

1.3 FORM OF BUSINESS OWNERSHIP

The business is sole proprietorship. It is one owner and fully owned by me. There is no partnership with anyone else what so ever. The advantage of a sole proprietor is simply a person who is engaged in business as an individual. Sometimes the individual uses his own name as the name of the business .e.g. However, in many cases, the sole proprietor will want to use an "assumed name".It is easy for one to identify with the name of the business and anyone taking over the business in the same form will be personally liable for any and all debts and liabilities of the business. Whether a claim is made against the business by a customer, an employee, a competitor, or a trade creditor, one will be personally "on the hook" for any such claim. It is easy to register the business unlike the long procedure involved for a corporation, a Limited Liability Company or "LLC", and the partnership

1.4 TYPE OF BUSINESS

This will be a service business. Once the plot is purchased, construction of buildings for rent commences. There after the main work is property management where rental agreement is drafted , interested parties sign an agreement to use the building and pay rent. Jomugi flats will provide high-quality comfortable rental flats in Kayole Embakasi central.

1.5 PRODUCT

JOMUGI FLATS offer state-of-the-art living conditions reflective of the rapid advancements in technology and a growing need for quality housing. Our company is dedicated to a hassle free living environment in which our tenants can enjoy all of the benefits of safe, attractive, and inviting units. Unlike many other realty companies that are solely concerned with turning profits, our primary objective at Jomugi Flats is to maintain the highest level of customer satisfaction that is achievable. Tenant safety, happiness, and comfort are our main goals. Jomugi Flats maintains competitive market prices, while working toward expanding the number of units owned, and increasing total profits earned. Within the company we will strive to work as a cohesive, harmonious unit focused on exemplifying our mission. Just as customer satisfaction is an intricate part of Jomugi flats success, so is employee satisfaction. That is why the founders of

If the building is an alteration or extension to an existing building all the details of the proposed including the plans of the existing building must be presented to the county planning, for study and approval. Building code number 5 (c) .

If the building constitutes of change of use or uses the particulars must be presented for the same purpose. The process is long. (1) Within thirty days of the receipt of a duly completed application form together with such particulars as are required by these by-laws the county authority shall notify the applicant in writing whether or not the application has been approved.

Notwithstanding paragraph (1) of this by-law, the county authority may, with the consent of the applicant further extend the said period.

The county may grant permission in writing to any person to proceed with any minor alteration or addition to a building or the erection of any boundary wall, screen wall, fence or hoarding, or the formation of any access which complies generally with the intent and purpose regarded by county authority as of minor importance.

No person shall occupy, use or permit the occupation of any building before a certificate of completion has been issued by the council. This sometimes require a designated attorney to follow the procedures because of the difficulties involved.

1.7.2 TECHNOLOGY AFFECTING THE INDUSTRY

Although the construction industry has been built around brick, mortar, steel and hard labor, technology is playing a larger part in this field. Something as simple as communication between the office and the field has been revolutionized by technology. “When one get in the business, they get a roll of nickels, because pay phones were nickel-fed, and a pager. The pager just beeped, it didn’t show you a number, so you could only give your page number to one person.”

This also points to communication as the biggest change in recent years, especially with modern Personal Digital Assistants such as the BlackBerry. These PDAs have led to fewer white collar employees in the construction industry because the devices allow project managers to send lists, plans or illustrations quickly. PDAs are becoming more important as almost all house plans and

CHAPTER THREE

3.0 ORGANISATION AND MANAGEMENT PLAN

3.1 Organization And Management Objectives

To be the most competitive real estate company offering affordable rental housing in Embakasi central. Initially the company will start with flats that offer single and double roomed units and gradually the company can start to develop flats that offer single bed roomed units with kitchen sitting room and toilet/bath room. There will be a suggestion box within the estate to enable the tenants to give feedback to the company management on areas there is need to improve on.

3.2 BUSINESS MANAGERS AND QUALIFICATIONS

The company will employ qualified and competitive real estate management agent to be learning the business professionally. This will be after an advertisement is done in the local media and interviews conducted for the agents that apply so as to get the best qualified agent.

3.2.1 OWNER manager

jomugi services

Age 47 years

Experience This is a registered fire safety auditor who is practicing. Have run a rental business for eight years continuously so far.

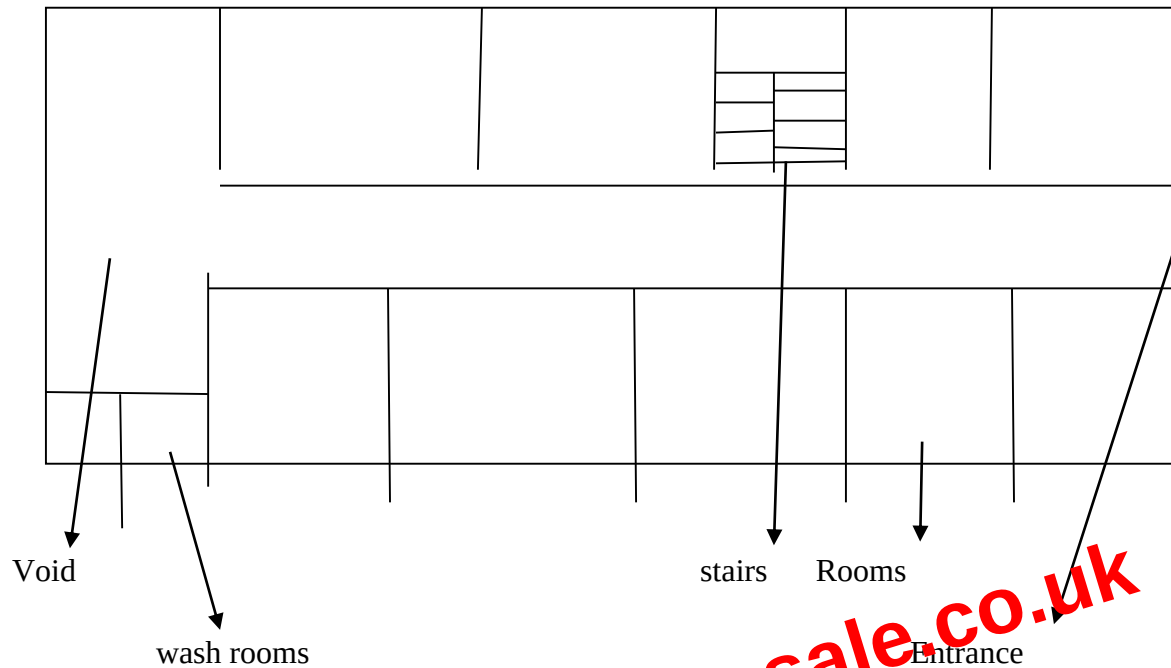
This is a manager who have run training school and build its capacity from a loss making school to a great income earning school making up to one hundred millions a year. This is documented in the Nairobi fire department performance contract document of 2011-2012 performance contract evaluation program.

3.2.2 Sales and Marketing managers

This will be gotten through a competitive means to ensure that this is able to help to achieve the objectives of the company.

3.3 Personnel, Number, Duties and Responsibilities

4.2.2 OPERATION /PRODUCTION PLAN



Above is the plan of the floors of the building.

4.3 Operations/ Production strategies

The above is the original plan of the building as at the initial stages, and as stated above, the building internal partitioning will change when the company is financially stable. This is because the company has suggested that it will go into bedsitters, single bedroom and the two bed rooms units as the demand calls for. This means the internal layout will change as we grow.

4.3.1 Geographic Location

Housing company will predominantly be located in Embakasi central in Nairobi county spine road off kangundo road in the Co operative Bank neighborhood targeting both Bank staffs and other professionals. Jomugi Flats fosters the ideals of the importance of tenant needs along with healthy and understanding relationships and a professional commitment to satisfaction. In the area there is provision for sewer services by the Nairobi water company, water services, proper drainage system that was well planned and developed. There are banks such as co- operative bank, Kenya commercial bank, Family bank Equity bank and a host of bank agents.

4.5.1

ITEM	DESCRIPTION OF REQUIREMENT	REQUIREMENTS	SOURCE OF SERVICE	FEE PAYABLE	REMARKS
1	License	Single business permit	County government	Ksh 20,000	Renewed every year
2	Taxes	Rental Income Tax	Kenya revenue authority	Average of 16% income	Returns done annually
3	Fire safety audit	Legal notice no59 2007	Registered fire safety auditor	@25,000	Every twelve months
4	Occupational health and safety act 2007	Health and safety audit	Directorate of health safety	@45,000	Once every twelve months
5	Occupational certificate	Inspection for occupational certificate	County government	@ 10,000	Once