



AJA Einkauf OHG

A purchasing service for handicapped and elderly people

Structure

1. Introduction
 - a) Idea
 - b) Questionnaire
2. Potential Customers
 - a) Boundary Conditions
 - b) Statistics
 - c) Assumption
3. Organisation
 - a) Service
 - b) Business Hours
 - c) Staff Roster
4. Cost Calculation



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4. Cost Calculation

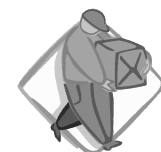


1. Introduction

- AJA Einkauf OHG
 - “We buy your food & household goods and deliver it to your door step“
 - Local service run by students from local university for at least two years
 - Possibility to sell enterprise after two years



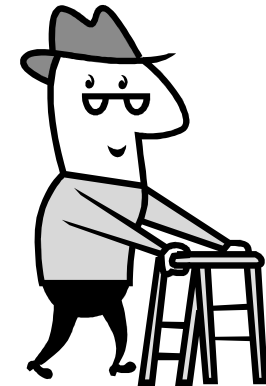
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AJA Einkauf OHG: A. Loup, A. Felk, J. Eckstein

a) Idea

- Many elderly people want to live independent
 - Despite having physical reservations
 - Capable of managing housework
 - Cooking
 - Washing
 - BUT:
 - Walking longer distances is difficult
 - Incapability of carrying even small loads (e.g. groceries)
 - High dependence on weather condition
- Most applies also to physically handicapped people



a) Questionnaire



- Asking people in our social environment
 - Many would appreciate a purchasing service
 - Especially in recent weather conditions
 - Frequency of grocery shopping 1 or 2 times a week
 - Potential need of express delivery
 - E.g important ingredient for certain meal is missing
 - Drugs as well an issue
 - Price about 5 € per order

b) Questionnaire



- Results and Conclusion
 - Possible need of such a purchasing service
 - Create a small business as general partnership
 - Limit risks and investment to a minimum
 - Run by students
 - Potential of high growth rate after establishment
 - OHG is testing phase
 - Conversion into limited company if proofs to be successfull
 - Testing phase shall show potential and encourage investors

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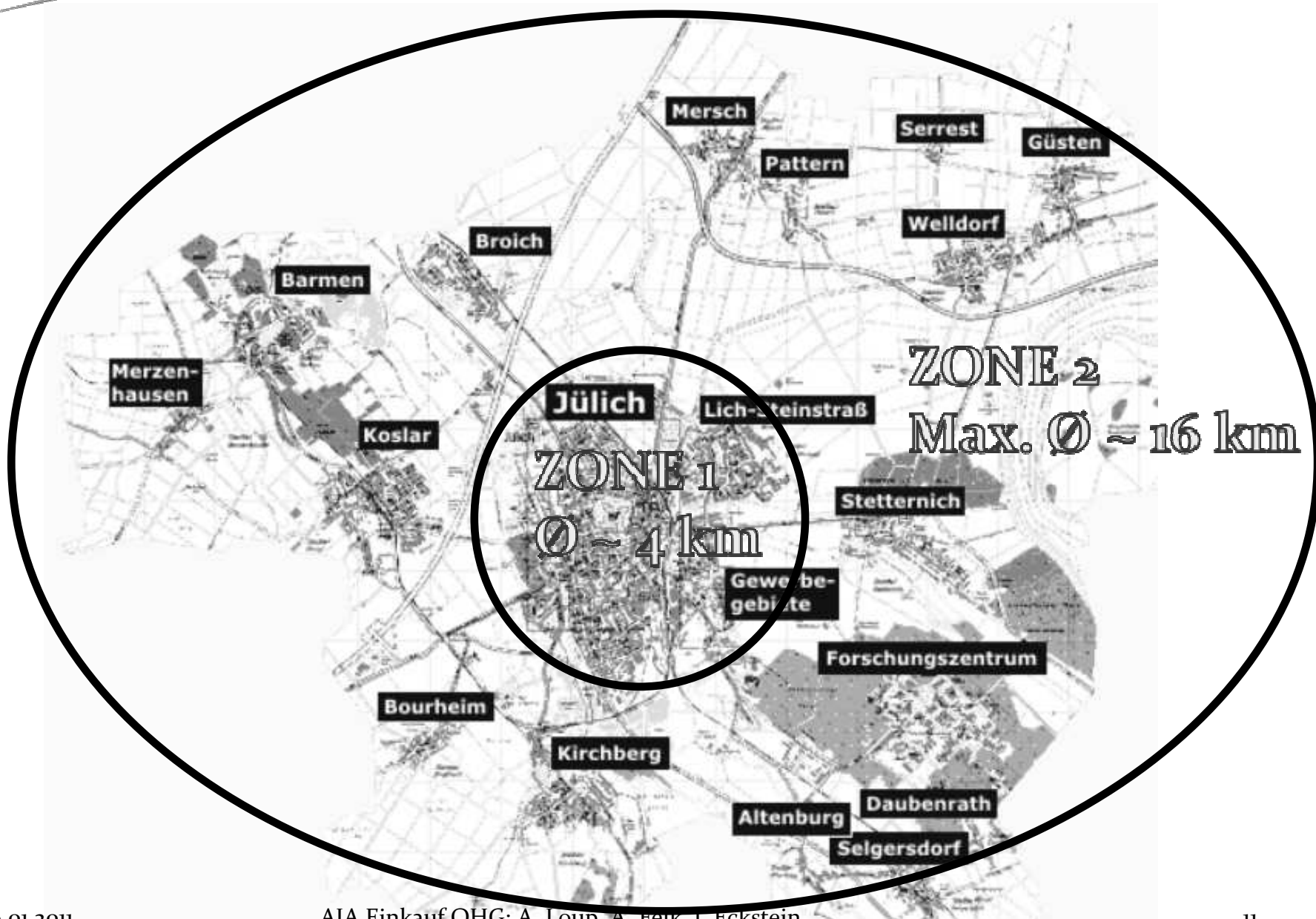
2. Potential Customers

- How to generate a reasonable number of customers?
 - Defining boundary conditions
 - Location and service area
 - Assumption based on questionnaire and available data: target group
 - Accessing available statistics from public databases
 - Carefully creating assumptions based on found information



a) Boundary Conditions

- Area of service: Jülich and surrounding localities
 - Limit number of supermarkets to 2-3
 - Order placement only by phone or email
- Target group: elderly and handicapped people
 - “Elderly” starting with 60 years
 - Only handicapped people with major physical reservations



b) Statistics

- Population of Germany: 82,000,000 (100%)
- Severely handicapped people: 7,101,682 (8,4%)
 - Physically: 4,517,807 (5,5%)
- “Elderly” people (60+): 21,484,000 (26,2%)
 - Physically handicapped: 1,181,620 (1,4%)
- Target group of population: 24,846,000 (30,3%)
 - Calculation: $26,2\% + 5,5\% - 1,4\% = 30,3\%$
(60+) + (handicapped) - (60+ AND handicapped)

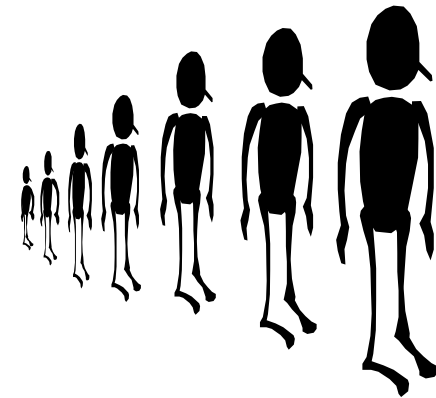
b) Statistics

- Population of Jülich and surrounding localities: 33,100 (100%)
 - Jülich city (= Zone 1): 18096 (55,0%)
 - Districts (localities = Zone 2): 15031 (45,0%)
 - Target group of population: 30,3% → approx 10.000
-
- Goal of OHG: Satisfy needs of 1% of potential customers

→ 100 customers

c) Assumptions

- Age distributions equal to Germany's mean
 - Independent from district
 - Same applies for handicapped people
- Customers will place two orders a week
- 10% Additional express orders per week



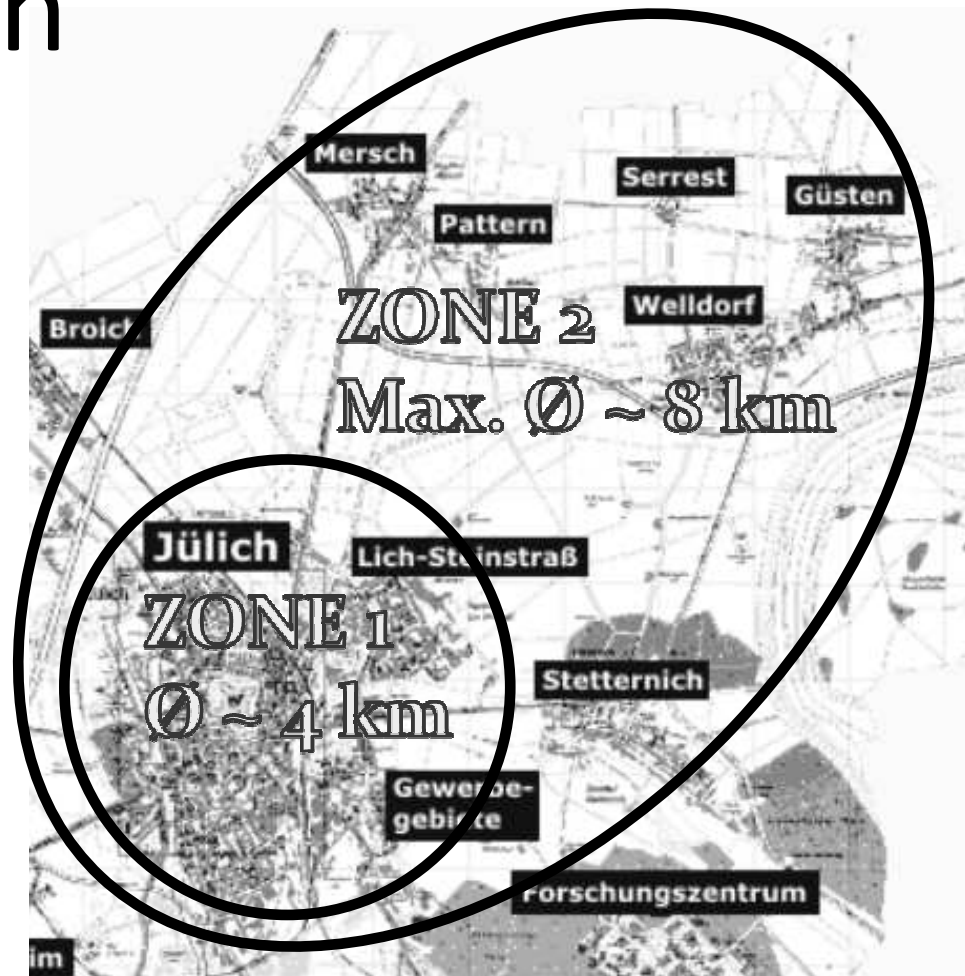
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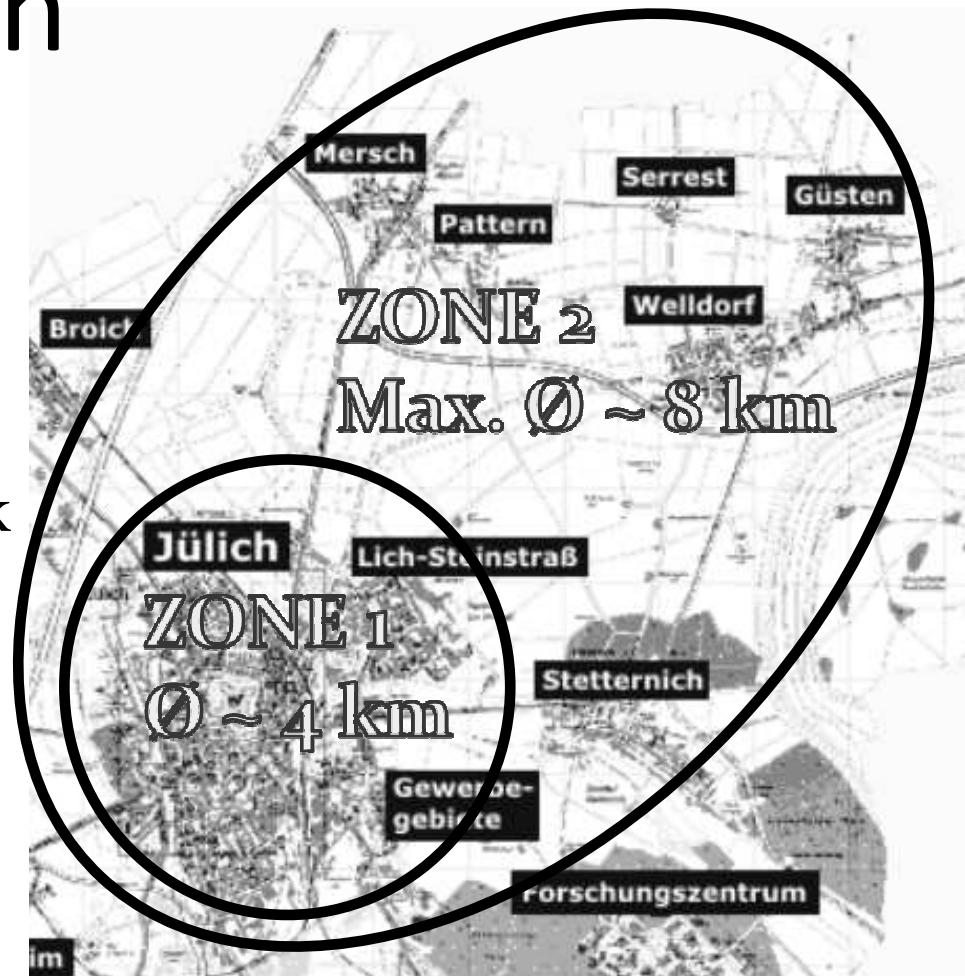
3. Organisation

- Minimising driving time and costs
 - Restrict zone 2 to easy accessible localities:
 - Mersch
 - Pattern
 - Serrest
 - Welldorf
 - Güsten
 - Stetternich
 - Lich-Steinstraße
 - About 17 % of the population of Jülich



3. Organisation

- Customers Zone 1
 - 55% → 55
 - 110 standard orders a week
 - 11 express orders a week
- Customers Zone 2
 - 17% → 17
 - 34 standard orders a week
 - 3 express orders a week



a) Services

- Zone 1
 - Standard AM (delivered by 12:00)
 - Standard PM (delivered by 17:00)
 - Express (delivered within 1 hour)
- Zone 2
 - Standard AM (delivered by 12:00)
 - Standard PM (delivered by 17:00)
 - Express (delivered within 1 hour)



b) Business Hours

- Order processing on delivery day
 - By phone
 - 8:00 to 9:00 o'clock (Express, SAM)
 - 13:00 to 14:00 o'clock (Express, SPM)
 - By email
 - Until 9:00 o'clock (SAM)
 - Until 14:00 o'clock (SPM)





c) Staff roster

- 3 members of staff (are as well shareholders)
 - Having equal rights
- 1 in standby for express orders and order placements
- 168 working hours (20 work days per month assumed)
 - 8:00 to 17:00 o'clock
 - Paid with 10 €/h
 - 56 h per staff member per month

Structure

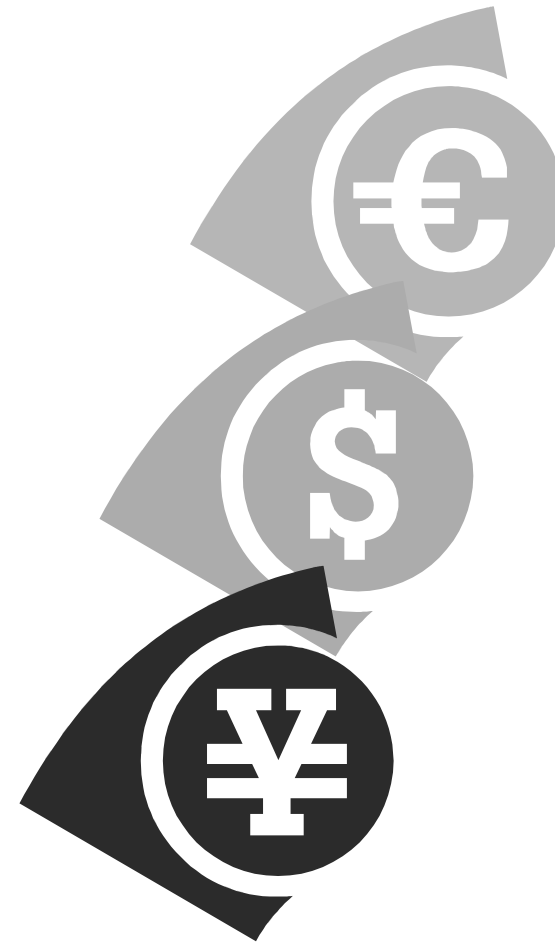
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4. Cost Calculation

- Invest costs:

Navigation system	80 €
Car	1000 €
Trade license	60 €
Advertisement	70 €
Mobil phone (incl. headset)	80 €
Sum	<u>1310 €</u>
Invest per participator	437 €



4. Cost Calculation

- Current costs per month: Fix Costs

Car insurance	67 €
Car tax	15 €
Phone	10 €
Internet	10 €
Miscellaneous	72 €
Salaries	1680 €
Sum	<u>1854 €</u>



- Current costs per month: Variable Costs

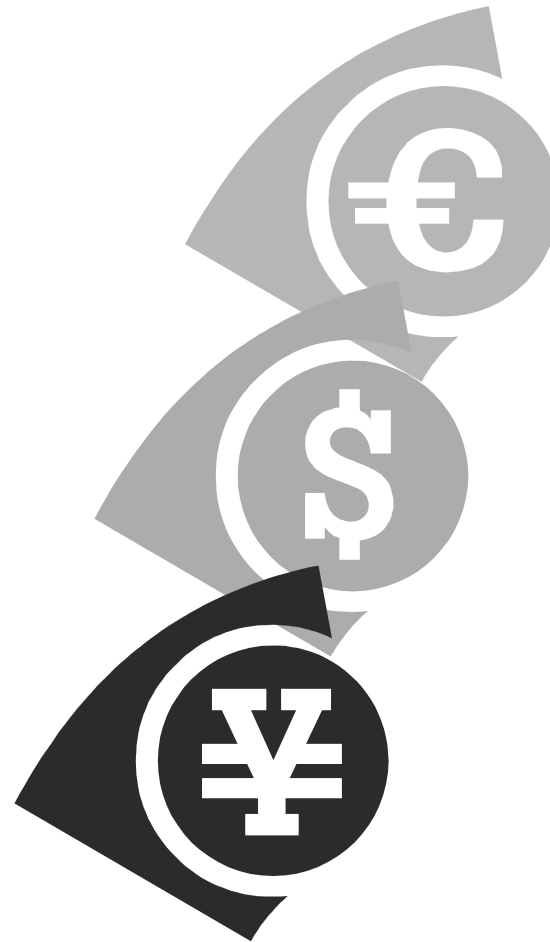
Car maintenance	733 €
Fuel	313 €
Sum	<u>1046€</u>

1.6 c/l, 611 km/week, 8 l/100 km

4. Cost Calculation

- Total Costs per month:

Fix Costs	1854 €
Variable Costs	1046 €
Sum	<u>2900 €</u>



4. Cost Calculation

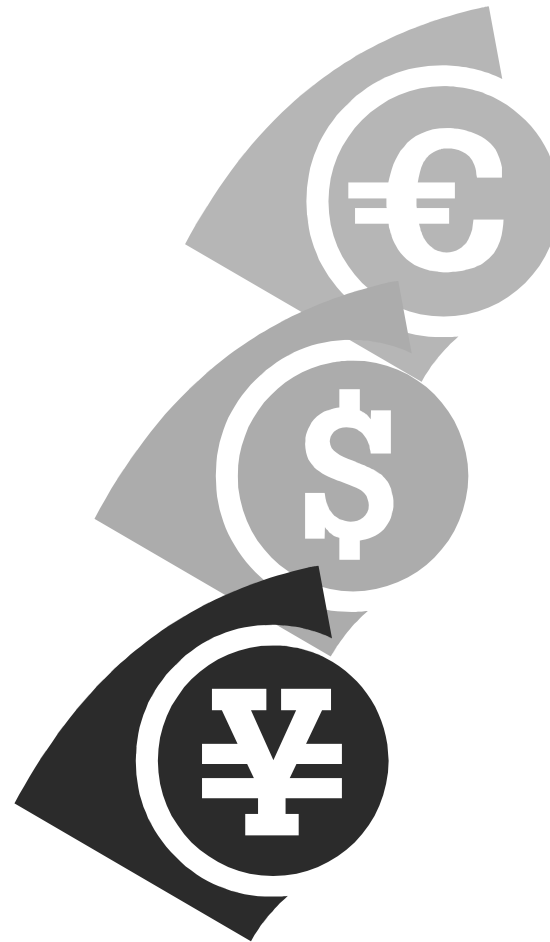
- Costs per Order:

Zone	Standard	Express
1	3,71 €	5,50 €
2	6,71 €	9,35 €

- Prices per Order

Zone	Standard	Express
1	4 €	8 €
2	7 €	11 €

- Cheap service
- Incentive for standard orders



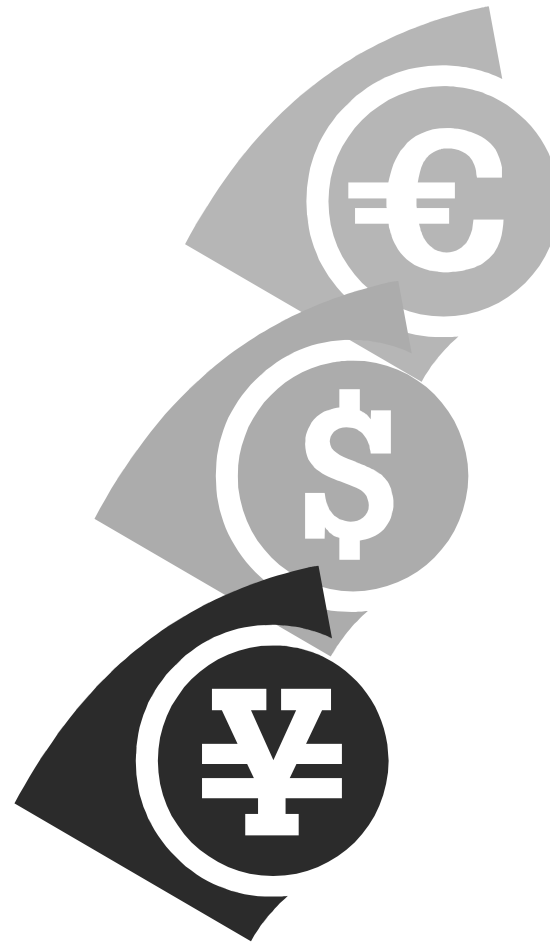
4. Cost Calculation

- Profit (taxes assumed 40%):

Capacity	Costs	Revenue	Profit
0 %	-2.638 €	0 €	-2.638 €
30 %	-2.829 €	959 €	-1.870 €
60 %	-2.881 €	1.918 €	-963 €
90 %	-2.895 €	2.876 €	-18 €
100 %	-2.897 €	3.196 €	299 €

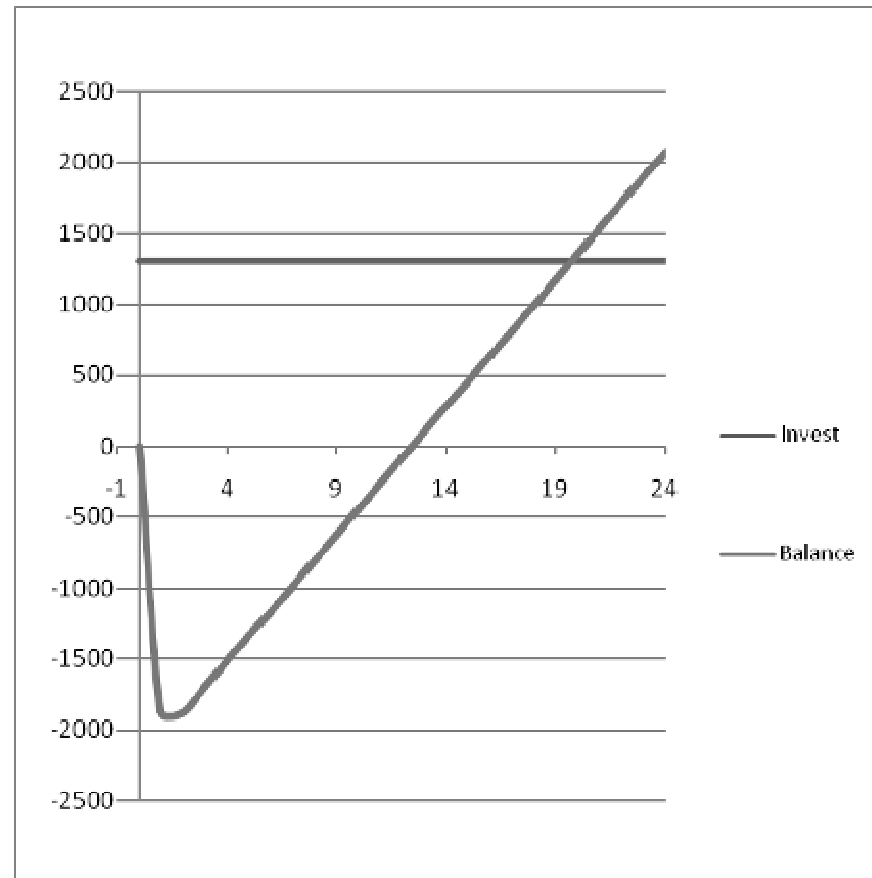
- Assumption: 3 month warm up

Month	Capacity	Profit	Balance
1	30 %	-1.870 €	-1.870 €
2	90 %	-18 €	-1.881 €
3	100 %	299 €	-1.702 €



4. Cost Calculation

- Payback period:
 - 20 Month
- If run for 2 years:
 - Studies finished
 - Balance: + 2071 €
 - Investment increased > 50%



4. Cost Calculation

- Optimisation before actual start:
 - Starting in Zone 1 only
 - Reducing variable costs
 - Use private cars in warm up phase
 - Must be checked with insurance company
- Optimisation after actual start:
 - Balance prices if necessary
 - Car routes
- If proofs to be successful:
 - Transforming into limited company
 - Selling company
 - Franchising



Thank you for your attention

AJA Einkauf OHG

We buy your food & household goods and deliver it
right to your door step

