

Association pour le Développement de Boneza Ball

Gihundwe, Rusizi, Western Province, E-mail: [ngiras2020@yahoo.fr](mailto:ngiras2020@yahoo.fr), Tel : (+250)783172197

## BUSINESS PLAN FOR BONEZA BALL

### 1. Executive Summary

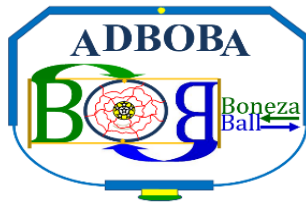
The social enterprise Boneza Ball Sport for Development is based on a new and easy sporty game “Boneza Ball” that was invented by Jonas Ngirinshuti in 2011 and certified by Rwanda Development Board (RDB) in 2015 as his intellectual property. Boneza Ball has specific rules and regulations and equipment. It is creating an easy sport access for people with disability, children at school and ladies.

Boneza Ball comes to help people in creating new jobs through producing its equipment and delivering its products and services. It is contributing in prevention and reduction of non-communicable diseases such as depression, diabetes, heart attack, etc. through its sport and entertainment services.

<b>Project name</b>	Boneza Ball Sport for Development
<b>Address</b>	Gihundwe Sector, Rusizi District, Western Province, Rwanda
<b>Telephone number</b>	+250 7831 72197
<b>E-mail</b>	<a href="mailto:ngiras2020@yahoo.fr">ngiras2020@yahoo.fr</a>
<b>Website</b>	<a href="http://www.bonezaball.com">www.bonezaball.com</a>
<b>Facebook page</b>	Boneza Ball
<b>About Boneza Ball inventor</b>	
Boneza Ball was invented by Jonas Ngirinshuti. He is a Rwandan and he was born on 5 <sup>th</sup> February 1989. He is the fifth of fourteen children. He started developing entrepreneurship skills and talents at eleven years old in artistic field as songs composer, singer, guitarist and visual arts. Art enabled him to contribute in his schooling payments up to university training. He completed advanced level in Electronics and Telecommunication in 2007 and a bachelor's degree in the Faculty of Finance since 2014. He is completing masters training in projects management. He worked at Anglican Church Cyangugu Diocese as Welfare manager since 2008 and continued his work as Welfare and Enterprise development projects manager at Rwanda Aid since 2009.	

### 2. Business Description

<b>Business mission</b>	Building professional ability of Boneza Ball equipment producers, coaches, referees, players, clubs, federations, championship in the world and game known as inclusive, attractive, affordable and easy to learn and play.
<b>ADBOBA Source of income</b>	<ul style="list-style-type: none"> <li>- Members contribution and charges,</li> <li>- Selling Boneza Ball equipment,</li> <li>- Sponsorship</li> </ul>
<b>List of innovated products for Boneza Ball</b>	



Association pour le Développement de Boneza Ball

Gihundwe, Rusizi, Western Province, E-mail: [ngiras2020@yahoo.fr](mailto:ngiras2020@yahoo.fr), Tel : (+250)783172197

NO	Item	Price	In beginning and promotional stages, we managed to make equipment locally.
1	Imbonezo	\$12	
2	Imfashi	\$30	
3	The ball	\$12	
4	Boneza Ball shoes	Not yet	
5	Boneza Ball uniform	Not yet	
6	Gloves and knee protections for people with disability	Not yet	
7	Charges on watching matches & Entertainments	Not yet	

We are currently reusing the wastage from motorbike wheels, metal plastics and leather to make the equipment for Boneza Ball.

#### Business assumption in three years.

Boneza Ball is today in Rwanda and tomorrow in the world. It is managed by national association to become international in future as Boneza Ball has a potential to be played in other countries and considered in Paralympic and Olympic games. In three years we are assuming to have:

- Boneza Ball website
- Officially registered "ADBOBA" which will become an international federation "FIBOBA" in future.
- Boneza Ball training for professional coaches and referees
- Boneza Ball expending its services and products in some schools and districts, possibly up to other countries.
- More than 3,000 people will be employed through Boneza Ball services and products.
- At least 5,000,000 will be following and attending Boneza Ball sport and entertainment.

<b>Business innovations</b>	Boneza Ball is a new game that we invented with its equipment, as well as its managing clubs and associations. We are using Boneza Ball as sport in creating new jobs.
-----------------------------	---

<b>Social responsibilities</b>	Provide social support to vulnerable people.
--------------------------------	--

#### Boneza Ball organization

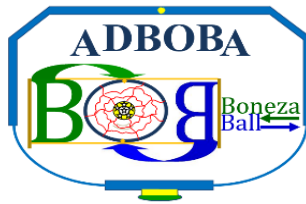
We organized its management committee that developed to ADBOBA; "Association pour le développement de Boneza Ball". The association is registered at RGB « Rwanda Government Board ». It is currently composed of twelve members; eight men and four ladies. It is composed of the president, the vice-president, accountant, audit committee and conflict resolution committee.

Boneza Ball has two main sub-sections that are managed under Boneza Ball Development Association (ADBOBA):

- a. **Sporting and Entertainment activities:** Managing and delivering Boneza Ball sport and entertainment services through championships, advertisement and training activities
- b. **Equipment production:** The equipment for Boneza Ball are being produced and delivered to teams, federations in schools and community.

#### Targeted market

There is a big market in schools, YEGO centers and in all communities from Rwanda, Africa and worldwide wherever they want to benefit from Boneza Ball services and products.



Association pour le Développement de Boneza Ball

Gihundwe, Rusizi, Western Province, E-mail: [ngiras2020@yahoo.fr](mailto:ngiras2020@yahoo.fr), Tel : (+250)783172197

<b>Sales/Marketing Strategy:</b>	Boneza Ball services and products are affordable and flexible in both urban and rural areas. We are using the website, social medias, newspapers, television and radio to keep people posted on Boneza Ball events and progress.
----------------------------------	--

<b>Competitive Advantage:</b>	Boneza Ball is one of African games that are attractive to impact a large scale of people. People are willing to learn and play the game. It is an easy game to learn and play, possible for all people especially those with disability, children at school and ladies. It is accessible in rural and urban community because it can be played to either cemented or grasses field. The equipment are easy to be made sold at affordable prices. There is a high potential for further development in partnership with national and international investors.
-------------------------------	---

<b>Achieved to date:</b>	<p>Boneza Ball is an officially registered and accepted game. There are 12 permanent Boneza Ball employees who are the association's members and more than 100 youth who are casually employed through our services and products. Boneza Ball players are gathering and exchanging ideas to create more businesses and cooperatives.</p> <p>We have twelve teams and we organized three championships; one about Peace one day cup, the second Youth month cup and Umurimo cup where in addition to benefiting from sport, entertainment and mobilisation services.</p> <p>About 12,000 people were mobilised in liaison with National Youth Council at District level. They were explained about making use of available opportunity, how they can create new jobs, having access to financial means, avoiding and preventing drugs abuse and unexpected pregnancy.</p>
--------------------------	--

<b>Development plan:</b>			
	<b>Action</b>	<b>Cost</b>	<b>Source</b>
2017 - 2018	<ul style="list-style-type: none"> <li>-Boneza Ball website</li> <li>-Two championship</li> <li>- Registration of ADBOBA at RGB</li> <li>-Friendship match</li> <li>-Training for coaches and referees</li> <li>-Boneza Ball expansion in schools and community</li> </ul>	\$10,675	ADBOBA incomes & Partners
2018 - 2019	<ul style="list-style-type: none"> <li>-Two championship</li> <li>-Friendship match</li> <li>-Training for coaches and referees</li> <li>-Boneza Ball expansion in schools and community</li> <li>- Social assistance</li> </ul>	\$15,937	ADBOBA incomes & Partners
2019 - 2020	<ul style="list-style-type: none"> <li>-Two championship</li> <li>-Friendship match</li> <li>-Training for coaches and referees</li> <li>-Boneza Ball expansion in schools and community</li> <li>- Social assistance</li> </ul>	\$17,193	ADBOBA incomes & Partners