

Makerere University Business Plan

Component	Business Opportunity	Competitive analysis	Target market	Marketing Plan	Team	Funding Requirements
University Farms	Produce beyond the educational requirements and sell.	Makerere has sizeable farms in Kabanyolo, Buyana.	Farm Produce markets/ University staff and students	Market the items available at the farms	Principals & Farm manager	Seed funds. Use money earned to sustain the business UGX 1 Bn
University Prime lands in Kampala	Offer the pieces of land to private investors to develop	Adverts in 2017-18 attracted many applicants. Some more inquiries	Investors	Identify and negotiate with potential investors. Advertise and screen.	Procurement office	Use university resources to study and elect investors. Investors will provide funds. UGX 500 m.
Guest House	Turn into a 3 star hotel	Many guests at the University	Guests to Makerere University and others	Information on Makerere website	Manager Estates and Works	Construction and rehabilitation on a PPP model UGX 400m for study
Student Center	Student, staff and guest needs at University	There are many demands for businesses	Student, staff and guests	Information on Makerere website	Dean of students, student leaders	Construction on a PPP model UGX 300m for study
Graduate students hostel	Increase number of graduate students who want accommodate near campus.	Many hostels near campus are for undergraduate students	Graduate students	Information on Makerere website. Provide. Admission package.	DRGT DoS	Construction on a PPP model UGX 300m for study

University houses	Rent out/lease property	Houses are on demand.	Tenants/lessees	Offer to staff at reasonable rates	Director of Estates/ Legal team	Will require start up funds to renovate some units. 1 Bn
University Printery	Print university and materials from other sources	There is demand within and outside the university	Book publishers and others	Advertise	Printery manager/ Makerere	Seed funding for machinery for commercial production
Innovations	Loyalties/Shares in companies	Makerere has many innovations that require protection and commercilisation	Innovators/ Investors and GoU	Exhibitions/ Marketing briefs	Innovators	Seed funding/ GoU support/ Partners and investors/ Venture capitalists
Investment funds in treasury bills	Earn interest and grow the Endowment Fund. Treasury bills and bonds.	Convocation, Sizeable alumni Projects that can contribute to endowment	Alumni, Some Project overheads	Use Advancement Office	Advancement Office/Alumni office	Endowment Fund already in business
Law Chambers, other consultancies	Makerere has teams that can bid for jobs	The capacity at the University	Clientele in various areas	Use website/ Marketing briefs	Advancement office	Seed funds, UGX 500 m
Academic Programmmes	Execute programmes	Location of Makerere and reputation	Working class who would like to advabce	Advertise	Academic Units	Within college budgets/projects UGX 600m