.....................producing the most health-friendly consumable products to the utmost satisfaction of our clients and a citadel of learning where children are baked with sound education and morality.





**FEASIBILITY REPORT**

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1. **EXECUTIVE SUMMARY**

Shauzu Global Limited one foremost multi-venture Company in Kano, Kano State that caters for mostly individual and commercial customers. We deal in the extraction of water from it natural source, refining it in hygienically packaged bottle for consumption and also a citadel of learning where future leaders are baked with sound wisdom and morality.

To take advantage of this expanding market of our two ventures (Shauza Table water and Shauza Group of Schools), Shauzu Global Limited has been established to provide home and office delivery of bottled water in Kano state and its environs and established a school where western education coupled with religion ethics is infused into the future leaders. After months of extensive industry and market research, the company has developed a solid business plan to enter the market for bottled water and citadel of learning.

Demand for bottled drinking water has been growing rapidly since the 1990s, increasing nearly 400% in the last decade. According to the National Agency for Food and Drug Administration and Control (NAFDAC) in on October 27, 2013 and according to a research published, package water is a fast growing business in Nigeria today, about N8 billions of water is consumed daily.

Also,  the demand for qualitative instructional education is shifting as more open educational resources become available, we are in the business of education that will mould the lives of children morally, socially, mentally and to be knowledgeable in all spares of life. We educate children between the ages of 6months to 16years on: reading, writing, skill acquisition (making of beads, snacks, painting, drawing, crafts, etc.) and other educational services towards upbringing of future great leaders.

We are looking to bring innovation to bottled water where the concept of self-service and its unique product lines are currently in the beginning stage of market penetration and also entrepreneurship focused academic curriculum where student are trained to be independent.

Through selective marketing we intend to create a loyal customer base that will see Shauzu Global Limited as a high-class, yet affordable with a quality product and services offering.

We are in the business to make profits, give back to the society and also to give our dear customers value for their money.

## 1.2 OUR MISSION

At Shauzu Global Limited, will strive to continually update our products to meet up with the best industry standards, through;

Improving product look and bottling style while maintaining our tradition of hygiene and strives to build a model school of international standard offering a broad and challenging educational program to students from diverse cultural backgrounds.

## 1.3 OUR VISION

Our vision at Shauzu Global Limited is to produce the most health-friendly consumable products to the utmost satisfaction of our clients and a citadel of learning where children are baked with sound education and morality.

## 1.4 KEY TO SUCCESS

AT Shauzu Global Limited, we planned to put the following measures in place to achieve our set short and long term objectives. These measures are termed the strategic keys to success. They includes;

* Presenting the highest level of quality achievable in its product line;
* maintaining a high excellence teaching, engage in collaborative planning and moderation through Learning Team meetings and professional networks.
* Growing and maintaining relationships with customers and the community to generate repeat sales while constantly adding new ones;
* Allocating a significant and consistent budget in grass roots marketing;
* Innovation some new product design offerings that will differentiate us from competition.

## 2.0 COMPANY SUMMARY

Shauzu Global Limited is a multi-venture dealing in the production of refined and purified table water and a school with a learning environment that encourages students to be well prepared for their future, happy, secure and able to contribute positively to their community.

***Corporate Structure***

Shauzu Global Limited is established as a profit oriented corporation with expectation to have investing corporate partners to secure a going concern objective for the business.

The trade name ‘’SHAUZU GLOBAL LIMITED ’’ is in the process of being registered, and the product logo is being finalized.

***Operations***

Shauzu Global Limited Bottled Water will be produced, refined and bottled and labeled with a logo. Our cooling van services operation will be done through ahead booking.

Shauzu Global Limited schools will be grouped into; Nursery, Primary and Secondary sections, with Developed robotics programs across all sections and a focus on ‘Creative Thinking Classroom'

## 2.1 COMPANY OWNERSHIP

Shauzu Global Limited is a business that is established with the aim of competing favorably with other leading water brands and international schools in Nigeria. This is why we will put the right structure in place that will support the kind of growth that we have in mind while setting up the business.

We will ensure that we only hire people that are qualified, honest, hardworking, customer centric and are ready to work to help us build a prosperous business that will benefit all our stakeholders. As a matter of fact, profit-sharing arrangement will be made available to all our senior management staff and it will be based on their performance for a period of five years or more depending how fast we meet our set target.

In view of that, we have decided to hire qualified and competent hands to occupy the following positions;

**For Shuazu Table water factory**

* Chief Executive Officer (Owner)
* Plant Manager
* Sales and Marketing Officers
* Accountants/Cashiers
* Distribution Truck Drivers
* Production/Machine Operators
* Cleaners

**For Shuazu Group of schools**

* Chief Executive Officer
* The Principal (The secondary section)
* The head Teachers (both nursery and primary sections)
* The Supervisor
* Class room teachers
* Porters and Security

The role and responsibility of key stakeholders include;

***Chief Executive Officer – CEO (Owner)*:**

The primary role and responsibility of CEO is to, Increases management’s effectiveness by recruiting, selecting, orienting, training, coaching, counselling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.

Also, Creates, communicates, and implements the organization’s vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization’s strategy. Other responsibilities include:

Responsible for fixing prices and signing business deals; responsible for providing direction for the business; responsible for signing checks and documents on behalf of the company and responsibility to evaluate the success of the organization.

***Accountant/Cashier***

Responsible for preparing financial report, budget, and financial statements for the organization. Provides managements with financial analyses, development budgets, and accounting reports; analyses financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions, responsible for financial forecasting and risks analysis, performs cash management, general ledger accounting, and financial reporting, responsible for developing and managing financial systems and policies, responsible for administering payrolls, ensures compliance with taxation legislation, handles all financial transactions for the organization and also Serves as internal auditor for the organization.

***Plant Manager***

Responsible in oversee the smooth running of the production plant. The Plant manager forms part of the team that determines the quantity of bottled water that are to be produced per day.

Also, he/she Maps out strategy that will lead to efficiency amongst workers in the plant, responsible for training, evaluation and assessment of plant workers.

Furthermore, ensures that the steady flow of both raw materials to the plant and easy flow of finished products through wholesale distributors to the market. Ensures operation of equipment by completing preventive maintenance requirements; calling for repairs. Responsible for oversee the smooth running of HR and administrative tasks for the organization. Serves as the quality control officer by Ensuring that the plant meets the expected safety and health standard at all times and help to increases sales and growth for the company.

***The Principal and the Head teachers***

The role of a Principal/ Head teacher is to provide strategic direction in the school system. Principals develop standardized curricula, assess teaching methods, monitor student achievement, encourage parent involvement, revise policies and procedures, administer the budget, hire and evaluate staff and oversee facilities. Other important duties entail developing safety protocols and emergency response procedures and reporting thereof to the central management.

***Sales and Marketing Manager***

Manages external research and coordinate all the internal sources of information to retain the organizations’ best customers and attract new ones. Model demographic information and analyze the volumes of transactional data generated by customer purchases. Identifies, prioritizes, and reaches out to new partners, and business opportunities. Develops, executes and evaluates new plans for expanding increase sales. Documentation of customers’ contact and information.

**2.1 MODE OF OPERATION**

Shauzu Global Limited will operate a decentralized system of operation. Most large businesses do use this system, especially if they operate from several locations or have added new products or markets. The issue is really how much independence business units or groups within a business should have when it comes to key decisions, especially those that might affect the business as a whole. The followings are the benefit of this mode of operation;

* Decisions are made closer to the customer and therefore are more likely to reflect their specific needs
* Better able to respond to local circumstances
* Improved level of customer service
* Good way of training and developing junior management
* To improve staff motivation

## 3.0 PRODUCT AND SERVICES

Shauzu Global Limited offers home, office, general market, special order, event delivery of drinking waters, as well as water cooler rentals, under the company label and also an educational services of international standard.

## 3.1 SHAUZU TABLE WATER

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**Shauzu Table water**

Our table water product will include several water products that include mineral water, carbonated water, sparkling water, distilled water, and flavored water. Also, apart from the above-mentioned products, Shauzu Global Limited will provide water for dispensers and provide extra services which include delivering such products to their destinations which might be either public or private as the case may be. This will be done at no extra cost to the customers. Outdoor services will be provided in sports arenas and other public places such as in beaches among others. Our bottles will be produced in different sizes as 300ml, 500ml, 600m and 1500ml, service is not exempt to what we provide actually, we will deliver our product to client's destination without service charge and at different prices and in plastic gallons for offices. Eventually, we intends to introduce more unique features in the future.

At present we intend to offer a delivery services for homes, offices and event services through the use of cooling van. We will offer cooling-van for rent to our customer base, ceremonial events, including standard floor models or counter top models offering choices of cold water only, hot and cold, or room temperature and cold water dispensing. The followings are the benefit seen in this service:

* **Versatile:** Refrigerated vans are not restricted to only one industry. The van can be utilized in many businesses from fish, dairy, meat industry to pharmaceutical and chemicals industry. This helps transportation firm in having worked throughout the year and so the business never goes through a dormant phase.
* **Protection:** The refrigerated vans are capable of transporting perishable items over long distances. If one owns a refrigerated van then he doesn’t have to worry about the safety of perishable goods like flowers and vegetables while transporting it over long distances. Using refrigerated trucks also protects the freight from theft, spoilage, damage and harsh weather conditions.
* **Temperature can be regulated**: In refrigerated vans, you can control the temperature according to the needs of the specific items. While products like meat and fish need to be kept frozen, flowers need to be kept only at a cool temperature to stop them from drying and wilting. The ability to regulate the temperature provides flexibility in carrying goods from one place to another.
* **Long distance travel:** The greatest benefit of having a refrigerated van is its ability to transport almost any product over long distances. It can easily transport goods from one state to another or even one country to another due to the refrigeration facilities. If the roads are smooth and properly maintained then there’s none better than refrigerated vans for long distance transports.

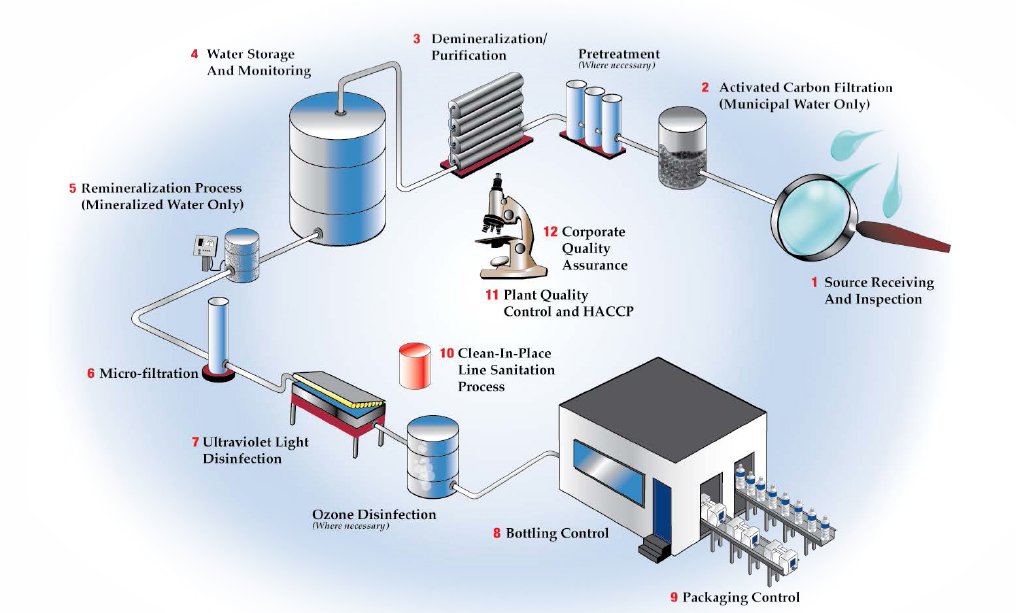
We have equipment necessary to render the service in the right way and which our clients will prefer. the process of getting access to our services is going to be stress free, it is just a phone call and we will deliver the requested product and services anywhere in Kano state and surrounding as early as possible.

## 3.1.1 PRODUCTION PROCESSES

Deciding a production processes to carry bottled water requires much insight, with two major considerations being water source and what equipment will be used to produce it. The process we choose aims to guarantee the highest safety standards for drinking water and ensure a taste that is in accordance with consumer preference. These processes include

1. Water is carefully collected and received through stainless steel pipes from either a local well or municipal water supply. Quality testing of the original source is conducted regularly to monitor for abnormalities.
2. This step is taken when the water originates from a municipal or public drinking water system. It consists of removing chlorines and THMs (trihalomethanes) through a daily-monitored activated carbon filtration process.
3. A water softener is used to reduce water hardness.
4. Demineralization removes unwanted minerals (through reverse osmosis or distillation).
5. Water received in storage tanks is monitored on a daily basis.
6. Selected minerals are added to cater to consumer taste preferences.
7. Pharmaceutical grade micro-filtration removes particles as small as 0.2 microns. It is also capable of removing potential microbiological contaminants. This is monitored on an hourly basis.
8. Ultra-violet filtration provides additional product disinfection. This is monitored on an hourly basis.
9. Ozone disinfection is the third disinfection step (steps 7-9), using a highly reactive form of oxygen. This is monitored on an hourly basis.
10. The filling room is highly sanitary to ensure bottling is conducted in a microbiologically controlled environment. It is continuously monitored and controlled.
11. Packaging quality assurance is conducted by human inspection and the latest in modern equipment designed to ensure the removal of any packaging defects.
12. Line sanitation includes automated cleaning equipment to ensure maximum cleanliness, effectiveness and control.

**Production flowcharts**

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## 3.1.2 PRODUCTION AND SERVICES MACHINES



water collector machine



Reverse osmosis water treatment machine



Water storage



bottle cleaner



bottle filler

## 3.2 SHAUZU GROUP OF SCHOOLS

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Our school is going to be in three sections; the nursery, primary and secondary section. Each of the section will be headed by a qualified personnel saddled with the responsibility of monitoring the affairs of the section assigned and reporting thereof to the management of Shauzu Global Limited.

## 3.2.1 THE SCHOOLS

Our schools will boast of highly qualified and very supportive teaching staff, high flying men and women who will employ positive teaching method required to meet the needs and ages of the pupils.

Our teachers will be at the forefront of effort aimed at fostering the intellectual and and social development of children during their formative years. Every teaching method will therefore be tailored toward towards determining the future prospect of the children as they combined modern learning tools with the serene environment for the children to develop into responsible adult.

Our magical potential will lie on the use of classroom presentation or individual instruction to help the students learn and apply concept in subject such as Sciences, Mathematics or English.

The will also be a boarding house facilities for students coming from a far environment and a transportation facilities to convey students and teachers on a daily basis.

## 3.2.2 STUDENT ADDMISSION

Our plan is to create a unique and innovative environment that will be attractive to parents and guardians seeking hands‐on, integrated learning opportunities for their wards. The practical teaching at Shauza Group of Schools will not be housed in a particular center or section of the school; it will be built into the fabric of the school as a whole. Students will be challenged daily to consider novel approaches to problem solving and to identify or create unique solutions to existing challenges. This advanced and modern learning opportunity is expected to captures the attention of the highest-level 21st century primary and secondary students.

## 3.2.3 SCHOOL ENVIROMENT AND FACILITIES

The school environment will be equipped with state of the art modern learning facilities. we strongly believe this can serve as a potential recruitment tool to bring people into our school. We absolutely need facilities that will both reflect our goals and allow us to more effectively prepare to be the best international school in the state. with the facilities we intend to put in place, parent, guardian and students considering our school will see an environment that complements our message and methodology.



School laboratory



Classroom for pupils



Secondary classroom



Library



School sport complex

## 4.0 MARKET ANALYSIS SUMMARY

***Bottled water market***

Our analysis of the market has shown that there has been an increase in competition among bottled water businesses in the area of bottling and marketing. Some bottled water businesses even have customized services for clients celebrating specific occasions, with the name and occasion of the client written on the water bottles.

Some have gone beyond to ensure that their products and services meet environment-friendly guidelines, hence, winning the patronage of environment-conscious consumers.

**School market**

Nursery, Primary and Secondary private schools has become more profitable business than ever before in Nigeria due to the number of children that are born every day. with such increase, comes the need for more schools that will cater for the educational needs of the increasing population. This need will even more continue over time. Also, the need for qualitative education of international standard called for our establishment of a standard schools like we intend, in the state to meet the society needs.

## 4.1 MARKBET SEGMENTATION

**Bottled water**

Bottled water market is anticipated to witness growth on account of shifting consumer preference from high calorie carbonated soft drinks (CSD) to healthier alternatives. Rising awareness towards incorporation of vitamins and flavoring agents in packaged water bottles is anticipated to have a positive impact on bottled water market over the next six years. Increasing awareness regarding hygiene and rising concerns towards consumption of unbranded domestic water is anticipated to have a positive impact on bottled water market over the forecast period.

Our target is to be one of the largest markets due to increasing demand for packaged bottled water in Kano, Kano state.

**Schools**

We segment our education market by their "state in life." By "state in life" we mean what age and point in life the people in the market are in. Usually their "state of life" has a bearing on what their interests are, how much free time they have, and how much income they have. Our market is segmented in the followings

* **Students:**Students range from 4-17 years old. Geography is not important beyond the fact that our curriculum will only be in English.
* **Adults:**Adults are people in the 18-55 year old range who are working full or part-time jobs and may or may not be very busy with their work and family lives. Geography is not important beyond the fact that our curriculum will only be in English.
* **Retirees:**Retirees are over 55 years old in age and geography is not important beyond the fact that our curriculum will only be in English.

## 4.2 TARGETED MARKET

**Bottled water**

The bottled water industry has a wide range of customers; a good number of people on planet earth consumed water and it is difficult to find people around who don’t. In view of that, we have positioned our distribution channel to service businesses in Kano – Kano state and every other location we will cover all over the states of Nigeria. We have conducted our market research and we have ideas of what our target market would be expecting from us. We are in business to retail (distribute) a wide range of bottled water in different sizes to the followings:

* Retailers of beverages and carbonated soft drinks
* Hotels
* Restaurants
* Night clubs and bars
* Schools
* Hospitals
* Households

**Schools**

Our main goal is to help people live in a more Education-friendly manner, so that's the main reason why we are targeting any market in general, but there are specific reasons we'll tailor content to our different market segments. Our targeted market are students**:**They usually have a low-level of income so we're not counting on this market for providing us much revenue in the way of product sales, but we are targeting students because of the importance that they become educated on how to live in an Earth-friendly manner. It might be a cliche', but the children are the future.

## 4.3 COMPETION AND COMPETITIVE ADVANTAGE

**Bottled water**

A close study of the water industry reveals that the market has become much more intensely competitive over the last decade. As a matter of fact, you have to be highly creative, customer centric and proactive if you must survive in this industry.

We are aware of the stiffer competition and we are well prepared to compete favorably with other leading bottled water manufacturers in Kano, Kano state. Our Company is launching a standard bottled water and a distribution channel that will indeed become the preferred choice of retailers, hotels, and restaurants et al in Kano, Kano state and beyond.

One thing is certain; we will ensure that we have a wide range of sizes of bottled water products available in our warehouse at all times. One of our business goals is to make Our excellent customer service culture, timely and reliable delivery services, online presence, and various payment options will serve as a competitive advantage for us.

Lastly, our employees will be well taken care of, and their welfare package will be among the best within our category in the industry meaning that they will be more than willing to build the business with us and help deliver our set goals and achieve all our aims and objectives. We will also give good working conditions and commissions to freelance sales agents that we will recruit from time to time.

**Schools**

At Shauza Group of Schools we possesses two major competitive edges in relation to our rival schools. The first one is its excellent ability to create strategic alliances that reduce costs and allow it to become the low-cost provider of qualitative education. In addition our school has a very aggressive teaching staff, whose goal is to proactively discover how best to provide teaching services, when to provide them, and where to provide them. Other competitive advantage is the teaching method: the subjects are designed with the aim of providing excellent training with an emphasis to its concrete application in practical. Students progress in the subjects taught will be tested and consolidated through exercises related to actual managerial cases.

## 5.0 SWOT ANALYSIS

We are quite aware that there are several bottled water companies and standard private schools all over all over Nigeria and even in the same location where we intend locating ours, which is why we are following the due process of establishing our two businesses.

We know that if a proper SWOT analysis is conducted for our businesses, we will be able to position our business to maximize our strength, leverage on the opportunities that will be available to us, mitigate our risks and be welled equipped to confront our threats. We employed the services of an expert HR and Business Analyst with bias in production and distribution and school management to help us conduct a thorough SWOT analysis and to help us create a business model that will help us achieve our business goals and objectives. This is the summary of the SWOT analysis that was conducted for our Company;

## 5.1 SWOT analysis for Shauza bottled water

* **strength:**

Our location, the business model we will be operating on (robust technology), varieties of payment options, wide range sizes for our bottled water brands, prompt delivery Services and our excellent customer service culture will definitely count as a strong strength. So, also our management team members are people who have what it takes to grow a business from start – up to profitability with a record time.

* **Weakness:**

A major weakness that could serve as a deterrent to us is that we are new in bottled water production and distribution business and we don’t have the financial capacity to compete with leaders in the industry for now.

* **Opportunities:**

The fact that we are going to be operating our production and distribution business in Kano –Kano state provides us with unlimited opportunities to sell our product to a large number of retailers and businesses. We have been able to conduct thorough feasibility studies and market survey and we know what our potential clients will be looking for when they patronize our bottled water; we are well positioned to take on the opportunities that will come our way.

* **Threat:**

Just like any other business, one of the major threats that we are likely going to face is economic downturn. It is a fact that economic downturn affects purchasing / spending power. Another threat that may likely confront us is the arrival of a similar business in same location where ours is located.

## 5.2 SWOT analysis for Shauza Group of schools

**Strength include;**

* Financial backing.
* Staff member who are involved in many co-curricular activities.
* Technology staff.
* Great teachers who care about their students.
* Board and Administration committed to student success.
* Excellent facilities.
* Community and parent support.
* Existing infrastructure.
* Professional development in the areas of technology training.
* Group collaborative spirit among various staff members.
* School improvement committee working towards curriculum and student improvement.

**Weaknesses includes;**

* Not enough time for staff to train and experiment with new technologies.
* Professional development is still needed on many web 2.0 tools for integration in Blackboard Learn.
* Current internet speed

**Opportunities foresee includes;**.

* Extended classrooms beyond the traditional walls and time schedules.
* Implementing a student run help desk.
* Increased bandwidth
* Touch screen laptops for teachers and students.
* Future-proofing the devices to ensure they meet system requirements for the next four years..

**Threats foresee includes;**

* Lack of funding.
* Delayed dark fiber connection.
* Neglectful / abusive handling of devices.
* Poor planning.
* Not having the devices in time for configuration.
* Additional demand on existing technology staff.
* Lastly, just like any other business, one of the major threats that we are likely going to face is economic downturn.

## 6.0 SALES AND MARKETING STRATEGY

Before choosing a location for our Company, we conducted a thorough market survey and feasibility studies in order for us to be able to penetrate the available market and become the preferred choice for parents and guardians who is willing to send their children to standard schools like ours. And our bottled water a preferred choice to retailers, hotels, and restaurants in Kano state and beyond.

We have detailed information and data that we were able to utilize to structure our business to attract the numbers of customers we want to attract per time.

In summary, our company will adopt the following sales and marketing approach to win customers over;

* Open our business in a grand style with a party for all.
* Introduce our business by sending introductory letters alongside our brochure to retailers, hotels, restaurants, households and key stake holders in Kano, Kano state
* Make use of attractive hand bills to create awareness for business
* Position our signage / flexi banners at strategic places around Kano state
* Position our greeters to welcome and direct potential customers
* Create a loyalty plan that will enable us reward our regular customers
* Engage on road shows within our neighborhood to create awareness for our beverage and carbonated soft drinks distribution business.

## 6.1 STRATEGY AND IMPLEMENTATION SUMMARY

**LOCATION**

Shauza Global Limited will strategically be located in the heart of Kano state Corridor, easily accessible to both the South and West metro areas, with a combined population of nine million residents. A number of bottled water company and standard international schools are also located within the state but only few are multiple ventures like we do.

**COMPANY FACILITIES**

The primary facility is the production unit where refined and purified bottled water are produced and package, the school environment where student received Classrooms lecture. This structure will provide adequate academic.

Also, a warehouse facilities for storage and block of offices for staff. However, Shauza Global Limited facility needs will grow rapidly over the next 10 years as student enrollment and production capacity expand. Ultimately, additional facilities will be needed for academic, research and operational uses. Those facilities include:

* Student Achievement Centre.
* Applied Research Centre.

## 7.0 MILESTONES

The Management Board established the following criteria for Shauzu Global Limited to achieve as soon as the operation begin.

* Achieve registration and accreditation for production and academic from the bodies responsible for accreditation of the two major operation of the company.
* Initiate the development of the new product packages different from that of the competitors.
* Seek discipline-‐specific accreditation for programs;
* Have the ability to provide, either directly or where feasible through a shared services model, administration of financial aid, admissions, student support, information technology, and finance and accounting with an internal audit function.

## 8.0 GOVERNANCE LEADERSHIP AND STAFFING

As a newly company, an administrative model that encourages timely decisions and avoids the bureaucracy traditionally associated with a multiple venture company will be developed. A flat organization that hires staff as needed to build the foundation of the company will be put in place. Experienced directors and managers will also bring on board to build the departments in the company instead of several vice presidents.

The smaller administrative model will also be employed in the school division. Initially, the Principal and Head teachers will be appointed to lead the schools by using the expertise. This style of management will eliminate work overload and encourage interdisciplinary. The department directors and chairs will work with the central management towards the overall goal the company.