



**BRIGHT STAR MINISTRY**

**Changing Lives for Eternity**

# MISSIONARY TRAINING SCHOOL PROJECT **BUSINESS PLAN**

Prepared for :

**John Phillips ,**

**HeReturns Ministry**

Prepared by :

**BRIGHT STAR MINISTRY**



+264814450020

brightstarbuildingthewalls@gmail.com

Ondangwa, Namibia





# TABLE OF CONTENTS

EXECUTIVE SUMMARY	01
COMPANY DESCRIPTION	07
COMPETITOR ANALYSIS	16
MARKET RESEARCH & TARGET MARKET	10
MARKETING & SALES STRATEGIES	20
ORGANIZATION & MANAGEMENT	26
FINANCIAL PROJECTIONS	30

# EXECUTIVE SUMMARY

## 1. Who Are My Target Customers?

Seventh-day Adventist individuals (young people in particular) passionate about missionary work, seeking professional training to become self-supporting missionaries dedicated to serving the Lord in their specific calling. These are our potential students.

## 2. What needs do my customers have?

Our target students Seventh-day Adventists seeking missionary training have distinct and critical needs. They require:

**I. Comprehensive Missionary Training:** Our students seek a comprehensive training program that nurtures the development of their mental, physical, and spiritual faculties. They desire a holistic approach that not only equips them with knowledge but also hones their physical and spiritual capabilities for effective mission work.

**II. Deepened Biblical Understanding:** A fundamental need is to deepen their understanding of the Bible and Spiritual principles. They crave an educational experience that goes beyond the surface, enabling them to grasp the intricacies of scripture and its application to their mission.

**III. Strengthened Relationship with God:** Our students yearn for a training environment that fosters a closer, more profound relationship with God. They seek a spiritual journey that not only imparts knowledge but also strengthens their connection with God.

**IV. Seventh-day Adventist Emphasis:** Being Seventh-day Adventists, they have a specific need for training that incorporates the core values, message and mission of their faith. They desire a program deeply rooted in Seventh-day Adventist teachings and principles





**V. Professional Soul Winning Skills:** Lastly, our students aspire to become professional soul winners. They seek training that not only imparts knowledge but also equips them with practical skills and strategies to effectively share their faith and win souls to Christ.

By addressing these specific needs, our missionary training institution aims to empower Seventh-day Adventists with the knowledge, skills, and spiritual depth required to excel in their mission work and make a lasting impact in their communities, church, families, and beyond.

### **3. What Are My Products or Services?**

These are the products / courses we intend to sell or offer to our students:

#### **Long-term Courses:**

- I. Pastoral Ministry, Bible Instruction- 3 year program
- II. Gospel Medical Ministry-3 year program

#### **Short-term Courses:**

- III. Health Evangelism- 6 months
- IV. Biblical Studies-1 year
- V. Plant-Based Culinary Chef Course- 1 year





#### 4. What challenges do these courses seek to address?

Based on the courses that will be offered, here is a detailed summary of the problems that each course is likely to solve:

##### I. Pastoral Ministry:

**Problem:** Shortage of qualified self-supporting Seventh-day Adventist ministers.

**Solution:** The Pastoral Ministry Program addresses the shortage of qualified self-supporting Seventh-day Adventist ministers who are capable of proclaiming God's end-time message. It prepares individuals with both a strong biblical foundation and practical field experience. This training is essential in raising up faithful ministers who can evangelize, teach, establish congregations, equip laymen for evangelism and provide effective church leadership. It addresses the pressing need for well-trained pastoral leaders in the Adventist community.

##### II. Bible Instruction:

**Problem:** Lack of effective Biblical Presenters.

**Solution:** This course addresses the challenge of having insufficiently trained individuals who can effectively present the Seventh-day Adventist message as rooted in the scripture. It equips students with the necessary knowledge and skills to be competent Bible instructors who can articulate and communicate scriptural truths effectively. By doing so, it contributes to the development of proficient presenters of the Adventist message, which is essential for evangelism and ministry.



### III. Gospel Medical Ministry:

**Problem:** Limited access to the comprehensive health ministry.

**Solution:** This program tackles the challenges of limited access to holistic health ministry. It prepares medical missionaries with competence to serve in clinical settings while also spreading the Seventh-day Adventist health message. By training students to conduct seminars, cooking schools, and health coaching, this course addresses the scarcity of individuals capable of teaching and promoting the Adventist health message in a professional and winsome manner.

Additionally, it equips students with skills in hydrotherapy, massage, nutrition, exercise, herbal medicine and lifestyle medicine. There is a need for missionaries well-versed in these modalities. Overall, it increases the availability of comprehensive health ministry professionals in the community.

In summary, the courses aims to address specific challenges within the Seventh-day Adventist community, including the need for proficient Bible presenters, qualified ministers and comprehensive health ministry providers. By providing targeted training in these areas the training missionary institution intends/ seeks to solve these pressing issues, ultimately contributing to the growth and effectiveness of the Adventist church's mission and ministry.



#### **4. Who are our competitors?**

Our competitors are only church-owned training institutions outside Namibia such as Solusi University, Rusangu University in Zambia, Helderberg College of Higher Education in South Africa, and Purelight Missions in South Africa. Within Namibia currently, there is no competition.

#### **5. What are the differentiating key features of our institution?**

Distinguishing features of Missionary Training Institution:

**I. Comprehensive Holistic Approach:** Unlike other Seventh-day Adventist training institutions, we take a holistic approach to missionary training. Our programs not only impart knowledge but also nurture the mental, physical and spiritual faculties of students. We believe that a well-rounded missionary is more effective in their work.

**II. In-depth Bible Understanding:** Our institution stands out by providing an educational experience that goes beyond the surface of scripture. We offer in-depth Bible studies that enable students to grasp the intricacies of the Bible and its direct application to their lives and mission. This level of biblical understanding emphasis sets our training apart





**III. Intimate Spiritual Growth:** We focus on fostering a deeper connection with God. Our training environment will be designed to strengthen the relationship between our students and God. This emphasis on spiritual growth is a distinctive feature that would enhance the effectiveness of our missionaries.

**IV. Seventh-day Adventist Foundation:** While we are Seventh-day Adventists ourselves, our institution will likewise place a unique emphasis on incorporating the core values, message and mission of our faith into every aspect of the training. This thorough integration sets apart as a truly Adventist institution.

**V. Professional Soul Winning Skills:** What truly differentiates us is our commitment to equipping our students with practical skills and strategies to excel as professional soul winners. Our students/ graduates will not just be knowledgeable, they will be effective in sharing their faith and winning souls for Christ.

These distinguishing features collectively empower our missionary training institution to produce graduates who are not only well-versed in their faith but also equipped to make a profound and lasting impact in their communities and the world at large.

# COMPANY DESCRIPTION

**MISSION STATEMENT:** To prepare the world for the imminent return of our Lord Jesus Christ in our generation by proclaiming the gospel of the kingdom in the context of “The Three Angels Messages” of Revelation 14: 6–12 and to train self-supporting Bible workers, evangelists, and medical missionaries who will reach out to perishing souls in Namibia and the regions beyond.

**VISION STATEMENT:** To be the leading Seventh-day Adventist self-supporting missionary training institution in Namibia producing missionaries actively involved in soul-winning work in every corner of the country.

**Brief History:** I grew up deeply passionate about mission work, sharing my faith with others whenever I could. Even during my school years, I initiated devotions and introduced friends to Adventist beliefs, leading one of them to baptism. This calling to spread God’s word stayed with me.

As I approached the crossroads of university and my career, I was torn between Engineering and full-time service to God. But my heart remained in sharing the gospel. At university, I seized every opportunity to connect with fellow students, shared literature, and led Bible studies. Then Covid-19 disrupted everything. Still, I studied the Bible intensively and prayed for direction. God sent me eager souls, and this led to the formation of a Bible study group. Their interest in the Bible and enthusiasm to know God inspired me further.

Sometime later, these visitors at church approached my brother and me, expressing their desire for Bible study. This encounter started a new journey of sharing the word and leading souls to God. It was during this time of much service to God, that God kept impressing upon me the need to serve Him wholeheartedly. I resisted initially but eventually surrendered. I sought for a place where I could be trained to serve in Namibia but there was none. After much prayer and a search for a training school, Purelight Missions in South Africa stood out. The curriculum and emphasis on holistic preparation for ministry impressed me.

The training I received there drew me closer to God, deepened my biblical understanding, and equipped me with practical skills for mission work. I realized that other people in Namibia yearn for such training just as yearned for it but could not find any school locally. Some even give up on their calling.

I am now committed to establishing by God’s grace a missionary training school in Namibia. My mission is to equip individuals to become competent missionaries, saving souls and hastening Christ’s second coming.



## COMPANY HISTORY

In 2022, a new missionary institute was born, sparking hope and inspiration. The institute initially operated from a car garage, offering a six-month training program. This momentous event fueled the organization’s unwavering commitment to its vision of establishing a fully-fledged missionary training institution. The institute envisions a secure country setting far removed from the distractions and negative influences of urban life. Its leadership structure is rooted in democratic and servant-leadership principles, fostering collaboration and shared decision-making among its dedicated team of approximately 10 employees.

### Business Objectives:

- 1. Establish a purpose-built campus:** The primary objective is to secure a suitable farm-based location for the institution, far from urban distractions and develop a well-equipped campus.
- 2. Expand course offerings:** To continually align with its mission, the institute aims to expand its course offerings, providing comprehensive missionary training.
- 3. Growth and Impact:** The organization strives to measure its success by the number of missionaries trained and the impact they make in spreading the gospel.
- 4. Operational Sustainability:** Another objective is to ensure the institution’s financial sustainability, enabling it to fulfill its mission effectively.





### Measuring Goals and Achieving them:

- **Establishing a purpose-built Campus:** This goal is reasonable and achievable within a 3–5 year time frame with proper planning, fundraising and land acquisition.
- **Expanding Course Offering:** This institute can introduce new courses (e.g. short courses on agriculture, carpentry, etc.) incrementally over 1–2 years, ensuring quality content and delivery.
- **Growth and Impact:** Success will be by tracking the number of missionaries trained and their effort reports of impact in communities. Achieving this goal may take 3–5 years.
- **Operational Sustainability:** Ensuring financial sustainability can be an ongoing process, with regular evaluation and adjustments as needed.

The organization's goals are reasonable, given the passion and commitment of its leadership and the demonstrated demand for missionary training. Achieving these objectives may take time, but the organization is determined to stay the course and fulfill its vision.

## Market Research and Potential | Target market Profile

1. **Location:** The target market for the missionary training institution is located in Namibia, a country in Southern Africa. Specifically, it encompasses various regions and communities across Namibia where Seventh-day Adventists reside.
2. **Income:** The income levels within the target market vary, encouraging both employed and employed individuals. Namibia's income distribution varies, with a significant portion falling into the middle-income market.
3. **Age groups:** The target market primarily consists of individuals between 18 and 35 years. This demographic includes young adults and early career professionals who are passionate about missionary work.
4. **Genders:** Both male and female Seventh-day Adventists are part of the target market. The institution aims to provide equal opportunities for all genders (male & female) to receive comprehensive missionary training.
5. **Education:** The target market includes a diverse range of educational levels, from individuals with limited formal education to those with advanced degrees. The institution aims to cater to a broad spectrum of educational backgrounds.
6. **Common Professions:** While the target market encompasses a wide array of professions, there is a common thread of faith and commitment to missionary work among them. Professionals in fields such as healthcare, education, Physical Arts, IT, Law, engineering, and business may be among the possible potential students.
7. **Hobbies:** The common hobby or interest that unites the target market is passionate about sharing their faith and engaging in missionary activities. They are likely to be involved in church-related activities, community service and evangelism.

In summary, the target market for the missionary training institution to be established in Namibia is a diverse group of Seventh-day Adventists, including individuals from various regions, income levels, educational backgrounds and professionals. Their shared commitment to missionary work and a deepening of their faith unites them as potential students of the institution.

# COMPETITOR ANALYSIS

The main competitors for our missionary training in Namibia are existing theological and missionary training schools, including those affiliated with the Seventh-day Adventist Church. These institutions ( including Solusi University, Rusangu, and Helderberg College) have a longstanding presence in the region and offer missionary training programs. They are considered the main competitors due to their established reputation and recognition within the Seventh-day community.

These competitors are competitive against our institution due to their existing, infrastructure, faculty, and experience in the delivery of theological educational and missionary training. They have a history of producing competent missionaries, pastors, and gospel workers. Additionally, they may offer a range of resources, including libraries, church connections, and alumni networks. Their strong affiliation with the Seventh-day Church also provides them with a built-in student base and financial support. To compete effectively, our institution needs to provide thorough training, deep biblical understanding, and a strong emphasis on Seventh-day Adventist values and principles.

To establish a competitive edge, our institution must focus on delivering a truly holistic and immersive missionary training experience that goes beyond what existing competitors offer. We need to emphasize the practical application of knowledge and skills, equipping our students to excel in real-world mission work.

Additionally, our location in a serene, country setting will provide a unique environment for spiritual growth and connection with God, setting us apart from urban-based competitors. By offering a well-rounded, practical soul-winning skills, and a distinct spiritual atmosphere. We can effectively position ourselves as a compelling choice for Seventh-day Adventist seeking missionary training in Namibia.





## Product or Service

### Benefits:

**Comprehensive training:** Our courses offer students a comprehensive education that nurtures their mental, physical, and spiritual faculties. This holistic approach ensures graduates are well-rounded and effective in the mission work.

**Deepened Understanding:** Students gain a deepened understanding of the Bible and spiritual principles, enabling them to grasp intricate scripture details and apply them effectively in their ministry.

**Strengthened faith:** The training environment fosters a closer, more profound relationship with God, strengthening students connection with God.

**Strong focus on each student formulate & developing their own ministry idea:** Our program encourages students while in school to start working on their self-supporting projects that God has called them to establish graduation.

**Professional Soul winning Skills:** Graduates are not only quipped with knowledge but also practical skills and strategies to be professional soul- winners, effectively sharing their faith and winning souls for Christ.



## Production Process

**Course development:** Courses are developed with a Christ-centered approach, using the Bible as the foundation for every subject. This process involves designing curriculum materials that align with our mission and values.

**Quality Control:** We maintain quality control by ensuring that all course materials adhere to our high standards of Biblical accuracy and relevance. Ongoing reviews and updates to keep the content current.

**Sourcing Suitable Teachers:** We handle the reception and delivery of course materials through a streamlined process to ensure timely access for students. This includes physical and digital distribution of materials.

**Practical Experience:** For the Gospel Medical Ministry program, students receive hands-on vocational training in lifestyle center, where they apply their knowledge in real-world clinical settings.

Our institution places a strong emphasis on delivering high-quality education that meets the diverse needs of our students and prepares them for the effective mission work grounded in their faith.



**Production Cycle:**

The time between purchases for students can vary based on the program they choose, ranging from 6 months for short courses to 3 years for the long course.

Opportunities for up-selling and cross-selling exist as students complete their initial programs and may choose to pursue additional courses or advanced studies. The institution has future plans for research and development to continually enhance its curriculum and training methodologies, ensuring students receive the most up-to-date and effective missionary training available.



## Marketing and Sales Strategy

### Growth Strategies:

**Value Proposition:** The missionary training institution in Namibia offers a unique value proposition by providing comprehensive missionary training that encompasses mental, physical, and spiritual development, deepened biblical understanding, and a strengthened relationship with God. Seventh-day Adventist teachings, and professional soul-winning skills. This holistic approach caters to the needs of Seventh-day Adventists.

I. **Digital Marketing:** Utilize online advertising, social media, and email marketing campaigns to reach a wider audience.

II. **Community Engagement:** Active participation in community events, health expos, and local church activities to build a strong presence.

III. **Word of Mouth:** Encourage satisfied students and alumni to share their experience with others, leveraging the power of word-of-mouth marketing.

IV. **Print Materials:** Create brochures, flyers, and promotional materials for distribution in churches, schools, and community centers.

By combining these strategies and tactics, the institution aims to attract, retain, and expand its student base, ensuring a vibrant and thriving community of well-equipped missionaries serving the Seventh-day Adventist church in Namibia.

**Target Market:** The institution will primarily target Seventh-day Adventist young people and mid-adults within the specified age range, who are passionate about missionary work and deepening their faith. This diverse target market shares a common commitment to their faith and a desire to be equipped for effective mission work.

**Existing Customers Segments:** The institutions will seek to retain its students and alumni as part of its growth strategy, nurturing a community of well-trained missionaries who can contribute to its reputation and success.



## Launch Plan to Attract New Business:

The launch plan will include:

- I. **Strategic Partnerships:** Collaborate with local SDA churches, conferences, and unions to promote the institution and encourage aspiring missionaries to enroll.
- II. **Digital Presence:** Establish a user-friendly website and social media profiles to showcase the institutions offerings, testimonies, and success stories.
- III. **Open houses:** Organize open house events to introduce potential students and their families to the campus and its unique training programs.
- IV. **Local Advertising:** Utilize local radio, community newsletters and church bulletins to spread the word about the institution’s mission and programs.



### **Growth Tactics for Expansion:**

1. **Course Diversification:** Continuously expand course offerings to cater to the evolving needs of students, including short course and specialized tracks in health ministry, evangelism, and pastoral ministry.
2. **Alumni Engagement:** Foster a strong alumni network to encourage graduates to refer new students and contribute to the institution's growth.
3. **Regional Expansion:** Consider establishing satellite campuses or partnerships in different regions of Namibia to broaden accessibility.





### **Retention Strategies:**

- 1. Customer loyalty:** Offer alumni discounts for further education or advanced courses to encourage ongoing engagement.
- 2. Referral Programs:** Implement referral programs that reward current students and alumni for referring new enrollee.

### **Advertising and Promotion Channels:**

Website, Blog posts and Social Media Platforms



## Funding Request

### Establishing a Missionary Training Institution in Namibia

#### Executive Summary:

We are seeking funding to establish a missionary training institution in Namibia, with the mission of equipping individuals to become competent missionaries, saving souls, and hastening Christ's second coming. Our passion for spreading God's love, answering His call, and addressing the urgent need for comprehensive training in Namibia drives us.

#### Mission Statement:

Our mission is to equip individuals with comprehensive missionary training, nurturing their mental, physical, and spiritual faculties, to make a profound impact in spreading the gospel.

#### Business Objectives:

- 1. Campus Development:** Secure a suitable farm-based location and develop a purpose-built campus away from urban distractions.
- 2. Course Expansion:** Continually expand course offerings to provide holistic missionary training.
- 3. Growth and Impact:** Measure success by the number of missionaries trained and their impact on spreading the gospel.





**4. Operational Sustainability:** Ensure financial sustainability to fuel our mission effectively.

### **Competitive Analysis:**

Our competitors include church-owned training institutions outside Namibia, such as Solusi University and Rusangu University. However, within Namibia, there is currently no competition.

### **Key Features:**

**1. Comprehensive Holistic Approach:** We nurture mental, physical, and spiritual faculties of students for effective missionary work.

**2. In-depth Bible Understanding:** Our educational experience provides profound insights into scripture for practical application.

**3. Intimate Spiritual Growth:** We foster a deeper connection with God to enhance missionary effectiveness.

**4. Seventh-day Adventist Foundation:** Integrating core values and mission of our faith into training sets us apart.

**5. Professional Soul Winning Skills:** Equipping students with practical skills for effective soul winning distinguishes us.



# MEET THE TEAM

Bright Star Ministry consists of dedicated Seventh-day Adventists, who love the church. Collectively the staff members have years of experience in mission work, varying from public evangelism, health education, agriculture, business and more.



**FELISBERTO DINHO**

## **President of LIGHT NAMIBIA & Health Teacher**

Dinho is a trained LIGHT medical missionary. He has been involved in health evangelism, offering cooking classes, health seminars and training numerous churches in health evangelism.



**ANDERSON ORLANDO PEDRO**

## **Dean of College & Executive Secretary**

Orlando, is trained missionary in Public Evangelism. He has served the Lord in Angola as lay men and has gained valuable solid experience in ministry. He is married man with one child.



**NEVES PAULO**

## **Treasurer & Media Director**

Neves, is a graduate of Informatics from the University of Science & Technology, Namibia. He is a lover of IT and loves to speak of Jesus's love. His desire is to win souls to Christ through media.

# MEET THE TEAM

Bright Star Ministry consists of dedicated Seventh-day Adventists, who love the church. Collectively the staff members have years of experience in mission work, varying from public evangelism, health education, agriculture, business and more.



**SHAMILLA MOYO**

## **Health Teacher**

Shamilla is a trained in Health Ministry and Bible Instruction graduate of Purelight Missions, South Africa. She has served in Rwanda, offering treatments to patients in a lifestyle centers. Her greatest desire is to improve the well-being of people.

---



**METHEMBE BENEDICT KHUMALO**

## **Bible Teacher**

Methembe, is a Pastoral Evangelism graduate of Purelight Missions. He is the director of a media ministry called Faith Explored. He loves preaching and making the word simple.

---



**TANAKA MIRACLE CHOGOGUDZA**

## **Bible Teacher**

Tanaka, is a Pastoral Evangelism graduate of Purelight Missions, South Africa. He is a passionate singer and Bible teacher.

# MEET THE TEAM

Bright Star Ministry consists of dedicated Seventh-day Adventists, who love the church. Collectively the staff members have years of experience in mission work, varying from public evangelism, health education, agriculture, business and more.



**ANDUERPIO PAULO**

## **Bible Teacher & Head of Religion Department**

Anduerpio, is a Pastoral Evangelism graduate of Purelight Missions, South Africa. He is a passionate speaker. His greatest desire is to win souls to Christ.



**MOSES VICTORINO**

## **Farm & Industry Manager**

Moses, is a Crop Science graduate of University of Namibia. He is good with his hands and hard working. He loves working with plants, and he desires to grow healthy foods to enhance a healthy lifestyle for people.



**MATTHEW OLIVEIRA**

## **Bible Teacher & Evangelism Director**

Matthew, is a Pastoral Evangelism graduate of Purelight Missions, South Africa. He is a vibrant speaker who loves and appreciates the concept of True Education.



# MINISTRY ORGANOGRAM

This is the organizational structure of the institution, consisting of Executive administrators and staff members of the college.



