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# Golden Age Soccer Association Reg.No:057/E.29/1111/VOL.8/ALPAS A Multipurpose Business Plan Document

(Presenting a therapeutic sports invention that creatively uses the passion of man to offer solutions to his socio-economic crisis of poverty, unemployment and slow development. Offering the first 377,550 job opportunities in its games, training, manufacturing, media, ICT, Arts and Culture, Health and Security Departments. This document reveals the business activities, income mechanisms, capital and implementation metric.)



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### **Executive Summary**

In a world currently beclouded with socio-economic crisis of poverty and unemployment and worsen by civil and international unrest, humanity and the institutions that serve it stand in need of urgent and efficacious sustainable solutions. Researched and developed for 12 years, GOLDAS comes as a therapeutic sports invention that creatively uses the passion of humanity (re-scienced football) to offer solutions to their socio-economic challenges. Inspired by humanity values, GOLDAS comes with new shapes, signs, colors and fabrics that reflects the spirit of this enlightened age and opens up a games, training, manufacturing, media, ICT and arts and cultural departments for its implementation in communities and schools.

As a new venture with elastic capacity, GOLDAS has the ability to employ and empower a minimum of 377,550 persons, within its first five years in the countries that embraces it and has the capacity to stimulate infrastructural, industrial and technological development. With strategic partnerships already won and pilot versions ran, GOLDAS is capable of defending the claims that it puts forth. With an efficient personnel and equipment's, we are ready to brace the industry challenges and become a globally established sport with annual events. This document thus reveals our income generating capacity, the needed capital and action plan to expand.

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## A Multipurpose Business Plan

**Vision:** Solving Multi-Dimensional Issues in a Uni-Crafted Dynamic Therapeutic Sports Fashion.

**Mission:** To Create and Sustain through strategic partnerships, permanent GOLDAS national, continental and international Cups and League Games and supplying GOLDAS sporting fabrics as the sole recognized brand for GOLDAS global implementation.

To eliminate poverty and unemployment by training and recruiting permanent staffs in our Administrative, Games, Manufacturing, Media, Information Technology, Training, Arts and Cultural Departments.

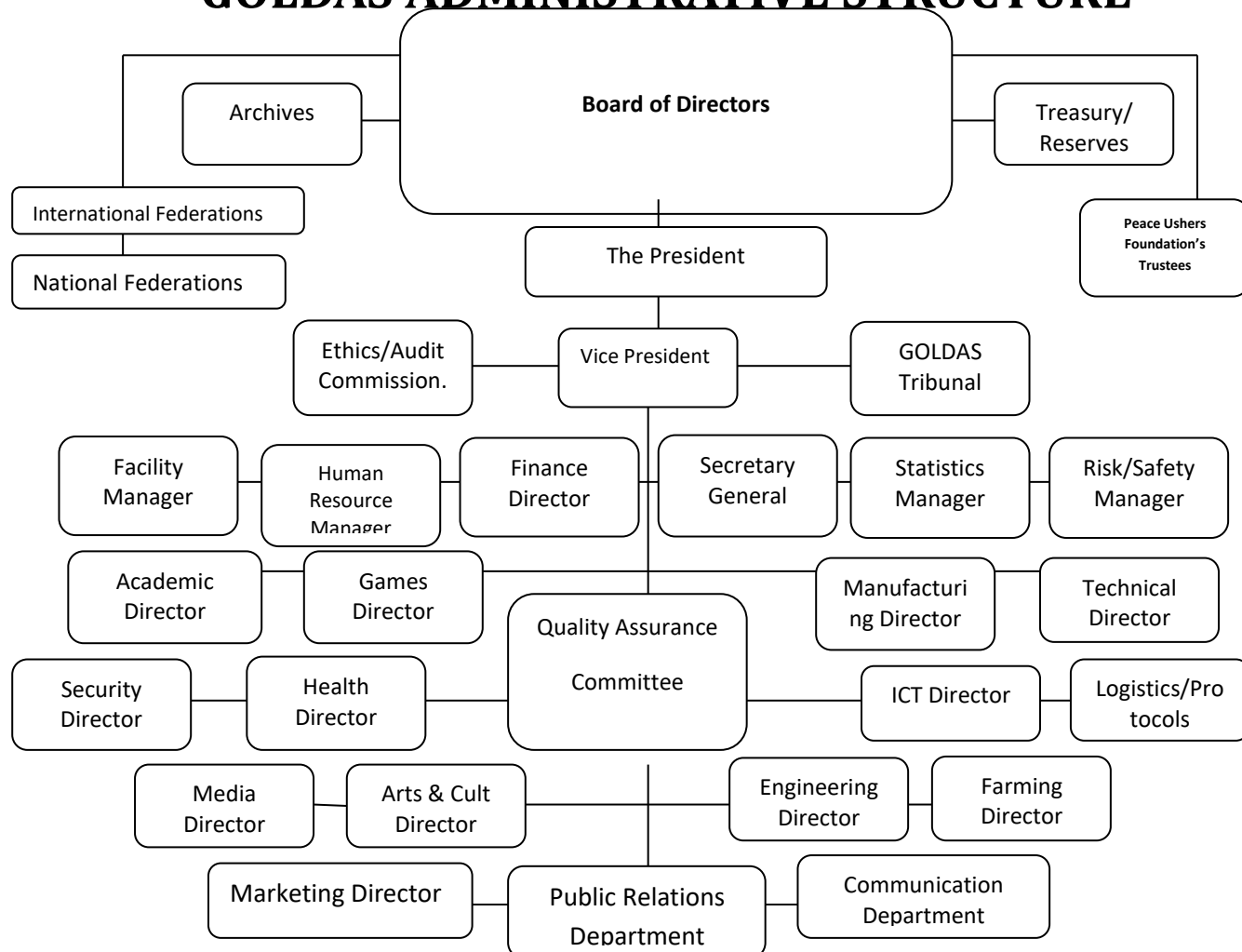
Making GOLDAS sport the passion, standard and leading sport of the 21<sup>st</sup> Century and beyond.

### The GOLDAS Management Team

Name	Brief	Contact
NGIEJUNG NABIL	Lecturer with University of Bamenda and Rector at Higher Institute for Professional Development and Training. Holder of PhD in Entrepreneurship and Innovation, Author of GOLDAS, and Cameroonian by nationality.	C/O PO Box 312,Nkwen, Bamenda, NWR-Cameroon. Cell: +237 673 355 504 E-mail: nabiliazam@yahoo.co.uk
NUIMBING FREDRICK	Financial Expert and Forecaster, Critical analyst, Soft Spoken and Result Oriented. BBA in Micro-Finance with accumulated experience.	Cell: +237 653 259 706 E-mail: nuimbingfred@yahoo.com
SHIECHUENO PRIMUS	PhD Candidate in Law, Lectures at ENAM and Works at Supreme State Audit Office. Cameroonian	(+237) 679-063-912, (+237) 667-021-088 E-mail: primssheh2014@gmail.com
FON SYLVANUS CHO	Certified Pharmacy Technician ( CPhT), M.SC. in Transport and Safety Management and Certified Oracle Database Administrator (DBA) Certifications. He is Bilingual (English and French), Adaptable in challenging and emergency situations and versatile at work. USA Citizen.	Residential Address: 6119 WESTLAND DRIVE, Hyattsville, MD 70282 USA. Contact Number : 202-560-0805 E-mail Address : chosylva@yahoo.com
VULUYEN ELVIS ALEFOIN	Expert in Health Management and Seasoned Investment Analyst. USA Resident.	Cell: +1 651 428 8167 Email: elvisalefoin@yahoo.com
NJUE COLLINS TRESTON ABANDA	Senior Sports and Physical Education Instructor with a bilingual working proficiency (English and French). He is of Cameroonian Nationality.	P.O BOX 842 DOUALA- CAMEROON. <b>Mobile: +237 675004052 /+237 675436360.</b> <b>Email:</b> <a href="mailto:collinstrestonj@gmail.com">collinstrestonj@gmail.com</a>
GRACE MIOWO MANA	Holder of a Masters in Banking and Finance. She is critical and	Cell:+237 678499936 Email:gmmana940@gmail.com

	four-sighted with finances and very frank in deliberations. Cameroonian.	
SHUMBE LEONARD TANSIE	PhD in Plant Biotechnology. French National.	Cell: +32 467 76 74 73 137 Email: shumbe2002@gmail.com
NDAM TEBONG WILSON	International Business man and investor in plantations. Focus, resulted oriented and dynamic.	Cell: +27 732 424 666 Email: teongwn@gmail.com
IMBOMSUGA GODWILL VEGAH	Phd in "Software Agents Support for Personalized learning". Also very good in computer network systems, web technology and programming. Has accumulated lecturing skills. UK National.	Dr. Godwill Vegah, Innospace - Adaptive E-Learn, Systems (ADES), Manchester Metropolitan University, Chester Street, Manchester, M1 5GD. Tel: +447582674343 / +447914078228
GEMOH GERALD	Bcom in Entrepreneurship with maritime certifications and experienced. A Cameroonian	Tel: (+237) 677 003 396 E-mail: geraldgemoh@yahoo.com
THOMAS EMMANUEL	Chief Executive Officer, RTD Renhold. Norwegian National	Tel: (+47) 455 01 429 E-mail: Thomas@rtdrendhold.no

## GOLDAS ADMINISTRATIVE STRUCTURE



## **Business Background Research Information**

It is eminent that majority of the world's population today, worship football "as a kind of religion". Many people are ready to stake their finances and properties even for a bête; that their favourite team will win. Individuals and group investors, are very ready to finance teams; pay a management, technical and medical staff, to take care of the players, whom themselves are highly paid. Such investors are ready to provide accommodations for all these groups of employees and further to provide transportation, insurance and costumes for them with intentions of winning trophies and making a name, with intention of attracting brands and companies to also work in collaboration with their team on unanimously negotiated terms.

These teams invested upon, obligatorily must possess general and specific sporting didactics and accessories to train with and even play with. Amongst these didactics and accessories are those which are replaced after every match, two or three or four matches, while only very few may last for up to a year or two. This has thus promoted markets for familiar brands such as Nike, Puma, Umbro, and Adidas to stay floating and ever growing in business.

More interestingly is that the fans who form a greater population behind teams of their choices are now presenting greater opportunity for business as they are ready to buy various fan club materials that can make them look like and support their team. To these, a hot market now exists for fan club material – for fans who are always ready to buy anything that represents or carry names of their team(s). All these elaborations attest to the fact why the sporting industry is the most profitable today compared only to Information Technology. To invest thus in the sporting industry, is confirmed secure investment; for humanity must consume sports and its products; not only for reasons of passion and entertainment but for health and educative reasons.

The power of sporting events has further stimulated the growth of the tourism sector, the promotion of the arts and cultural sectors and has greatly influenced the development of industrial and infrastructural development of many nations. Sports, has also pushed the Media and IT sectors to have much work to do so as to bring these desired activities to scores of people, covering the far-flung regions of the earth. That the sporting industry has successfully addressed to a great extend the problems of poverty and unemployment, cannot be over emphasis. The sporting industry has grown and is so promising to the extent that, no individual, group, company or nation, having the means, can hesitate to invest in it if the opportunity arises.

To all these backgrounds we open to you a **New Sport Name and a New Sport Brand** of great consummating strength: **Golden Age Soccer (GOLDAS)**; which does not only bring sport but brings a therapeutic sport that practically addresses current global crisis and prevents many from occurring in future. Played on an oval field that reflects globalization, this sport is already pulling scores around the world thus assuring us of market if we are ready to exploit the name further; in various products and services and bring it to ready humanity. Tested and proven, humanity is ready to consume the sport and its new brands.

### **GOLDAS Business Description and Activities**

- **Training:** A training center shall run throughout the year, training three times a year, the necessary human resources for games, IT, Media, manufacturing, health and security sectors. All our courses shall be academically aligned in collaboration with **Johannesburg City College and Manchester Metropolitan University in alliances with Adaptive E-Learning Systems, UK**; who sponsored the academic research of the program.
- **Manufacturing:** The manufacturing department is charged with the constant production, assembling and distribution of our unique sporting didactics; New jersey's with letters, boots, balls, tennis shoes, T-shirts, caps, bags ... and other accessories to teams and fan clubs and the general public.
- **Media Coverage:** We shall run a GOLDAS Audio-Visual and Print department for the capturing, processing and distribution of GOLDAS images worldwide. We shall also cover and produce media related products such as: The GOLDAS Magazine, Electronic Photo Albums for teams and players and implementing nations, and on command video coverage for players, teams and nations.
- **ICT Business:** A GOLDAS software shall be created which will be used to manage GOLDAS programs worldwide by every implementing national and continental federations and their respective participating teams. This software will be sold, a training fee paid by those who will operate the software, a troubleshooting fee paid each time it has a problem and a revised version bought each time it is updated.

**GOLDAS** electronic games and cd's shall be created for entertainment and education and a standard business website created which can contain the publicity of interested partners and sponsors.

Rich social media sites and apps shall be created to allow worldwide interactions and suggestions.

- **Games:** There shall be the Planning, organizing and controlling of Cup and League Games yearly; from sub-divisional to divisional to regional and national levels. Games will be at nine levels of implementation in both the male and female categories, running from sub-divisional to divisional to regional and national finals.  
As we expand, other nations shall run their own leagues and cups and hopefully we shall grow into periodic continental and world cup finals.
- **Provision Business:** A food, snack and beverage department shall exist, to provide provisions during our games and also to the general public.
- **The Arts and Cultural Department:** This department shall be in charge of conceiving, rehearsing and presenting animation, entertainment and education before, during and after games and related events. They shall also produce from stage, audio and video productions that sells the vision and values of **GOLDAS**.

## A Financial Sustainability Plan

### Income Mechanisms and Projections (First Year Pilot Scenario)

Table 1: Income from Training

Training Domain	Trainees per quarter	Annual total Trainees	Tuition Per head	Total Annual Tuition
GOLDAS Sports Management	200	600	275,450 frs	165,270,000 frs
Media Production	300	900	350,000 frs	315,000,000 frs
Information Communication Technology	50	150	550,000 frs	82,500,000 frs
GOLDAS Manufacturing Technology	300	900	180,000 frs	162,000,000 frs
Health Science	200	600	300,000 frs	180,000,000 frs
Security Protocols	300	900	150,000 frs	135,000,000 frs
Arts, Culture and Tourism	100	300	250,000 frs	75,000,000 frs
Museum Management	10	30	250,000 frs	7,500,000 frs
Project Management	20	60	500,000 frs	30,000,000 frs
Events Management	50	150	225,000 frs	33,750,000 frs
Office Administration	150	450	200,000 frs	90,000,000 frs
Annual Income from Training				1,276,020,000 frs



The above table establishes the various training programs, their duration, approximate number to be trained per program per period and the cost of training. Training will be done 3 times a year and each batch will be trained for 3 months.

**Table 2: Income from Video Coverages**

Coverage Type	Brief Description	Unit Cost	Approx monthly coverage	Approx Yearly Coverages	Total Yearly Income
Documentaries	For teams & Individuals, tribes & Schools, religions & organisations.	750,000 frs	16.67	200	150,000,000 frs
Anniversaries	For teams & Individuals, tribes & Schools, religions & organisations.	300,000 frs	41.67	500	150,000,000 frs
Festivals	For teams & Individuals, tribes & Schools, religions & organisations.	1,200,000 frs	12.5	150	180,000,000 frs
Films	For music & Video films – Commercial purposes.	3,000,000 frs	0.67	08	24,000,000 frs
Informative and News Videos	To home & foreign channels	150,000 frs	41.67	500	75,000,000 frs
				Total	579,000,000frs

Table 2 above displays the video jobs and the envisage incomes they can attract yearly.

**Table 3: Income from Manufacturing Sector**

**A) Tailoring – Fabrics – Costumes for Teams and Fan Clubs**

Fabric Type	Set Description	Items per set	Cost Per Set	Number of teams	Frequency of Supply per year	Total annual cost
Jerseys	PE.Pants, shirt and hose	24	192,000 frs	54	01	10,368,000 frs
Executive Wears	Comlet Suit, shirt & tie	30	1,500,000 frs	54	01	81,000,000 frs
Cawears	Track Suit	24	240,000 frs	54	01	12,960,000 frs
Fan Club Materials	Caps, scaffs, t-shirts...	100	300,000 frs	54	04	64,800,000 frs

Table 3.A exposes supply and income from GOLDAS 3 most popular tournaments; tribes, social clubs and minority groups tournaments.

**B) Flour and Dairy Products (Golden Fries, Sips and Snacks)**

Products	Supply Method	Description	Monthly Supply	Unit Cost	Annual Supply	Annual Cost
Soya Beans Bread	Packets	1 per pack.	500 loaves	1000frs	6,000 loaves	6,000,000frs
Yogurt	liters	Sold in 1ltr	1,500 ltrs	1000frs	18,000 ltrs	18,000,000frs

Donuts	Packets	5 per pack	300 packs	100frs	36,000 packs	3,600,000frs
Buggers	Paper Boxes	1 per pack	150 boxes	500frs	1,800 boxes	900,000frs
Small Cakes	Paper Boxes	1 per box	700 boxes	250frs	8,400 boxes	2,100,000frs
Medium Cakes	Paper Boxes	1 per box	500 boxes	500frs	6,000 boxes	3,000,000frs
Fish Meal	Paper Boxes	Spiced small fish with fried Irish potatoes. Small tomatoes, salt & vinegar sachets.	2,000 boxes	1,000frs	12,000 boxes	12,000,000frs
Chicken Meal	Paper Boxes	Spiced slice chicken with fried Irish potatoes. Small tomatoes, salt & vinegar sachets.	2,000 boxes	750frs	12,000 boxes	9,000,000frs
Pies	Packets	1 per pack	500 packs	200frs	6,000 packs	1,200,000frs
Rolls	Packets	1 per pack	3,000 packs	100frs	36,000 packs	3,600,000frs
Balls	Packets	1 per pack	5,000 packs	50frs	60,000 packs	3,000,000frs
Mix Park	Paper Boxes	Spiced chicken or fish, fried Irish, little bread, minimal salad and small fruit juice. Small tomatoes, salt & vinegar sachets.	2,000 boxes	1,500frs	12,000 boxes	18,000,000frs
					<b>Total Annual Income</b>	<b>80,400,000frs</b>

Table 3.B approximates our provision sales from our head office services, to supply in quarter stores, homes, hostels, hospitals, travelling agencies, schools, mobile vans...

**Table 4: Income from Games**

**A) Annual Participatory Cost Display Table for all Teams at all levels**

Implementations	Primary Schools	Colleges	Tertiary Institution	Tribes	Minority Groups	Social Clubs	Religious Groups	GOLDAS Cup
Affiliation Cost	5000frs	10,000frs	15,000frs	25,000frs	15,000frs	10,000frs	5000frs	10,000frs
Cost of Licenses	100frs	100frs	250frs	250frs	250frs	250frs	100frs	250frs
White Card	250frs	500frs	1000frs	2500frs	2500frs	2500frs	500frs	2500frs
Red Card	500frs	1000frs	2000frs	5000frs	5000frs	5000frs	1000frs	5000frs
Black Card	2000frs	5000frs	10,000frs	25,000frs	25,000frs	25,000frs	5000frs	25,000frs

Sanctions and Finds	500frs	1000frs	2000frs	5000frs	5000frs	5000frs	1000frs	5000frs
Gate Fees	//	//	//	100frs	100frs	100frs	//	300frs

Table 4.A, showcases participatory costs which will be incurred by teams now and then in all the levels of participation

### B) Display of Annual Total Games and Sanction

Games	Primary Schools	Colleges	Tertiary Institution	Tribes	Minority GPs	Social Clubs	Religious GPs
Approx game total	162	162	162	162	162	162	162
White card appearances	648	972	972	972	972	972	648
Red Card appearances	02	04	06	12	08	12	10
Black Card appearances	00	02	04	06	04	04	06
Approx sanctions	20	15	10	20	10	15	10

Table 4.B attempts an estimate of total annual games and approximate total annual sanctions. If 4.B is analyzed with 4.A then annual affiliation and sanction dues can be envisaged.

### C) Accumulated Income from Sanctions in GOLDAS Cup Games

Approx game total	White Card Appearances	Red Card Appearances	Black Card Appearance	Approx Sanctions	
39	234	08	02	10	Sum Total
Supposed Income	585,000frs	40,000frs	50,000frs	50,000frs	725,000frs

Table 4.C paints the picture of income from sanctions for GOLDAS Cup Games alone.

### D) Income from Gate Fees for GOLDAS Games

Tournament(s)	Popn per match	Approx match totals	Fee per head	Gate fee sum
Tribes Tournament	1,000	162	100frs	16,200,000frs
Minority GPs Tournament	500	162	100frs	8,100,000frs
Social Clubs	300	162	100frs	4,860,000frs
GOLDAS Classicus Cup	5,000	39	300frs	58,500,000frs

Table 4.D displays gate fees income for GOLDAS most attended levels.

### E) Income from Publicity Dues by Companies

Company Type	Duration of Contract	Format of Appearance	Yearly Billing Cost
Telecommunication Businesses	1 year	On Jerseys, fields, magazines, websites, posters & flyers. At	1,500,000,000frs

		all 9 levels of implementation.	
<b>Banking Institutions</b>	<b>1 year</b>	On Jerseys, fields, magazines, websites, posters & flyers. At all 9 levels of implementation.	1,500,000,000frs
<b>Bus Travelling Agencies</b>	<b>1 year</b>	Fields, Posters, magazines, flyers & website. At all 9 levels of implementation.	500,000,000frs
<b>Hotels and Guess Houses</b>	<b>1 year</b>	Fields, Posters, magazines, flyers & website. At all 9 levels of implementation.	500,000,000frs
<b>Brewery Industries</b>	<b>1 year</b>	Fields, Posters, magazines, flyers & website. At all 9 levels of implementation.	500,000,000frs
<b>Air Ways</b>	<b>1 year</b>	On Jerseys, fields, magazines, websites, posters & flyers. At all 9 levels of implementation.	1,500,000,000frs
		<b>Total</b>	<b>6,000,000,000frs</b>

Table 4.E establishes publicity income from businesses interested to use our various outlets to market themselves and their products.

**Table 5: Income from Handing Exclusive Rights to Produce or Supply GOLDAS Products**

Domain	Territorial Coverage	Coverage Duration	Corresponding Cost
<b>Sole Producer of Fabrics</b>	Region	1 year	5,000,000 frs
<b>Sole Distributor of Fabrics</b>	Division	1 year	1,500,000 frs
<b>Images (steal and moving images)</b>	Region	1 year	50,000,000 frs
<b>Magazine</b>	Division	1 year	200,000 frs
		<b>Total</b>	<b>56,700,000 frs</b>

Table 5 shows income that can possibly come from investors willing to be sole supplies of some of our products in the other regions of Cameroon and in other Divisions besides Mezam which is our strong hold.

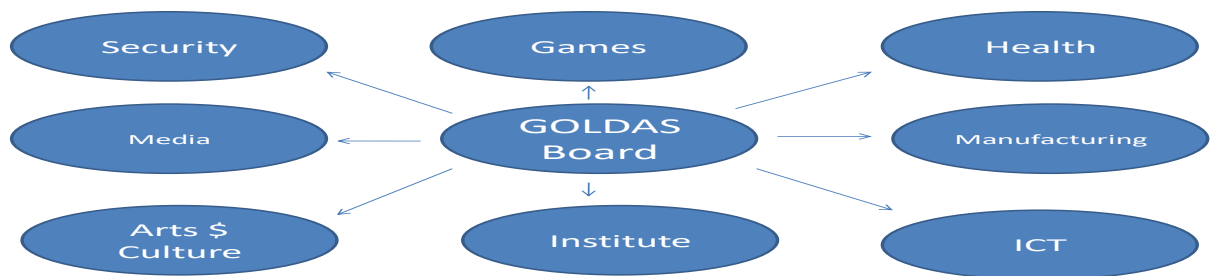
**Table 6: Income from Franchise in Dollars as chosen standard.**

CONTINENT/COUNTRY	ECONOMY & SPORTS INTEREST	DEPOSIT COST
AMERICA	STRONG AND SEARCHING	\$10M
EUROPE	STRONG AND STRONG	\$8M
ASIA	STRONG BUT GROWING	\$5M
AFRICA A	STRONG AND STRONG	\$2M

AFRICA B	GROWING AND STRONG	\$1M
AFRICA C	WEEK AND GROWING	\$500,000
National Annual Dues	All	\$10,000

*Table 6 above highlights the possible incomes that will come in as investors from various nations and continents will become interested in investing in national and continental federations.*

## GOLDAS PRODUCTS



### Income Usage

- Income shall be used to maintain our facility and equipment's.
- Monthly salaries and allowances shall also be given to full time workers and volunteering staff.
- Lights and water bills will also be covered.
- Part of the income shall always be used to restock the provision sector of the manufacturing department.
- There shall be constant construction of administrative structures and game structures for the extension of our program.
- Part of our income shall be use for charity and supporting projects for the greater and better good of humanity.

## NEEDED CAPITAL FOR EXPANSION AND EXTENSION

**Table 7: Business Cost Estimate**

### A. Site Acquisition, Renovation and Innovation as International Administrative Structure.

Item(s)	Description/purpose	Total Cost
<b>Property – Administrative Structure</b>  (Already Identified and negotiated – has a land certificate – situated at Foncha Street, spacious and accessible)	A State of the Arts Story-building (ground floor plus four stories above). A 90% Completed structure with a borehole and standby generator. It is already equipped with minimum furniture.	<b>590,000,000 frs</b>
<b>Renovation &amp; Innovation</b>	Smoother plastering touches on fence and painting with our official colours, creation and implantation of road boards and notice boards and creation of buckaroos.	<b>41,000,000 frs</b>
<b>Office &amp; Training Furniture</b>	Secretariat desk and cupboards, files, pins..., lecture room tables and chairs, board room furniture, executive offices furniture, training boards, reception desk...	<b>127,486,000 frs</b>
<b>ICT office &amp; Training Equipments.</b>	60 desktops, HP pro printers, savers, link-switches, routers, data backup drives	<b>34,103,000 frs</b>
<b>Tailoring Machines</b>	55 butter-fly machines, 30 industrial machines, 3 zig-zag machine and 1 suit button hole machine.	<b>24,450,000 frs</b>
<b>Baking Facilities</b>	Automatic ovens and locally built ovens, mixing and backing plates & flavours & stocking of baking requirements.	<b>13,352,500 frs</b>
<b>Transportation and Installations</b>	Regional and national transportation plus software and hardware installations.	<b>7,030,000 frs</b>
<b>Media Facilities</b>	30 HD Video Cameras, 30 digital still – HD, Sound systems and lighting systems.	<b>213,300,000 frs</b>
	<b>Total</b>	<b>1,050,721,500 frs</b>

*Table 6 above gives a general picture of the intended business capital.*

**Table 8:A. Human Resource Budget For International Office.**

Office	No. Persons	Unit Cost	No. Months	Total
President	01	250,000 frs	12 months	3,000,000 frs
Cabinet of the President	06	200,000 frs	12 months	14,400,000 frs
Administrative Secretaries	03	180,000 frs	12 months	6,480,000 frs
Presidential Financial Officers	02	180,000 frs	12 months	4,320,000 frs
Presidential Communication officers	02	170,000 frs	12 months	4,080,000 frs
The General Secretaries at the Presidency	04	170,000 frs	12 months	8,160,000 frs
Presidential Security	07	150,000 frs	12 months	12,600,000 frs
			<b>Sub-total</b>	<b>53,040,000 frs</b>
The Vice President	01	200,000 frs	12 months	2,400,000 frs
Financial Officers	03	180,000 frs	12 months	6,480,000 frs
Administrative Secretary	01	160,000 frs	12 months	1,920,000 frs
Security Officers	02	150,000 frs	12 months	3,600,000 frs
Deputy VP 1	01	180,000 frs	12 months	2,160,000 frs
Deputy VP 2	01	180,000 frs	12 months	2,160,000 frs
Deputy VP 3	01	180,000 frs	12 months	2,160,000 frs
Deputy Security Officers	03	150,000 frs	12 months	5,400,000 frs
The General Secretariat of the Vice Presidency	04	160,000 frs	12 months	7,680,000 frs
Communication Office of the VP	02	160,000 frs	12 months	3,840,000 frs
			<b>Sub-total</b>	<b>37,800,000 frs</b>
The Secretary General	01	200,000 frs	12 months	2,400,000 frs
Internal Attaché	01	180,000 frs	12 months	2,160,000 frs
External Attaché	01	180,000 frs	12 months	2,160,000 frs
Secretariat of the Secretary General	05	160,000 frs	12 months	9,600,000 frs
Human Resource Auxiliary	01	155,000 frs	12 months	1,860,000 frs
Financial Resource Auxiliary	01	155,000 frs	12 months	1,860,000 frs
Material Resource Auxiliary	01	155,000 frs	12 months	1,860,000 frs
Communication Office	03	155,000 frs	12 months	5,580,000 frs
Translation Office	03	180,000 frs	12 months	5,580,000 frs
			<b>Sub-total</b>	<b>33,060,000 frs</b>
Financial Director	01	200,000 frs	12 months	2,400,000 frs

Fin.Accounter	01	180,000 frs	12 months	2,160,000 frs
Fin.Controller	01	180,000 frs	12 months	2,160,000 frs
Fin.Project	01	180,000 frs	12 months	2,160,000 frs
Fund Raising Committee	05	180,000 frs	12 months	10,800,000 frs
Fin.Secretary	01	160,000 frs	12 months	1,920,000 frs
Fin.Treasurer	01	180,000 frs	12 months	2,160,000 frs
Fin.Communication Office	03	160,000 frs	12 months	5,760,000 frs
			<i>Sub-total</i>	<i>29,520,000 frs</i>
Human Resource Manager	01	175,000 frs	12 months	2,100,000 frs
HRM Secreteriate	03	160,000 frs	12 months	5,760,000 frs
HRM.Fin.Officer	01	165,000 frs	12 months	1,980,000 frs
HR.Recruitment Committee	05	160,000 frs	12 months	9,600,000 frs
HR.Development Committee	05	155,000 frs	12 months	9,300,000 frs
HR.Evaluation & Portfolio Comm	05	155,000 frs	12 months	9,300,000 frs
HR.Communication.Comm	02	150,000 frs	12 months	3,600,000 frs
			<i>Sub-total</i>	<i>41,640,000 frs</i>
Facility Manager	01	180,000 frs	12 months	2,160,000 frs
Facility Secretariate	02	160,000 frs	12 months	3,840,000 frs
Facility Fin.Office	01	165,000 frs	12 months	1,980,000 frs
Director of Stadiums and Structures	02	155,000 frs	12 months	3,720,000 frs
Autos,Equipments and Installations	02	155,000 frs	12 months	3,720,000 frs
Sporting Didactics and stocks	02	155,000 frs	12 months	3,720,000 frs
			<i>Sub-total</i>	<i>19,140,000 frs</i>
Health & Environmental Director	01	170,000 frs	12 months	2,040,000 frs
Health Manager	01	160,000 frs	12 months	1,920,000 frs
Environmental Manager	01	160,000 frs	12 months	1,920,000 frs
H/E Policy,Quality & Security	03	155,000 frs	12 months	5,580,000 frs
H/E Implementation Staff	10	150,000 frs	12 months	18,000,000 frs
			<i>Sub-total</i>	<i>29,460,000 frs</i>
Marketing Director	01	180,000 frs	12 months	2,160,000 frs
Mkt.Analyses & Strategy Committee	05	165,000 frs	12 months	9,900,000 frs
			<i>Sub-total</i>	<i>12,060,000 frs</i>



Engineering & Technology Director	01	170,000 frs	12 months	2,040,000 frs
Concept & Design Committee	05	165,000 frs	12 months	9,900,000 frs
Policy & Quality Committee	05	160,000 frs	12 months	9,600,000 frs
Civil Engineering Committee	05	155,000 frs	12 months	9,300,000 frs
Mechanical Engineering Committee	05	155,000 frs	12 months	9,300,000 frs
Technological Committee	05	155,000 frs	12 months	9,300,000 frs
Electrical Engineering Committee	05	155,000 frs	12 months	9,300,000 frs
Eng.Tech Display House Staff	03	150,000 frs	12 months	5,400,000 frs
			<b>Sub-total</b>	<b>64,140,000 frs</b>
Ethics & Audit Committee	09	180,000 frs	12 months	19,440,000 frs
			<b>Sub-total</b>	<b>19,440,000 frs</b>
Games Committee	09	170,000 frs	12 months	18,360,000 frs
License & Badges	08	165,000 frs	12 months	15,840,000 frs
Ticket & Sales	08	165,000 frs	12 months	15,840,000 frs
Sanction & Fines	08	165,000 frs	12 months	15,840,000 frs
Publicity Licenses	08	165,000 frs	12 months	15,840,000 frs
			<b>Sub-total</b>	<b>81,720,000 frs</b>
Games Security Committee	09	170,000 frs	12 months	18,360,000 frs
Physical Security	08	165,000 frs	12 months	15,840,000 frs
Artificial Intelligence	08	165,000 frs	12 months	15,840,000 frs
Investigation Unit	08	165,000 frs	12 months	15,840,000 frs
Security Policy	08	165,000 frs	12 months	15,840,000 frs
			<b>Sub-total</b>	<b>81,720,000 frs</b>
Games Health Committee	09	170,000 frs	12 months	18,360,000 frs
Games Health Service Officers	120	150,000 frs	12 months	216,000,000 frs
			<b>Sub-total</b>	<b>234,360,000 frs</b>
Arts & Cultural Committee	09	170,000 frs	12 months	18,360,000 frs
Stage Production	08	165,000 frs	12 months	15,840,000 frs
Audio Production	08	165,000 frs	12 months	15,840,000 frs
Video Production	08	165,000 frs	12 months	15,840,000 frs
Festivals	08	165,000 frs	12 months	15,840,000 frs
Museums	08	165,000 frs	12 months	15,840,000 frs
			<b>Sub-total</b>	<b>97,560,000 frs</b>

Academic Committee	09	170,000 frs	12 months	18,360,000 frs
Training Division	08	165,000 frs	12 months	15,840,000 frs
Exams & Certs	08	165,000 frs	12 months	15,840,000 frs
Curriculum & Policy	08	165,000 frs	12 months	15,840,000 frs
Research & Development	08	165,000 frs	12 months	15,840,000 frs
			<b>Sub-total</b>	<b>81,720,000 frs</b>
ICT Committee	09	170,000 frs	12 months	18,360,000 frs
Software Dev't & Security	08	165,000 frs	12 months	15,840,000 frs
Web Dev't	08	165,000 frs	12 months	15,840,000 frs
Social Media & Apps	08	165,000 frs	12 months	15,840,000 frs
			<b>Sub-total</b>	<b>65,880,000 frs</b>
Media Committee	09	170,000 frs	12 months	18,360,000 frs
Print Media	08	165,000 frs	12 months	15,840,000 frs
Audio Media	08	165,000 frs	12 months	15,840,000 frs
Visual Media	08	165,000 frs	12 months	15,840,000 frs
Media Policy	08	165,000 frs	12 months	15,840,000 frs
Broadcasting Licenses	08	165,000 frs	12 months	15,840,000 frs
			<b>Sub-total</b>	<b>97,560,000 frs</b>
Manufacturing Committee	09	170,000 frs	12 months	18,360,000 frs
Production Unit	08	165,000 frs	12 months	15,840,000 frs
Assembling Unit	08	165,000 frs	12 months	15,840,000 frs
Distribution Unit	08	165,000 frs	12 months	15,840,000 frs
			<b>Sum-total</b>	<b>65,880,000 frs</b>
			<b>Sum-total</b>	<b>1,145,700,000 frs</b>

## B. Senior Executive Cars

Project cars				
	TOYOTA HILUX 4X4	04	25,000,000	100,000,000 frs
	TOYOTA LANCRUISER	05	60,000,000	300,000,000 frs
	TOYOTA HIACE	03	25,000,000	75,000,000 frs
			<b>Total</b>	<b>475,000,000 frs</b>

## C. Others Necessary Cost

Item	Total Cost
Mission	48,000,000

communication	12,720,000
Displacement	14,000,000
Infrastructure Maintenance	5,000,000
Vehicle maintenance	14,000,000
	<b>93,720,000 frs</b>

**Sum-total: 1,714,420,000 frs**

**Cost of Running One National Office for Cameroon and Six Regional Offices**

**Table 9: A. BUDGET ESTIMATE FOR 2018**  
**(FOR EXECUTION AT NATIONAL AND IN SIX REGIONS OF CAMEROON)**

Item		Quantity	Unit cost	Total cost
<b>Space:Offices/Training Rooms</b>	<b>RENTS</b>			
	*National Office Rents (months)	12	560 000	6,720,000
	<b>*Training facility Rents (months)</b>	12	400 000	4,800,000
	*6 Regional Offices Rents( " )	12	350 000	25,200,000
				<b>36,720,000</b>
<b>Office Furniture</b>	<b>TABLES</b>			
	*Large executive table	4	499,000	1,996,000
	*Medium executive tables	5	375,000	1,875,000
	*Other sub offices	7	225,000	1,575,000
	*Training institute	3	225,000	675,000
	*Regional offices	12	276,500	3,318,000
	*Chairs with attached writing pads	50	21,500	1,075,000
	*Computer Lab Tables	10	45,000	450,000
	*boardroom Conference table	01	240,000	240,000
<b>Control Offices</b>	*Training Site Mini Conf. table	01	160,000	160,000
	*training site staff room tables	03	60,000	180,000
<b>Training site offices &amp; Regional Offices</b>	*Regional office mini conf. tables	06	120,000	720,000
	*Cupboards	06	200,000	1,200,000
	*Shelves	10	95,000	950,000
				<b>14,414,000</b>
<b>Equipment/Machines</b>				
<b>(IT)</b>	<b>Desktop Computers</b>	50	385,000	19,250,000
	HP pro 4000SFF-AL	04	499,000	1,996,000

	<b>Server</b>	02	800,000	1,600,000
	<b>Laptops</b>	15	329,000	4,935,000
	<b>Data Backup Drives</b>	02	87,000	174,000
	<b>Printers</b>			
	*Office Jet Pro	02	289,000	578,000
<b>Control Offices,</b>	*HP LaserJet P 4015 X	01	799,000	799,000
<b>Training Site &amp;</b>	*HP Laser Pro CP 1025	06	169,000	1,014,000
<b>Regional Offices</b>	*HP Jet Pro 8000	06	139,000	834,000
	<b>Photocopiers</b>			
	*Canon IR 2420	02	769,000	1,538,000
	*Canon IR 2318	01	649,000	649,000
	*Canon IR 1020	06	399,000	2,394,000
	Projector Dell 1210 S	03	379,000	1,137,000
	Projector Boards	03	89,000	267,000
	FAX Panasonic KXFP 711	01	99,000	99,000
	Scanners HP G3110	08	79,000	632,000
	<b>camera</b>			
	<b>Video camera Mini DV</b>	06	300,000	1,800,000
	<b>Professional Video Camera HD</b>	02	850000	1,700,000
	<b>Digital still photo Camera HD</b>	02	210,000	420,000
	<b>Digital Still photo camera</b>	06	120,000	720,000
	<b>Backup Power</b>			
	*APC 1100VA	04	129,000	516,000
	*Mercury 1000VA	16	69,000	1,104,000
	*APC Power Surge	20	18,000	360,000
	<b>Networking</b>			
	*24 Port D-Link Switch	02	129,000	258,000
	*16 Port D-link Switch	06	89,000	534,000
	*Wireless Router	03	125,000	375,000
	*STP Network cable (Rolls)	15	79,000	1,185,000
	*Connectors (Packet)	02	22,000	44,000
	*Dust covers (Packet)	04	11,000	44,000
	*Network Setup and configuration		Lump sum	3,200,000
	<b>Equipment Installation</b>			
	*Computer Software Installation		Lump sum	3,123,000
	<b>IT Maintenance (months)</b>	12	Lump sum	2,345,000
	<b>Internet installation (sites)</b>	08	250 000	2,000,000
	<b>Internet Bandwidth (months)</b>	12	Lump sum	18,000,000
	<b>Land line installation</b>			360,000
	<b>Land line (months)</b>	12	Lump sum	560,000

	<b>Intercom (24 ports)</b>	01	750,000	1,050,000
	<b>Intercom hand sets</b>	20	15,000	300,000
				<b>77,894,000</b>
	Television (42inches)	01	500,000	500,000
	“(32inches)	04	350,000	1,400,000
	Writing Boards	04	15,000	60,000
				<b>1,960,000</b>
<b>Project cars</b>				
	<b>TOYOTA HILUX 4X4</b>	11	25,000,000	275,000,000
	<b>TOYOTA HIACE</b>	01	25,000,000	25 000 000
				<b>300,000,000</b>
<b>Stationaries</b>				
	Files			
	*clip files	80	1,200	96,000
	*Spiral binders	20	3,500	70,000
	*Jackets (packets)	10	3,500	35,000
	Rims of Paper(Cartons)	16	14,500	232,000
	Office Registers	12	10,000	120,000
	Cash Receipt books	20	12,000	240,000
	<b>STAMPS</b>			215,000
	Staplers	10	10,000	100,000
	Stapling gun	8	15,000	120,000
	Stapling gun pins(pkts)	20	3,500	70,000
	Stapling pins (Pkt)	10	1,500	15,000
	Office tray	10	15,000	150,000
	Blanco (pkt)	8	4,000	32,000
	Punchers	08	5,000	40,000
	White board	05	70,000	350,000
	Board markers (pkt)	10	3,500	35,000
	Dusters	05	5,000	25,000
	Cubic Block notes	10	2,500	25,000
	Block notes stickers	50	1,200	60,000
	Slots 6mm	05	35,00	17,500
	Slots 8mm	05	5,000	25,000
	Slots 10 mm	04	6,000	24,000
	Clock	05	25,000	125,000
	Coffee maker	03	25,000	75,000
	Pens	10	7,500	75,000

	Pencils	10	2,000	20,000
	Office Irion sharpener	2	7,000	14,000
	File with transparent bags	4	5,000	20,000
	Perforating machine (big)	2	50,000	100,000
	Paper shredder	2	25,000	50,000
	Paper basket	20	2,500	50,000
	Adhesive tape (Roll)	2	8,000	16,000
	Masking tape (Roll)	2	11,000	22,000
	Laminating machine	2	30,000	60,000
	Laminating film (pkt)	4	12,000	48,000
	Paper glue	20	1,500	30,000
	Cart board (pkt)	6	15,000	90,000
	Rulers	20	1,000	20,000
	Push pins (pkts)	10	1,000	10,000
	Table mart	5	15,000	75,000
	Goal posts (pairs)	18	70,000	1,260,000
	Goal post nets	18	18,000	324,000
	GOLDAS Size balls	36	18,000	648,000
				<b>5,228,500</b>

#### B. Other Necessary Cost

Item	Total Cost
Mission	48,000,000
communication	12,720,000
Displacement	14,000,000
Infrastructure Maintenance	5,000,000
Vehicle maintenance	14,000,000
	<b>93,720,000</b>

#### C.Book and Launch

<b>GOLDAS Book Printing</b>	10 000 Copies	7,500,000
<b>Official GOLDAS Launching</b>	Lump sum	14,550,000
		<b>22,050,000</b>

**Table 10. Human Resource Budget for Cameroon National and Regional Officials**

Personnel Description	Category	Allowance	Personnel total	Sub total	Payment Duration	Final Total
National Bureau Members	A <sub>1</sub>	385,000	05	1,925,000	12 months	23,100,000
National Bureau Members	A <sub>2</sub>	325,000	05	1,300,000	12 months	19,500,000
Regional Coordinators	B <sub>1</sub>	255,000	06	1,530,000	12 months	18,360,000
National coordinators	B <sub>1</sub>	255,000	06	1,530,000	12 months	18,360,000
Administrators	B <sub>2</sub>	205,000	03	615,000	12months	7,380,000
Regional Secretaries	B <sub>2</sub>	205,000	06	1,230,000	12 months	14,760,000
Regional cashiers	B <sub>2</sub>	205,000	06	1,230,000	12 months	14,760,000
Regional Public Relation	B <sub>2</sub>	205,000	12	2,460,000	12 months	29,520,000
Regional Organizers	B <sub>2</sub>	205 000	12	2 460 000	12 months	29 520 000
Personal assistants	B <sub>2</sub>	205 000	03	615 000	12months	7 380 000
IT Technicians	B <sub>2</sub>	205 000	02	410 000	12months	4 920 000
Knights	C <sub>1</sub>	180 000	72	12 960 000	12 months	155 520 000
Counsellors	C <sub>1</sub>	180 000	36	6 480 000	12 months	77 760 000
Match Delegates	C <sub>1</sub>	180 000	36	6 480 000	12 months	77 760 000
CAMERA OPPEATORS	C <sub>1</sub>	180 000	16	2 880 000	12 months	34 560 000
COMPUTER SOFT WARE TRAINERS	C <sub>1</sub>	180,000	4	720 0008	12 months	8 640 000
Cleaners	C <sub>2</sub>	150,000	02	300 000	12months	3 600 000

Drivers	C <sub>2</sub>	150,000	12	1 800 000	12months	21 600 000
SECURITY	C <sub>2</sub>	150,000	10	1 500 000	12months	18 000 000
						<b>570,240,000</b>

<b>TOTAL</b>	<b>1,122,226,500 F CFA</b>
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## Sub Grand Capital:

- Acquisition and Equipping of International Administrative Structure **1,050,721,500 frs**
  - Human Resource Budget & Facility Acquisition & Maintenance International Office **1,714,420,000 frs**
  - Acquisition, Equipping and Human Resource Capital for National Execution **1,122,226,500 frs**
- ## 3,887,368,000 frs ##**

## Implementation and Performance Metric

To achieve and sustain our distinguishing vision, we insure seconds by seconds, day in, day out monitoring of our material, highly specialized qualitative human resources and financial resources in relation to the objectives and goals which are to be achieved.

### Thus in terms of implementation:

- We combine effective machines and effective employees to yield greater results.
- We motivate each participant of our projects to take active ownership of the project. By so doing, they become devoted, creative and dedicated to the project.



**In relation to Performance Metric:**

- We harness the results of challenging moments, suggestions and targeted market research outcomes to improve on our quality.
- We constantly do corporate training, reflections and refresher courses for our human resources.
- We spend time developing patterns and concepts that can promote this concept or that may modify this concept.
- We use a customer service architectural plan to capture clientele information for administrative processing and decisions for improvement.
- We keep from hand written to electronic reports of individuals and groups, of machines and finance. We make use of photos and videos as support proofs. Senior executives visit sites for appraisals.

**The sports industry and competitors**

Soccer is a universal charm that pulls multitudes in terms of audiences and has a consummating force that acts like a balm or therapy to many global crises. Each nation, each profession and its professionals from the political, economic, social, cultural, educational and religious domain have something to cherish in and something to give in, so far as soccer is concern.

Great as the industry may be, it is usually challenged in management and coordination of ever-growing large numbers as in teams and their players, large fan numbers, influx of sponsors, partners and funders. Screening and choosing, security and health issues are usually challenging to tackle. Highly skilled staff and machines and strategic partners are usually required. To all these, we have collected a great management team made up of skillful and experienced persons/organizations.

As to competitors, FIFA football and its tournaments seems our greatest rival so far as football related businesses is concern. We, nevertheless, feel confident at this juncture to say; being a

unique invention, majority are eager to see and consume our therapeutic model, given the fact that many are today disgruntled with the current scandals related to traditional football. We only have consumers to tussle over, of which we have gate fees that accommodates all income earners, new fabrics, new opportunities for business and employment.

### **Marketing Sector**

- We will work very closely with Wholesalers and Retailers on a win-win base, to get our fabrics and dairy products right to the grassroots.
- With the current strategic partnership, we have with the Cameroon National Youth Council, we shall use all their regional, divisional and sub-divisional offices all over the nation for mobilization, sensitization and possible distribution.
- The endorsement of GOLDAS by the Minister of Youth and Civic Education, allows us to carry the civic education components into secondary and professional and higher institutions thus making the academic environs a fertile ground for information and product marketing.
- We already have a data base of trained game officials and GOLDAS aligned enrolled soccer clubs with whom pilot versions have been ran and they are all now ready for more permanent games.
- We already have strategic partnerships with private radios and Televisions for broadcasting our images and this will be good publicity for us to get more followings as teams, trainees, partners, sponsors...
- We have a permanent website that offers information on developments, opportunities for business and benefits to individuals.
- Maximum use is being made of the social media (online, print and the audio visual media); either as sharing pictures, videos, current happenings, advertisement and internet post adds. We are as well linked up with many social network sites in the

internet and we utilize them to share the new vision, invite people to contribute and participate. We are presently hooked up with many national and international institutions and individuals, working together to bring GOLDAS to the world.

- We currently have academic partnership with Johannesburg City College and Manchester Metropolitan University to offer professional academically aligned training.

### **Critical Risk Management**

We are highly vigilant to crisis from five dimensions:

**Sports propaganda:** Some existing sports may feel we want to divert part of their audiences and income and may directly or indirectly try to discredit us through propaganda of various kinds. We are thus concentrating on ethical staff and work, honest messaging and quality service and delivery. We make our unique and unequalled results to stand and speak for us as the cheapest and most effective way to fight propaganda.

**Financial Crisis:** Funds may at times be misappropriated by some unscrupulous committee members and we may sometimes run short of funds. We have trained experts in accounting, banking and finance and project management who are, setting financial management and monitoring systems. External auditors will also be contracted. We are working hard to get more member nations to start practicing, to increase annual dues and franchise. We are lobbying electronic experts to put GOLDAS into electronic games and more.

We have also employed a fund-raising manager, who also applies periodically or annually to identified funds of interest, subvention from the governments, new sponsors and partners.

**Performance crisis:** There will be cases where employees, teams, players and machines dissatisfaction or disappointment or indiscipline may arise. We have a human resource and facility management and risk managers we can trust. A quality assurance body has also been created to ensure quality performance at all levels. A board of trustees exist to maintain value and unity.

We have resorted to always have some of our products always ready and stocked; which can just be used when need arises. As for volunteers, human resource managers – industrial counsellors and clinical psychologists have been placed at their disposals and on the other hand sanctions will apply; running from temporary suspensions, deduction of allowances, and change of office or withdrawal of membership as stipulated by our binding constitution.

**Security** and **health crisis** may surface now and then. We work together with ICT security specialists, health specialists and experts in physical policing (place at our disposal by the national security service). We also have lawyers on stand-by to form our legal counsel.

**Natural factors** may stand on our way sometimes such as rains during the raining season and excessive dust during the dry season. To all these, we are making available umbrellas, phase caps, sunshades and a small transportation van for staff. We provide all these with support from our strategic partners. We will further work hand in gloves with weather experts to predict and cater for natural crisis.

### **Mile Stone Achievements**

- We have won strategic partnership with the Ministry of Sports and Physical Education, the Ministry of Arts and Culture, the Ministry of Youth and civic Education, the Cameroon National Youth Council, the CEMAC Youth Organization and Razack Sport Academy.
- Academic partnerships also exist with Johannesburg City College, Higher Institute for Professional Development and Training and Manchester Metropolitan University. Other international organizations such as AIDES UK and The Commonwealth Youth Council are on board the GOLDAS Program.
- We already have over one thousand trained staff in the various departments with successful pilot games which have already been played under media coverage with close to seventy-two teams and a followership of close to fifteen thousand persons.

- The Funs of the North West Regions of Cameroon have started offering parcels of land for the construction of GOLDAS fields and administrative structures.
- All game documents like training manuals, registration documents, control documents...have been designed.
- Diplomatic Partnerships have been signed with The ECOWAS Youth Council for implementation with all 16 ECOWAS Countries and also with the CEMAC Youth Movement for implementation with all 6 CEMAC countries.
- I specious site have just been identified and negotiations for its acquisition. This site is intended to be the GOLDAS International Administrative Head Office.

### **Communication Strategy**

We intend to make use of the communication tools that include amongst them: fact sheets, email messages, workshop reports, and press releases. Where appropriate, the tool will include documenting success stories from the project's interventions. Most of the communication for the project will be done in English as the most common language but where appropriate information will be translated into French. Other national and tribal languages could be used based on critical analyses.

A number of activities will be undertaken to ensure wide reach for the strategy, including a built-in media component to all our activities. Each calendar event will have a publicity component built into it. Time will be allocated for general media interviews and the preparation and distribution of press releases and announcements to ensure that the events and their aims and objectives are within the broader communication strategy and received wide coverage.

The communication strategy will combine some or all of the following processes:

- Social network; Facebook page created, twitter, WhatsApp etc.
- Media either print or electronic
- Road shows
- Branded materials
- Interviews and press conferences

# **The GOLDAS 2019 Confederacy Cup**

## **Project Vision**

Solving Multi-Dimensional Issues in a Uni-Crafted Dynamic Therapeutic Sports Fashion

## **Project Main Objective**

- To eliminate poverty and unemployment by training and recruiting permanent staffs in our Administrative, Games, Manufacturing, Media, Information Technology, Training, Arts and Cultural Departments. and by

## **Project Sub-Objectives**

- To promote infrastructural development within communities by constructing and maintaining permanent facilities for the running of GOLDAS Programs.
- To promote the spirit of Entrepreneurship and Peace Leadership by creating and maintaining community centers and school clubs that constantly participate in our interactive programs.
- To eliminate prejudices of all kind and foster the values of unity in diversity as an integral requirement for sustainable peace and development.
- To promote arts, culture and tourism, and to create a platform for auxiliary businesses to emerge.

## **Project Mission**

To create and sustain through strategic partnerships, permanent league and cup games for GOLDAS Clubs and Schools; from Sub-divisional, Divisional, Regional and National Levels.

## **Project Concepts**

- **GOLDAS Games Division:** Aimed at developing and controlling a games calendar for various leagues and cups; determining enrolment processes and procedures, controlling annual dues, match forms, registration cost, gate tickets, card fees and game fines.

- **The manufacturing departments:** Will be in charge of manufacturing, packaging, assembling and distribution of our new sporting didactics for home and abroad consumption.
- **A GOLDAS training center:** Will be in charge of training, deploring and coordinating administrative and game human resources; nationally and internationally.
- **The GOLDAS media center:** The Media Division will be in charge of capturing and processing voice, still and moving GOLDAS Images for distribution via our print and audio - visual outlets.
- **GOLDAS ICT center:** Responsible for Creating and Controlling GOLDAS software, websites, apps, and social media sites. To train and control the experts and to determine selling, training and troubleshooting cost for the GOLDAS Software.
- **Health and Security Divisions:** Recruit and train staff for these purposes. Sector will be developed to surround this new vision for purposes of balance.

## **Project Background**

Invented by a Cameroonian, researched and developed for the past 10 years in South Africa with pilot versions ran in Cameroon, Mozambique, Ghana, and Nigeria, partnered to Johannesburg City College and Manchester Metropolitan University, Razack Sport Academy, CEMAC Youth Organization and Commonwealth Youth Council, GOLDAS has the academic and professional locus-standi to train and employ in tens of thousands.

GOLDAS indeed is a therapeutic new sports invention, crafted with the intension of using sports creatively, to address social and economic issues. South Africans have called it “UMUTHI”; meaning The Medicine, an AU consultant has called it “active and pro-active soccer”, states men have called it “diplomatic soccer” and religious men have called it: Divinity Soccer.

## **Areas of Implementation**

The 10 Regions of Cameroon and Eventually the CEMAC Region

## **Project Partners**

MINSEP, MINCUL, MINJEC, CNYC, CEMAC Youth Organization, JCC, HIPDET, ADES UK, and Elites of Cameroon.

**Table: 11. GOLDAS JS-CEMAC 2019 Action Plan (Annual Picture).**

S/N	Activity	Targets	Mandated Persons	Period
01	Presentation of Launching Invitation and Copies of The GOLDAS 2019 Confederacy Project to State and Diplomatic Core.	MINJEC, MINSEP, Prime Minister's Office, CEMAC Embassies ...	GOLDAS, JS-CEMAC, CNYC and RASAK Sport Academy	03 <sup>rd</sup> Jan – 25 <sup>th</sup> Jan 2019
02	GOLDAS 2019 Confederacy Business Forum with Imperative Stakeholders and Official Presentation of The 2019 GOLDAS HUFAFAC Centre.	Airlines, Hotels, Bus Agencies, Telecom Companies, Financial Houses, Breweries, Dairies, Super Markets and Fashion and Resorts and Parks.	GOLDAS, JS-CEMAC, CNYC and RASAK Sport Academy	26 <sup>th</sup> Jan 2019
03	Press Conference on Confederacy Project with Stakeholders.	All state and Private Audio, Visual and Print Media	MINJEC, MINSEP, CNYC, JS-CEMAC and GOLDAS.	28 <sup>th</sup> Jan 2019
04	Installation of 2019 Confederacy Synergy – 2019 Confederacy Organizing Committee.	Appointed personnel by each partners	MINJEC, MINSEP, CNYC, JS-CEMAC and GOLDAS.	31 <sup>st</sup> Jan 2019
05	Preparation of National and Regional co-coordinating offices.	Synergy and implementation structure.	GOLDAS, JS-CEMAC, CNYC and RASAK Sport Academy	03 <sup>rd</sup> – 31 <sup>st</sup> Jan 2019
06	Inauguration of National Office/CEMAC Activity Coordinating Office and Installation of Administrators.	Recruited and Trained Project Administrators	MINJEC, MINSEP, CNYC, JS-CEMAC and GOLDAS.	01 <sup>st</sup> Feb 2019
07	Sensitization, mobilization and registration of target groups.	Public	GOLDAS, JS-CEMAC, CNYC and RASAK Sport Academy	03 <sup>rd</sup> Jan – 08 <sup>th</sup> Feb 2019
08	Official National Launching of Games Book of Law and National Cup Game.	Public	MINJEC, MINSEP, CNYC, JS-CEMAC and GOLDAS.	09 <sup>th</sup> Feb 2019
09	Implementation of National Games	Registered institution and clubs	GOLDAS, JS-CEMAC, CNYC and RASAK Sport Academy	11 <sup>th</sup> Feb 2019 (first Match)
10	Organizing The GOLDAS Confederacy Conference in Cameroon (The GCCC).	Endorsed Delegates in Teams of 7 from all CEMAC Countries.		15 <sup>th</sup> Feb 2019
11	Visit and Installation of Administrative Committees in all CEMAC Countries.	Appointed CEMAC Representatives	GOLDAS and JS-CEMAC	20 <sup>th</sup> Feb 2019 – 20 <sup>th</sup> March 2019
12	Sessions with Stakeholders in each CEMAC Country	State, Business men, investors, companies and elites.	GOLDAS and JS-CEMAC	20 <sup>th</sup> Feb 2019 – 15 <sup>th</sup> March 2019
13	Sensitization, Mobilization and Registration in each CEMAC Country and National Employment, Games and Book launch.	Unemployed population from 18 and above, skilled and unskilled in various areas of interest.	GOLDAS and JS-CEMAC	20 <sup>th</sup> Feb 2019 – 20 <sup>th</sup> March 2019
14	Fast Tracking Training and Pilot Games in each CEMAC Country	All Registered individuals and clubs	GOLDAS and JS-CEMAC	25 <sup>th</sup> March 2019 – 15 <sup>th</sup> Sept 2019
15	National Finals for Cameroon Games	Finalists and all participants	MINJEC, MINSEP, CNYC, JS-CEMAC and	01 <sup>st</sup> Nov 2019



			GOLDAS.	
16	National Finals for Each CEMAC Country	Finalist and all participants	GOLDAS and JS-CEMAC	01 <sup>st</sup> Nov 2019
17	GOLDAS CEMAC Championship – The 2019 GOLDAS Confederacy.	Between Finalist of Each CEMAC Country plus representative teams from Nigeria, Ghana and South Africa	GOLDAS and JS-CEMAC	1 <sup>st</sup> to 16 <sup>th</sup> Dec 2019
18	Project Evaluation		MINSE, MINJEC, GOLDAS, JS-CEMAC, CNYC and RASAK Sport Academy.	20 <sup>th</sup> Dec 2019
19	Cycle Re-launch			Open

**Table 12. Initial Training Targets Per Sub-Divisional Communities**

Officials	Game	Trainers	Total
Game Administrators	06	02	08
Game Delegates	06	02	08
Game Counselors	06	02	08
Game Referees	12	02	14
Office Administrators	07	02	09
Media Officers	02	01	03
	39	11	<u>50</u>

The Table Shows Targeted Game Officials for each of the local communities of each Sub-division (ex: villages). The table does not include Senior Executives who will be deployed by National Board recruitment.

### **Project Duration**

To Run from January 2019 to December 2019.

**Short Term Goals:** To start with recruitment and training of game officials and departmental staff and to proceed to teams recruitment in the North West Region. To identify game sites and negotiate them and to officially sample and choose official partners and sponsors. To initiate procedures for construction at our permanent international head quarter site in Kedjom Keku.

**Medium Term Goals:** To multiply the concept in all the 10 regions of Cameroon (from regional through divisions, down to sub-divisions level), to in-cooperate it into FENASCO and University games and to run permanent nation leagues and cup games.

**Long Term Goals:** To extend to other nations of interest and to eventually attempt on continental and international leagues and cups.

### The GOLDAS Proposal

We can become strategic partners with defined and documented benefits, rights, privileges and responsibilities.

**Table 13. GOLDAS SAMPLE CUP FIXTURES**

<b>Number of Teams</b>	<b>24</b>
<b>Number of Groups</b>	<b>6</b>
<b>Number of Matches</b>	<b>95</b>

#### Groups

<b>G1</b>	<b>G2</b>	<b>G3</b>	<b>G4</b>	<b>G5</b>	<b>G6</b>
A	E	I	M	Q	U
B	F	J	N	R	V
C	G	K	O	S	W
D	H	L	P	T	X

#### Fixtures: Away (→) and Home (←) matches

Dates	<b>G1</b>	<b>G2</b>	<b>G3</b>	<b>G4</b>	<b>G5</b>	<b>G6</b>	
→	A - B	E - F	I - J	M - N	Q - R	U - V	←
→	C - D	G - H	K - L	O - P	S - T	W - X	←
→	B - C	F - G	J - K	N - O	R - S	V - W	←
→	D - A	H - E	L - I	P - M	T - Q	U - X	←
→	B - D	F - H	J - L	M - O	Q - S	U - W	←
→	A - C	E - G	I - K	P - N	R - T	X - V	←

#### 1/6 Final: Away (→) and Home (←) matches

→	1 <sup>st</sup> G1 # 2 <sup>nd</sup> G2 ---- (A)	1 <sup>st</sup> G3 # 2 <sup>nd</sup> G4 ---- (C)	1 <sup>st</sup> G5 # 2 <sup>nd</sup> G6 ---- (E)	←
→	2 <sup>nd</sup> G1 # 1 <sup>st</sup> G2 ---- (B)	2 <sup>nd</sup> G3 # 1 <sup>st</sup> G4 ---- (D)	2 <sup>nd</sup> G5 # 1 <sup>st</sup> G6 ---- (F)	←

**1/3 Final: Away (→) and Home (←) matches**

→	Winner A # Winner E (1)	Winner B # Winner D (2)	Winner C # Winner F(3)	←
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**Semi Final: Away (→) and Home (←) matches**

→	Winner 1 # Winner 3 ---- (A)	Winner 2 # Winner ?(Best loser) —(B)	←
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**Final**

Winner A # Winner B
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**Table 14. The GOLDAS Cup Budget Sheet**

**7 Months Budget Sheet.**

Item	Cost	Quantity	Total
Documentation	320,000 frs		320,000frs
Transportation	2,200,000 frs		2,200,000frs
Communication	105,000frs		105,000frs
Accommodation	4,100,000frs		4,100,000frs
Welfare	2,020,000frs		2,020,000frs
		Sub-total	8,745,000frs
Set of Poles	100,000 frs	20	2,000,000frs
Pole Nets	5,500 frs	20	110,000frs
Soccer Balls	16,000frs	100	1,600,000frs
Referees Wears	3000frs(x12) = 36,000frs	10	360,000frs
Game Delegates Wears	3000frs(x6) = 18,000frs	10	180,000frs
Whistles	2500frs(x12) = 30,000frs	10	300,000frs
		Sub-total	4,550,000frs
Marketing Budget	50,000,000frs		50,000,000frs
Insurance	20,000,000frs		20,000,000frs

Site Tents, Buckaroos, field maintenance ...	8,100,000frs		8,100,000frs
Total Trophy Amount (including 1 <sup>st</sup> ,2 <sup>nd</sup> ,3 <sup>rd</sup> prizes, best players, medallions...)	60,000,000frs (Participatory amount for all clubs inclusive)		60,000,000frs
		Sub-total	138,100,000frs
		Sum Total	151,395,000frs

## Final Grand Capital:

- Acquisition and Equipping of International Administrative Structure 1,050,721,500 frs
- Human Resource Budget & Facility Acquisition & Maintenance International Office 1,714,420,000 frs
- Acquisition, Equipping and Human Resource Capital for National Execution 1,122,226,500 frs
- **GOLDAS Cup total** 151,395,000frs

## 4,038,763,000 frs ##

## Activity 2

### **GOLDAS CIVICUS ACADEMIA**

#### **Project Background**

It is no doubt, that the youths fall at an evolutionary stage of their lives, when their minds are most questing and their energies most searching. Their passion for social activities is high, their response to media and technology so tremendous and their eagerness and readiness to respond so great.

We have seen how throughout history these profound qualities of youth have been exploited and misdirected by selfish interest of war, terrorism, drug pushing, child trafficking... and caused to be misrepresented by scary hair styles and shameful dressing codes.

Knowing that the youths are the pillars upon which the roof of every nation is suspending, believing in their energy and their virtuous potentials, GOLDAS seeks to creatively exploit the passions of the youth (media and technology and sport and arts) to empower them with the knowledge, insight and skills needed for self and collective transformation. Infact we believe that if the youths are academically and morally empowered, they will form a robust, holistic leadership material for the future and if their energies are harnessed: **Youths can move the world.**

#### **Project Vision**

Empowering youths, to see themselves as, agents and legends of positive change.

#### **Project Mission**

To work in strategic partnerships with college administrators, quarter heads, organizations and youth leaders to sensitize and mobilize the youths for participation in our GOLDAS Civic Empowerment Package.

#### **Project Motivation**

The heart of education is the education of the heart.

#### **Project Objectives**

- Expand the research capacity of the youths and their ability to study hard for excellence.
- Encourage the spirit of innovation and invention in the youths.
- Develop leadership skills in youths and their public speaking abilities.
- Identify and promote exceptional skills latent within the youths.
- Empower the youths to be civic responsive.

#### **Project Elements**

**GOLDAS Noble Voices Package:** This is an oratory development package where a sensitive academic, social or economic topic is raised and youths are expected to do extended and

substantial research with verifiable references, to write a paper on the said topic, to master the paper, to submit the paper to a jury on the day of presentation and to do a live public speaking on the said topic in front of an audience (most preferably from their head; off hands). First three outstanding speakers will receive exceptional prizes while the others will have participatory or compensatory prizes.

***GOLDAS Mental Stimulus Package:*** Here youths are expected to be engaged in debates which are academically educative and morally and socially contributive. They shall be paired in a team of three to argue for or against the choosing topic. Even in cases where the topics are self-explanatory or self-defensive, it is the team with the right debate attitude and sufficient, verifiable, convincing and contextual facts that will win and where morally and rationally possible, there will be put to an all-tight debate. The essence of our debate is to stimulate moral points for consideration and stimulate possible positive behavioral change. After all, character plus intelligence in the essence of true education.

***GOLDAS Virtuous Words:*** This is a spelling and word meaning session that unfolds at three levels with the single purpose of soliciting youths to think of and spell virtue words; words that illuminates the nobility in a man and promotes proper social cohabitation. At the first level, 18 letters will be displayed and pronounced allowed and the youths within given minutes will be expected to scrabble from and form the highest number of virtuous words possible that they can, from within those 18 letters. The second level will involve the jury pronouncing a virtuous word and the panelist will spell them aloud. The third and last stage will involve the jury pronouncing a virtuous word and the panelists explaining their meaning and substantiating it by putting it in a contextual form in a constructed sentence. Since it is the mind that controls the body, it is our hope that, as youths start thinking frequently of positive words, it will stimulate positive thinking, sends positive signals to the body and expected positive social behaviors might surface.

***GOLDAS Technological Package:*** The essence of this package is to stretch the capacity of the youths, to cause them to study the economic and social environment around them, to understand human needs and desires and to innovate or create a new kind of technology/device that they believe can address current needs and serve future expectations. They will have to work on this before the day of presentation. They will be given a brief period to explain and introduce their technology (talking about the need that was noticed from research and the innovation/invention that satisfies the need; how it functions). The originality and authorship will later be verified for winners. Exceptional business ideas and works of arts that can move the generation forward will also be accepted during such sessions.

***GOLDAS Game Package:*** This package is where the power of GOLDAS recites. Each GOLDAS club in addition to the above representations will also have a soccer team that will participate in our GOLDAS game of virtue; our newly invented therapeutic soccer that uses the passion of youths and introduces praise-worthy social values to them through the principles of the new sport.

**GOLDAS Mobile Service:** This is a network service that allows all the names of youths in our Data System, to constantly receive academic success tips, quotes, idioms...and also tips on health, environmental protection, terror tips, traffic and weather tips, events tips, publication tips...It may come via apps, SMS, E-mails, Facebook... Through this service, students can access academic help on topics that are challenging.

**GOLDAS Mentorship Service:** We use this service to come closer to the youths, to make veritable bonds of friendship with them, to the extent that they can believe and confide in us (our life coaches). This way, we can share experiences with them, consult and reflect with them on life issues. When properly arranged, we will also bring them in contact with accomplishing figures of honor (business men, scholars, leaders...) according to their area of interest.

We will further use this package to orient student about career paths, scholarship opportunities, home and international universities offering their area of interest and can also help to facilitate their applications and admissions.

**Table 15. Project Benefits**

<b>To Students</b>	<b>To Institutions</b>
<ul style="list-style-type: none"> <li>-Enhances student academic, social, and economic capacities and opportunities.</li> <li>-Cash and material prizes for performance motivation.</li> <li>-Scholarship opportunities and academic mentorship and assistance.</li> <li>-Paid academic travels and excursions.</li> </ul>	<ul style="list-style-type: none"> <li>-It serves as a marketing window for schools to be known.</li> <li>-Assistance in school development; contribution of books to library and some teaching didactics, contributing to furniture and infrastructural development.</li> <li>-Cash contribution into schools social funds</li> </ul>

**Levels and Areas of Operation:** Sub-Divisional, Divisional, Regional and National Championships and Continental Championships (nearest future).

**Countries Involved:** Cameroon, Nigeria, South Africa (prepared), Ghana, Zimbabwe and Uganda (under negotiation).

#### **Project Communication Instruments**

Partnerships are being secured with private radios and televisions, public and private newspapers, our GOLDAS magazine (Golden Pages), GOLDAS Television and the GOLDAS Website. We will further make use of social network sites such as Facebook, twitters and specialized apps. Their circulations will be hard and soft, online and l

### Activity 3

## **GOLDAS ALIVE CENTRES**

**(Center for the Betterment of the World)**

#### **Activities:**

- Weekly presentations through public speaking and social discusses on GOLDAS values and social concerns. Beginning each session with devotionals, Inter-spacing presentations and interactions with arts and cultural presentations with valuable themes.
- Weekly activities by various GOLDAS ALIVE groups.
- Organizing weekly fire-sides and weekly devotional gathering.
- Organizing moral empowering programs for children, junior youth, youth and adults.
- Create projects through consultations for the development and maintenance of the center.
- Elect once a year, a GOLDAS ALIVE administrative committee made up of seven persons.
- Organize once a month a Unity Feast in which minute will be read by the secretary of the Administrative Committee and reports of the treasurer of the said committee and all members consulted on suggested idea(s) from the committee or the friends.
- Must organize once a year a local convention in which delegates (3 delegates) shall be elected to a regional convention in which 9 delegates will be elected (who become regional committee) to a national convention in which 9 delegates (who become national committee) will be elected to the international convention in which 9 members will be elected to become International committee. Note should be taken that the international committee will be elected once in 6 years.
- All GOLDAS ALIVE centers shall run a counseling department and the Solutions network program.
- All GOLDAS ALIVE centers shall also hold a trust fund to collect the Job Creation Project funds (which will include monthly 100 frs contribution by all those seeking a secured working future after graduations or retirements).



-All GOLDAS ALIVE Centers shall also run the Family Emergency Funds to assist families during emergencies food, health and education crisis.

-All GOLDAS ALIVE Centre shall always have a Virtue Spelling Bee (a catalogue of human value words shall be put together and people asked to take turns and spell, the spellers will keep reducing as they miss a word until we get the finalist).

-We shall further have a GOLDAS Fire Voices – A Debate department, in charge of organizing debates on social, economic and religious contemporary issues.

-Monitors and control multi-media center (ICT-training and internet and documentation, magazine, radio, tv, theatre and cinema)

### **Benefits of center**

-Promotes skills development and builds confidence.

-Offers orientation and counseling

-Outstanding members could be cholerized.

-Distinguished presentations will be published and we all shall benefit from the rewards and awards.

## **Conclusion**

With the bulky and challenging steps already achieved, with a great data base already established, with media partnerships, academic partnerships already won, with ready audience, ready to benefit and ready nations willing to implement, with game documents set, website and software already built, the bridge is set to cross into an unequalled financial empire of the 21<sup>st</sup> Century and beyond.