# **Business Plan For MC International Business Group**

#### THE FOUNDER

Mr. MamadyConde
National School of Administration –
Graduate Degree in International Finance
Law and Business Administration
Guinean Politician

#### Owner/Founder

International Oil transactions
Haussmann Trust Trading UAE
Haussmann Trust Trading Malaysia
Financial Investments with Philippines Partners

## **MC International Business Group**

## **Of Companies**

- ❖ Bic Ceef Kamamba Corporation
- **❖** Conde Investment Group
- **❖** MC Hotels & Resorts
- ❖ MC Developments & Retail
- **❖** MC Foundation

- Disney Land, Water Park, Power Plant
- Resorts, Hotels
- Housing projects & Apartments Malls & Shopping complex
- Colleges, housing scheme, Hospitals











## **Company Summary**

- Our Company will be focusing on customers in all classes with a quality and loyal service
- The MC team offers the biggest projects in real estate sales and all facets of property management in the Philippines
- As an independently owned agency we have an inherent passion for our local area, strong ties to our community and an intimate understanding of our market. The quality of our service and the level of care we bestow on our clients set us apart.
- We are a close-knit team of enthusiastic and dedicated real estate professionals who love the Merimbula area and love property. We are always on hand to provide astute insightful advice on all your property needs.
- We're committed to clever, cost effective marketing tailored specifically for you. Our results speak for themselves and the level of repeat and referral business we receive is a true testament to the dedication we show our clients.
- Operating with a select portfolio of listings ensures our sales team can give a truly exclusive level of service, while the property management team ensures your rentals are well looked after and make the rental experience for both property owners and tenants enjoyable.

#### **Board of Directors**

Mr. Mamady Conde - Owner & CEO

Ms. Crizel Manual - Manager
Ms. Joy - Secretary
Mr. Oswald Joachchi - Treasurer

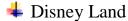
Mr. Andrew A. Isais -

#### Mission & Vison

- To be the **no 1 Corporation** and to create a friendly environment all over the Philippines
- To help the needs of the poor families and to provide a good cost of living with cheap accommodations
- To facilitate the older (home for the age) with a living accommodation with medical facilities.
- To provide free education (Colleges) for the poor families in every city
- To provide free Housing facilities for the poor families in every city
- To provide free medical facilities to the poor families in every city

## **Future Projects**

## ♣ Bic Ceef Kamamba Corporation









The theme water park and the Disney land will give a new look to the Philippines and it will increase the tourist as a fun destination.

The job opportunity will increase and many will be provided with better working environment

#### Photovoltaic Power Plant



With a Large-scale Photovoltaic Power Generation Systems which provides an ecofriendly energy: Pollution free.

A photovoltaic Power Plant will produce solar energy and its product estimation will be around I Giga Watt. Thus will be huge and enough to cover the local consumption of all cities of the Philippines. This 1 Giga Watt photovoltaic Power Plant will allow the whole

country to be provided with the electricity in a full period of time, especially during the raining season where populations are experiencing difficulties. The plant will be built in the area of about 10 kilometers and will provide also jobs and experience to the youth population that will be trained to maintain equipment and to protect their environment.

MC Hotels & Resorts









To provide Luxury accommodation/Rooms facilities for tourist and to develop Philippines a tourist destination. A well paid and friendly work environment for the people of the Philippines.

**♣** MC Developments & Retail

Housing projects & Apartments



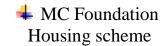


Malls & Shopping Complex



Luxury residential developments are changing city skylines across Angeles city The lure of the inner city pied-à-terre is as strong as ever, with baby boomers, offshore buyers and investors indulging in a low maintenance, sky high, lifestyle that wants for nothing.

Colleges/School



Hospitals







One stop community events such as Free shelter, Medical & Education facilities for the unaffordable families. The development and implementation of innovative technical and operational solutions aiming at reducing the cost and completion deadline of works, pursuant to the approved standards in force, to good practices and to required quality of constructions

Community fun day expenses, summer youth camp, litter picking, sports events, expenses to pay for terminally ill cancer patients, old age persons on visits to the seaside.

Education is fundamental for every human being on earth. So, in order to maintain generations to be loyal citizen of their country, it better for them to be educated. Above all, MC Company is going to build schools and Islamic universities where youths will learn theoretical and technical methods of life in their different fields of expertise and specializations. These schools and universities will be fully equipped and their teachers and trainers will be sent abroad in order to master their knowledge that they will transfer to the next generations.

## **Key to Success**

- Unique and Innovative quality products
- Cost control focus
- Employee Retention focus with good facilities
- Affordable prices

## **Locations and Operations Criteria**

- The existing hotel which will be taken over
- The housing project will be near the new Green city Clark Capas.
- Every city will have a free college, hospital and a housing project as per the availability

#### **Market Analysis**

- Our Business is based on a preconceived idea we will take the help of secondary data available
- Today Housing projects are tend to increase rapidly (we will target the average families and the high class families)

## **Strategy and Implementation**

- We will focus on establishing a strong Identity in each state with a grand opening.
- We intend to succeed by giving customers an excellent service and a good environment
- We will create an entertaining environment with unbeatable quality and exceptional prices.

## **Marketing Program and sales Strategy**

- Media Marketing
  - a) Advertisement in a local news papers
  - b) Advertorial on cable channels
  - c) Billboard Advertisements
  - d) Banners and small poster in malls
- Our sales strategy requires consistently high quality services and products. Good atmosphere and friendly customer service
- We can accomplish this by:
  - a) Hiring employees who genuinely enjoy their job
  - b) Continually assuring by assessing the quality of the above
  - c) Interacting with customers and getting feedback
  - d) Evaluating every quarterly and re planning

#### **Financial Plan**

- The group financial model is based on the company concept to plan "worst for the worst" but manage for the best.
- The Financial plan includes:
  - a) Importing Assumptions
  - b) Risk Analysis
  - c) Break Even Analysis
  - d) Profit and Loss statements
  - e) Cash Flow Statements
  - f) Balance Sheet

## **Management Summary**

- Owner
- Legal Advisor

- Operations Manager
- Finance Manager
- Chartered Accountant
- Sales & Marketing Manager
- Supply & Inventory Manager
- Office staff

## **Importing Assumptions**

- Economy
- Business Growth
- Annual Growth rate percentage
- Seasonal sales variances
- Industry and setup
- Pricing and cost controlling
- Inventory and accounts payable

## **Future Scope**

- The company will be built with the consideration of its expansion, as its profit built up and will be brunched out
- After its presence in many states across the Philippines the objectives will be revised in consideration of converting it to the no 1 cooperation in the Philippines