



# SEAPC LIMITED

Tutoring Business  
Sustainability Project-  
Cambodia



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## I. Document Information

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# Feasibility Plan for Self-Sustainable Business Solutions for SEAPC Limited

## 2. Introduction

This feasibility plan outlines a comprehensive approach for SEAPC Limited to offer self-sustainable business solutions. The goal is to develop a business model that is financially viable and supports SEAPC's mission to aid disadvantaged children. The process involves identifying sustainable business ideas, conducting a financial budget analysis for five years, performing market research, pilot testing, and raising initial capital from donors to scale the initiative.

## 3. Sustainable Business Idea

**Concept:** Develop a small-scale organic farming business. This business will grow organic vegetables and fruits, providing both a source of income and food security for the children and the broader community.

**Rationale:**

- Organic farming aligns with sustainability goals.

- Provides vocational training for older children.
- Generates revenue from selling produce in local markets.

## 4. Financial Budget for 5 Years

### Year 1: Establishment

- Land acquisition or lease: \$10,000
- Initial setup (seeds, tools, infrastructure): \$15,000
- Training for home parents and older children: \$5,000
- Operating expenses (salaries, utilities, maintenance): \$10,000
- Marketing and sales: \$2,000
- Miscellaneous expenses: \$1,000
- Total: \$43,000

### Year 2-5: Operations and Growth

- Salaries for staff: \$12,000/year
- Operational costs (utilities, maintenance): \$8,000/year
- Marketing and sales: \$3,000/year
- Expansion costs: \$5,000/year
- Miscellaneous expenses: \$1,000/year
- Total per year: \$29,000
- Cumulative Total (Years 2-5): \$116,000

### Projected Revenue:

- Year 1: \$5,000
- Year 2: \$10,000
- Year 3: \$15,000

- Year 4: \$20,000
- Year 5: \$25,000
- Total Revenue over 5 years: \$75,000

#### **Net Profit (Over 5 Years):**

- Total Investment: \$159,000
- Total Revenue: \$75,000
- Net Profit: -\$84,000

## **5. Market Research and Pilot Testing**

### **Market Research:**

#### **Cambodia Market Overview:**

- Agriculture accounts for 22.1% of Cambodia's GDP and employs 45% of the labor force (World Bank, 2021) .
- Organic produce is gaining popularity due to increased health consciousness and demand for safe food.
- Key markets include local farmers' markets, supermarkets, and direct sales to restaurants and hotels.

#### **Local Demand:**

- There is a growing middle class with increasing disposable income driving the demand for organic products. Urban areas, particularly Phnom Penh and Siem Reap, show higher consumption of organic produce.
- A 2020 survey by Mekong Organics found that 62% of Cambodian consumers prefer organic food, citing health benefits and safety as primary reasons .

#### **Competitor Analysis:**

- Current organic farms are limited but established players include Happy Farm Cambodia and Khmer Organic Cooperative.
- Competitive pricing, consistent quality, and supply reliability are critical for market entry.

**Challenges:**

- Market access and logistics can be challenging due to underdeveloped infrastructure.
- Competition with conventional farming, which often has lower prices due to lower production costs.

**Pilot Testing:**

- Implement a small-scale pilot farm.
- Monitor yield, costs, and market reception.
- Gather data to refine the business model.

## 6. Raising Initial Capital

**Strategy:**

- Develop a compelling proposal highlighting the social impact and sustainability.
- Target donors interested in sustainable development and education.
- Organize fundraising events and campaigns.

**Goal:**

- Raise \$43,000 for initial setup and training.

## 7. Business Ownership and Profit Distribution

**Ownership:**

- SEAPC will own the business, ensuring alignment with its mission.

**Profit Distribution:**

- Profits will be reinvested into the business to ensure sustainability.
- A portion of the profits can be allocated to supporting the operational costs of NHCH.

## 8. Feasibility and Business Plan Development

**Responsibility:**

- SEAPC will hire a professional consultant to develop a detailed business feasibility report and plan.

**Cost:**

- Estimated at \$5,000.

## 9. Budget and Funding

**Total Budget:**

- Initial Setup: \$43,000
- Operations (5 years): \$116,000
- Consultant Fees: \$5,000
- Total: \$164,000

**Funding:**

- Initial capital to be raised from donors.
- Operational costs to be covered by revenue generated and ongoing donor support.

## 10. Conclusion

This feasibility plan offers a structured approach for SEAPC Limited to develop a self-sustainable business solution. By focusing on a realistic and manageable business idea, conducting thorough financial and market analyses, and strategically raising capital, SEAPC can achieve its goals of financial sustainability and impactful support for disadvantaged children.

## 11. Detailed Budget Plan (Excel Format)

Category	Year 1	Year 2	Year 3	Year 4	Year 5
Land acquisition/lease	\$10,000	\$0	\$0	\$0	\$0
Initial setup (seeds, tools, infrastructure)	\$15,000	\$0	\$0	\$0	\$0
Training	\$5,000	\$0	\$0	\$0	\$0

Category	Year 1	Year 2	Year 3	Year 4	Year 5
Salaries for staff	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Operational costs (utilities, maintenance)	\$8,000	\$8,000	\$8,000	\$8,000	\$8,000
Marketing and sales	\$2,000	\$3,000	\$3,000	\$3,000	\$3,000
Expansion costs	\$0	\$5,000	\$5,000	\$5,000	\$5,000
Miscellaneous expenses	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
<b>Total Expenses</b>	<b>\$53,000</b>	<b>\$29,000</b>	<b>\$29,000</b>	<b>\$29,000</b>	<b>\$29,000</b>
Sales of produce	\$5,000	\$10,000	\$15,000	\$20,000	\$25,000
Grants and donations	\$15,000	\$10,000	\$5,000	\$2,000	\$0
Miscellaneous income	\$1,000	\$2,000	\$3,000	\$3,000	\$3,000
<b>Total Revenues</b>	<b>\$21,000</b>	<b>\$22,000</b>	<b>\$23,000</b>	<b>\$25,000</b>	<b>\$28,000</b>
<b>Net Profit/Loss</b>	<b>-\$32,000</b>	<b>-\$7,000</b>	<b>-\$6,000</b>	<b>-\$4,000</b>	<b>-\$1,000</b>

## 12. References

1. World Bank. (2021). Cambodia Economic Update. Retrieved from [World Bank Cambodia](#)
2. Mekong Organics. (2020). Survey on Consumer Preferences for Organic Food in Cambodia. Retrieved from [Mekong Organics](#)





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