



# Mansheb

## Business Services

# 2024



# BUSINESS PLAN

(This is a realistic sample business plan)

[www.mansheb.co.zw](http://www.mansheb.co.zw)

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# Executive Summary

## VISION

To be the trusted partner and a leading provider of comprehensive business solutions worldwide. We strive to empower businesses of all sizes, across industries, to achieve sustainable growth, operational excellence, and maximize their potential.

## MISSION

Our mission is simple yet powerful: To provide innovative solutions and exceptional services that unlock the full potential of businesses. We believe in the transformative power of strategic planning, effective marketing, and streamlined operations.

## PRODUCT

Mansheb Business Services offers a comprehensive range of professional services aimed at empowering businesses to thrive and achieve their goals. From business plan and strategic plan writing to grant writing services, agreements and contract writing, speech writing, content writing, digital marketing and branding, social media management, search engine optimization (SEO), training and workshops, and web design and hosting, Mansheb provides a diverse portfolio of services to cater to the needs of organizations across various industries.

## OVERALL INDUSTRY

Mansheb operates in the business consultancy services industry, providing a range of professional services to empower businesses. The website emphasizes the dynamic and competitive landscape that organizations face today. Mansheb positions itself as a trusted partner, striving to be a leading provider of comprehensive business solutions worldwide.

## FINANCIAL STATUS

With a diverse portfolio of over 15 services encompassing digital marketing and business consultancy, Mansheb has established itself as a reliable and reputable player in the industry. The company's strong financial standing further reinforces its stability and positions it for continued success in the market.

## LEADERSHIP

Mansheb Business Services is led by a team of skilled professionals with diverse backgrounds and industry expertise. The website provides information about the specialists at Mansheb, including Pearce K (Digital Marketer, Content Writer, HR & IT Expert), Fulton M (Journalist, Content Writer & Social Media Expert), Ethel M (Journalist, Content Writer, and Social Media Expert), and Muza Mpopu (Journalist, Social Media Marketer & Content Writer). These individuals bring a wealth of knowledge and experience to the table, ensuring that clients benefit from cutting-edge strategies and solutions.

## COMPETITORS

Mansheb faces competition from various digital marketing and consultancy firms in Zimbabwe, including Dicomm McCann, Distinctive Consultancy Services, TBWA Zimbabwe, Ospace Digital Marketing, Tay Digital Consultancy, Express Media Digital Marketing Harare, Angel & Walt, Eminent Resources, Authentic Design, and M&J Consultants. Each competitor specializes in different areas such as advertising, technology-based solutions, and digital marketing services.

## FUTURE PLANS

As Mansheb, we aim to continue expanding our reach and influence as a trusted partner and leading provider of comprehensive business solutions worldwide. This may involve further diversifying our service offerings, exploring new markets, and staying at the forefront of industry trends and best practices.

# Our Management



**PEARCE K**  
Head of Operations

With a wealth of experience in operations management, digital marketing and human resources management, Pearce brings a strategic mindset and a keen eye for detail to ensure the smooth functioning of Mansheb Business Services. Known for his exceptional project management skills, Pearce effectively coordinates teams, optimizes processes, and ensures timely project delivery, contributing to the company's operational excellence.



**ETHEL M**  
Head of Business Development

Ethel is a dynamic leader driving Mansheb's business growth through their exceptional business development acumen. With a strong focus on cultivating client relationships and identifying new opportunities, Ethel spearheads strategic initiatives, negotiates contracts, and collaborates with the sales team to achieve revenue targets, positioning Mansheb Business Services as a key player in the market.



**FULTON M**  
Head of Marketing & Communications

Fulton is a creative and results-driven professional who leads Mansheb's marketing and communications efforts. With a deep understanding of digital marketing strategies and brand positioning, Fulton develops and executes innovative marketing campaigns, enhances brand visibility, and effectively communicates Mansheb Business Services's value proposition to target audiences, contributing to the company's overall growth and success.

## THE ORGANOGRAM



# Business Description

Mansheb Business Services is a trusted and industry-leading digital marketing and business consultancy firm based in Zimbabwe. With over 15 years of experience, we specialize in providing comprehensive solutions that drive growth and success for our diverse range of clients.

Our digital marketing services are designed to help businesses thrive in the digital landscape. We offer a range of strategies, including search engine optimization (SEO), search engine marketing (SEM), social media marketing, content marketing, and email marketing. Through these channels, we help businesses enhance their online visibility, reach their target audience, and drive meaningful engagement. Our team of skilled professionals stays up-to-date with the latest industry trends and best practices, ensuring that our clients receive cutting-edge digital marketing solutions tailored to their specific needs.

In addition to our digital marketing expertise, our business consultancy services offer strategic guidance and actionable insights to empower businesses for sustainable growth. We work closely with our clients to understand their unique challenges and goals. Through thorough market research, analysis, and strategic planning, we provide valuable recommendations and assist in implementing effective business strategies. Whether it's optimizing operations, expanding into new markets, or improving overall business performance, our consultancy services are designed to drive tangible results.

At Mansheb, we prioritize building long-term relationships with our clients. We believe in trust, transparency, and delivering exceptional results. Our client-centric approach ensures that we understand our clients' vision, objectives, and requirements, enabling us to provide personalized solutions that align with their goals. By collaborating closely with our clients, we become an integral part of their growth journey, offering continuous support and guidance.

We take pride in our team's extensive industry knowledge and expertise. With a deep understanding of the local and regional market dynamics and the unique challenges faced by businesses in Zimbabwe and Africa, we provide valuable insights and innovative solutions. Our commitment to excellence is reflected in our adherence to industry best practices, utilization of cutting-edge tools and technologies, and continuous improvement of our processes.

In conclusion, Mansheb Business Services is the trusted partner you can rely on for comprehensive digital marketing solutions and expert business consultancy services. With our client-centric approach, commitment to excellence, and a team of skilled professionals, we are dedicated to driving growth and success for businesses in Zimbabwe and beyond.



# Our Major Services



## WEB DESIGN & WEB HOSTING

**\$250 - \$1000**

Our web design service focuses on creating visually appealing and user-friendly websites tailored to meet our clients' specific needs and goals. Our web hosting service provides secure and reliable server infrastructure to ensure that websites are accessible to users worldwide 24/7.

## DIGITAL ADVERTISING

**\$200 - \$750**

Our digital advertising service utilizes targeted strategies across various online platforms to effectively reach and engage the target audience, driving brand awareness, traffic, and conversions. We help firms establish a strong and cohesive brand identity through strategic positioning, messaging, and visual elements.

## BUSINESS PLANS AND PROJECT PROPOSALS

**\$20 - \$300**

Our business plans and project proposals involve comprehensive research, analysis, and strategic planning to develop a detailed roadmap that outlines the goals, objectives, and strategies for starting or growing a business, and helping them secure funding, partnerships, or approvals from funders or partners.

## SOCIAL MEDIA MANAGEMENT

**\$10 - \$300**

Our social media management service handles the day-to-day management and optimization of social media platforms, including content creation, scheduling, community engagement, and performance tracking, to help businesses build a strong online presence and achieve their goals.

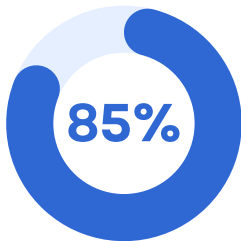
# Industry Background

The digital marketing and business consultancy industry has experienced significant growth driven by advancing technology and increasing importance of online presence. With widespread internet adoption and digital platforms, businesses recognize the need to leverage digital strategies and seek guidance navigating complex digital landscapes.

In Zimbabwe, the digital marketing industry has witnessed substantial growth paralleling global trends. As more businesses recognize potential reaching audiences, demand for specialized services has risen. This growth is fueled by increasing internet penetration and social media popularity among consumers.

Demand for business consultancy has also notably increased. Businesses seek strategic guidance adapting changing markets and competitiveness. Effective planning, research, and decision-making importance has increased demand for expertise providing insights.

Mansheb Business Services has emerged as a key Zimbabwe player. With experience, industry knowledge, and client focus, we cater evolving business needs across sectors. By offering comprehensive digital marketing and strategic consultancy, we empower businesses achieving growth and success in dynamic digital era.



CELLPHONE USAGE



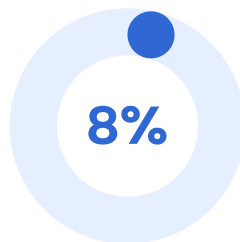
INTERNET USAGE



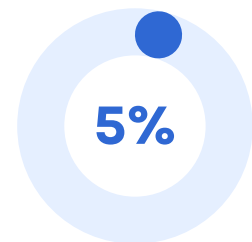
FIXED INTERNET CONNECTION INCREASE



SOCIAL MEDIA USERS ABOVE 18 YEARS OLD



FACEBOOK USAGE



LINKEDIN USAGE

# Competitor Analysis 1

A comprehensive competitor analysis is a cornerstone of our business plan. By meticulously evaluating the strengths, weaknesses, market share, pricing strategies, and unique selling propositions of key competitors, we can identify untapped opportunities for differentiation, strategic positioning, and gaining a competitive edge. This analysis will serve as a roadmap for developing effective strategies to outperform competitors, capture significant market share, and deliver unmatched value to our target customers. By leveraging these insights, we will establish a strong foothold in the marketplace, ensuring the long-term success, sustainable growth, and competitive advantage of our business.

## DISTINCTIVE CONSULTANCY SERVICES

STRENGTH	WEAKNESS	OPPORTUNITY	THREATS
<ul style="list-style-type: none"> <li>Distinctive Consultancy Services has been operating since 2008 and has built a strong reputation as a Zimbabwean business consultancy firm specializing in human resources consultancy services.</li> <li>The company offers a wide range of strategic management solutions tailored to meet the unique needs of corporate clients. They have a team of highly qualified and experienced consultants with diverse skills and competencies in people and culture management.</li> </ul>	<ul style="list-style-type: none"> <li>While the company has embraced relevant online service delivery techniques, their online presence through social media platforms like Facebook, Twitter, Instagram, and RSS is relatively limited. This may hinder their ability to reach a broader audience and attract potential clients.</li> <li>The website content provides a snapshot of their services, but it is not exhaustive. It is unclear if they offer services beyond human resources consultancy, which may limit their ability to cater to diverse client needs.</li> </ul>	<ul style="list-style-type: none"> <li>As businesses recognize the importance of effective human resources management, there is a growing demand for HR consultancy services. Distinctive Consultancy Services can capitalize on this trend by expanding their service offerings and positioning themselves as experts in the field.</li> <li>With the increasing adoption of digital solutions in business operations, there is an opportunity for the company to further enhance their online service delivery techniques and leverage digital platforms for marketing, client engagement, and service delivery.</li> </ul>	<ul style="list-style-type: none"> <li>The consulting industry is highly competitive, with numerous players offering similar services. Distinctive Consultancy Services faces the risk of competition from both local and international consulting firms that may have established brands and larger resources.</li> <li>The company's operations are subject to the economic conditions in Zimbabwe and the regions where they operate. Economic instability, currency fluctuations, and political factors can impact the demand for consulting services and the ability of clients to invest in such services.</li> </ul>



# Competitor Analysis 2

## ANGEL & WALT ANALYSIS

STRENGTH	WEAKNESS	OPPORTUNITY	THREATS
<ul style="list-style-type: none"> <li>Angel &amp; Walt offers a wide range of business solutions, including company registration, website design, web hosting, logo designing, tax services, and advertising. Their all-in-one approach allows them to cater to various business needs, positioning them as a one-stop solution provider.</li> <li>The company emphasizes business growth consulting, helping business owners position and strategize for growth. This focus on assisting businesses in scaling up and reaching their potential sets Angel &amp; Walt apart from competitors.</li> </ul>	<ul style="list-style-type: none"> <li>Although they offer digital marketing services, Angel &amp; Walt's online presence could be further enhanced. The website lacks a blog section, which could be utilized to share valuable insights and showcase their expertise. A more active online presence could attract a larger audience and generate more leads.</li> <li>The website provides an overview of their services, but the descriptions are relatively brief. More detailed information about each service, including case studies or client testimonials, could help potential clients better understand the value and benefits of working with Angel &amp; Walt.</li> </ul>	<ul style="list-style-type: none"> <li>With the increasing reliance on digital platforms and online business operations, there is a growing demand for digital solutions such as website design, web hosting, and digital marketing. Angel &amp; Walt can capitalize on this trend by expanding their digital service offerings and positioning themselves as experts in the field.</li> <li>The company operates in Harare, Zimbabwe, but has the opportunity to expand its reach to other cities within Zimbabwe and potentially explore regional expansion. Tapping into new markets can help them increase their client base and revenue.</li> </ul>	<ul style="list-style-type: none"> <li>The business consulting and digital marketing industry is highly competitive, with numerous players offering similar services. Angel &amp; Walt faces competition from both local and international firms, which may have established brands and larger resources. Staying ahead of competitors and continuously innovating will be crucial.</li> <li>The company's operations are influenced by the economic conditions in Zimbabwe. Economic volatility, currency fluctuations, and political factors can impact the demand for business services and the ability of clients to invest in such services. Adapting to changing economic conditions and diversifying service offerings can help mitigate these risks.</li> </ul>

# Market Analysis

The business consulting and digital marketing services industry is a dynamic and rapidly evolving landscape. With the increasing digitization of businesses, there is a growing demand for strategic guidance, online visibility, and effective marketing solutions. Companies like Mansheb Business Services provide comprehensive services to help businesses start, grow, and succeed in an increasingly competitive marketplace. The industry's future holds opportunities for innovation and expansion as businesses strive to stay ahead in the digital age.

INDUSTRY OVERVIEW	TARGET MARKET
<ul style="list-style-type: none"> <li>The business consulting and digital marketing services industry is experiencing significant growth due to the increasing need for businesses to enhance their online presence, optimize operations, and adapt to the digital landscape. This growth is driven by the rising importance of digital marketing, e-commerce, and technological advancements.</li> <li>The industry is highly competitive, with numerous players offering similar services. Competition comes from both local and international firms, each vying for a share of the market. Differentiation through specialized expertise, personalized services, and strong customer relationships is crucial to gaining a competitive advantage.</li> <li>The industry is constantly evolving due to technological advancements. The emergence of new tools, platforms, and software solutions provides opportunities for innovation and efficiency. Staying up-to-date with the latest industry trends and adopting new technologies can give companies a competitive edge in delivering cutting-edge solutions to clients.</li> </ul>	<ul style="list-style-type: none"> <li>Mansheb Business Services primarily targets SMEs, including startups and small to medium-sized businesses. These businesses often have limited resources and expertise in areas such as business strategy, digital marketing, and design. Mansheb Business Services aims to provide tailored solutions that address their specific needs and help them achieve growth and success.</li> <li>Mansheb Business Services has a dual focus on serving both local businesses in Harare, Zimbabwe, as well as international businesses seeking to establish a presence or expand their operations in the region. By catering to both local and international clients, the company can leverage its expertise in the local market while providing insights and solutions that align with global business practices.</li> <li>Mansheb Business Services also targets emerging entrepreneurs who are in the early stages of starting their businesses. These individuals may require assistance with company registration, business planning, and initial branding and marketing efforts.</li> </ul>

# Market Analysis (cont)

COMPETITIVE ANALYSIS	CUSTOMER ANALYSIS
<ul style="list-style-type: none"> <li>• Mansheb Business Services leverages the latest technologies and tools to deliver innovative and effective solutions to its clients. The company invests in staying up-to-date with industry trends and advancements, enabling them to provide cutting-edge services. The technological expertise of Mansheb's team allows them to offer superior quality deliverables and stay ahead of competitors who may have limited technological capabilities.</li> <li>• Mansheb Business Services offers a diverse range of services across multiple sectors, including digital marketing, media and content writing, agricultural training, and strategic HR management. This wide service portfolio allows Mansheb to cater to a broader market and attract clients seeking comprehensive solutions. The ability to provide integrated services gives Mansheb a competitive advantage over specialized competitors and positions the company as a one-stop solution provider.</li> <li>• Mansheb Business Services places a strong emphasis on building and maintaining long-term customer relationships. By providing exceptional customer service, timely communication, and personalized attention to each client, Mansheb Business Services aims to establish trust and loyalty. This customer-centric approach helps differentiate the company from competitors and fosters positive word-of-mouth referrals, which can be a powerful marketing tool in the industry.</li> </ul>	<ul style="list-style-type: none"> <li>• Mansheb Business Services conducts customer analysis to identify and segment its target market effectively. This involves analyzing demographic factors such as age, gender, location, and industry. Additionally, psychographic factors such as interests, values, and behavior patterns are considered. By understanding the characteristics of their potential customers, Mansheb can develop targeted marketing strategies and tailor their services to meet the specific needs of each segment.</li> <li>• Customer analysis helps Mansheb Business Services identify the pain points and challenges faced by its potential customers. This includes understanding their business needs, goals, and the specific hurdles they encounter in areas such as business planning, grant writing, agreements/contracts, and digital marketing. By addressing these pain points and providing solutions, Mansheb can position itself as a valuable partner that helps customers overcome their challenges and achieve their objectives.</li> <li>• Mansheb analyzes customer behavior and preferences to gain insights into their purchase patterns, decision-making processes, and preferred communication channels. This includes understanding how potential customers research and evaluate service providers, their preferred methods of communication (e.g., email, phone, in-person meetings), and their expectations regarding service delivery and customer support. By aligning their marketing efforts and service offerings with these preferences, Mansheb can attract and retain customers more effectively.</li> </ul>

# Marketing Plan

Our marketing plan aims to position Mansheb Business Services as a leading provider of comprehensive business solutions in Zimbabwe. Through a strategic blend of targeted digital marketing efforts, industry partnerships, and personalized customer engagement, we will effectively reach our target audience.

Key elements of our marketing plan include leveraging social media platforms, search engine optimization (SEO) strategies, and content marketing to maximize our online visibility and generate quality leads. We will establish strategic partnerships with complementary service providers, enabling us to reach a wider customer base and enhance our credibility in the market.

Additionally, we will prioritize personalized customer engagement through tailored messaging, prompt responsiveness, and exceptional service delivery. By consistently delivering value, exceeding expectations, and building long-term relationships, we aim to establish Mansheb Business Services as the trusted go-to partner for all business solution needs in Zimbabwe.



## PRODUCT

- **Diverse Consultancy Services:** Mansheb Business Services offers a comprehensive range of consultancy services tailored to meet the diverse needs of clients. From business plan development to grant proposal writing, digital marketing, social media management, and web design, our services cover a wide spectrum to address various business requirements.
- **Customized Solutions:** Mansheb understands that each client has unique requirements. Therefore, the company emphasizes providing customized solutions. By conducting thorough needs assessments and understanding clients' goals, Mansheb ensures that its services are tailored to address specific challenges and deliver maximum value.
- **Value-added Services:** In addition to our core consultancy services, Mansheb Business Services goes the extra mile to provide value-added services. These include training and workshops, speech writing, content writing, and CV writing. By offering these complementary services, we ensure that our clients receive a holistic and comprehensive solution that addresses their broader business needs.
- **Expertise and Experience:** With over 15 years of experience, Mansheb Business Services has built a solid reputation for delivering high-quality solutions. Our team comprises highly skilled professionals who bring a wealth of knowledge and expertise to the table. We leverage our extensive industry experience to provide strategic insights and innovative approaches that drive success for our clients.

# Marketing Plan (cont)



## PRICE

- **Affordable Packages:** Mansheb Business Services offers package pricing for most of its services, providing clients with the convenience of a bundled solution at a competitive price. Our package charges range from \$100 to \$1000, ensuring that clients can choose the option that best fits their specific needs and budget.
- **Independent Service Pricing:** In addition to package-based services, Mansheb Business Services also offers independent services with individual pricing. These services have a price range of \$10 to \$40, catering to clients who may require specific standalone solutions. This flexible pricing approach allows clients to select services on an as-needed basis, accommodating their unique requirements.
- **Competitive Pricing:** At Mansheb Business Services, we strive to charge prices that are lower than what most of our competitors in the industry offer. We conduct market research to assess the pricing strategies of regional and internal players within the same industry. This enables us to ensure that our prices are market-related and often below the average charges, providing clients with cost-effective solutions.
- **Value for Money:** While offering competitive pricing, we maintain a focus on delivering value for money. Despite our affordable prices, Mansheb Business Services upholds high-quality standards in our services. Clients can expect a balance between reasonable pricing and the quality of the solutions provided, ensuring they receive excellent value for their investment.



# Marketing Plan (cont)



## PROMOTION

- **Digital Marketing Expertise:** Mansheb Business Services leverages its extensive experience in digital marketing, web design, SEO, and social media management to promote and market its services. With a strong focus on online channels, we utilize various digital marketing strategies, including targeted advertising, content marketing, and search engine optimization, to reach a wide audience and generate visibility for our services.
- **Strong Social Media Presence:** Mansheb Business Services maintains several social media accounts with a significant following, consisting of hundreds of thousands of followers. These platforms serve as valuable channels for promoting our services, engaging with potential clients, and sharing industry insights and updates. The large online community provides a ready audience for our marketing efforts and enhances brand visibility.
- **High Website Traffic:** Mansheb Business Services has established websites that attract thousands of visitors every day. This organic traffic presents an opportunity to showcase our services, engage with potential clients, and demonstrate our expertise in the field. We optimize our websites to ensure a seamless user experience and provide valuable content that positions Mansheb as a thought leader in the industry.
- **Research and Development Investment:** Mansheb Business Services heavily invests in research and development to stay ahead of the competition and industry trends. By continuously monitoring market dynamics, emerging technologies, and evolving client needs, we can proactively adapt our services and marketing strategies. This commitment to innovation allows us to drive new business and maintain a competitive edge in the market.



# Marketing Plan (cont)



## PLACE

- **Global Reach:** Mansheb Business Services operates in a digital environment, allowing us to serve clients both locally and internationally. Through our SEO strategies and digital advertising expertise, we can target and attract clients from various geographic locations. This global reach enables us to cater to a diverse clientele and expand our business beyond borders.
- **Focus on Developing Countries:** Mansheb Business Services recognizes the potential in developing countries where technology adoption may still be limited. By targeting these markets, we aim to provide valuable services that address the technology deficiency and support businesses in their growth journey. The lower competition in these markets presents an opportunity for Mansheb to establish a strong presence and become a trusted partner for businesses in developing countries.
- **Virtual Collaboration:** As an online service provider, Mansheb Business Services embraces virtual collaboration. We utilize digital communication tools and platforms to connect with clients, irrespective of their physical location. This approach allows for seamless communication, efficient project management, and the ability to serve clients regardless of geographical boundaries.
- **Strategic Alliances:** Mansheb Business Services actively seeks strategic alliances with local partners in target markets. By collaborating with local businesses, we can leverage their market knowledge, networks, and resources to expand our reach and establish a strong presence in specific regions. These alliances help us navigate cultural nuances, understand local business practices, and tailor our services to meet the unique needs of each market.



# Financial Plan

The Financial Plan for Mansheb Business Services encompasses revenue projections, expense forecasts, cash flow management, and budgeting. By carefully analyzing financial data, we ensure the financial stability of the company, support strategic decision-making, and drive sustainable growth. Our plan focuses on maintaining profitability, optimizing resource allocation, and achieving long-term financial success.

## CAPITAL REQUIREMENTS

This section outlines the amount of capital or funding required to start or expand your business. It includes information on long-term capital requirements

PURPOSE	AMOUNT	PERCENTAGE
Research & Development	\$10,000	25%
Initial Inventory & Accessories	\$15,000	37.5%
Machinery & Equipment	\$12,000	30%
Legal and Licensing fees	\$3,000	7.5%
<b>Total</b>	<b>\$40,000</b>	<b>100%</b>



# Financial Plan (cont)

The Financial Plan for Mansheb Business Services encompasses revenue projections, expense forecasts, cash flow management, and budgeting. By carefully analyzing financial data, we ensure the financial stability of the company, support strategic decision-making, and drive sustainable growth. Our plan focuses on maintaining profitability, optimizing resource allocation, and achieving long-term financial success.

## REVENUE PROJECTION

Income projections (revenue projections or sales forecasts), estimate the expected revenue our business will generate over a period of 12 months. These income projections are based on our business's unique value proposition, market research, industry trends, and competitor analysis.

SERVICE	REVENUE/MONTH	REVENUE/YEAR
Business Plan Development	\$2000	\$24000
Grant Proposal Writing	\$1500	\$18000
Digital Marketing and Branding	\$5000	\$36000
Social Media Management	\$3000	\$30000
Web Design & Web Hosting	\$4000	\$36000
Other Value-added Services	\$2000	\$12000
<b>Total</b>	<b>\$18,500</b>	<b>222,000</b>

# Financial Plan (cont)

## EXPENDITURE PROJECTION

These Expenditure projections outline the expected costs and expenses associated with operating our business. These comprehensive expenditure projections enable us to estimate our ongoing operating expenses and clearly understand the financial implications of running our business.

EXPENSES	EXPENDITURE/MONTH	EXPENDITURE/YEAR
Salaries and Wages	\$10000	\$24000
Marketing and Advertising	\$1500	\$18000
Technology and Software	\$1000	\$36000
Office Rent and Utilities	\$500	\$30000
Research and Development	\$300	\$36000
Admin & Operational Expenses	\$1000	\$12000
<b>Total</b>	<b>\$14,300</b>	<b>171,600</b>

## PROFIT PROJECTION

PROJECTION	MONTHLY	ANNUALLY
Total Revenue	\$18,500	\$222,000
Less Total Expenditure	(14,300)	(\$171,600)
<b>Total Profit Projection</b>	<b>\$4,200</b>	<b>\$50,400</b>

# Future Plans & Milestones

These future plans and milestones reflect Mansheb's commitment to growth, innovation, and client-centricity. They provide a roadmap for the company's strategic direction and outline key initiatives to drive success in the coming 3 to 5 years.

- **Diversify Advertising Channels:** In addition to the existing digital marketing services, Mansheb aims to expand its advertising offerings by introducing traditional channels such as billboard advertising, radio, and television advertising. By leveraging these mediums, we can reach a broader audience and provide clients with comprehensive advertising solutions.
- **SMS Marketing Campaigns:** Mansheb plans to offer SMS marketing services to clients, leveraging the power of mobile communication. SMS marketing allows for targeted messaging, personalized promotions, and direct customer engagement. This service will enable clients to reach their target audience effectively and enhance their marketing strategies.
- **Strengthen Data Analytics Capabilities:** Mansheb recognizes the importance of data-driven marketing decisions. We aim to enhance our data analytics capabilities by investing in advanced tools and expertise. This will enable us to provide clients with in-depth insights, performance tracking, and actionable recommendations to optimize their marketing campaigns.
- **Geographic Expansion:** Mansheb intends to expand its geographical reach by targeting new regions and markets. By conducting market research and identifying areas with untapped potential, we can establish a local presence and cater to the unique advertising needs of diverse demographics.
- **Strategic Alliances and Collaborations:** Mansheb plans to form strategic alliances and collaborations with media agencies, creative studios, and marketing consultants. These partnerships will allow us to offer comprehensive solutions to clients, combining our expertise with the strengths of our partners to deliver integrated marketing campaigns.
- **Continuous Innovation:** Mansheb is committed to staying at the forefront of industry trends and emerging technologies. We will invest in research and development to explore new advertising platforms, techniques, and strategies. By embracing innovation, we can provide clients with cutting-edge solutions that drive results and differentiate their brands.
- **Client Satisfaction and Referral Program:** Mansheb will prioritize client satisfaction and loyalty by providing exceptional service and measurable results. We will establish a referral program to incentivize satisfied clients to refer new business opportunities. This approach will foster long-term relationships and contribute to the growth of our client base.

# Contact Details

At Mansheb, your success is our priority, get in touch with us today



MANSHEB.CO.ZW

-  21 Cranreigh Rd, Hatfield, Harare.
-  [info@mansheb.co.zw](mailto:info@mansheb.co.zw)
-  [www.mansheb.co.zw](http://www.mansheb.co.zw)
-  +263774355885