule mostly have time to engage in recreational activities mostly on the weekends. For this reason we intend to organize special sporting programs or events for them such as special fitness exercises, short tournaments etc. In addition, in order to increase our customer base, we plan to give a discount of 50% to parents with at least 2 kids registered with the complex which should provide a greater incentive for members of this age group to engage other members of their family.

A 3<sup>rd</sup> market appears to be physically obese members of the Valparaiso community with about 35% of America either overweight or obese. Following the level of exposure and enlightenment about the negative effects of being overweight and obese has on the human system, the number of people interested in undergoing some form of fitness training programs as increased in recent years.

A 4<sup>th</sup> customer base appears to be those in the retirement age between the ages of 61 and 80. These include members of the Valparaiso community who need some form of well-structured training activities to keep them active and physically fit despite their age. Old Trafford multisport complex is better equipped than most to meet those needs which should be a massive bonus for the business.

As the business expands and gains more customers around the city of Valparaiso, we intend to also create a platform for the disabled members of the Valparaiso community to be engaged in the utilization of our sporting facilities. We also plan to extend our customer base in the future by opening new branches at Michigan City, Merrillville, Gary and the city of Chicago after 5 years of operation.

## **Competitive Analysis**

Old Trafford Multisport complex Ltd. has 2 main competitors. Valparaiso being a small town in Indiana doesn't have many indoor multisport complexes which is a considerable advantage for our business. However, our competitors will be the Valparaiso YMCA and the athletic recreational center of Valparaiso University.

The YMCA (Young Men Christian Association) is an organization of men, women and children joined together by a shared commitment geared towards nurturing the potential of kids, promoting healthy living and fostering a sense of social responsibility. Among its multiple activities it provides for its members are centers or facilities for basketball, soccer, volleyball, badminton etc. Their biggest strengths includes their positive image and good reputation developed over the years by them being a very old association established in 1850 which makes some customers biased towards patronizing them. Despite their positive image and good reputation, they lack qualified sporting professionals to help the members of the club achieve their peak sporting potentials which we proud ourselves in providing for our customers. Also, being a Christian association could potentially serve as a detrimental factor as members of others religious practices may be hesitant to join them which is another good advantage for Old Trafford Multisport Ltd.

Our 2<sup>nd</sup> main competitor is the athletic recreational center of Valparaiso University which is a mini sport complex of Valparaiso University equipped with basketball courts, swimming pools, indoor soccer fields etc. and is mainly used by the students of Valparaiso University or by members of the Lutheran church due to the Lutheran root of the university. We cited this complex as a competition giving how much influence Valparaiso University has had on the city

of Valparaiso in terms of the town's development. Its main strength is due to its huge customer base from the student of Valparaiso University and members of the Lutheran church. Despite these obvious strengths, the fact it is a school's sport complex means it has limited sports equipment and technical assistance which Old Trafford complex provides its customers. In addition, its affiliation with the Lutheran church could serve as an advantage for our business as members of the Valparaiso community with different religious orientation may refuse to attend the school and use its facilities.

Old Trafford multisport complex Ltd, through extensive researches and determination to be the best hope to use the weaknesses of our competitors to our advantage and make our business the best of its kind in the city of Valparaiso.

## **Marketing Strategies**

### **Location**

Old Trafford Multisport complex will be located in downtown Valparaiso which is about 5 minutes' drive away from Valparaiso University. We have specifically chosen this location because downtown Valparaiso is the heart of Valparaiso where most commercial activities takes place which long term can be a positive factor in terms of creating awareness about the existence of the complex. This location is also only 5minutes away from the biggest university in the city which means a percentage of the Valparaiso University students could also serve as a customer base due to limitation of space at the University's recreational facility.

In addition, the fact Old Trafford multisport complex is located in a busy part of the city means people in the working class who are interested in exercising after work would find it easily accessible and convenient to stop by the facility as it is located at the heart of the city where most business and commercial activities are carried out.

### **Price/ Quality Relationship**

Old Trafford Multisport complex Ltd. proud itself in providing high quality services in terms of sporting facilities, environmental safety and technical assistance as relates sport science at affordable rates for the community of Valparaiso. We know it would be difficult to sustain such a standard but through our marketing strategies and prudent financial plan we hope to maintain that standard. Long term we plan to be widely recognized for the affordability of our fees, quality



of services provided, technicality of professional assistance provided as well as the standard of sporting facilities provided to our customers.

## **Promotional Strategies**

### **Packaging**

Old Trafford Multisport Ltd through the use of a professional graphics designer to create a designed logo that will appear on all items associated with the business such as stationery, brochures, business cards and billing statements. We also plan to inscribe our logos on all our facilities such as our indoor soccer pitch, basketball courts, Volleyball courts, fitness center facilities as well as on all our equipment in order to create uniqueness to our facilities. The official color of the business would be white and blue with the walls and buildings painted in these colors.

The building and surrounding of Old Trafford Multisport complex will be beautiful, clean and pollution free. The employees must be professionally dressed in their assigned dress code and must maintain a high level of professionalism at all times. In addition, inside the building must be clean and neat at all times with the offices organized and well designed with professional furnishings. Also, awards and plaques will be displayed in a special area as they are received to display expertise and a level of professionalism.

### **Public relations**

The owners of Old Trafford Multisport complex Ltd will take part in community activities in Valparaiso, Indiana. We plan to make donations to support special causes such as research works on cancer, youth development related activities etc. as long as those donations are publicly

recognized and the company's banners are displayed at the events as sponsors. We also plan to sponsor 2 indigenes of the Valparaiso community at college level due to excellent sporting potentials and great academic performances. In addition, after our 3<sup>rd</sup> year of operation we also plan to organize free conferences quarterly where lectures on healthy nutrition choices will be provided and healthy fitness tips provided as well as free nutrition magazines distributed to those in attendance which should also boost the PR image of the company.

### **Advertising**

The budget for advertising the first year will be set at \$5,000. Since the business will be at its initial stage, the first year will essentially be centered on promotional activities and advertisement in order to create a public awareness about the existence of the business.

Initially, we plan to focus our advertising campaign on the city of Valparaiso alone. We plan to be listed in the yellow pages of regional telephone books, make online advertisement as well as do regional television and radio advertisement about the company.

Once the business as gained a huge customer base or following in the city of Valparaiso, we plan to venture into expanding our advertising campaigns into other cities like Michigan, Merrillville, Gary etc.

## **Additional Financial Information**

### **Summary of financial Needs**

Old Trafford Multisport complex Ltd. is in the development stage. To begin operation, it needs \$400,000 for land acquisition, \$1,350,000 for building construction, \$25,000 for startup expenses and \$100,000 for operating in the first 4 years.

<b>Purpose</b>	<b>Funds needed</b>	<b>Source</b>	<b>Payback Schedule</b>
Land	\$400,000	Lending agency	5 years at 3%
Building construction	\$1,350,000	Lending agency	7 years at 5%
Start Up	\$25,000	Self	
Operating	\$100,000	Lending agency	5 years at 3%
Equipment	\$50,000	Angel investor	
Start up	\$25,000	Angel investor	

Old Trafford Multisport complex Ltd. borrowed a loan of \$2,000,000 from a lending agency which is scheduled to be paid back on a monthly basis. \$400,000 out of the \$2,000,000 was used in the purchase of the land used for the construction of the complex while \$1,350,000 was used in the construction of the complex. \$400,000 is expected to be paid within a period of 5 years at an interest rate of 3% i.e. \$6,867 would be paid over 60 months. \$1,350,000 is expected to be paid in 7 years at an interest rate of 5% i.e. \$16,875 is expected to be paid over 84 months.

The owners of the business put in \$25,000 into the business to start up the business. With angel investors also investing \$75,000 into the business. The agreement with the angel investors stipulates that the money be paid at an interest rate of 9% after 5 of business operation.

## Appendix: Resumes and Job Descriptions

### ADELEKE OLORUNSHOLA

201 Sturdy Road, Apt 12,  
Valparaiso, IN 46383

219-707-2433  
adeleke.olorunshola@valpo.edu

---

#### EDUCATION

**Temple University, Pennsylvania**  
Masters of sports management

**University of Maryland, Maryland**  
Bachelor in petroleum engineering

#### EMPLOYMENT

**Nigerian national petroleum corporation, Delta State, Nigeria**

01/2008 - 12/2010

##### **On-site Safety Officer**

Displayed excellent leadership and communication skills in the execution of the following duties:

- Supervision of about 60 workers on site.
- Distribution of the appropriate personal protective equipment (PPE) to workers depending on the section they work on site.
- Providing workers of diverse ethnic backgrounds pep talks and lectures on the type of health hazards associated with their on-site job descriptions.
- Formulation of an excellently articulated and easy to interpret daily roster to help with the smooth on-site operations of workers which led to an excellent leadership award.

**Sales manager, Fidelity Bank**

01/2002-07/2006

Displayed some personal skills in the execution of the following assignments and projects:

- Selling of banking products to clients (Credit Cards, Mortgage, Loans)
- Prospecting and identifying new customer base
- Providing client service to existing customers
- Corporate sales to get premium clients
- Strategizing & implementing techniques to achieves high and effective sales goals

#### CERTIFICATIONS & PROFESSIONAL MEMBERSHIPS

Obtained the following safety certifications by the Nigerian Institute of Safety Professional (NISP), 2010 and the Nigerian Banking association :

- General Health, Safety and Environmental course.
- HSE Supervisory Course (Level 3) Shell Petroleum Development Company (SPDC) approved.

- Member, Society of Petroleum Engineers (SPE)
- Member, Council for the Regulation of Engineering in Nigeria (COREN).
- National Banking Award 2012

#### **PROFESSIONAL SKILLS**

- Excellent communication skills
- Open and friendly personality
- High Analytical skills high sales and negotiation skills

## **FARID AREKPA**

1809 Chicago Street, Apt 98  
Valparaiso, In 46383

219.707.3576  
Farid.Arekpa@valpo.edu

### **EDUCATION :**

#### **Georgetown University, Washington DC**

Masters of sports sciences administration

#### **Cleveland State University, Ohio**

Bachelor in business administration

### **EMPLOYMENT :**

#### **Chief sport coordinator for the federal ministry of sports and social development in Nigeria (2005- 2010)**

- In charge of coordinating and implementing all the sports activities at the national and regional level.

#### **Chief Manager of the Nigerian Omnisports Complex: ( 2002- 2005)**

- In charge of directing the sports complex.
- Responsible for much of the daily and annual productions.
- Responsible for overseeing daily operations and management, security control, equipment inventories, and budgeting.

### **Professional Skills :**

- Good knowledge of Microsoft tools such as PowerPoint, Excel, Word, Access
- Good knowledge of management strategies
- Ability to implement strategy to develop and favors customers loyalty
- Good knowledge of marketing and communications strategies
- Strong analytical skills
- Leadership
- Ability to work under pressure

## Job Descriptions

### **1.) Maintenance services coordinator:**

This is a person in charge of supervising all operations and maintenance of everyday activities. His/her duties are:

- Preparing the recreational fields and courts
- Inspecting and cleaning the fitness equipment
- Setting up the necessary equipment;
- Maintaining inventories of equipment and supplies
- Acting as safety coordinator for the gym facilities

### **2.) Sport event coordinator:**

This is a person in charge of the organization of all the logistics related to the complex and directing all the personal involved and working in the management staff with him.

His/her duties are:

- training, supervising; organizing and leading the full time staff
- organizing the coaches and the referees; their contracts and trains the scorekeepers
- keeping up to date the sports complex website with the current program information
- Coordinating all the sports activities of the complex as well as the facilities.



### **3.) Fitness coaches:**

The fitness coach is a person who knows and recommends; designs; develop fitness exercises which are followed by the customers to help them attain a desired physical condition and also to help them maintain this physical condition. Duties of a fitness coach includes:

- Developing and implementing training programs; and helps the athletes maintaining their best physical form.
- He is the one to motivate and helps the athletes pushing their training to the limits so that they can reach and maintain the high level of performance on the fields.

### **4.) Sports officials:**

The sport official is a person responsible for officiating and directing games and to make sure that the game is being played according to the right regulations and policies.

The duties of sport officials include:

- Keeping an eye on the clock and make sure that the game is being played within the regular amount of time
- Inspecting the field before any contest to ensure that the field abides by the safety regulations and policies.
- Communicating with the player and his assistants sometimes about the ruling and other aspects of the games so that the regulations are understood by all the actors of the game.

