**PROBLEMS & SOLUTIONS**

**About My Business**

Sunex Modern Skills trains young generation in different areas of modern skills, including digital skills.

**How I Came Up With This Business Idea**

An estimate at https://www.stearsng.com/article/nigerians-are-educated-and-jobless shows that Nigerian universities produce 500,000 graduates annually; and not up to half of them are always employed. Also, I know many people who graduated some years ago, but are still frustrated today due to unemployment.

Despite this threat, I never felt frustrated when I graduated in 2019; I was able to start life with my skills even while there was no employment. So, this made me believe that unemployment after school would be greatly reduced if our youths are taught some relevant skills.

Summarily, my business hopes to solve the problem of unemployment among graduates by engaging them in different types of skills. This would also be a great way of reducing criminality especially in Nigeria.

**BUSINESS PROCESS**

**Features & Functionalities**

Sunex Modern Skills will always research and work indefatigably to bring in the latest skills for the young generation.

Since an entrepreneur can start from somewhere no matter how little, I will be setting up the training center (an offline space/office or shop) in Abakaliki, Ebonyi State. There, awareness will be created about the business, whereby any interested person within the town can enroll for the offline training in any available skill. I have made possible arrangements to also take the business online, whereby anybody from anywhere can enroll for any possible, available skill online.

Sunex Modern Skills really anticipates to offer a wide range of skills; so in order to achieve this, I would be working with a team. I would be hiring some capable individuals that are well skilled in my areas of interest.

**Pricing**

The cost of any skill depends on technicality and duration; example: $97 (N40,000) for a 6-month training on website design.

**Profitability**

It would cost $3,600 (1,5000,000) to set up my business, which would include renting a space, buying equipment, employing some hands. In this, I would be paying salaries, electricity, and other maintenance. So, I'm anticipating at least 20 customers every month to generate at least $730 (N300,000) monthly.

**MARKET OPPORTUNITY**

**Target Audience**

I discovered that the population of Ebonyi State which is the first branch of my business,is about 4,816,675; of which over 40% of are youths. Also, since my business is going online; I anticipate to be engaging with millions of customers a across the globe.

**Marketing and Sales**

In my business, I will be employing both offline and online strategies to deliver my services to my target customers. To grow my customer base and maintain good relationship and loyalty, I would always strive to introduce the most enticing, lucrative forms of modern skills to the customers; and will always strive to deliver the best of any skill we promise to offer.

To create visibility and trust, I have set up some online channels like facebook, Youtube, and so on; through which we will be engaging with our customers especially those that want to learn online

**BUSINESS ANALYSIS**

Many youths in my State (Ebonyi) are looking for where to learn some useful modern skills, but there is few or no place to learn such skills. Though some may not have money to pay for the skills, but I will reduce the cost as low as possible.

**MY NEEDS**

**Resource requirements**

Having done my market research, I would need a capital of $3,600 (1,5000,000) to set up my business; which would include renting a space, buying equipment especially computers and other modern devices, employing some hands (at least 10 capable and skillful persons).

**My Team**

Since my business is all about training people in different types of modern skills, I have been able to learn and acquire some set of skills like: computer skills, graphics design, website design, Search Engine Optimization (SEO) Skills, photography, musical instruments (including Piano, Guitar, e.t.c.), and so on. Also, I have in my team those that are good in programming, and many other skills.

So, with all these skills mentioned above, I would be able to set up my business for the main time while I still try to bring in more skills by employing more skillful persons.

**MY PLANS**

**Business Forecasting and Planning**

My business idea started during my first year in the University, then I already knew about photography and how to play some musical instruments, like Piano, Guitar, and so on. So, I was able to buy these musical instruments, and was using them to train people including fellow students on how to play them.

I was actually making some money from the training fees I used to charge my customers; and through this, I was able to support my education. So, this really inspired me to acquire more skills so that I would open a center where people would always come to learn different types of skills.

Though I have not been able to open any center for my business, but I strongly believe that Tefconnect would be a golden opportunity for my dreams to come through.

**My Milestones/Next Step**

Though I have not been able to open any offline center for my business, but I still make use of my apartment to teach people some of the skills I know.

As hope to advance more and open a center for my business by the end of this year, I am already working towards having at least one branch in all the 36 States in Nigeria. In two years to come. In this, from now to next two years, I hope to train at least 5,000 youths across the globe in different types of skills; and employ at least 100 persons directly or indirectly, with a minimum salary of $121 (N50,000 monthly).