

# PUMA Training Platform

## Commercial Brief for Negotiation

**Purpose:** Full context on what was built, development economics, and pricing options so you can position this effectively with your commercial knowledge of PUMA.

**Approach:** This brief shows multiple pricing scenarios. Use your judgment on what makes sense given what you know about PUMA's operations, budget authority, and decision-making process.

### What Was Built

Component	Description
6 Mission Modules	First impressions → Opening → Listen → Handle objections → Price → Exit
3 Lesson Modules	Customer types, sales scripts, upselling framework
3 Interactive Games	Real-time scoring, 40+ scenarios, performance tracking
Training Content	Professional curriculum with retail psychology principles
Mobile Platform	Web app (works on any phone browser)
Telegram Community	Daily check-ins, peer learning among staff

**Timeline:** Industry standard = 4-6 months. Actual = 6 weeks.

## Development Economics - The Full Picture

### Team Structure (4 Consolidated Roles)

Original Roles	Consolidated Into
Instructional Designer + Content Writer	Learning Designer + Writer (1 person)
Front-End Developer	Front-End Developer (1 person)
UI/UX Designer + Game Designer	UI/UX + Game Designer (1 person)
Project Manager	Project Manager (1 person)

### Nigerian Salary vs. Agency Project Rates

#### Typical Nigerian Professional Salaries:

- Junior Developer: N200,000 - N400,000/month
- Mid-Level Developer: N500,000 - N800,000/month
- Senior Developer/Designer: N800,000 - N1,200,000/month
- Project Manager: N600,000 - N1,000,000/month

**But agencies don't charge salary - they charge project rates (3-4x markup).**

#### Why Agency Project Rates Are Higher:

- Benefits (13th month, pension): +15%
- Office/equipment overhead: +10%
- Management/administration: +20%
- Agency profit margin: +30-50%
- Risk premium for project-based work: +20-30%

#### Market Reality - Nigerian Agency Hourly Rates:

- Budget agencies: N8,000 - N15,000/hour
- Mid-tier agencies: N15,000 - N30,000/hour
- Premium agencies: N30,000 - N60,000/hour

# Development Cost Scenarios

## Scenario A: Budget Agency (N15k/hour average)

Role	Weeks	Hours	Rate/Hour	Total
Learning Designer + Writer	6	240	N15,000	N3,600,000
Front-End Developer	6	240	N18,000	N4,320,000
UI/UX + Game Designer	6	240	N16,000	N3,840,000
Project Manager	6	180	N15,000	N2,700,000
			TOTAL	N14,460,000

## Scenario B: Mid-Tier Agency (N25k/hour average)

Role	Weeks	Hours	Rate/Hour	Total
Learning Designer + Writer	6	240	N25,000	N6,000,000
Front-End Developer	6	240	N30,000	N7,200,000
UI/UX + Game Designer	6	240	N27,000	N6,480,000
Project Manager	6	180	N25,000	N4,500,000
			TOTAL	N24,180,000

## Scenario C: Premium Agency (N40k/hour average)

Role	Weeks	Hours	Rate/Hour	Total
Learning Designer + Writer	6	240	N40,000	N9,600,000
Front-End Developer	6	240	N50,000	N12,000,000
UI/UX + Game Designer	6	240	N45,000	N10,800,000
Project Manager	6	180	N40,000	N7,200,000
			TOTAL	N39,600,000

# Pricing Options for Discussion

Multiple models presented for your evaluation based on PUMA's commercial realities:

## Model 1: Per-Store Licensing (Monthly SaaS)

Tier	Price/Month	Covers	Positioning
Conservative	N300,000	Up to 15 staff	Testing commercial viability
Mid-Range	N400,000	Up to 15 staff	Balanced value positioning
Premium	N500,000	Up to 15 staff	Emphasizing continuous value

**Multi-Store Discounts:** 5+ stores = 15% discount, 10+ stores = 25% discount

## Model 2: Per-User Licensing

User Count	Price/User/Month	Monthly Cost Example
1-15 users	N25,000	N375,000 (15 users)
16-50 users	N20,000	N400k - N1M
51-100 users	N15,000	N765k - N1.5M
100+ users	N12,000	Custom pricing

## Model 3: Performance-Based Pricing

**Structure:** Base fee (N250-400k/month) + Success bonus (3-5% of incremental revenue)

**Why compelling:** PUMA only pays more when results are proven. De-risks investment.

**Challenge:** Requires rigorous tracking and agreement on baseline metrics.

## Model 4: Annual License (Upfront Payment)

Option	Annual Price	Monthly Equivalent	Discount
Pay Monthly	N4,800,000	N400,000	0%
Pay Annually	N4,000,000	N333,333	17%
3-Year Lock-in	N10,800,000	N300,000	25%

ROI Justification - Palm Store Example

Metric	Current State	With Training (+10%)	Impact
Average Basket	N25,000	N27,500	+N2,500/sale
Sales/Staff/Day	10 sales	10 sales	—
Staff Count	15 staff	15 staff	—
Daily Sales	150 sales	150 sales	—
Daily Revenue	N3,750,000	N4,125,000	+N375,000
Monthly (25 days)	N93,750,000	N103,125,000	+N9,375,000

Platform Cost vs. Impact at Different Price Points

Pricing Tier	Monthly Cost	Incremental Revenue	Net Gain	ROI
N300k/month	N300,000	N9,375,000	N9,075,000	3,025%
N400k/month	N400,000	N9,375,000	N8,975,000	2,244%
N500k/month	N500,000	N9,375,000	N8,875,000	1,775%

**Key Insight:** Even at N500k/month, ROI is extraordinary if 10% basket improvement is delivered. Platform only needs 5% improvement to justify N400k/month pricing.

## Recommended Commercial Strategy

Phase	Action	Pricing	Objective
1. Free Trial (Current)	7 staff, 4-6 weeks	N0	Prove measurable improvement
2. Pilot Paid	Palm Store, 3 months	N300-400k/month	Prove scalability beyond initial 7
3. Multi-Store	Rollout to 5+ stores	N400k/store or N20k/user	Volume deployment with discount
4. Enterprise	National contract	N300-350k/store at scale	3-year commitment, dedicated support

## Bottom Line for Your Negotiation

- **What to emphasize:** Platform delivers measurable results, pays for itself with 5-10% improvement, scales across all stores (unlike trainer), continuous improvement (unlike workshop)
- **How to position pricing:** Don't lead with development cost (invites debate). Lead with ROI (N400k/month pays for itself at 5% improvement). Compare to alternatives (cheaper than trainer, more effective than workshops)
- **Pricing range to test:**
  - Floor: N300k/month (easy yes, leaves money on table)
  - Target: N400k/month (balanced, strong ROI case)
  - Ceiling: N500k/month (requires strong performance proof)
- **Your call based on:** Their budget reality, your read of their urgency, competitive dynamics, your revenue needs

**Use your judgment.** This brief gives you the commercial tools - you make the call based on what you know about PUMA that I don't. The math works at multiple price points. Choose based on their reality, not abstract calculations.