



Inachee (**noun**) [In-a-chee-]: Home Grown Energy in Motion.

**Hello!\* we can help you start your business journey – successfully.**

**Inachee services – for starting out.**



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## What makes us different?

**You are looking for market research information, ideas, finance to start, guidance/mentorship and all the other aspects that go into successfully starting off.**

**We can help you.**

### What makes us different?

As part of our relentless focus to develop the entrepreneurial environment in Uganda, we write the “*Investing In Uganda- Naked Eye Series*”. These series on a regular basis analyse what it takes to start a business in different sector in Uganda. Key information provided includes; PROS and CONS, Start up Capital budget, Profitability and Return on Capital (ROI) analysis.

In addition the “*advanced thinking*” newsletter (FREE) exclusively shares with our more than 500 subscribers thought leadership articles on a variety of subjects geared at running a successful entity.

Our sister website: [www.inachee.biz](http://www.inachee.biz) provides our clients with FREE information on alternative sources of finance as well as our “1 minute management tips”

### Experienced team

Our team has a combined more than 30 years experience in different sectors and therefore we understand the issues you are likely to face. The leadership team is supported by a diverse team including accountants, researchers, marketing personnel and IT staff. You can read about our leadership [team profiles](#).

### Examples of clients we have helped

- A 369 acre farm seeking financing of \$100,000 - \$500,000 to mechanise their operations.
- A Fleet Monitoring Group seeking \$500,000 for working capital to finance their operations in East, Central and West Africa
- A start up business that wanted to set up a restaurant in a Kampala suburb
- A Belgian based entrepreneur seeking to set up an ICT group
- A Screen printing company seeking to expand its operations.

### Quality control

As part of our strict quality control procedures, we typically have a “6 eyes principle”. This means that any work done for you is typically reviewed by 3 persons – the person preparing the work, a supervisor or other specialist/expert and by a quality reviewer and your key relationship point of contact (a Principal).

You can find out more about us in *Appendix 1*.

## Business plans

### Need a business plan sample, example, template or some assistance?

We can help you. We use professional business plan writing software with over 500 examples/samples/templates and they can be tailored to your sector.

You can also “steal” our template business plan that is included in *Appendix 2*.

If you would like an online template, see the [SBA website](#) as a great place to start.

### How about confidentiality?

We are professionals and bound by ethics to maintain your information confidential. You can expect to trust us.

### How do you write a good/successful business plan?

We can help you by doing a FREE review of your existing business plan or proposal for financing (even if it's in early stages).

If you haven't started, read some [our tips](#).

## Business research

A key aspect of starting out your business idea/concept is ensuring that you have relevant market information. Our business research/feasibility study comprises of us conducting market research for your sector of interest and/or including your preferred location of operation. As part of the research we consider:

- Key competitors in the area
- Key Contacts in the industry
- Future trends/technologies
- Financial analysis of the feasibility of your concept (estimated profit, start up costs and return on investment)

We have significant experience in this area, including from our thought leadership work to assess [the best sector for investment in Uganda](#).

## Day to day mentorship

Starting out can be challenging and often times you need day to day support in various aspects of business. We help you in this aspect. Our “Advanced thinking” e- newsletter is sent out every two weeks to our over 500 subscribers and is geared at providing thought leadership articles on various aspects of doing business. The articles are typically tailored to Uganda and our experience and so are very relevant.

Read [amazing stories and reviews from some of our subscribers](#) on how the newsletter has made a difference to them.

If you want to quickly subscribe, [click here](#).

## Sources of finance

A key concern for a new entrepreneur is where to find finance.

On our sister website: [www.inachee.biz](http://www.inachee.biz) we have profiled (and regularly profile) different alternative sources of finance including:

- Private equity
- Venture capital
- Grants
- Trade finance and flexible loans

We however advice you to **consider a key alternative – family and friends**. If you put together a good plan which is compelling, they will often be willing to invest – without need for collateral or guarantees.

## Next steps?

Please e-mail: [dwasake@inachee.com](mailto:dwasake@inachee.com). It is the easiest means of ensuring we direct your enquiry appropriately. We typically respond within 24 hours.

We are more than happy to speak to you further. If you would like to know more about how we may work together, please do not hesitate to let us know. Our contacts are below.

### Office contacts

<i>London Office</i>	<i>Uganda office</i>
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## Appendix I: About us

**Inachee (In-a-chee-)** is an ethical thought leadership firm that provides financial services and advisory to clients in Uganda and the Sub Saharan Africa region. Inachee is based on the concept that if we apply best practice learnt from the best companies in the world to support Ugandan businesses they shall be able to advance in their thinking.

At Inachee we are keen on supporting Ugandan Small and Medium Sized Enterprises (SMEs) through providing consulting/advisory and financial services (including accountancy related support) at inception, growth and maturity stage including:

- Industry focused research reports and feasibility studies;
- Business plan reviews and Business idea generation;
- Due diligence; and
- Accounting/bookkeeping and internal audit/control reviews.

### What makes us different?

As part of our relentless focus to develop the entrepreneurial environment in Uganda, we write the *“Investing In Uganda- Naked Eye Series”*.

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### Experience

Our principals have a combined more than 30 years’ experience in dealing with clients in various sectors and in various jurisdictions. The principals are:

- **Dickson E Wasake** (FCCA), A Chartered Accountant with a diversity of experience in audit, accounts, tax and business advisory with clients in Uganda, The Bahamas and The United Kingdom. Dickson's client sectors have included multinationals, Non-Governmental Organizations (NGOs) as well as small enterprises.
- **Doreen Mwesigye**. Doreen is an enterprise development expert and successful entrepreneur who won *“Woman Entrepreneur of the Year”* in the Top 100 awards of 2012. Her company, Job Connect limited a human resource and contractual management firm has in 8 years established a presence in Uganda, Southern Sudan, Tanzania and Rwanda. She oversees over 2,000 employees and contractors.
- **Joseph Walusimbi** the CEO is a multi-skilled marketing and communications professional with over 17 years’ experience in management roles of both Fast Moving Consumer Goods and Services Industry.

**You can find out more about us and about our client success stories by visiting the website: [www.inachee.com](http://www.inachee.com)**

## Appendix 2: Business idea/business plan template

**Hello!\* Creating your business plan is an important and valuable exercise – even if you are not preparing it to raise funding. The process will raise useful questions and help you to both plan your strategy and structure your business effectively.**

The plan doesn't need to be a long document, most funders will only read the Executive Summary initially in order to decide whether they wish to find out more – in fact you would generally only present the Executive Summary in the first stage of discussions.

So we suggest that in doing the plan, Keep it Simple and Straightforward (KISS). Here is a suggested format for the plan or a layout to help you in developing your idea.

### A - Executive Summary

This is a “mini version” of the plan itself, setting out the key elements of the business and proposal. The headings in the Executive Summary will generally mirror those of the plan itself.

Executive Summaries are often non confidential, whereas a full business plan may contain confidential information and would only be supplied once a Non Disclosure Agreement has been signed by the recipient.

If you are targeting a particular lender, the Executive summary should clearly outline “what you want” i.e how much you are looking for and what you are offering in return (security, collateral, shares).

### B - Overview of the business

Describe the business, including:

- its products or services,
- location, a little history, why it was started.
- What is the purpose of the business and key objectives?
- What “problem” is the business is looking to solve?

### C - The need and market size

Scalability is a key factor for many investors. If the business cannot be increased in size on a profitable basis, many investors will be unlikely to take things further. Underlying the understanding of the market and its needs should be concrete research both desk (ie internet and research journals) and field research (e.g surveys, discussions, observations).

- Do you intend to grow the business significantly or is it planned to be a “lifestyle” business.
- What is the need for the product or service, how is this demonstrated.
- What is the size of the target market in both unit and revenue terms, include forecast market size for the next three years, split if necessary by region or country.

### D - About your market

- How have things changed/are changing in the market you supply (trends e.g technology).
- What are the key drivers/economic/social/political factors which are relevant.
- How will things change going forward or in the future?.

### E - The product/services and operations

- Detailed description of the products or services and plans for future products. Many funders will be wary of a “one product company”.
- Describe your operational plan, how the business will deliver to customers, your team's experience in doing so.
- If your team has no experience in all the key areas, who will you bring in to fill the gaps?
- What internal controls will you put in place including for ensuring quality of products/services and for meeting obligations (e.g tax, social security, council taxes)?

### F - The competition

You need to include a reasonable assessment of the current and likely future competition.

- How do their products and services compare to yours
- what is your competitive advantage and positioning in the market.
- How is the competition and their activity likely to affect your strategy now and going forward?

## **G - Marketing and Sales**

When, where, what, timing, logic. Describe the marketing, sales and distribution strategies/plans including the experience of those involved and the likely challenges you will meet as you try to get your message out to potential customers.

How will/can you implement some of these marketing strategies below?

- *Direct mail*
- *Surveys to establish what customers want*
- *Referral strategy – how will you reward customers or how will you ensure this works*
- *E- mail marketing –how can you capture more email addresses? How can you offer free and useful information in return for emails, how can you use an autoresponder to drive email marketing*
- *Pay per click advertising – google and facebook advertising, can they work?*
- *Free public relations and press – how will you use these?*
- *Networking, exhibitions, and events – give people the real thing*
- *Offer explicit guarantees e.g Guaranteed fun or your money back!*
- *Give Free stuff in advance*

## **H - Intellectual Property overview**

A key area (if relevant to your business) for most investors. Remember that intellectual property covers not only patents & trademarks but also know how, business processes, etc

## **I - Risks**

Discuss the risks and threats which your business faces/will face. How are you planning to deal with these – what is your plan B in each case?

## **J - Management team**

Structure, details, general experience, relevant experience to your business, roles and responsibilities

## **K - Financial forecasts**

Headline figures in table form for at least 3 yrs showing

- Revenue
- Gross Profit
- Net Profit before tax (EBITDA)
- Max cash requirement

The financial forecasts must be supported by a detailed financial model which includes sensitivity analysis (i.e. "what if" scenarios – what if sales fall by 20%, or costs increase by 20% etc).

## **L - Funding**

- Amounts already invested into the business (where from, type and how much)
- Funding Requirements & likely structure/type of funding
- Consider alternative funding options e.g shares/equity to skilled persons
- What are you offering the investor in return for his investment? You need to clearly make a compelling offer. If a loan, you need to factor in the cost of the loan (interest and repayment) into your forecasts.

## **M - Use of funds**

- Broad summary of main areas of expenditure split into capital expenditure (e.g assets) and recurring expenditure (e.g rent, salary, marketing).

**N - Exit Strategy** (and maybe comments re likely valuation)

- Sale of shares?
- Succession planning?

**END**

*P.S Some of the ideas here are from [fundingstore.com](http://fundingstore.com)*

**About us**

*Inachee is an ethical business advisory firm that is passionate about helping Sub Saharan Businesses including in Uganda to succeed.*

*As thought leaders, we share with our clients and subscribers the views that will shape investing and doing business in Uganda – today and in the future. We call this “advanced thinking”.*

*To subscribe to the newsletter (sent regularly), [click here](#).*