

# CAMPUS RUNNER



**Campus runner** is a new on-demand errand and messenger service that will provide students, faculty, and staff at the University of Nigeria, Enugu campus, Enugu state, Nigeria with a convenient and affordable way to get their errands done. We will offer a wide range of services which include and are not restricted to the following:

- Picking up and dropping off items from campus locations, such as the library, bookshop, male and female hostels, boys quarters, lodges, bus stops, faculty buildings and classrooms e.t.c.
- Delivering provisions, meals, and other items to students' hostels, lodges and classrooms.
- Running errands off campus, such as picking up prescriptions, dry cleaning, personal deliveries.
- Providing personal assistance, such as waiting in line at banks, helping to move in or out of hostels and lodges.

We will be staffed by a **team** of reliable and responsible students who are familiar with the University of Nigeria, Enugu Campus. We will also use a **WhatsApp business account** to make it easy for customers to book errands and track their progress.

We believe that there is a strong demand for our services, as students and faculty are increasingly busy and looking for ways to save time. We are confident that Campus Runner can become a valuable resource for the University of Nigeria Enugu Campus.

### **Mission Statement**

To provide students, faculty, and staff at the University of Nigeria, Enugu Campus with a convenient, affordable, and reliable way to get their errands done.

### **Vision Statement**

To be the premier provider of errand and messenger services at the University of Nigeria, Enugu Campus.

### **Services**

Campus Runner will offer a wide range of services which was also stated earlier:

- On-campus errands: Picking up and dropping off items from campus locations.
- Off-campus errands: Delivering provisions, meals, and other items to students' hostels, lodges and classes; running errands off campus, such as picking up prescriptions or dry cleaning
- Personal assistance: Waiting in line at banks, helping to move in or out of dorms, providing other personal assistance as needed

### **Pricing**

Our pricing will be competitive and will be based on the distance and complexity of the errand. We will also offer a variety of pricing plans to meet the needs of our customers.

- Our prices **aren't fixed** and will depend on the normal cost of running such errand via road transport at that particular time. Therefore, we will be offering a **33% discount on normal costs for running errands**.
- During festive periods as well as matriculation and induction periods, we will be offering a **50% discount on normal costs of running errands**.
- There will also be perks for clients who refer our services to prospective clients.

## **Target Market**

Our target market is students, faculty, and staff at the University of Nigeria, Enugu Campus as well as its environs. The University of Nigeria, Enugu Campus (UNEC) is located in Enugu, the capital of Enugu State in southeastern Nigeria. The campus is situated in a suburban area of the city. The surrounding neighborhoods are primarily residential, with a mix of commercial and retail businesses.

The University of Nigeria, Enugu Campus is home to a variety of academic and administrative buildings, as well as student housing, dining and recreational facilities. The campus is also served by a number of public transportation options, including buses and taxis.

The overall landscape of UNEC and its environs is one of a vibrant and growing university community. The campus is well-maintained and the surrounding neighborhoods are safe and welcoming. UNEC is a popular destination for students from all over Nigeria and around the world.

Here are some specific details about the landscape of UNEC and its environs.

- Population: UNEC campus has a population of approximately 30,000 students and faculty.
- Demographics: The majority of the population of Enugu is Igbo. The student body at UNEC is also predominantly Igbo, but there is a significant minority of students from other parts of Nigeria and from other countries.
- Economy: The economy of Enugu is primarily driven by the service. The UNEC campus is a major employer in the city.

We believe that our services will be particularly appealing to busy students who need help with their errands.

## **Marketing Strategy**

We will use a variety of marketing channels to reach our target market, including:

- Social media: We will create a strong social media presence on Facebook, Twitter, Instagram, WhatsApp especially faculty campus WhatsApp TV's like HESSA TV, UNEC UPDATE TV, UNEC entertainment.
- Campus outreach: We will distribute flyers and posters around campus (on hostel and faculty notice boards as well) and will also table at student events.
- Partnerships: We will partner with student organizations and campus departments to promote our services including all faculties and departments that are willing to partner

with us .

## **Management and Personnel**

Our team will consist of experienced entrepreneurs and marketing professionals, as well as a team of reliable and responsible students who are familiar with the University of Nigeria, Enugu Campus. For now, we are a start-up consisting of **10 ,400 level Nursing Sciences students of the University of Nigeria, Enugu Campus**. We intend to pool resources together and solicit for funds from family members and friends for capital.

## **Financial Projections**

We project that we will be profitable within 6 months. Our revenue will come from a variety of sources, including:

- **Errand fees**: We will charge a fee for each errand we complete. We will receive payments in cash and via bank transfers. Below are our account details.

**Bank name**- FCMB

**Account name**- Campus Runner

**Account number** - 2356478932

**-Membership fees**: We will offer a monthly membership plan that will give customers a discount on errand fees.

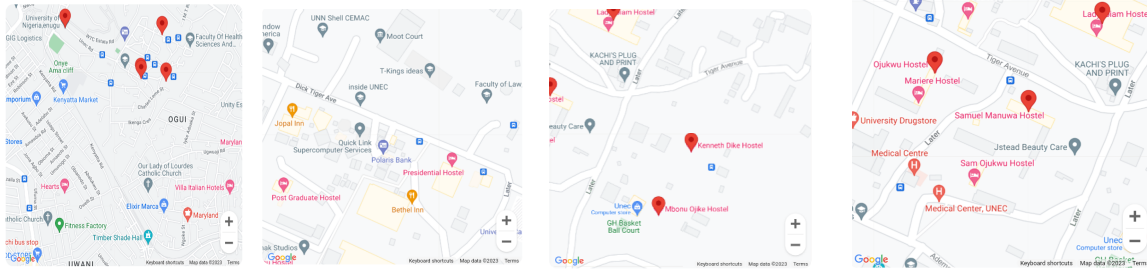
**-Corporate partnerships**: We will partner with businesses on campus to offer their employees discounted errand services.

## **Pick-up and delivery points**

- Male and female hostels in UNEC (Presidential hostel, Lady Ibiam hall, Manuwa hostel, Mariere hostel, Adelabu hostel, Ojukwu hostel, Kenneth Dike hostel, Mbonu Ojike hostel, Postgraduate hostel)
- All faculty buildings (Faculty of Law, Faculty of Health Sciences and technology, Faculty of business administration, Faculty of environmental sciences, Faculty of basic medical sciences)
- Students' center building
- Boys hostel food vendors center

- UNEC environs

Below is a pictorial view of a map showcasing pick-up and delivery points within UNEC and its environs.



We will also gather **feedback** from customers through **surveys, reviews, or direct interactions** as they will help identify areas for improvement which will further enhance our services and help us adapt to changing customer needs.

### Possible limitations or challenges that this business may face

- **Target Market:** Students and staff may have fluctuating needs and preferences. Their priorities may shift based on academic demands, extracurricular activities, and social engagements, making it challenging to maintain a consistent customer base.
- **Operating Costs:** Establishing and maintaining a campus errand business involves various expenses, including labor costs, transportation costs and marketing expenses. These costs can strain the financial viability of the business.
- **Liability Concerns:** Dealing with a diverse student population can lead to potential liability issues. The business needs to ensure its employees are trained to handle various situations, from lost or damaged items to potential customer disputes.
- **Limited Profit Margins:** Due to the competitive nature of the market and the cost-conscious student demographic, profit margins for campus errand businesses may be relatively thin. This can make it challenging to sustain the business in the long run.
- **Campus Regulations:** University campuses often have strict regulations regarding business operations, including licensing requirements, restricted areas, and designated parking zones. Navigating these regulations can be time-consuming and require ongoing compliance efforts.
- **Seasonal Fluctuations:** Student activity and demand for errand services tend to fluctuate throughout the academic year. Exam periods, holidays, and summer breaks can significantly impact business volume.
- **Technology Reliance:** The business needs to have plans in place to address network

issues including the one that may be experienced while doing a bank transfer or placing an order.

- **Brand Reputation:** Building and maintaining a positive brand reputation is crucial for attracting and retaining customers. Negative reviews or incidents can quickly damage the business's image.
- **Customer Service:** Providing exceptional customer service is paramount in this competitive environment. Addressing customer concerns promptly and resolving issues effectively will help build customer loyalty.

## **Frequently Asked Questions**

### **1. What types of errands do you offer?**

We offer a wide range of errands, including picking up and dropping off items from campus locations, delivering meals, and other items to students' hostel, lodges, classrooms, running errands off campus, such as picking up prescriptions or dry cleaning, and providing personal assistance or helping to move in or out of hostels and lodges.

### **2. How much do you charge for your services?**

Our pricing will be based on the distance and complexity of the errand. We also offer a variety of pricing plans to meet the needs of our customers.

### **3. How do I book an errand?**

You can book an errand by **calling us via 09132426346 and 09076472384 or texting us on WhatsApp via 08092588447.**

### **4. How long will it take for my errand to be completed?**

The completion time for your errand will depend on the distance and complexity of the errand. We will provide you with an estimated completion time when you book your errand.

### **5. What if I'm not satisfied with your service?**

We are committed to providing our customers with excellent service. If you are not satisfied with your experience, please contact us and we will do our best to resolve the issue.

### **6. What is your service area?**

We serve the entire University of Nigeria, Enugu Ccampus and the surrounding area.

### **7. What are your hours of operation?**

We are open from 7:00 AM to 8:00 PM, seven days a week.

**8. What do I need to provide for you to complete my errand?**

Please provide us with a detailed description of your errand, including the location of the pickup and drop-off locations, the items that need to be picked up or delivered, and any specific instructions that you may have.

**9. How do I track the progress of my errand?**

You can track the progress of your errand in real time by texting us via our WhatsApp business account.

**10. What happens if my errand runner is late or unable to complete my errand?**

We will notify you immediately if your errand runner is late or unable to complete your errand. We will do our best to find a replacement errand runner or to complete your errand as soon as possible.

**11. Who are the errand runners?**

They will include students of the University of Nigeria, Enugu Campus and non-students who will be trained on how to deliver services efficiently and effectively. Non-students will be hired as well to fill in the void when UNEC students are not available to serve.

**12. What methods of payment do you accept?**

We accept cash and bank transfers.

**13. When do I pay for my errand?**

You will be charged for your errand when you book it.

**14. Do you offer refunds?**

We offer refunds on a case-by-case basis. Please contact us to discuss your situation.

**15. What happens if my errand runner damages my items?**

We are insured against damage to our customers' belongings. Please contact us immediately if your items are damaged.

**16. Do you tip your errand runners?**

Tipping is not required, but it is appreciated.

**17. Is the business registered with the Students Union Government of UNEC?**

Yes, it is. It's also registered under the Corporate Affairs Commission.

## **Conclusion**

We believe that Campus Runner has a strong potential for success. We have a well-defined target market, a competitive pricing strategy, and a strong marketing plan. We are confident that we can become the premier provider of errand and messenger services on the University of Nigeria, Enugu Campus.