

EMPOWERING THE WOMEN OF SUDAN: A BUSINESS PLAN

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ABSTRACT

Golden Art Center for Tailoring, Fashion Design, Embroidery, and development skills is a business plan that aims to help Sudanese women to acquire the creativity skills and knowledge to be innovative in the field of Tailoring, Fashion Design and Embroidery. The Center will be located in Arkwuit – almamora, near to Ebed Khatim Street, Khartoum, located East of Al Furqan International Children's Center, Kindergarten - Nursery - Preliminary and Cambridge Global schools opposite karaKcas Beauty Center and Sun Way Pharmacy and is intended to operate by January 2017. It will target educated women that are not employed, women who find difficulty to work outside her home and/or talented women who are interested in the acquisition of knowledge.

The management and staff of the Center includes 11 employees to work as team with high standard of performance to attaining the satisfaction of Customers. Services of Center include training courses to get graduates certificate that accredited by the National Council for the Training. The courses would include the following: Basics of tailoring, Tailoring and Fashion Designing, Drawing on Fabrics, Decorating with Beads (ordinary needle), Decorating with Beads (Indian needle), Embroidery by Satin Ribbon, Crochet (kids clothes, home accessories) and Designing beds sheet and curtains.

The total cost of the project amounts to about 350,000 SDG would include pre-operating and operating cost for one year.

KEYWORDS: Business Plan, Embroidery, Tailoring, Fashion Designing, Decorating, Management, Operation, Financial Statement, Empowerment

INTRODUCTION

Work is a fundamental thing in the life of every human, which urged by the Prophet as well as all monotheistic religions, where necessities in order to get what he needs in life. Prophet Idris, peace be upon him, was working in the sewing and knitting dresses, where he was the first who sewed clothes for there were people dressed in clothes made from animal skins.

Tailoring is the craft of fastening or attaching objects using stitches made with a needle and thread. It is one of the oldest of the textile arts, arising in the Paleolithic era, and oldest profession known to people since the discovery of the filament and fabric industry. Tailor is the person who mastered the sewing and has become an important part of human life. Fashion designer is the person who creative and innovative in designing clothing and accessories. Embroidery is decorating fabric or other materials with needle and thread also combines other materials such as beads, ribbon, pearls, and sequins to come with a beautiful dress or cloth.

For thousands of years, all sewing was done by hand. The invention of the sewing machine in the 19th century and the rise of computerization in the 20th century led to mass production and export of sewn objects, but hand sewing is still practiced around the world. Elegant hand sewing is a characteristic of high-quality tailoring, fashion design is pursued by both textile

artists and hobbyists as a means of creative expression. Tailoring clothes is one work that remains until the end of the humanity. It is an art of connecting fabric pieces with each other, in order to design a finish product.

Sudanese government considers vocational training as a cornerstone of human resources development as well as a key to address socio-economic issues such as unemployment. Women constitute an important portion of human resources in the country. Those women who have education and knowledge skills they constitute a crucial part in the service sector both private and public. There is a significant number of women who were educated but have not a job, and other women do not completed their education and they did not find an opportunity to enhance their skills to start businesses. This is the focal point of this project to introduce an opportunity for educated and uneducated women to engage in such activity to enhance their skills and get a work helping them to increase their income.

Nowadays, there are many jobs opportunities in Sudan to do, but people lack skills and expertise; for example a profession of Tailoring and Embroidery. For this reason, the proponent thought a training center that could possibly be located in Arkwuit, Almamora, East of Ebed Khatim Street, North of AlFurqan kindergarten, nursery and pre-school and Cambridge Global schools, opposite to karaKcas Beauty Center. The Center provides training in basics of tailoring, fashion design, and embroidery at high quality level that facilitate and provide an opportunity to large number of women to become productive, it will be named Golden Arts Training Center it would symbolized for precious women of Sudan.

Moreover, the Center aims to educate and train women and girls the basics of tailoring and design, fashion designing, and embroidery and provide designing tips and techniques. It will help the trainees to acquire the skills and knowledge and creativity by offering integrated tutorials to teach sewing supported by illustrations and actual applications and offers guidance to trainees about choosing the quality of cloths. This will usually increase the establish good reputation for it.

In the Golden Arts Training Center, the trainees will be trained by qualified professional tailoring teachers, and will provide certificates to those who successfully complete the course and enabling the graduates to be more self-dependent after completing the specified period of course. After completing the training course, women can apply what they learned to help their families to save money instead of buying ready-made garments, enabling women to work from their homes or they can open their own shops to increase their earnings.

Golden Arts Training Center will create jobs for unemployed educated women, women not completed their education, women who find difficult to work outside their home to care their parents and their children, and poor women. The Center will also provide Tailoring training and fashion designing for widows to inspire their living condition and sustain family's needs.

The Center envisions to be the best training Center in Sudan to reach the global standards quality of tailoring and fashion design.

Guided by its vision, Golden Arts Training Center aims to achieve the following:

- i. To contribute actively in the preparation of women workforce skilled through vocational training and continuous advanced programs and keep up with the labor market.
- ii. To contribute in spreading the culture of women's tailoring crafts and raises the level of women's skills to generate more income and improve their life style.
- iii. To increase the job opportunities.

The Center will assist 360 women annually to become economically active by providing them with the necessary skills, knowledge and innovation in specific field of Tailoring and embroidery.

The objectives of the Center are:

- To build women skills in tailoring, fashion design and embroidery.
- To increase the level of creativity of the women and development of its ability to be productive.
- To create opportunities jobs for women.
- To support talents women in development and innovation.

On Marketing Aspect

- To open a well-equipped Center and provide facilities that will attract women to join it.
- To build strong customer relationship in order to gain their loyalty.
- To increase the percentage of beneficiaries customers from the Center.

On Operation and Technical Aspect

- To ensure the operation of the Center runs smoothly.
- To achieve the quality of programs to meets global standards.
- To ensure business is profitable and successful.

On Organization and Management Aspect

- To recruit professional skilled staff who will make up the Center.
- To clear description of the organizational structure that is appropriate for the Center.
- To determine the duties, responsibilities, and professional skills of each employee.

On Financial Aspect

- To estimate machine, equipment, recruit staff and operational cost of the Center.
- To project cash flow and profitability from fees of trainees.

On Social Aspects

- To promote and rehabilitation women through skills development.
- To create job opportunity and extra income source.
- To teach women to take care of themselves and their homes without relying on others.
- To create an opportunity of work at home.

ORGANIZATIONAL AND MANAGEMENT ASPECT

The Management of the Golden Arts Training Center is organizing and coordinating activities by setting the strategies of the Center and coordinating the efforts of its employees to attaining its objectives through the application of available resources efficiently and effectively to reaching organizational goals. It focuses on an organization structure, job description, job qualification, company policies, rules and regulations, recruitment strategies, and compensation and benefits. The management strategy has a plan to recruit a total number of 11 employees to work in the Center.

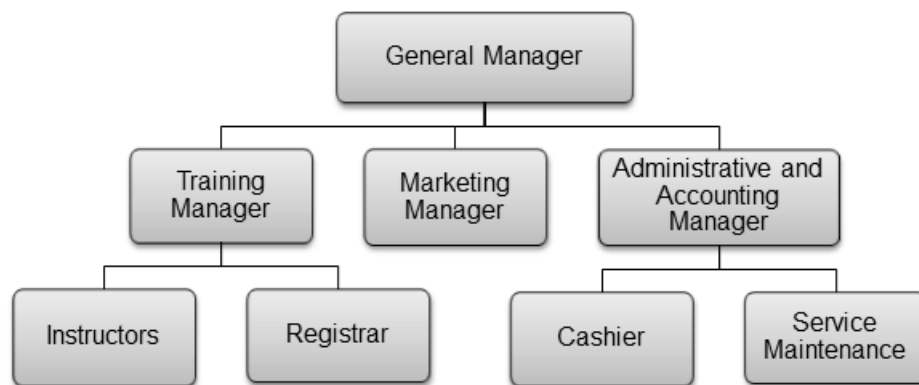
Table 1. Position and number of employees

Position	Number of Employees
General Manager	1
Training Manager	1
Marketing Manager	1
Administrative and Accounting Manager	1
Instructor	3
Registrar	1
Cashier	1
Worker	1
Security	1
Total Staff	11

Golden Arts Training Center shall be held and managed under the form of a sole proprietorship which is a type of business entity that is owned and run by one natural person. The owner receives all profits and has unlimited responsibility for all losses and debts. Every asset of the business is owned by the proprietor and all debts of the business are the proprietor's.

ORGANIZATIONAL STRUCTURE

Organizational Structure shows the hierarchy of employees in the Center to be organized into some kind of structure to coordinate activities by clearly identifying which individuals are responsible for which task.

**Figure 1. Proposed Organizational Chart**

JOB DESCRIPTION

Job description is proving the job responsibilities of each position in the organizational hierarchy and the level of various employees within the Center.

General Manager

- Directs and coordinates all the activities of training.
- Implements activities of the Center in order to attain the Center objectives.
- Formulates rules and regulations that must govern the Center

- Determines staff requirements of employees and assigning specific duties.
- Reviews financial statements, training activity reports to measure productivity and determine areas needing cost reduction and program improvement.
- Guides and provides directions to compensation and benefits.
- Ratifies of the expenditures items
- Controls expenditure of daily operations.
- Evaluates the progress of the Center.
- Reviews worker performance.

Training Manager

- Plan and develop training programs.
- Estimate budget and designing training programs.
- Review training design programs and materials
- Manage the process of training registration and organizing work schedules.
- Monitor and evaluate the implementation of training programs effectiveness, costs and performance.
- Determine specific program for the Center each three months.
- Provide materials needed for training.
- Work with instructor to develop suitable content for the courses.
- Identifies future training needs and providing curriculum for the training courses.
- Manages training budget.

Marketing Manager

- Prepares the marketing plans.
- Plans and direct activities of promotional strategy.
- Advertise for the Center to increasing attraction of the customers.
- Find good suppliers of raw materials.
- Carry out marketing research to find out the target customer.
- Be aware of the competitors' strategies and plan in the market to compete them.

Administrative and Accounting Manager

- Participates in the preparation of the estimated budget
- Prepare financial statements and comparing with the estimated budget
- Follow-up to the actual expenditures
- Prepares and finalizes month-end closing report.
- Estimates the cost of raw material, machines, equipment, and other tools required.
- Keeps employees records and personal policies.
- Manages employee salaries, benefits and compensation for the staff.
- Applies the rules and regulations in the Center.

INSTRUCTORS

Instructor of Fashion Designer

- Teach trainees about the basics of tailoring and design, women tailoring and fashion designing.
- Responsible for giving instructions on how to make products they designed and guiding the process of design as well as making new model design.
- Assess the performance of the trainees.
- Assist in the graduation projects of trainees.
- Participate in the fashion show after the end of each training course.
- Provides a curriculum proposals to improve the training courses.
- Any other duties assigned by the Training manager.

Instructor of Drawing

- Teach the trainees about the Drawing on Fabrics.
- Teach the trainees the decorating by beads.
- Assess the performance of trainees.
- Assist in the graduation projects of trainees.
- Participate in the fashion show after the end of each training course.
- Provides a curriculum proposals to improve the training courses.
- Any other duties assigned by the Training manager.

Instructor of Embroidery

- Teach the trainees about the principles and the basics embroidery.
- Teach the trainees the decorating by Satan ribbons.
- Assess the performance of trainees.
- Assist in the graduation projects of trainees.
- Participate in the fashion show after the end of each training course.
- Provide a curriculum proposals to improve the training courses.
- Any other duties assigned by the training general manager.

Registrar

- Responsible for welcoming customers on visiting the Center and providing them information about products and services.
- Guides and solves queries of customer.
- Communicate between others department
- Responsible for registration procedures of trainees.
- Prepare the attendance sheet of trainees.
- Prepare lists of graduates and graduation certificate.

Cashier

- Responsible for handling all the cash transactions of the Center.
- Checks daily cash accounts.
- Responsible for payment of salaries and wages, tax, and utility bills.
- Any other duties assigned by the Administrative and Accounting Manager.

Service Maintenance

Worker

- Responsible for movement of equipment and raw materials as required.
- Clean the Center.
- Any other duties assigned to them.

Security

- Responsible of security Center
- Open and Close the Center.

JOB QUALIFICATION

General Manager

- Must be a graduate of Master in business administration or other relevant field.
- Experience in management.
- Understanding of general human resources policies and procedures.
- Good knowledge of employment and labor laws.
- Excellent communication skills.
- Aptitude in problem-solving.
- With computer skills.

Training Manager

- At least a graduate of Bachelor degree in general management or other relevant field.
- Knowledge in the field of tailoring, fashion design and embroidery.
- Two years' experience as training manager.
- Ability to plan, multi-task and manage time effectively.
- Excellent team-building, organization and leadership skills.
- With computer skills.

Marketing Manager

- At least a graduate of Bachelor degree in business specialized in marketing management.
- Two years' experience as marketing manager.
- Must have Analytical skills, creativity, effective communication, organizational skills.
- With computer skills.

Financial and Administrative Manager

- At least a graduate of Bachelor degree in accounting or relevant program
- Two years' experience as accounting manager.
- Excellent communications skills.
- Financial forecasting and planning skills.
- With computer skills.

INSTRUCTORS

Instructors of Fashion Designer

- Have an approved a certificate in sewing and fashion design.
- Having at least two years' experience in fashion design.
- With innovative skills, by hand and computer skills.
- Interpersonal and communication skills.
- Ability to influence customers and convince them to accept the designs.
- Team working skills.
- Self-organized and ability to management time.
- Have high capability and knowledge about matching colors, select fabrics, and patterns

Instructor of Drawing

- Must have an approved certificate and experiences in decorating by beads.
- Must have an approved certificate and experiences in drawing on fabrics.
- Team working skills.
- Self-organized and ability to management time.
- Ability to influence customers and convince them to accept the designs.

Instructor of Embroidery

- With experience in embroidery of Crochet.
- With team working skills.
- Self-organized and ability to management time.
- Must have the ability to influence customers and convince them to accept the designs.
- With drawing skills.

Registrar

- At least a graduate of Bachelor degree in general management or other relevant field.
- With two years' experience as registrar.
- Excellent organizational and time-management skills.
- With computer skills.

Cashier

- At least a graduate of Diploma in accounting or other relevant field.
- With excellent communications skills.
- With good computer skills.

Service Maintenance

Worker

- Able to read and write.
- Willing to work multi-tasking job.
- With good reputation and hardworking.
- With age range from 25 to 35.

Security

- Able to read and write.

- With good reputation.
- With age range from 25 to 35.

COMPENSATION AND BENEFITS

The following Table illustrating the salaries and wages of employees in Golden Arts Training Center.

- Social Insurance 8% from Salary.
- Tax 10% from salary.

Table 2. Compensation and Benefits of Employees

Position	Salary	Social Insurance 8%	Tax 10%	net salary
General Manager	3,500	280	350	2,870
Training Manager	1,800	144	180	1,476
Marketing Manager	1,800	144	180	1,476
Administrative and Accounting Manager	1,800	144	180	1,476
Fashion Designer Instructor	3,000	240	300	2,460
Drawing Instructor	3,000	240	300	2,460
Embroidery Instructor	3,000	240	300	2,460
Registrar	900	72	-	828
Cashier	800	64	-	736
Worker	450	36	-	414
Security	500	40	-	460
Total	20,550	1644	1790	17,116

MARKETING ASPECTS

Product and Service

Marketing Mix

Marketing mix is the set of marketing tools used to pursue marketing objectives in the target market. The marketing mix technique of Golden Arts Training Center consist of various courses designed for women who are looking to development their skills in tailoring, fashion designing and embroidery to improvement their knowledge and skills. Moreover, it will focus on quality designed curriculum courses by modern means to enable trainees to acquire skills and be able to do the actual application professionally. The Center would provide courses that intended to teach trainees to acquire skills to become professional fashion, embroiderer, and developers. The syllabus for all courses will be composed of 15% theoretical and 85% practical. to ensure improvement of skills and achieving high quality performance.

Part of the learning is outcome of the course is for teach the trainees to manage times. In addition acquiring the good virtues during the training, such as patience, dedication and deformation to work that required by this type of profession

Golden Art Center will focus in marketing to increase the percentage of beneficiaries' customers from the Center. Also will be operating in new building near the main street and will offer services to their customers.

Golden Arts Training Center will plan at high level of quality to increase the skills of trainees and generate more income to meet high administrative cost.

Primary Features

The Center will provide courses that will enable the graduates from the Center to be more self-dependent and more confident.

a) Basics of Tailoring

This course covers the basic concepts of tailoring and design and the course contains all the essentials skills of tailoring and designing, different kinds of clothes.; exploring different kinds of tailoring machine, and how to use it, safety rules, basic rules of tailoring, how to take measurement and take accurate cuts, methods and sequence for measurement taking, type of fabrics, basic handmade stitches, buttons and zippers, basics pattern of women dresses, basics pattern of skirts, basics pattern of blouses, basics pattern of trousers. This course will run for 54 contact hours.

b) Tailoring and Fashion Designing

Fashion design is the art of designing and aesthetics or natural beauty to clothing and accessories. Fashion design is influenced by cultural and social attitudes, and has varied over time and place. This course covers two Sections, the first one: designing fashion of clothes and accessories such as various styles of dresses, blouses, skirts, trousers, different types of sleeves, different types of collars.

Section two includes: basic understanding of Photoshop and Adobe Illustrator programs drawing on Photoshop and painted to add various effects, designing clothes by using Adobe Illustrator programs, representation of three - dimensional clothes. The objectives of this course to enabling trainees to work in clothes factories. The candidates must passes the basic of tailoring exam. This course will run for 54 contact hours.

c) Decorating with Beads (Ordinary needle)

This course covers the basic concept of decorating by ordinary needle, includes the introductory lecture, embroidery by beads, embroidery by pearls, embroidery by sequins, combine sequins and beads or pearls, designing at end of fabrics, designing at specific parts, emptying art, installation art, Distribution art. This course will run for 54 contact hours.

d) Decorating with Beads (Indian needle)

This course covers the basic concept of decorating by Indian needle, includes introductory lecture, use the Indian needle, systematic and random distribution of beads, inserting of beads, inserting of sequins, designing at end of fabrics, designing at specific parts art installation, distribution Art. This course will run for 54 contact hours.

e) Drawing on Fabrics

This is a specialized course to acquire the fundamentals skills of drawing, painting on fabrics and silk by high quality. It includes introductory lecture, basics of color, types of colors, mixing of colors the, transfer and organize designs on fabric, gradually coloring, merger, shading, the reflection of light (spread, add white, color shade), coloring by glitter. The specific uses of select designs, coloring narrow and wide open spaces, painting on silk, the art installation, the art of emptying, distribution art. This course will run for 54 contact hours.

f) Embroidery by Satan Ribbon

Ribbon embroidery is one of the most stunning embroidery techniques involves the use of beautiful ribbons to create exquisite sewn designs, ribbon embroidery is often used to decorate a base piece of fabric, such as a quilt, piece of clothing, handbag, or handkerchief. Ribbon is often used to embroider flower patterns, as the color and sheen of the ribbon can draw attention to the design that it results in elegant and luxurious. This course provides practical advices on the materials required and comprehensive step by step tutorials for the different kinds of ribbon embroidery stitches. The course have the following modules; ribbon tools, threading ribbon, straight stitch, blossom rose, ribbon stitch, peony rose, running stitch rose, and rose buds. This course will run for 54 contact hours.

g) Crochet (kids clothes, home accessories)

This course cover how to use of crochet needle and start knitting, types of stitches, how to create the chain and lock stitch, action Learning stitches and their use in the work of designs. The trainees acquire skills to create beautiful unique designs clothes to kids that different from clothes on the market, and home accessories. This course will run for 54 contact hours

h) Creative Design Course

This Course Cover introduction to creative design, safety rules, introduction to automatic zigzag embroidery machine, parts of automatic zigzag, sewing aids, needle and thread, types of threads, top stitching, basic hand stitches .This course will run for 54 contact hours

i) Designing Beds Sheet and Curtains

This course covers basic concepts of tailoring and tools used in, identify the tailoring machine and how to use it, how to take measurement, safety rules, fabric required for curtains, bed sheets & cushion cover. Curtains: The different designs of curtains, the different types of curtains materials and how they fit into an interior space, curtain accessories. Beddings: The different kinds of materials available for bed sheets and bed sizes. Throw pillow: The various types of materials for throw pillows. The various throw pillow designs. Practical class on curtains, Beddings and throw pillow. This course will run for 54 contact hours.

Place

The Center will be located at Arkwuit – Almamora, near Ebed Khatim Street, Khartoum located North of AlFurqan kindergarten, nursery and pre-school and Cambridge International School opposite to karaKcas Beauty Center and Sun Way Pharmacy. It is considered as suitable and convenient to customers.

Distribution Channels

The Center will implement the direct distribution channel as it reach to customers directly without any middle channels.

Strategic Placing in the Market

The most important strategy for the Center is to be located in a populated and residential area, easily visible to the public. In addition, it will surely attract women within the area and the surrounding areas. The place is also on one of the main streets in Khartoum where serve as center area for commercials and universities.

Promotions

The promotional mix consists of major tools such as advertising, Sales promotions, Public relations, and methods and message. The Center used tools of promotions to communicate effectively to achieve the objectives and goals of the Center. By promotional methods targeted customers are made aware of the existence of services.

Advertising

The Center is to advertise on radio include the courses and location of the Center. Moreover, the Center will communicate with its customers and various publics by social media particularly Facebook and Twitter will be created special page for the Center contain related information, because advertising through these means is reach to targeted customer on short time and low price. In addition, advertising through website, contains characteristic of the services and information about the Center, and will be always revised and renewed. It will distribute brochures and pamphlet in the nearly neighborhoods surrounding the Center.

Furthermore, the Center will organize a fashion show after the end of each training course. The Center will exhibit the products that produced by the graduates. The trainees would be able to show their skills through what they did and learned during the training period. The trainees will invite prospected applicants relevant to attend the show concerned. In addition the Center manager will invite the traders and shopkeepers to see the work of graduate trainee. This exhibition helps the graduate trainees to show their skills to those who attend the event. At the same time it will be considered as a promotional announcement for the Center.

Sales Promotion

Sales promotion is the process of persuading a potential customer to buy the product. Sales promotion is designed to be used as a short-term tactic to boost sales. The Center will implement sales promotion to attract new registrars such as make discount 10% for the first registration trainees, Reducing trainee fees 10% if he brought with him three for registration, and discount for widows.

Public Relations

Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics. The Center maintain relationships with customers without marketing advertising. Center works to build a database for customers to inform them of the courses and the discounts associated with each period.

Methods and Message

The Center will place daily messages on social media such as Facebook and Twitter to keep customers interested in the Center. Sometimes, the Center will make discounts just for their social media readers.

Pricing

The success in marketing depends on the pricing strategies adopted by Center. Pricing being integral part of the marketing generates revenue, while products or service, place, and promotion are related to cost and its aimed to increase market share. Always the customer builds strong association between price and quality.

Pricing Strategy

The pricing strategy will help to determine the price point at which you can maximize profits on services. The Center provides a suitable price for services that will help to be profitable and stay competitive. Sometimes the Center follow the premium pricing, where the prices of

Center higher than their competitors. The Center needs to be very careful about pricing decisions, and the services should be offered at highly competitive prices. Clear policies relating to discount and allowances are required to meet the pricing challenges. The following table illustrate the courses fees.

Table 3. Fees of Training Courses

No.	Course	Fees (SDG)
1.	Basic of Tailoring and Design	2000
2.	Tailoring and Fashion Designing	2000
3.	Designing beds sheet and curtains	1500
4.	Decorating with Beads (ordinary needle)	1500
5.	Decorating with Beads (Indiana needle)	1500
6.	Drawing on Fabrics	1500
7.	Embroidery by Satin Ribbon	1200
8.	Crochet (kids clothes, home accessories)	1200
9.	Creative Design	1200

Competitive Edge

The competitive edge of the Golden Arts Training Center is that it will be located in Main Street and residential area which attract many customers and there are few similar center around the area. IN addition, the Center will be equipped with high quality machine and provides educational materials and sufficient hours that enables trainees to acquire and refine skills in tailoring and embroidery. Also, the Center will provide advanced course in fashion design. The Center will contract with experts such as Indian in the field of tailoring and embroidery, which they need high accuracy and skills that will be required by customers. Moreover, the Center motivates the trainees that having high skills to teaching in the Center. In addition the Center will increase the promotional method to reach a large number of targeted customers.

The Target Market and Its Potential

Golden Arts Training Center will target the unemployed educated women, women who do not completed their education, Talented women who wish to gain knowledge and learning, women who find difficult to work outside their home to care their parents and their children, poor women, and widows to have skills and expertise to help them to find source of income and get the skills of tailoring arts, and inspired ideas to keep up with advances in the world of fashion design. Employment women who wants to increase their income. In addition, to help women to enter the field of small work from inside their house.

TECHNICAL AND OPERATIONAL ASPECT

The technical and operation aspect will summaries the services inside the Center. In addition, the building size and its internal description, also the location of the Center.

Services, Size, Condition and Capacity, Location

Services

The Center doors will be opened for registration to the customers after local authorities' approval. The registrar of the Center will inform prospected customers about the different

courses and procedures for registration, duration, fees which include the registration, materials of training and certificate.

The Center will offer all courses four times a year, the minimum number is 10 trainees per course. The duration of courses will take three months, 3 sessions per week and the duration of the lecture 2 hours.

In the first quarter of running the business will expected at minimum ten trainees per course. In the second quarter the trainees number will decreased according to the holiday season for schools (eight trainees). And for the Third quarter will expected twelve trainees according to increase Sudanese occasions. The Fourth quarter is expected at minimum ten trainees per course.

The Table below describes the different training programs offered by the center and their duration.

Table 4. Offered Training Courses

No.	Course	Duration
1.	Basic of Tailoring and Design	54 Hours
2.	Tailoring and Fashion Designing	54 Hours
3.	Designing beds sheet and curtains	54 hours
4.	Decorating with Beads (ordinary needle)	54 Hours
5.	Decorating with Beads (Indiana needle)	54 Hours
6.	Drawing on Fabrics	54 Hours
7.	Embroidery by Satin Ribbon	54 hours
8.	Crochet (kids clothes, home accessories)	54 hours
9.	Creative Design	54 hours

Requirements Needs

The Center will provide essential machines, equipment, tools, supplies and materials to start actual operation such as:

Size

The Center will determine equip estimated space 220 sqm to meet the demand of the trainees which consists of 3 laboratories, 3 office reception halls, 2 bathrooms and small kitchen.

Sewing laboratories: Consist of ten tailoring machine (singer), ten chairs, three working table, and one class board.

Embroidery laboratories: consist of two tailoring machine, two embroidery machine, one buttonholer machine, one button attachment machine, two over edging machine, ten chairs, two working table, and one class board.

Drawing laboratories: consist of ten chairs, two working table, and one class board.

Condition and Capacity of the Area:

Offices and rooms equipped with furniture, equipment and good ventilation according to the required standards of quality and safety procedures suitable for gaining satisfaction of customer and employee.

Location

The Center located in Arkwuit, East of Ebed Khatim Street, North of AlFurqan kindergarten, nursery and pre-school and Cambridge Global Schools, opposite to KaraKcas Beauty Center and sun way pharmacy.

Future Map

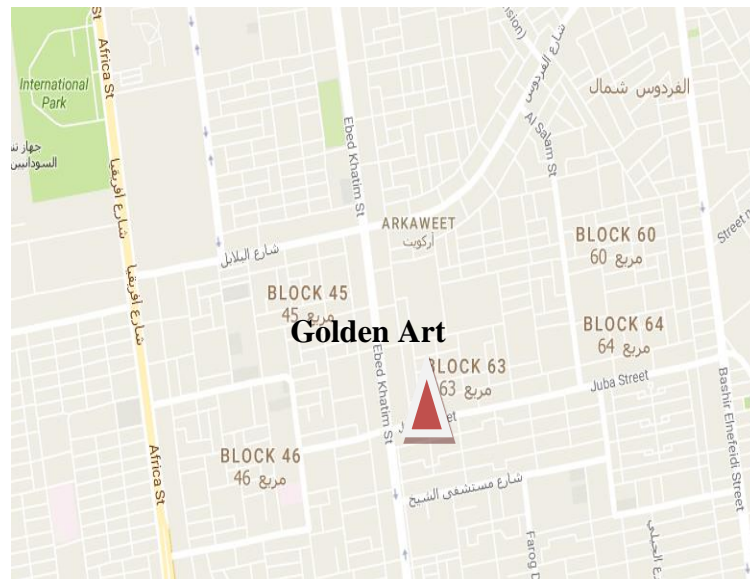


Figure 2. Future Location of Golden Art Training Center

Building Layout

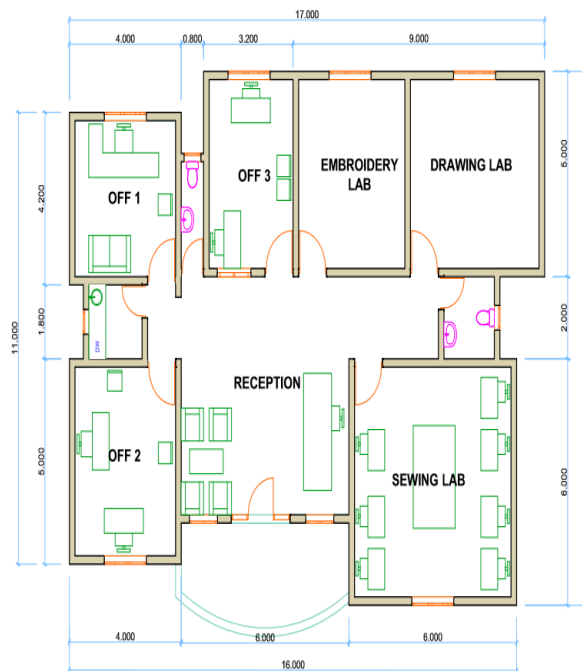


Figure 3. Building Layout of the Proposed Center

FINANCIAL ASPECT

The financial aspect illustrates the capital input of owner for the purchase of various assets and payment of various expenses necessary for the start of a Center business.

Sources of Funds of Investment

Owners Investment SDG 350,000

Estimated Revenue

Golden Arts Training Center for Tailoring and Embroidery is expected at minimum ten trainees for each course quarterly.

Table 5. Expected Revenue

No.	Course	Fees	Q1	Q2	Q3	Q4	Annually
1.	Basic of Tailoring	2,000	20,000	20,000	20,000	20,000	80,000
2.	Tailoring and Fashion Designing	2000	20,000	20,000	20,000	20,000	80,000
3.	Designing beds sheet and curtains	1,500	15,000	15,000	15,000	15,000	60,000
4.	Decorating with Beads (ordinary needle)	1,500	15,000	15,000	15,000	15,000	60,000
5.	Decorating with Beads (Indian needle)	1,500	15,000	15,000	15,000	15,000	60,000
6.	Drawing on Fabrics	1,500	15,000	15,000	15,000	15,000	60,000
7.	Embroidery by Satin Ribbon	1,200	12,000	12,000	12,000	12,000	48,000
8.	Crochet (kids clothes, home accessories)	1,200	12,000	12,000	12,000	12,000	48,000
9.	Creative Design	1,200	12,000	12,000	12,000	12,000	48,000
Total			136,000	136,000	136,000	136,000	544,000

- Fees includes registration, training materials and certificate.

Estimated Expenses

The table estimated expenses of Center Monthly and quarterly.

Table 6. List of Expenses

Items	Monthly	Q1	Q2	Q3	Q4	Annually
Staff Salaries	20,550	61,650	61,650	61,650	61,650	246,600
Materials and Suppliers	690	2,070	2,070	2,070	2,070	8,280
Tools	750	2,250	2,250	2,250	2,250	9,000
Office Suppliers	390	1,170	1,170	1,170	1,170	4,680
Janitorial Supplies	100	300	300	300	300	1,200
Electricity	1,000	3,000	3,000	3,000	3,000	12,000
Water	100	300	300	300	300	1,200
Transportation	500	1,500	1,500	1,500	1,500	6,000
Waste	100	300	300	300	300	1,200
Fashion Show Expenses	0	3,000	3,000	3,000	3,000	12,000
Rent	4,000	12,000	12,000	12,000	12,000	48,000
Advertisement and promotion	13,500	13,500	0	0	0	13,500
Renovation	7,000	7,000	0	0	0	7,000
Taxes and licenses	5,000	5,000	0	0	0	5,000
Social insurance expense 17%	3,493.5	10,481	10,481	10,481	10,481	41,924
Total	57,173.5	123,521	98,021	98,021	98,021	417,584

Estimated Balance Sheet

**Golden-Art Center for Tailoring
Fashion Design, Embroidery and Development Skills
Estimated Balance Sheet
December 31, 2018**

Table 7. Estimated Balance Sheet

Assets				
Current Assets				
	Cash			301,878
Fix Assets				
	Furniture and fixtures (net)		32,160	
	Machine and equipment(net)		<u>100,000</u>	132,160
Total Assets				<u>434,038</u>
Liabilities and Capital				
Liabilities				0
Capital				
	beginning		0	
	add: Investment		350,000	
	Net Income		<u>84,038</u>	434,038
Total Liability and Capital				<u>434,038</u>

SOCIO ECONOMIC ASPECT

Corporate social responsibility refers to practices involving initiatives that benefit to society such as:

Socio Economic Aspect

- The Center will contribute to promotion and rehabilitation of women through developing their skills, and providing scholarships to women who in need for such development to improve their family condition such as widows as a core of their operations.
- The Center will also consider donating the waste of fabrics to needy families.
- The Center will pay Zakat which is an obligatory payment under Islamic law given to the poor and needy

Contribution to Economy

- Golden Arts Training Center will contribute to the economy through providing employment to women in the city of Khartoum.
- Also the business deal with a lot of the fabric suppliers which it helps improve the economy through their contribution of paying taxes and zakat that increase the economy.

Contribution to Government

- Golden Arts Training Center will help government through pay tax that will help government generate funds for the improvement of public services and government projects.

RECOMMENDATION

Based on the facts, figures, tables and information presented and discussed in the previous chapters, the proponents highly recommend the following:

1. That the would-be-owner of Golden Arts Training Center for Tailoring and Embroidery pursue the business in the location identified as it is a business plan that aims to help Sudanese women to acquire the creativity skills and knowledge to be innovative in the field of Tailoring, Fashion Design and Embroidery.
2. That the owner adapts the organizational structure presented and hires competent and qualified people to handle the responsibilities;
3. That the management comply with the business requirements needed to be given a permit-to-operate by the government and strictly adhere to the labor laws and policies and guidelines for the benefit of all the stakeholders
4. That the management applies the marketing tactics and techniques in promoting and advertising the business;
5. That the management purchase and set-up the identified machines, tools and equipment including the floor plans drawn and presented in operating the business.
6. That the management incorporates in their obligation to deliver their social responsibilities as depicted in the socio economic aspect of this plan.

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