

Bsc Information Science Year Three, 2025

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Course: Business plan

KangaPages Business plan

CHAPTER 1: BUSINESS DESCRIPTION

1.1 Business Sponsors

The owner of this business proposal is Lewis Kariuki. An Information Science student with a focus specialization in Informatics. Taught and trained in website development and deployment of website in Informatics, Website Design courses. Has additional certification in graphic design awarded by Canva , Responsive Website development from Freecode camp,. Having prior experience from creating and managing other business websites, making him the best choice for this business proposal for creating custom website and managing this business.

1.2 Business Name

KangaPages. Its brand's mission is to create dynamic, personalized web pages that serve as a digital identity for businesses and individuals.

1.3 Business Location and Address

The nature of this business is an online remote business, thus making it not require a physical location to operate. The main location of this business would be on online platforms like Fiverr, <https://www.fiverr.com/> , Upwork, <https://www.upwork.com/> and Facebook market place, <https://www.facebook.com/marketplace/>, Jiji <https://jiji.co.ke/>

1.4 Form of Business Ownership

KangaPages operates as a private limited company, with Lewis Kariuki as the sole proprietor. Plans for future expansion include recruiting and training talented individuals to enhance service offerings. To reduce the business would leverage free open source technology like WordPress software for website development and Canva for design. Most of the initial capital gotten from my own savings, loans and help from family and friend. After the initial project agreement has been made the initial project funding derived from the client as the start up cost for starting the website design project would be divided to purchasing a domain name for the website and

after project completion and payment the rest would be used to pay for internet usage. Electricity cost, project meeting and hosting of the business. After the added up costs are paid the rest would be seen as profits that would be divided into savings, investments and personal use.

1.5 Type of Business

KangaPages develops custom website development using a Software as a Service (SaaS) model. The proposed business would develop and maintain custom website that have your own domain name for example; Client name: John Doe, Website name: www.johndoe.co.ke . They are tailor made to perform several functions that would increase the value image of a business or individual thus in turn increase the traffic flow of potential loyal customers to seek you the client as they go to for a particulate service or good to purchase. The website act as a social media management tool that links all the clients accounts like; LinkedIn, GitHub, Tiktok, YouTube, X, Pintrest etc. The website act as a repository for all you achievements from the small ones to the big ones. Services include tailored websites with social media integration, data analytics, and predictive insights, helping businesses gain a competitive edge through increased traffic and informed decisionmaking ensuring the gain of a higher profit margins.

1.6 Product(s) Service(s)

KangaPages offers custom website development tailored for both businesses and individuals which are designed to enhance the image and value of our clients, ultimately increasing traffic from potential loyal customers. We utilize qualitative and quantitative user research data analysis, presented through stylish and easy to read dashboards. These dashboards feature data visualizations that provide predictive insights, helping businesses make informed decisions and gain a competitive edge. By adopting a Software as a Service (SaaS) model, we develop websites that include

social media management tools and predictive analysis capabilities. This allows businesses to identify highvalue, loyal users, positioning them as the goto choice for specific goods or services. For individuals, a custom website serves as a powerful social media management tool, significantly enhancing their image within their community. With a dedicated website and a custom domain name, clients can access predictive user analysis to identify gaps in their social profiles and improve their online presence.

1.7 Justification of Business Opportunity

The increasing demand for online presence in Kenya, driven by digital transformation, positions KangaPages to meet the growing need for datadriven websites. With a focus on SaaS, KangaPages offers scalable solutions that cater to both businesses and individuals, addressing the need for effective digital tools in a competitive market. From the love of technological development and innovation advancing others value through web technology has been a great passion. With the skills acquired in the the course taught in Technical University of Kenya Information Science have help groomed towards this business idea that has a high probability to provide as service that would help in the advancements of technological development in Kenya.

1.8 Industry

KangaPages lies in the *web development and maintenance industry*. Targeting businesses, institutions, and individuals. This sector focuses on providing affordable and scalable digital solutions to help to establish and enhance their online presence. The demand for digital solutions among small businesses and individuals in Kenya is growing rapidly. With over 80% of the population having internet access and the rise of the gig economy, the market for tailored web solutions is expanding significantly. In this industry the top business trends include: Digital transformation in small businesses and individuals are increasingly recognizing the importance of having a

professional online presence to reach wider audiences. Localized Solutions where small businesses and individuals often prefer solutions that are tailored to the Kenyan market, addressing local needs and preferences. The industry leverages technologies such as HTML5, CSS3, JavaScript, and userfriendly Content Management Systems (CMS) like Word Press to create accessible and easy to manage websites. Cloudbased solutions and affordable server storage options are also critical for delivering scalable SaaS products. Starting a business focused on small businesses and individuals requires a modest initial investment. Due to the availability of open source tools like the Word Press the start up cost has significantly reduced making most of the capital requirement go towards domain name purchasing, hosting and monthly maintenance. Over the past five years, there has been a steady increase in the number of small businesses and individuals seeking web development services in Kenya. The industry is expected to grow steadily, driven by the increasing adoption of digital solutions among small businesses and individuals. By 2025, the demand for affordable web development and SaaS services is projected to rise significantly, presenting a lucrative opportunity for KangaPages.

1.9 Business Goals

The goals for KangaPages are divided into shortterm, medium and longterm. For the shortterm that would take a range of (012 months) which is to help 20 small businesses and individuals create a professional online presence withing that time period. The chosen metric is to acquire 20 clients within the first year, with a client acquisition rate of approximately 1.67 clients per month. The desired time frame to reach this by May 2026. For the mediumterm that would take a range of (12 years) is to Launch a userfriendly SaaS platform for small businesses and individuals withing that time period. The chosen metric is to achieve 30 active subscribers within the first six months of launch. The desired time frame to reach this by May 2027. The second mediumterm goal that would take a range of (12 years) is to establish partnerships with 5 local business hubs or community centers to offer workshops and seminars. The chosen metric is to conduct at least 10 workshops reaching 100

participants by the end of Year 2. The desired time frame to reach this by May 2028. For the longterm that would take a range of (35 years) to expand services to include ecommerce integration and social media management tailored for small businesses. The chosen metric is to launch new services by April 2029 and attract 50 clients within the first year of launch. The desired time frame to reach this by December 2030. The second longterm goal that would take a range of (35 years) is to build a community of 500 small businesses and individuals who regularly use KangaPages' services. The chosen metric is to achieve a retention rate of 70% by April 2031. The desired time frame to reach this by December 2031.

1.10 Entry and Growth Strategy

The selected market entry tactics include: *Localized solution* by offer tailored web development and SaaS services that cater specifically to the needs of small businesses and individuals in Kenya. *Offering affordable pricing* by introduce tiered pricing models with a basic package priced at KHS 12,000 annually, making it accessible to startups and individuals. *Partnerships* by collaborate with local business hubs, community centers, and coworking spaces to build credibility and gain referrals. For customer acquisition the selected tactics include: *Local search Engine Optimization (SEO) and Social media* to improve visibility in search results and engage with small business owners through social media groups and platforms. *A referral programs* that offers incentives such as discounts or free add-ons for referrals to encourage wordofmouth marketing. KangaPage growth strategy includes the following: An expansion plan that offers *diversification service* by introducing new services such as ecommerce integration, social media management, and basic SEO services tailored for small businesses. The second is a *scalable infrastructure* by invest in robust server storage and cloud solutions to support growing client demands that is owned and managed by KangaPages. The growth tactics of KangaPages include; *Client retention* by provide exceptional customer support, including oneonone training sessions and regular checkins to ensure client satisfaction. *Continuous improvement* by using client feedback to refine services and stay ahead of industry trends. Time Frame for KangaPages Growth is divided into, Year 12 with a focus on establishing a strong presence in Nairobi by acquiring 20 clients and launching the SaaS platform. Year 35 by expanding service offerings, enter new markets, and build a community of 500 active users.

CHAPTER 2: MARKETING PLAN

2.1 Customers

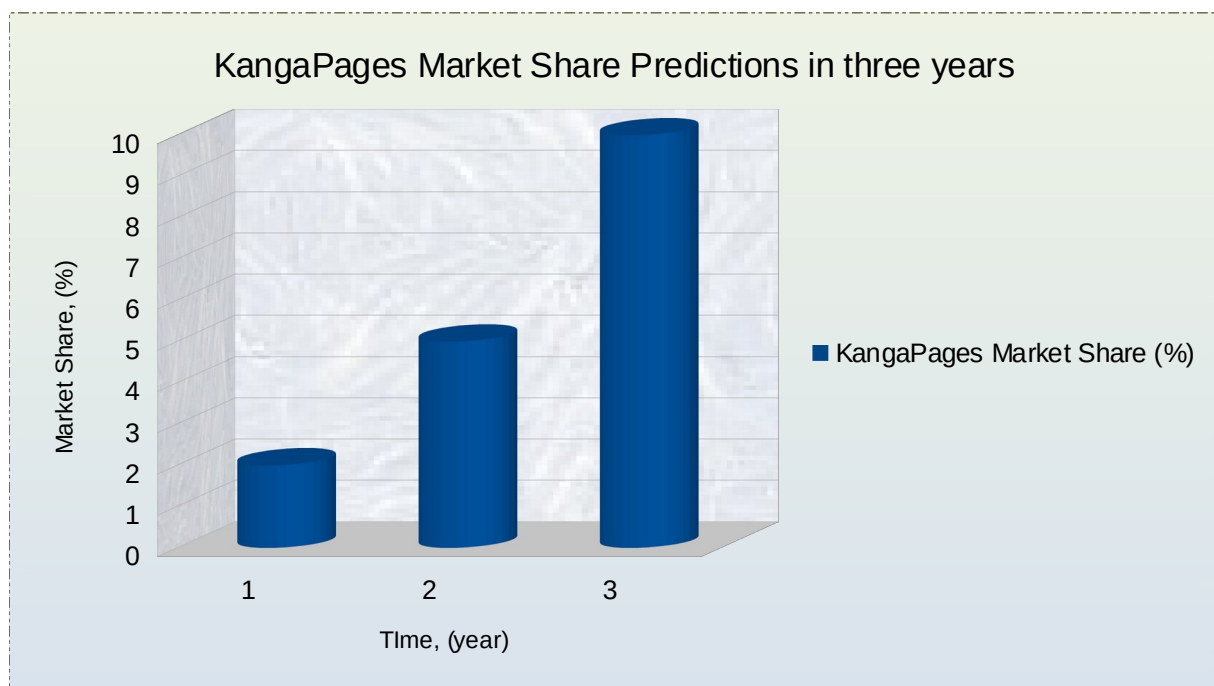
Most web developers tend to focus on website maintenance for big business or focus on creating their own brand websites while for KangaPages targets small and medium-sized enterprises (SMEs), entrepreneurs, and professionals in Kenya who require a professional online presence. The customers are primarily located in urban centers like Nairobi, Mombasa, and Kisumu, with great internet penetration and digital adoption are highest. According to the Kenya National Bureau of Statistics (KNBS), over 80% of Kenya's population has access to the internet, with SMEs accounting for approximately 40% of the country's GDP. The demographics of the potential customers for KangaPages include SMEs where small businesses in sectors such as retail, food and beverage, fashion, and professional services. These businesses often lack the resources to invest in expensive website solutions but recognize the importance of a digital presence. Entrepreneurs who found startups and solo entrepreneurs in the gig economy need a professional online identity to attract clients. Professionals who are individuals like consultants, freelancers, and creatives who require a portfolio website to showcase their work and connect with clients. Needs that KangaPages would meet for its clients are; Affordable and easy to use website solutions. Localized services that cater to the Kenyan market. And integration of social media and data analytics to enhance online visibility. The purchasing behavior for KangaPages clients are; Frequency of purchase where most SMEs and individuals in Kenya purchase website development services once every 23 years, with occasional updates and maintenance. The preferred payment methods include mobile money (MPesa), bank transfers, and digital payment platforms like PayPal. For the terms of sale, clients prefer upfront pricing with clear packages, as well as the option for monthly subscriptions for ongoing services.

2.2 Market Share

The website development and maintenance industry in Kenya is growing rapidly, driven by the increasing adoption of digital solutions among SMEs and individuals. According to a 2023 report by the Kenya ICT Authority, the demand for website development services has grown by 15% annually over the past five years. The Kenyan web development market is estimated to be worth KES 15 billion annually, with SMEs and individuals accounting for 60% of the demand. KangaPages aims to capture 510% of this market share within the first three years of operation. Given that the SMEs and individuals accounting for 60% of the demand, the market share estimation could be calculated in the following; (estimation 60% = 15,000 potential clients) KangaPages aims that in year 1 would have satisfied 2% market share (approximately 300 clients). In year 2 would have satisfied 5% market share

(approximately 750 clients). In Year 3 would have satisfied 10% market share (approximately 1,500 clients).

Year	Total Market Size (KES billion)	SMEs and Individuals Share (%)	SMEs and Individuals Market Size (KES billion)	Number of Potential Clients	KangaPages Market Share (%)	KangaPages Clients
1	15	60	9	15000	2	300
2	15	60	9	15000	5	750
3	15	60	9	15000	10	1500



2.3 Competitors

KangaPages as a local website development and maintenance company that focuses on SMEs and individuals its main competitors include Nairobi Web Designers, SleekDigital, Web Kenya, Toptal, Upwork, and Wix and Squarespace. Local competitors offer custom solutions, while international platforms offer a mix of DIY tools and freelance services. They have offers lower operational costs and dominate the SME market. Local competitors offer more affordable pricing, while international platforms charge premium rates. They rely on word of mouth and partnerships, while international platforms use digital marketing and SEO. KangaPages' competitive advantage lies in its localized solutions, affordable pricing, and focus on SMEs and

individuals mainly in Kenya. By leveraging open source technologies like WordPress and Canva to offer high-quality services at a lower cost and sourcing quality but affordable website hosting solutions like TrueHost to host website.

2.4 Methods of Advertising and Sales Promotion

KangaPages will use digital marketing methods such as SEO, Google Ads, social media marketing, and partnerships to promote their services. They optimize their website for local search terms and run targeted ads for SMEs and individuals in Nairobi and other major cities. They also collaborate with local business hubs, co-working spaces, and community centers to offer workshops and seminars on professional online presence. They offer referral programs and discounts for new clients. Sales promotions include discounts on first-year subscriptions, free add-ons, and workshops on "How to Build a Professional Online Presence." They advertise heavily during peak business registration periods and run promotions during holidays like Independence Day and New Year's. The estimated monthly advertising budget is KES 50,000, and workshops cost KES 20,000 per event.

2.5 Pricing Strategy

KangaPages pricing strategy for a professional online presence includes cost-based pricing, value-based pricing, and market-based pricing. The basic package costs KES 12,000/year for simple websites, while the standard package costs KES 25,000/year That includes social media management. The premium package costs KES 40,000/year, including e-commerce integration and advanced SEO. Monthly subscriptions are offered for ongoing maintenance and updates. Payment methods include M-Pesa, bank transfers, and digital platforms like PayPal. A 40% deposit is required upfront, with the balance paid upon project completion. A refund policy is not available after project commencement, but clients can request revisions.

2.6 Sales Tactics

KangaPages uses direct sales methods, such as online platforms like Jiji, Fiverr, and Facebook Marketplace, to reach clients and offer personalized solutions. Indirect sales involve partnering with local business hubs and community centers to refer clients and incentivize new business. Customer service strategies include one-on-one training sessions and regular check-ins, with a 24/7 support channel for urgent issues. Public relations strategies involve engaging with the local community through workshops, seminars, and social media, sharing success stories, and sharing testimonials. After-sales services include free training sessions and regular updates to ensure the website remains functional and secure.

2.7 Distribution Strategy

KangaPages distribution strategy involves using online platforms like F Jiji, Fiverr, and Facebook Marketplace to reach a global audience and local platforms like Jiji and PigiaMe for Kenyan clients. Direct sales are achieved through social media and email marketing, and partnerships with local business hubs and co-working spaces offer exclusive deals. Challenges include internet reliability and payment defaults, which can be addressed by investing in reliable internet backup solutions and offering flexible payment plans. The estimated monthly distribution costs are KES 30,000, but strategies to minimize costs include leveraging free digital marketing tools and focusing on partnerships.

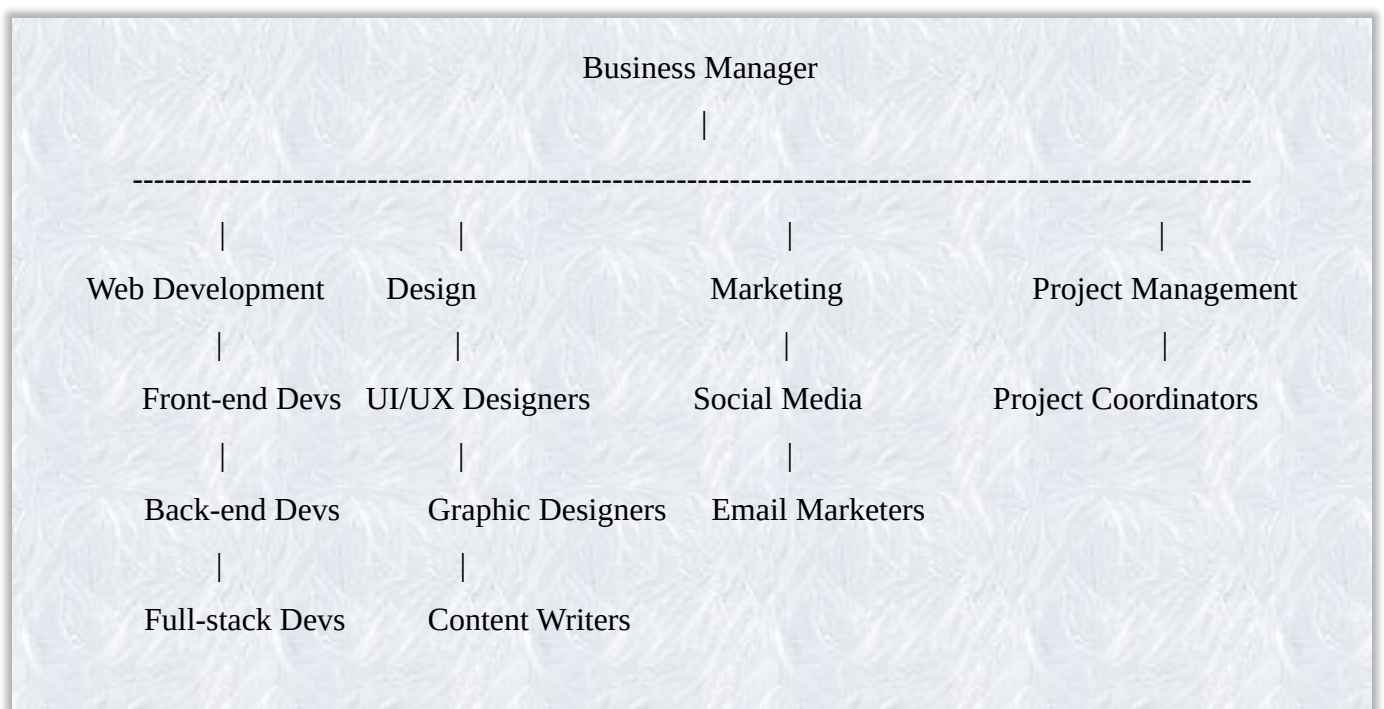
CHAPTER 3: ORGANIZATION/MANAGEMENT PLAN

3.1 Business Manager

The business manager for KangaPages would manage day to day operations here by ensuring the company runs efficiently. They would be maintaining coordination among different departments ensuring that all projects are completed. This is achieved by being responsible in managing project timelines, budgets, and resources, as well as coordinating with team members and gig workers to ensure project deliverables are met. The Business Manager will develop and implement business strategies to drive growth and profitability, serving as the primary point of contact for clients and stakeholders.

The business manager requirements would be: a Holder of a Degree certification in Business Administration, Management, or a related field, with at least 2 years of experience in business management, preferably in the web development or digital marketing industry. Their essential skills would include strong leadership, communication, and organizational abilities, along with proficiency in project management tools such as Zoho, Trello or Asana project management tools and a solid understanding of web technologies and digital marketing strategies.

Organization chart



3.2 Key Personnel

Headed by the business manager the key personnel would be the head of the main departments Web Development, Design, Marketing and the Project Management. The head of web development will oversee the development team, ensuring high-quality code and managing technical project requirements. This role requires personnel certified in a related field to computer science in web development with proficiency in programming languages such as HTML, CSS, JavaScript, and experience with frameworks like React or Node.js and strong problem-solving abilities are essential for this position.

The head of design will lead the design team, creating appealing design for websites and ensuring visual consistency across projects. This role requires personnel certified in a related field to graphic design along with expertise in design software such as Adobe Creative Suite or Figma, and a strong understanding of UX/UI principles. The head of marketing will develop and execute marketing strategies that originates from Chapter 2, 2.4 Methods of Advertising and Sales Promotion. They would manage campaigns, and analyze performance metrics. This role requires personnel certified in a related field to Marketing or Business, with experience in digital marketing strategies, SEO, and social media management.

The project manager will assist the business manager in coordinate project timelines, manage client communications, and ensure project milestones are met. This role requires personnel certified in a related field to Project Management along with strong organizational and communication skills and experience with project management tools such as Zoho, Trello or Asana.

3.3 Other Personnel

KangaPages will also engage gig workers for specific projects. They would include; Web developers gig workers who will work on specific project tasks as assigned by the Head of Web Development. Relevant certifications or degrees in web development are required, along with proficiency in front-end and/or back-end technologies.

UI/UX Designers gig workers would create design assets and prototypes for client projects. Relevant design qualifications or experience are necessary, along with a strong portfolio showcasing design work and user experience projects.

Content Writers gig workers would produce high-quality content for websites and marketing materials. Relevant certification in English, Communications, or a related field is required, along with excellent writing and editing skills and knowledge of SEO best practices.

3.4 Recruitment, Training, and Promotion

KangaPages will source employees and gig workers from word of mouth from past projects or referrals and platforms like like <https://www.guru.com/m/hire/freelancers-in/kenya/>, <https://freelancerkenya.com/> or linkedin as well as local Kenyan job boards such as BrighterMonday and JobWebKenya. The recruitment process will include job postings on relevant platforms, resume screening, interviews, and practical tests or portfolio reviews to assess candidates.

Once hired, employees will be introduced to the company culture and values, training on tools and software used in the business, and ongoing professional development opportunities through workshops and online courses.

Promotions will be based on performance evaluations, skill development, and contributions to the company. Factors considered will include achievement of project goals, leadership capabilities, and the initiative in taking on additional responsibilities.

3.5 Remuneration and Incentive

KangaPages is committed to attracting and retaining top talent in Kenya with a competitive compensation philosophy reflected on the salary schedule.

TITLE	AMOUNT (KSH.)	ALLOWANCES (KSH.)	Daily Rate (KES)	DEDUCTIONS (KSH.) i.e Tax, NHIF & NSSF	NET MONTHLY PAY (KSH.)
Business Manager	200000	50000	N/A	26000	224000
Head of Web Development	150000	\$20,000.00	N/A	\$21,000.00	\$149,000.00
Head of Design	120000	\$11,000.00	N/A	\$19,500.00	\$111,500.00
Head of Marketing	130000	\$15,000.00	N/A	\$20,000.00	\$125,000.00
Project Manager	180000	\$20,000.00	N/A	\$25,000.00	\$175,000.00
Web Developer (Gig Worker)	N/A	N/A	\$1,500.00	N/A	\$30,000.00
UI/UX Designer (Gig Worker)	N/A	N/A	\$1,200.00	N/A	\$36,000.00
Content Writer (Gig Worker)	N/A	N/A	\$1,000.00	N/A	\$30,000.00
Total	1007000	\$176,000.00		\$141,500.00	\$925,500.00

To motivate employees and maximize productivity, KangaPages will implement both financial incentives like equity share options of the business and bonuses and non-financial incentives which would include remote work options and flexible working hours .

3.6 Legal Requirements.

As KangaPages would operate as an online business it would follow the directions published by <https://jamiitrade.africa/view-post/legal-requirements-for-online-businesses>. KangaPages will ensure compliance to the legal requirements on Kenya by acquiring the required licenses, permits and by-laws required for running an online business. For KangaPages would start as a Sole proprietorship and later expand into a Limited liability company, it would be registered with the Registrar of Business Names for the Sole Proprietorship. Once it has grown into a stand alone business it would be Register with the Registrar of Companies for the Limited Liability Company business registration.

For the licenses, a business license is required to operate legally, to be obtained from the local county government at an estimated cost of KES 20,000 per year. Also a Sales tax permit that is necessary for collecting sales tax, to be obtained from the Kenya Revenue Authority (KRA) at no cost. The required license could be acquired through the online sources; for business permits and licenses

<https://eregulations.invest.go.ke/procedure/152?l=en> , and for tax compliance

<https://kra.go.ke/images/publications/Taxpayers-Guidelines-Licensing---December-2021.pdf> .

For data protection and privacy collects, processes, and stores personal data of customers through the website KangaPages will adhere to the provisions of the Data Protection Act, 2019. From the Acts requirements we will obtaining consent from data subjects. Implementing appropriate security measures to protect personal data. Providing privacy notices to inform data subjects about data processing practices. From the Consumer Protection Act, 2012 KangaPages as an online business must comply with consumer protection laws. As KangaPages will act as a brand for this business serving as one of the online business's intellectual property a requirement of protecting all its intellectual property by registering its IP with the Kenya Industrial Property Institute (KIPI).

KangaPages will develop clear terms and conditions for its clients website, outlining their specific key aspects. For its electronic payments, ensure compliance with relevant regulations, such as; Obtaining necessary approvals from the Central Bank of Kenya for payment processing. Complying with the Kenya Information and Communications Act (KICA) provisions on electronic transactions.

3.7 Support Services

KangaPages main support service include banking service provided by Equity Bank for managing finances and transactions. For Legal Services will be provided once arranged by CR Advocates LLP, <https://www.cradvocatesllp.com/practice/internet-law-e-commerce-and-cyberspace-lawyers-in-the-kenya/> . For domain registration and web hosting it would be provided by TrueHost <https://truehost.co.ke/>. For liability insurance it would be provided by <https://equitygroupholdings.com/ke/insure/sme-small-business/> .