



KANAKA

INSTITUTE OF TECHNOLOGY
& HEALTH SCIENCE



Management Report

www.kanakaistitute.com

Background Information

- ▶ Kanaka Institute of Technology and Health Care is a private Pre-Tertiary/Tertiary Institution in Ghana located in the Asante Akyem Central Municipality in Ashanti Region of Ghana.
- ▶ For now, the school offers only professional courses including Information Technology, Fashion Technology among others.
- ▶ We are currently working on all needed documentation to enable us run accredited tertiary courses including Nursing
- ▶ The idea to rebrand and run professional/academic pre-tertiary/tertiary courses became necessary and stated full implementation in June 2017.
- ▶ So far, the school is ready to take up its first batch of students to enroll in various courses including fashion Design Technology, Computer Graphics and Animation, Secretarial and Office Management etc.

Background Information cont'd

▶ Mission Statement

Educating students for career success.

We make every decision to support the career and personal development of our learners. Our curriculum, teaching and services demonstrate that we value the diverse profiles of our learners.

▶ Vision Statement

Transforming lives and communities through learning.

▶ Strategic Directions

Meet the needs of internal and external communities by:

- providing lifelong education and training that produces graduates with the skills necessary to sustain individual career success within a global economy
- providing employers and communities with the human resources they will require for economic success and contribution to the community
- taking a leadership position in influencing education and other related public policies; and conducting applied research that will create the new products and services necessary for sustaining the economic health of our external community

What We Do

- ▶ KANAKA Institute of Technology is committed to training relevant professional courses in all IT sectors. Some of our services we render includes;
- ▶ Career Development Training (CDT)
- ▶ Executive Learning Program (ELP)
- ▶ Corporate Employee Training (CET)
- ▶ BootCamp Training (BcT)
- ▶ Distance Learning Program (DLP)



Department/Courses

DEPARTMENT	COURSES
Information Technology	<ul style="list-style-type: none">• Digital Literacy• Secretarial & Office Management• Computer Graphics and Multimedia Design
Fashion Technology	<ul style="list-style-type: none">• Fashion Design & Illustration (Level 1)• Fashion Technology (Level 2)
Health Care	<ul style="list-style-type: none">• General Nursing• Midwifery• Community Health• Nursing Assistant

Our Team



EBENEZER OTOO

Team Leader/Supervisor

Mr. Otoo is a professional accountant with over sixteen years working experience. Having worked with large multi-national corporations including Cocoa Buying Company of Ghana, now PBC, Grad Consult and many others and now an Accounts Officer in the Religious Affairs Directorate of Ghana Armed forces.

He Hold a BSc. Business Admin from Kwame Nkrumah Univ. Sci & Technology, Dip. Public Finance & Admin from Institute of Accountancy, and RSA Stage III



EUGENE KOBINA DONKOH

General Manager; Training, HR and Administration

Eugene is an IT Specialist, with over eight years experience in web technology, Branding and IT Trainer. He works with several corporate organizations as a web master/consultant.

He is a co-founder and head of training at Corporate IT Academy; A leading IT Trainer in Ghana. Eugene has high hopes in KANAKA and willing to do anything to help the vision succeeded.

He holds a Bachelors Degree from KNUST and several professional certificates

Our Team cont'd



ANTHONY GYABAAH (Head of Marketing & Business Dev't.)

Anthony holds a post Graduated Diploma in Business Admin – GIMPA, Post Graduate Diploma in Strategic Marketing Management – ICM UK and BA English and Information Studies from University of Ghana.

He was a former academic Registrar of African Int. University in Accra – Ghana, Marketing Manager at Executive Management Training Institute and an Administrator at Kings Radio in Kikongo .



JENNIFER AMA AHINAQUAH (Assistant Admin.)

Jennifer holds an HND Marketing Certificate from Cape Coast Technical University. She worked as an assistant Public Relations Officer with National Health Insurance Authority from 2013–2014. She later joined GN Electronics and now working with KANAKA Institute as full time assistant Administrator.



ISAAC EZEH SENYO VAVILOVE (IT Technician)

Isaac is a certified Systems Engineer who has worked with several IT firms in Ghana rising through the ranks from technician to head of IT at Philips Computers and Systems Engineering in Accra. He worked as a tutor and later became an administrator at IPMC College of Technology in Konongo. He is currently with the KANAKA team as a technician .

Teaching Staff

NAME	COURSE/SUBJECT
Ruby Aggrey	Digital Literacy
Emmanuel Prempeh	Fashion Design (Theory)
	Fashion Design (Practical
	Computer Graphics & Multimedia
	Sec & Office Management
	Computerized Accounting

***Interviews are ongoing to hire the rest of the staff*

Teaching Staff

NAME	Role
Rosemary	Cleaner/Sanitation
Awudu Kaasem	Night Security Personnel
Samuel Boakye	Day Security Personnel

Marketing / Approach

- ▶ **COMMUNITY BASED MARKETING TEAM**

We have strategically selected a team from various neighboring communities. We currently pay them on commission.

- ▶ **RADIO ADVERTISEMENT**

We have run adverts and talkshows on Virgin and Kings Radio for about six weeks and the responds so far looks great

- ▶ **INFORMATION CENTRE**

We have organized talk shows on community based information centers

- ▶ **CHURCH TO CHURCH/COMMUNITY GATHERING**

We have visited nearby churches and youth groups sharing with them the need to enroll in our courses

Our Next Move

- ▶ Full Time Marketing Team

We intend to fully employ our marketing manager and also engage an active working marketing team who can help get more enrolment

- ▶ Social Media & Online Marketing

We want to start an aggressive social media campaign since most of our target are youth and actively on social media

- ▶ Print Advertisement (Newspaper/Bill Boards)

We wish to explore the print and media advertisement options

- ▶ TV/Radio

- ▶ Even though this option is expensive, we wish to explore it in the near future

KEY CHALLENGES

➤ Operational Capital

We have very limited working capital and this hinders our promotional activities. We are stuck and cannot proceed with any of our ideas

➤ Competition

Our Major competitor is IPMC College of technology. Even-though we have a competitive advantage over them, their brand is more solid and trusted.

➤ Lack of Trust in the existing Brand

Most People are very familiar with KANAKA, they don't see much possible of succeeding in doing anything new

➤ Lack of Skilled Personnel Nearby

It is very difficult to get staff within the nearby community. Most of our staff are recruited from Accra or Kumasi. This increases our operation cost because we have to provide them with accommodation

Now and Future Prospects



Future Prospects

- We anticipate becoming an accredited tertiary Institution, training professional and academic courses, with students from all over Africa and beyond. This is envisioned by Management by the fifth year of successful operation.
- We intend to roll out a full e-learning (distance learning) platform so that we are not bound by geographical location.
- At a later stage in business, we also intend to open an admission /enquire office in a strategic location such as Konongo, Accra, Kumasi, Takoradi and Tamale which will serve purposely as enquiry centres and also help give support to distance students
- We intend to partner with well renowned global universities overseas, so we can run their courses here in Ghana. Students will be awarded certificates from overseas and also have the opportunity to enroll in exchange programs.
- Finally, we intend to affiliate with global leading IT Giant companies such as Microsoft, Cisco, EC Council, W3School etc and also set up a prometric test centre where students can sit for all global IT Certifications.

Cash flow Projections (Year 1) December 2018

COURSE/PROGRAM	Trainees PA	Fee Per Head	Total
➤ Foundation (IC3)	40	GHC 399.00	GHC 15,960.00
➤ Comp Graphics & Multimedia	30	GHC 850.00	GHC 25,500.00
➤ 3D Animation Motion Graphics	20	GHC 999.00	GHC 19,980.00
➤ Secretarial & Office Management	20	GHC 850.00	GHC 17,000.00
➤ Computerized Accounting	15	GHC 850.00	GHC 12,750.00
➤ Fashion Design & Illustration (L1)	25	GHC 850.00	GHC 21,250.00
➤ Fashion Technology (Level2)	15	GHC 999.00	GHC 14,985.00
➤ Hostel Facility	30	GHC 600.00	GHC 18,000.00
Grand Total			GHC 145,425.00

Cash flow Projections (Year 2–5)

YEAR OF OPERATION	GROWTH RATE	TOTAL REVENUE
Year One (Dec 2018)		
Year Two (Dec 2019)	10%	
Year Three (Dec 2020)	15%	
Year Four (Dec 2021)	20%	
Year Five (Dec 2022)	25%	

Financial Requirements

We seek the support of our shareholders to immediately provide some urgent facilities to enable us take our first enrollment by early November.

Item Description	Amount	Remarks
Electricity connection to Computer lab and hostel block + internal connection in computer lab	GH¢ 7,500 (€1500)	Extremely Urgent
Meter Connection	GH¢2500 (€500)	Extremely Urgent
Air-conditions for two computer labs	GH¢10,000 (€2000)	Extremely Urgent
Working Capital for adverts and initial expenditures	As decided by stakeholders	Urgent

Conclusion / Remarks

- ▶ We are about 95% ready to kick start, We have few challenges as stated in the financial requirements.
- ▶ We currently have about twenty (20) students who have signed up for some of our course. We wish to start as soon as possible
- ▶ We are highly optimistic that when our financial requirements are met it could easily help us achieve our set goals and targets
- ▶ We intend to operate an independent organization, capable of paying it's full staff, managing all resources and generating enough profile for it's shareholders.
- ▶ We shall be most grateful if our stakeholders can immediately come to our aid to help solve our immediate financial need and set us in motion.
- ▶ We have a solid team ready to work. We believe in KANAKA

CONTACT DETAILS

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Thank You!