



NETWORK OF RADIOS METHODISTS UNITED

FOURTH ANNUAL MEETING OF THE UNITED NATIONS RADIOS NETWORK

FROM 24 TO 26 APRIL 2018

LUANDA - ANGOLA



NETWORK OF RADIOS METHODISTS UNITED

4th ANNUAL MEETING OF THE UNITED NATIONS RADIOS NETWORK

BUILDING A BUSINESS PLAN

PRESENTATION: Mme Lydie ACKAH ACQUAH



NETWORK OF RADIOS METHODISTS UNITED

BUILDING A BUSINESS PLAN

PLAN :

I- INTRODUCTION :

- Mission of United Methodist Confessional Radio: II- PLAN

STRATEGIC :

III- PERENNISATION OF THE TOOL BY ITS OPERATION :

- Importance of administration
- Control of the budget

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PLAN :

IV- BUDGET MOUNTING:

1 ° EXPENDITURES

•Operation:

- Human Resources (wages)
- Electricity, telephone, internet
- Operating expenses (office supplies, mission expenses, service providers ...)
- Cost of production of emissions
- Marketings actions
- Hardware maintenance
- Royalty fee

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PLAN :

•Investments:

- Acquisition of computer equipment and production
- Acquisition of electrotechnical equipment

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PLAN :

2 ° RECIPES

- Commercial products
- Community announcements (churches, NGOs, individuals)
 - Advertising (brand promotion)
 - Evenementiels
 - Calls for funds
 - Lobbying (donations, support groups, various contributions)
- Grant of the Conference

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The budget must be:

Balanced

- Validated by the competent authorities
- Executed through sound management and procedures clear and known

Budget monitoring must be ensured through accounting management. At the end of each financial year, a financial statement must be prepared and submitted to the competent authorities.

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MERCI

THANK YOU

OBRIGADO