

Bsc Information Science Year Three, 2025

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Course: Business plan

## **KangaPages Business**

### **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. This name is derived from the colorful cotton cloth used to makes garments in Africa having unique patterns From the unique parttern design in those cloths this name would represent the unique websites created for its clients. For 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/> qq, 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 cost figures 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 form 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. The starting capital would be khs 30, 000 that would be divided for hosting and domain service and daily operation costs like internet, and electricity costs. The sources of the initial capital would be derived from personal savings and loans from family and friends. Most of the initial costs would be derived from my own personal savings and the rest about 40% from family and friends. After the added up costs are payed the rest would be seen as profits that would be divided into savings, investments into further assets like personal hosting servers and more workers.

### **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](http://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 the 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 following are the current reasons for focusing the following business;

The increasing demand for online presence in Kenya, driven by digital transformation, positions KangaPages to meet the growing need for data driven 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.

Current increase in data which brings up the need for 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.

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 a 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 user friendly Content Management Systems (CMS) like Word Press to create accessible and easy to manage websites. Cloud based 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 short term, medium and long term.

For the short term that would take a range of (0-12 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 (1-2 years) which 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 (1-2 years) within the same time frame of the first midterm goal which 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 a daily range of 100 active users of our SaaS platformthe end of year 2. The desired time frame to reach this by May 2028. For the

The long term that would take a range of (3-5 years) within the same time frame of the first midterm goal which is to expand our 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 long term goal that would take a range of (3-5 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 offering tailored website development and SaaS services that cater specifically to the needs of small businesses and individuals in Kenya. 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 collaborating with local business and community centers to build credibility and gain referrals.

For customer acquisition the selected tactics include using Local search Engine Optimization (SEO) methods in the social media platforms 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 addons for referrals to encourage word of mouth marketing.

KangaPage growth strategy includes 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 plan is by investing in a business owned 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 one on one training sessions and regular checkins to ensure client satisfaction. Continuous improvement by using client feedback to refine services and stay ahead of industry trends.

The time Frame for KangaPages growth is divided into, Year 1-2 with a focus on establishing a strong presence in Nairobi by acquiring 20 clients and launching the SaaS platform. By year 3-5 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.

KangaPages would meet its clients' needs like 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 determined by the frequency of purchase where most SMEs and individuals in Kenya purchase website development services once every 2-3 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 Kenyan web development and maintenance industry is valued at KES 15 billion. The target market primarily consists of small and medium-sized enterprises (SMEs) and individuals, accounting for 60% of the demand, which translates to approximately 15,000 potential clients. To analyze KangaPages' market share, we will use the following formula:

$$\text{Market Share} = \frac{\text{Target Market} \times 100}{\text{General Population}}$$

In year 1, KangaPages aims to capture 2% of the market, which corresponds to approximately 300 clients.

$$\text{Market Share} = \frac{300 \times 100}{15000} = 2.00$$

In year 2, the target increases to 5%, equating to approximately 750 clients.

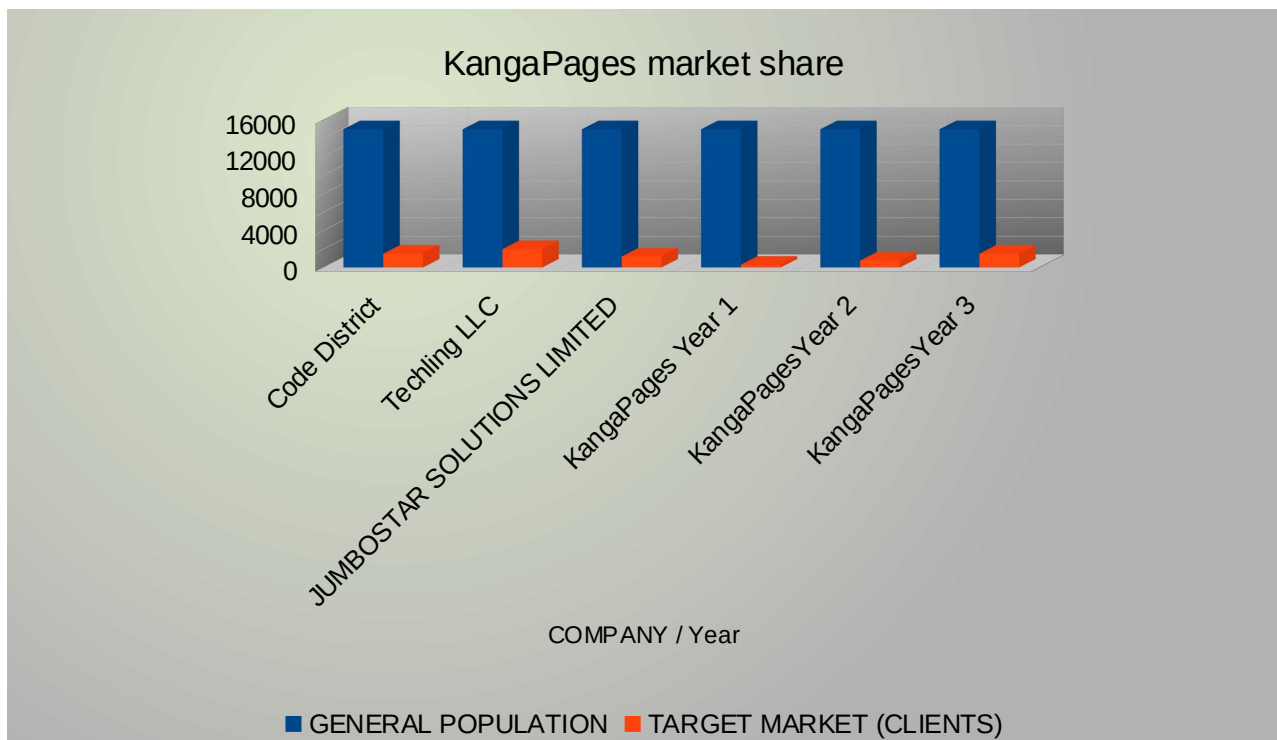
$$\text{Market Share} = \frac{750 \times 100}{15000} = 5.00$$

In year 3, KangaPages aims for a 10% market share, which translates to approximately 1,500 clients.

$$\text{Market Share} = \frac{1500 \times 100}{15000} = 10.00$$



COMPANY / Year	GENERAL POPULATION	TARGET MARKET (CLIENTS)	MARKET SHARE (%)
Code District	15000	1500	10.00%
Techling LLC	15000	2000	13.33%
JUMBOSTAR SOLUTIONS LIMITED	15000	1200	8.00%
KangaPages Year 1	15000	300	2.00%
KangaPagesYear 2	15000	750	5.00%
KangaPagesYear 3	15000	1500	10.00%



## **2.3 Competitors**

Code District, a reputed rival in Nairobi, Kenya, delivers full digital solutions, mainly custom software development and responsive web design. With a significant investment in technology and competent personnel, the company provides web development, mobile app development, and digital marketing services. Pricing is value-based, and its sales are by direct efforts and through partnerships with local companies.

Another local competitor, Techling LLC, emphasizes making innovative web applications and user experience design, investing largely in research and development to maintain high competitiveness. Services it offers include high-quality web development, mobile application services, and UX/UI design services. It uses competitive pricing to attract startups and SMEs, and relies on direct sales and online marketing to promote services.

Another local competitor, JUMBOSTAR SOLUTIONS LIMITED, offers IT solutions such as web development and maintenance using known technologies. In terms of technology infrastructure and infrastructure investments, the company has invested moderately to support its offerings. They hold a significant portion of the local market share, particularly amongst SMEs, and have gained a reputation for doing great work.

KangaPages intends to distinguish itself from the competition by focussing on localized solutions tailored exclusively for the Kenyan market. They intend to implement tiered pricing models and take advantage of free and open-source tools such as WordPress and Canva

## **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.

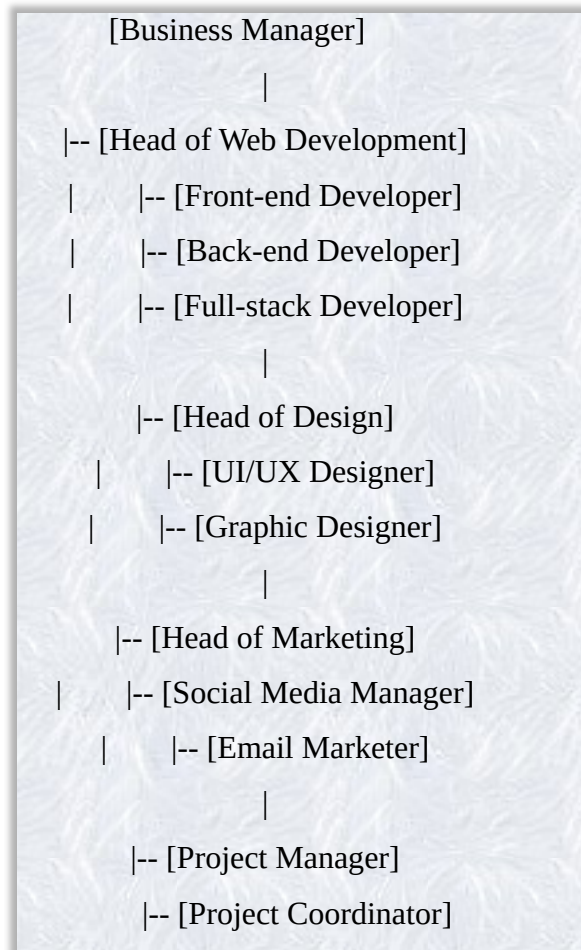
## **CHAPTER 3: ORGANIZATION/MANAGEMENT PLAN**

### **3.1 Business Manager**

The business manager for KangaPages a professional trained in business management and would act as the Chief Operational Office for KangaPages. They 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. 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



### **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 (P 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
<b>Total</b>	<b>KSh1,007,000.00</b>	<b>KSh176,000.00</b>	<b>KSh141,500.00</b>	<b>KSh925,500.00</b>

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 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/> .

## **CHAPTER 4: PRODUCTION/OPERATIONAL PLAN FOR KANGAPAGES**

### **4.1 Production Facilities and Capacities**

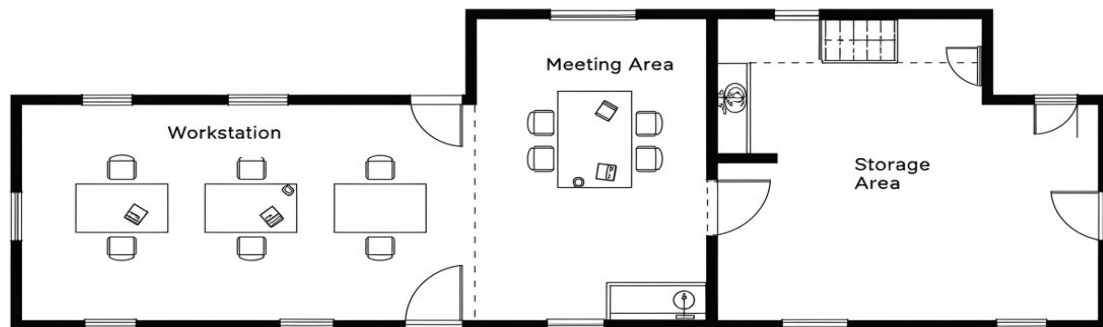
For KangaPages operates as an online business in Kenya specializing in custom website development and management the production facilities primarily consist of digital tools and software rather than physical machinery. The following table outlines the essential tools and equipment required for the operation 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
<b>Total=</b>			<b>155000</b>	<b>575000</b>	

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
<b>Total Monthly Production Cost</b>		<b>1, 013, 000</b>

#### 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. The payment details of the project are agreed upon.

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.

This point involves continues client feedback. After all the proposal is drawn up 10% of the agreed upon payment is sent to KangaPages..

The third is the design phase where the development of wire frames and design mock ups for client approval will be done and incorporate feedback to refine the design. After the website design have been agreed upon 30% would be paid.

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. At this point 40% of the payment is provided after the website is approved by the client.

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. At this point the remaining 20% of the agreed upon payment is provided from to KangaPages.

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. Regular maintainace fees that include website updates and hosting.

#### 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.

