

# Intelligent Africa

# Junior Achievement Company

# P.O Box MSK 140

# Harare

**Mission**:

To deliver high quality online education

**Vision:**

To provide a service borderless as Google

**Target Market:**

Schools, Students

**Product:**

Our product named Edu-Graph is a web-based learning platform where users can interact with each other and discuss on the different subjects. The platform provides documents that is textbooks which include GCSE and ‘A’ level textbooks. These cover up for science, arts and commercials subjects. It also provides past examination papers. It offers functionality of search for a specific book, video and past examination papers. It also offers private messaging between users and this is a closed system therefore no one can read the messages except the two participants. The platform also provides following of users functionality and friend requests can be sent to any user. A user can only send a private message to another user only if you are friends on the platform. The platform aims to reduce scarcity of resources and also at times will be absent due to different personal reasons. It also provides no barrier to entry that is it can be accessed anywhere and anytime.

**Product Sales Goal:**

Minimum of 5 schools and a minimum user base of 1000 users

**Break-Even Point**:

We will be at break-even point at USD 490, where our total revenue will be equating our total costs .this can be illustrated using the diagram below.

|  |  |  |
| --- | --- | --- |
| Overhead Expenses |  | USD$50 |
| Wages and meeting allowances |  | USD$440 |
| Investor return |  | USD$50 |
| Break-even Point | USD$540 |  |

**Officer Wage:**

22 USD

Additional Items

**Product Price:**

450 USD

**Fixed Costs:**

|  |  |
| --- | --- |
|  |  |
|  |  |
| Employee | $10 per employee ( 4 employees \* $10 = $40) |
|  |  |
| officer | $22 per officer, (5 officers x $22 = $110) |
|  |  |
| hosting | $22( domain + hosting) |
|  |  |
| total fixed costs | $172 |

***PROJECT CHARTER***

***Project Name: Edu-Graph***

***Project Manager****: Dylan T Magoli*

***Team Members:*** *Dylan T Magoli, Leroy H Mapunzwana , Titus Chaunoita ,**Simbarashe Gwangwava, Sebia Sumbureru, Rutendo Makwenya ,Mercy Matasva, Panashe Murodza, Rejoice Jojo ,*

***Project Description:***  *Is an online network which provides learning resources*

***Project Reason/Justification:***  *Provide easy accessibility to vast majority of learning resources*

***Major Milestone:*** *Reach a minimum of five schools and minimum user base of one thousand people*

***Acceptance Criteria:*** *How will the final product be evaluated?*

We shall improve on the looks and layout of the platform

Ewe shall add more features and functions

***Assumptions:*** *It will enhance the learning process of various learning areas*

***Constraints:*** *internet access, electrical supply, development tools and packages*

***Risks:*** *Program might incur errors or bugs and disasters.*

***Resources:*** *laptop or computer, internet, Django, Python packages, Apache server*

***Project Start date: 20 July***

***End Date: 5 September***

***Project Manage****r: Dylan T Magoli*

***Approved b****y: Intelligent Africa Board* ***Date: 15 July 2022***

***Review***

Product was complete.

We did tests runs.

It had a few errors and the programmer debugged them

Compensation Plan

Intelligent Africa Junior Achievement Company shall return any share fees if the shareholder wishes to disinvest. When the company operates for two months without a profit, it shall return all the shares with an additional increment of 40%. However, the 40% increment is only applicable to shareholders who recoup their money after two months of investment.

# Administrative Records

Remuneration

|  |  |  |  |
| --- | --- | --- | --- |
| Nature of Employment | Salary | Meeting Allowance | Sick Leave Allowance |
| Officer | USD$22.00 | USD$0.50 | USD$5.00 |
| Subordinate | USD$10 | USD$0.25 | USD$2.50 |

Attendance Record

|  |  |  |  |
| --- | --- | --- | --- |
| Name of Employee | Post | Number of Days Absent | Exact Dates Absent |
| Dylan T Magoli | C.E.O | 00 |  |
| Leroy H Mapunzwana | Production Manager | 00 |  |
| Sebia Sumburerushareholder | Finance Manager | 00 |  |
| Titus Chaunoita | H.R Manager | 00 |  |
| Simbarashe Gwangwava | Marketing Manager | 00 |  |
| Rejoice Jojo | Subordinate | 00 |  |
| Panashe Murodza | Subordinate | 00 |  |
| Rutendon Makwenya | Subordinate | 00 |  |
| Makanaka Matasva | Subordinate | 00 |  |

# Shareholder Information

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Shareholder I.D Number | Name | Surname | Gender | Share Type | Number of Share |
| 01. | Dylan T | Magoli | M | ORD | 1 |
| 02. | Leroy | Mapunzwana | M | ORD | 1 |
| 03. | Sebia | Sumbureru | F | ORD | 1 |
| 04. | Titus | Chaunoita | M | ORD | 1 |
| 05. | Simarashe | Gwangwava | M | 0RD | 1 |
| 06 | Rejoice | Jojo | F | ORD | 1 |
| 07. | Panashe | Murodza | M | ORD | 1 |
| A.1 | Jotham | Chafuva | M | PREF | 1 |
| A.2 | Collins | Chiware | M | PREF | 1 |
| A.3 | Beverley | Madzivanyika | F | PREF | 1 |
| A.4 | Perseverance | Munyika | F | PREF | 1 |
| A.5 | Victoria | Mukadzawasha | F | PREF | 1 |
| A.6 | Evas | Matienga | F | PREF | 1 |
| A.7 | Paul | Chipaho | M | PREF | 1 |
| A.8 | Jonathan | Chipaho | M | PREF | 1 |
| A.9 | Jochebed | Chipaho | M | PREF | 1 |
| A.10 | Bright | Kapichi | M | PREF | 1 |
| A.11 | Knowledge | Kapichi | M | PREF | 1 |
| A.12 | Anesu | Kapichi | M | PREF | 1 |
| A.13 | Jotham | Chapfuva | F | PREF | 1 |
| A.14 | Audrey | Chapfuva | F | PREF | 1 |
| A.15 | Vimbai | Chapfuva | F | PREF | 1 |
| A.16 | Jonathan | Chipusha | M | PREF | 1 |
| A.17 | Nathaniel | Rice | M | PREF | 1 |
| A.18 | Takudzwa | Chanaiwa | M | PREF | 1 |

**Note**: Ordinary shareholders are denoted by zero ( 0 ) and preferential shareholders are denoted by ( A ) on their shareholder I.D numbers.

# Human Resources Business Plan

**Starting wages for company employees shall be $0.25 per meeting.**

**Projected Wages:**

Weekly Employee Wage $2.50

Number of Employees 4

**(A) Wages per Meeting (=) $** 0.25

Officer Wages $ 4.50

Number of Officers 5

**(B) Officer Wages per Meeting (=) $0.50**

**Total Wages = (A+B) x 11 Meetings = $** 440

# Company Bylaws

Article 1. Each shareholder is allowed to buy only one share.

Article 2. Each share is sold for USD$2.00

Article 3. Shareholders can recoup their investment plus a 40% increment if the

Company fails.

Article 4. The share fee is NONrefundable in the first two production months.

Article 5. Shares bought by the Shareholders can **NEVER** be endorsed in favour of any

Article 6. Buying of shares canbe reversed.

Article 7. The shareholder must read and understand the terms and conditions of the

company policy.

Article 8. All relevant employees must be present when a holding company meeting.

Article 9. A valid reason or excuse should be given to the Human Resources for any

absenteeism.

Article 10. NO wage or salary should be paid to any employed w absenteeism from work,

backed up by a report or phone call to the HR Department who owes the company

any money, either in forms of fines, unsold stock or unreturned cash sales

Article 12. Absenteeism for more than 3 times a month will result in employee being fired.

Article 13. ONLY formal language shall be used when holding meetings or any company

operations.

# Production Department Business plan

We are going to make a web-based learning platform called Edu-Graph. The platform shall offer educational resources such as softcopy textbooks, past exam papers and video tutorials. The platform shall also offer interaction functionalities such as likes, posts, follows, chats and video calls.

Requirements:

* A compatible computer
* Programming and coding dependences such as VS Code, Node JS and Apache.
* Internet access
* Hosting fees

Production Goals

* Finish a prototype within two months
* Test run the prototype
* Improve the platform
* Add staff with special permissions

Materials Costs Estimation

* Computer USD$150
* Hosting fee USD$30
* Internet 10GB Monthly Wifi USD$15

Quality Control

* Weekly review on Edu-Graph’s
* Speed
* Traffic
* User’s activity, respecting their privacy.
* Weekly Search for errors and
* Search for Errors
* Weekly management of feedback from users

Safety Plans

* The programmer(s) shall work in a quiet, clean and well ventilated workspace, most preferably a computer laboratory or a library with internet.
* The programmer(s) shall put into consideration all computer laboratory rules so as to minimise accidents such as electrical shocks.
* Programmer(s) shall spend two hours or less on the computer to minimise the risk of vision problems and stress disorders.

# Marketing Department Business Plan

* We are going to sell our service to schools and students, with schools buying the setups and students buying the online service.
* We shall conduct market research on the already existing e-learning platforms like Ruzivo Digital Learning, Learn X and MindSet.
* We shall also research on and implement pricing strategies such as penetration pricing and price skimming.
* Intelligent Africa shall have sold the setup to at least 5 schools and 5000 students by the end of September 2022.
* We shall have social media platforms such as Instagram, Facebook and Twitter.
* Intelligent Africa shall be the user name of all our company social media handles.
* Advertising shall be done on the company’s social media accounts.

# Finance Department Business Plan

Financial records

We shall have financial accounts prepared for a given trading period.

The financial accounts shall clearly show how money was used and gotten in each department.

**Scope Statement**

To programme an e-learning platform called Edu-Graph that offers educational resources and communication between users such as video call and chats.

**Project Schedule**

|  |  |  |  |
| --- | --- | --- | --- |
| Task | Department Responsible | Start Date | End Date |
| Sale Company Shares | Human Resources and Finance Department | Week 2 | Week 6 |
| Problem Identification and Relevant | Marketing Department | Week 2 | Week 3 |
| Budget Preparation | Finance Department | Week 3 | Week 4 |
| Research on production methods for both services and goods | Production Department | Week 3 | Week 4 |
| Product Choice and selection | All Departments | Week 5 | Week 6 |
| Market Research and resource ordering | Marketing and Production Departments | Week 6 | Week 7 |
| Prepare Operational Plans | All Departments | Week 7 | Week 8 |
| Status Reports | All Departments | Week 8 | Week 9 |
| Review the sales activities | Marketing Department | Week 9 | Week 10 |
| Calculation of Scheduled Performance Index (SPI) | Marketing Department | Week 10 | Week 11 |
| Summarize records for annual report | All departments | Week 11 | Week 12 |
| Annual Report Overview | All Departments | Week 12 | Week13 |
| Final Board Meeting | All Departments | Week 13 | Week 13 |

**Responsibility Assignment Matrix**

|  |  |
| --- | --- |
| Responsibility | Department |
| Market Research, sales, advertising, the media | Marketing |
| Materials Purchases, Programming and Deployment | Production |
| Overall directing, controlling and supervision | C.E.O |
| Accounts management | Finance |
| Employee recruitment , share distribution and administrative records management | Human Resources |

**Project Budget**

|  |  |
| --- | --- |
|  |  |
|  |  |
| Employee | $10 per employee ( 4 employees \* $10 = $40) |
|  |  |
| officer | $22 per officer, (5 officers x $22 = $110) |
|  |  |
| hosting | $22( domain + hosting) |
|  |  |
| total fixed costs | $172 |

**Communication Plan**

The C.E.O calls the Human Resources Manager and gives him or her the agenda of the call. The Human Resources then informs other Directors. Directors may then implement the given commands or even inform their subordinates if it is relevant to do so.

**Risk Register** –

|  |  |  |  |
| --- | --- | --- | --- |
| What might go wrong? | Risk Level  L=Low  M=Medium  H=High | Area of Impact  R=Resources  T=Timing  S=Scope  Q=Quality | How to prevent it or fix it |
| Laptop crushing | L | RSTQ | Get a fully functional backup computer |
| Project crushing | L | T | Have a safely kept errorless prototype |
| No or low speed on Wi-Fi | M | S | Have a backup data plan |
|  |  |  |  |

**Status Report**

**Status Report Project: Create New Product**

***Company Name:***

***Date: 6 September 2022***

***Project Status:***

* **In good shape**
* **At risk of going off track**
* **Out of control**

***Tasks Accomplished:* What work have you completed?**

* **Finished the platform**
* **Sold to a school**
* **Uploaded content**
* **Hosting the online platform**

***Tasks in Progress:* What are you currently working on?**

1. Uploading more content
2. Getting more users
3. Selling to other schools

***Planned Tasks:* What work do you still need to start?**

1. Advertising to other schools
2. Improve Edu-Graph using user feedback
3. Send marketing emails to schools

***Issues:* What challenges have you experienced?**

1. Time Management
2. Wi-Fi usually slow
3. Dragging laptop touchpad

***How we solved the challenges***

1. *Got to meeting points earlier than expected*
2. *Bought Data*
3. *Got a mouse from the school computer laboratory*

***Questions for Discussion:* What do you need to talk with your project manager about?**

1. How to limit content on the free part of the platform
2. How to get more users
3. How to run the company after school

**Lessons Learned Report**

|  |  |  |  |
| --- | --- | --- | --- |
| Department | Lessons Learnt | What could have gone wrong | What could have been better |
| C.E.O | Ideas are not only from leaders, subordinates also have them. | Meetings could have been held chaotically. | Further explanation on given ideas. |
| Human Resources | How to recruit employees | We could have used irrelevant qualifications. | Longer one on one interviews |
| Finance | How to acquire start-up money for a business | Shareholders could have recouped their money before we incurred expenses. | Further persuasion to get more shareholders |
| Marketing | Learnt how to advertise on social media | We could have created less effective accounts like WhatsApp | We could have created LinkedIn and Pinterest Accounts |
| Production | Learn to use different programming on one program | The project could have crushed | We could have researched on Bootstrap.com to know more about online educational platforms |

**ONLINE MARKJETING TEMPLATE**

WHAT ARE YOUR BUSINESS SHORT-TERM GOAL?

1. Sell Edu-Graph to at least 5 school
2. Get a user base of at least 5000 users
3. Pay investor return ( dividends)

WHAT ARE YOUR BUSINESS LONG-TERM GOALS?

1. Get More users
2. Sell the platform all over the country
3. Donate the platform to children’s homes

WHY DO YOU WANT TO TAKE YOUR BUSINESS ONLINE? I WANT TO TAKE THIS BUSINESS ONLINE BECAUSE:

Advertising is better online as it reaches many people within seconds after posts. Online Marketing is easier than manual marketing as some online app helps to market such as Amazon, eBay, Fiverr and Upwork.

I SETTING UP THESE FIRST THREE PLATFORMS:

1. Facebook
2. Twitter
3. Instagram

I CHOOSE THESE PLATFORMS BECAUSE THEY ARE:

1. Fast
2. Easy to manage
3. Most used platforms

HENCE, MY IDEAL CUSTOMER CAN BE FOUND ON THESE PLATFORMS. MY IDEAL CUSTOMER IS:

AGE RANGE: 12 to 20  
GENDER: Both male and female  
COUNTRY/LOCATION: The whole world

LANGUAGE: English (UK)  
PREFERENCES: Learning tutorials and PDFs online  
DISLIKES:

|  |  |
| --- | --- |
| What do I really like to do? | Market /Product Winners |
| 1. Creating websites 2. Selling services online 3. Programming games 4. Making cosmetics | 1. Business owners without adverting and marketing platforms 2. Everyone who uses the internet 3. Sci-Fi gamers 4. Households |
| What am I really good at doing? | Market /Product Winners |
| 1. Creating websites 2. Selling services online 3. Programming games 4. Making cosmetics | 1. Business owners without adverting and marketing platforms 2. Everyone who uses the internet 3. Sci-Fi gamers 4. Households |
| What market do I need to see? | Market /Product Winners |
| 1. Drink and beverage 2. Trending Clothing like Drip clothes 3. Phone Accessories | 1. Everyone 2. Adolescents 3. Everyone |
|  |  |
| **What actions shall I take to identify the necessary financial resources (including payments from initial customers) needed for the start-up phase of the business?** | |
| 1. Do a survey 2. Research on the form of money most available (cash , bank , transfer) 3. Sell share to family members | |
| **What actions shall I take to identify and begin marketing to potential customers?** | |
| 1. Research on what the community does not produce 2. Research on the most efficient methods of production 3. Improve the already existing products | |
| **What actions shall I take to design/make the first version of the product or service available for market testing?** | |
| 1. Use already existing methods 2. Improve the methods | |
| **What actions shall I take to assess and set up the production and marketing capabilities required to make and sell the product, and serve the customers?** | |
| 1. Ask people about their tastes and preferences on your potential product 2. Advertise to the community with the help of neighbours | |

|  |  |  |
| --- | --- | --- |
| INTELLIGENT AFRICA JA Company Board of Directors Meeting | | |
| Date : 24 June 2022 | Time Started:1000 | Time Ended:1300 |
| Attendance:  All Directors | | Absent:  None |
| Agenda :  ***Discussion on which product to produce, when ,why, how, what and for whom***  ***Suggestions***   1. ***Intruder alert systems*** 2. ***Solar chargers*** 3. ***Detergents*** 4. ***Web based learning platform*** 5. ***Beverages*** | | |
| Motions  1. Intruder alert systems  2. Solar chargers  3. Detergents  4. Web based learning platform  5. Beverages  Seconds   1. Aye 2. Nay 3. Nay 4. Aye 5. Nay  * We then agreed to make a web based learning platform   Department Reports: 1. Production department has done research on production methods for  both services and goods. | | |
| Other Matters   * Marketing Manager is to conduct market research on web based learning platforms * Production Manager sis to research on the functionalities of already existing web based learning platforms and how we can improve them | | |

**BUSINESS OPPORTUNITY POSTER**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Key Activities | Key Partners | **Value Proposition** | Customer Relationships | **Customer Segments** |
| 1. Programming 2. Web Development | \*Ecoweb Zim  \*Developer Mufarj Kaseke | 1. Video calls 2. Chats 3. Follows and likes 4. Download options |  | \*Students  \*Schools |
| **Key Resources** | **Channels** |
| 1. **Compatible Computer** 2. **Programming and coding dependencies** |  |

|  |  |  |
| --- | --- | --- |
| Cost Structures |  | Revenue Streams |
| USD $150 | USD $500 |