Bsc Information Science Year Three, 2025

Name: Lewis Kariuki

Admission: AIIM/00477/2021

Course: Business plan
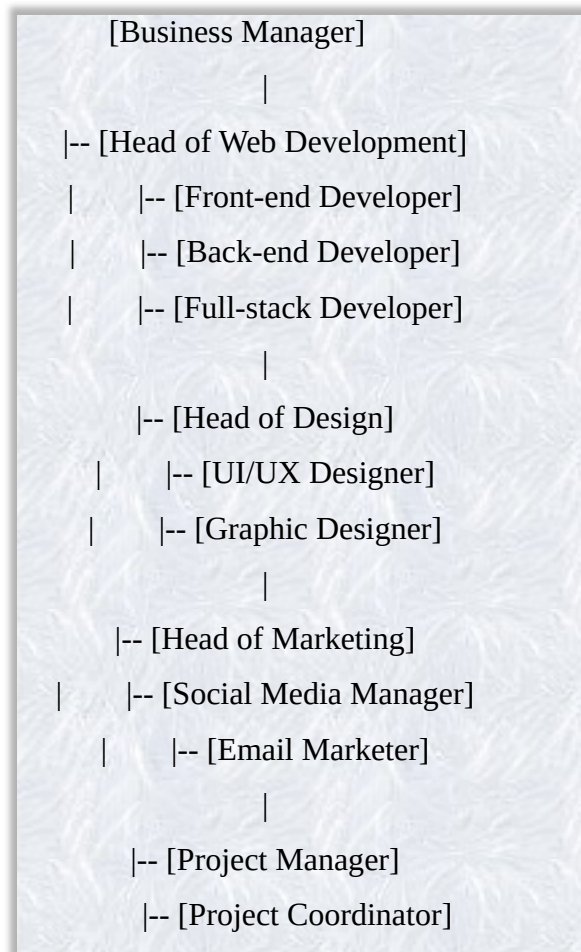
CHAPTER 3: ORGANIZATION/MANAGEMENT PLAN

3.1 Business Manager

The business manager for KangaPages would mange 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. These 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. There 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

```
              [Business Manager]
                     |
         |-- [Head of Web Development]
         |       |-- [Front-end Developer]
         |       |-- [Back-end Developer]
         |       |-- [Full-stack Developer]
         |
         |-- [Head of Design]
         |       |-- [UI/UX Designer]
         |       |-- [Graphic Designer]
         |
         |-- [Head of Marketing]
         |       |-- [Social Media Manager]
         |       |-- [Email Marketer]
         |
         |-- [Project Manager]
              |-- [Project Coordinator]
```

3.2 Key Personnel

At the formal level of organizational structure, the Business Manager is supported by key personnel in the main departments they administer. Included are Web Development, Design, Marketing, and Project Management.

Head of Web Development is responsible for the oversight of the development team to ensure the highest technical standards in all phases of coding, design, and implementation of technical project requirements. Their qualifications: The candidate shall be certified by an institution in a field related to Computer Science-Adoption of Web Development and must possess programming skills in languages such as HTML, CSS, JavaScript, etc. The candidate shall be expected to have experience with frameworks, e.g., React, Node.js, and a proven track record of problem-solving skills.

Head of Design leads the design team in coming up with attractive designs for websites and gives direction to visual consistency throughout the projects. Their qualifications: The candidate shall be certified in a field related to Graphic Design and shall be competent in design software such as Adobe Creative Suite or Figma and possess a strong knowledge of UX/UI principles.

Head of Marketing is responsible for the creation of marketing strategies as outlined in Chapter 2, Section 2.4 (Methods of Advertising and Sales Promotion) and for their execution, campaigns, and performance analysis. Their qualifications: The candidate shall be certified in a field related to Marketing or Business and have experience in digital marketing strategies, Search Engine Optimization, and social media management.

Project Manager helps the Business Manager with coordinating project timelines, client communications, and meeting milestones. Their qualifications: Must be certified in related fields to

Project Management, with great organizational and communication skills, and to have been using project management tools such as Zoho, Trello, and Asana.

3.3 Other Personnel

KangaPages will engage gig workers for specific projects to enhance flexibility and expertise. The roles include, Web Developers, UI/UX Designers, Content Writers.

Web Developers would be gig workers who will undertake specific project tasks as assigned by the Head of Web Development. Their qualifications are relevant certifications or degrees in Web Development are required, along with proficiency in front-end and/or back-end technologies.

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

Content Writers would be gig workers tasked with producing high-quality content for websites and marketing materials. Their qualifications: 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 (K)	Daily Rate (KES)	DEDUCTIONS (KSH)	NET MONTHLY
Business Manager	KSh200,000.00	KSh50,000.00	N/A	KSh26,000.00	KSh224,000.00
Head of Web Development	KSh150,000.00	KSh20,000.00	N/A	KSh21,000.00	KSh149,000.00
Head of Design	KSh120,000.00	KSh11,000.00	N/A	KSh19,500.00	KSh111,500.00
Head of Marketing	KSh130,000.00	KSh15,000.00	N/A	KSh20,000.00	KSh125,000.00
Project Manager	KSh180,000.00	KSh20,000.00	N/A	KSh25,000.00	KSh175,000.00
Web Developer (Gig Worker)	N/A	N/A	KSh1,500.00	N/A	KSh30,000.00
UI/UX Designer (Gig Worker)	N/A	N/A	KSh1,200.00	N/A	KSh36,000.00
Content Writer (Gig Worker)	N/A	N/A	KSh1,000.00	N/A	KSh30,000.00
Total	**KSh1,007,000.00**	**KSh176,000.00**		**KSh141,500.00**	**KSh925,500.00**

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 jamiitrade 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 aquired 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 Ruiru branch 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 woud be provided by TrueHost https://truehost.co.ke/. For liability insurance it would be provided by https://equitygroupholdings.com/ke/insure/sme-small-business/ .

# CHAPTER 4: PRODUCTION/OPERATIONAL PLAN FOR KANGAPAGES

4.1 Production Facilities and Capacities

For KangaPages operates as an online business in Kenya specializing in custom website development and management the production facilities primarily consist of digital tools and software rather than physical machinery. The following table outlines the essential tools and equipment required for the operation of KangaPages, along with their specifications and costs.

Type of Equipment/Tool	Capacity/Function	Quantity Required	Price per Unit (KES)	Total Price (KES)	Source Supplier
Computer Systems	Web Development	5	80000	400000	Local Electronics Store
Graphic Design Software	Design Creation	5 Licenses	15000	75000	Adobe/Canva
Project Management Software	Task Management	5 Licenses	10000	50000	Zoho/Trello
Web Hosting Services	Hosting Websites	1	30000	30000	TrueHost
Internet Connection	High-Speed Internet	1	5,000/ month	60,000/ year	Local ISP
Backup Storage	Data Backup	1	20000	20000	Local Electronics Store
Total=			**155000**	**575000**	

KangaPages will operate from a home office located in Nairobi CBD which is strategically positioned to access a large pool of potential clients and talent. The office will occupy approximately 200 square feet, providing sufficient space for workstations, meetings, and storage. The layout will include designated areas for Work station (web development, design), meeting/client consultations area, and storage of physical documents.

Business premises layout
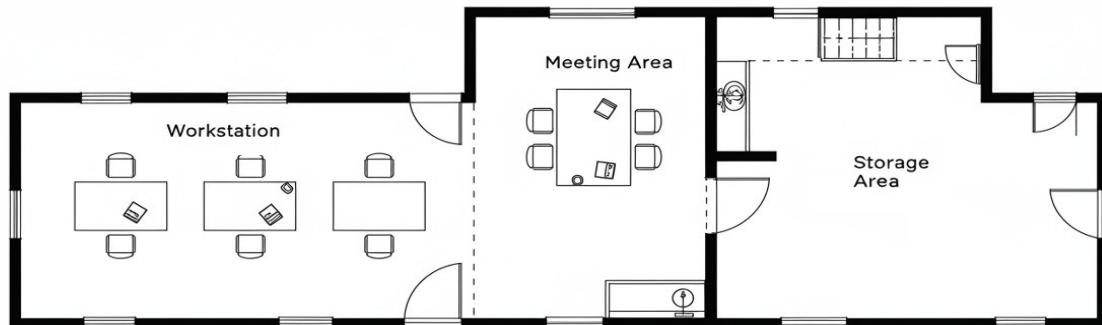
4.2 Production Strategy

KangaPages production strategy focuses on achieving optimal production levels while minimizing costs and maximizing resource utilization. The primary objectives include; Optimum production levels which will be achieved by complete 20 website projects per month, ensuring a steady flow of income and client satisfaction.

Cost efficiency by leveraging open-source tools and software, like wordpress.org which KangaPages will minimize operational costs associated with software licensing and development. Resource utilization which is achieved by implementing a project management system like Zoho project planning used by the business and project manager who will allow for effective tracking of project timelines, resource allocation, and team performance.

To achieve these objectives, KangaPages will use the following strategies like; Outsourcing specialists by engaging gig workers/freelance web developers and designers for specific projects, allowing for flexibility in resource allocation and workload management. Holding regular training sessions that will be conducted to keep staff updated on the latest web technologies, design trends, and best practices in digital marketing.

KangaPages will implement a maintenance schedule for all software and tools, here by ensuring that they are regularly updated and functioning optimally. Technical support will be sourced from local IT service providers to address any hardware issues that may arise.

The projected monthly costs for KangaPages are as follows;

Cost Category	Description	Amount (KES)
Materials	Software licenses, hosting fees	57, 500
Labour	Salaries for full-time staff and freelancers	925, 500
Production Overheads	Internet, utilities	30, 000
Total Monthly Production Cost		**1, 013, 000**

4.3 Production Process

KangaPages production process is a structured approach to ensure high-quality service delivery which will be done in the following steps;

First, client consultation where initial meetings with clients to gather requirements and understand their vision for the website.

Second step will be proposal development where the creation of a detailed proposal that outlines the project scope, timeline, and costs, ensuring transparency and alignment with client expectations.

The third is the design phase where the development of wire frames and design mockups for client approval will be done and incorporate feedback to refine the design.

The fourth step is the development phase where the building of the website using the approved designs in the third step is done. Necessary features such as social media links, analytics, and e-commerce capabilities will be intergreted.

The fifth step is the testing phase which will be conducting thorough alpha and beta testing to ensure the website functions correctly across various devices and browsers, addressing any issues before launch.

The sixth step would be client review. This is when we presenting the completed website to the client for feedback and making necessary adjustments based on their input.

Launch of the website would be the seventh step. By deploying the website and ensuring it is live and accessible through the hosting options chosen by client of the, along with providing the client with training on how to manage their new site.

The eighth and final step would be post launch support where KangaPages would be offering ongoing maintenance and support as per the service agreement, including regular updates and troubleshooting.

4.4 Rules and Regulations Affecting Production

KangaPages must navigate various internal and external factors that could impact its operations. It internal factors would be staff training. By ensuring that all staff are well-trained in compliance with data protection laws and best practices in web development is crucial for maintaining operational integrity.

For its external factors include Government regulations. Compliance with the Data Protection Act, 2019, is essential, as it mandates the protection of personal data collected from clients. KangaPages will implement secure data handling practices to adhere to these regulations.

Business licensing which KangaPages must obtain from the local county government, which is estimated to cost KES 20,000 annually. This license is necessary for legal operation within Kenya.

Tax compliance by adherence to the Kenya Revenue Authority regulations for tax collection and remittance is mandatory, ensuring that KangaPages operates within the legal framework.

Compliance with these regulations may increase operational costs due to licensing fees and potential legal consultations. Adhering to data protection laws will require implementing secure data handling practices, which may affect the speed of service delivery. However, these measures are essential for building trust with clients and ensuring the long-term sustainability of KangaPages.

14/20