

BUSINESS IDEAS

BUSINESS TYPE: JOINT VENTURE

A joint venture is a business arrangement in which two or more parties agree to pool their resources for the purpose of accomplishing a specific goal. The participants in a joint venture retain their individual business identity, but they share the revenues, expenses, and control of the venture.

As a SACCO the venture can be termed as a Savings and Credit Cooperative Organization that challenges its members to work together to accomplish certain goals.

The great advantage of being in a Sacco is that all members have equal voting rights with the organization despite having different savings with the Sacco.

Saccos are advantaged because they solve community-based problems especially during the COVID-19 pandemic. An example of a community-based solution Super Metro came up with is the use of “civil” ways of conductor and customer relations. This does not disadvantage the customers who want to board.

THE IDEA IS BASED ON SUPER METRO

IDEA: ONLINE PAYMENT MANAGEMENT SYSTEM

SOLUTION: Allows for the management of payment within the bus as the bus number must be provided.

This business idea allows for entrepreneurship that was highly championed by:

Alfred D Chandler

1. Chandler's views on entrepreneurship are closely tied to his analysis of the evolution of business structures and the rise of managerial capitalism.

He was able to emphasize on


The Role of Entrepreneurs in Early Industrialization: Chandler emphasized that entrepreneurs played a crucial role during the early phases of industrialization. They were the pioneers who identified new opportunities, mobilized resources, and established new enterprises.

SECURITY

- Payments can be easily tracked by the bus attendant and customers

Transit Services in and around
Nairobi CBD

Super Metro buses are the
shines of Nairobi, connecting
people throughout the city with
reliability and comfort.



Mpesa payment for Super Metro

Send Payment Prompt

A management System for the payments will pop up as below

Mpesa table

Add New payment

Search...

Search

ID	Phone Number	Amount	Receipt Number	Transaction date	Status	Date
1	254727238639	1.00	SEU1SYARH5	2024-05-30 00:33:29		2024-05-30 00:33:16
2	null	0.00	null	0000-00-00 00:00:00	failed	2024-05-30 00:41:05
3	254727238639	1.00	SEU2SYJ3J4	2024-05-30 00:47:54		2024-05-30 00:47:39
4	null	0.00	null	0000-00-00 00:00:00	failed	2024-05-30 01:33:24
5	null	0.00	null	0000-00-00 00:00:00	failed	2024-05-30 01:35:17
6	null	0.00	null	0000-00-00 00:00:00	failed	2024-05-30 03:13:47

According to the S.W.O.T analysis. The system will have the strength of allowing efficient payment from customers on the bus without having to read and type numbers into the phone. They only need to type their own number in the system and the bus number with the amount. The system will be able to track the loyal customers later, handing them trip payment reprieves sometimes. This will be a strategy of attracting more people to have the payments made online. A huge strength would be that it ensures that all the payment amounts are tracked. The time and date are tracked therefore the bus can be analyzed in terms of the profitability range.

WEAKNESSES

A weakness can be that the customer being ferried may not have data bundles or have access to a smart phone, which is rare in today's world of technology.

OPPORTUNITIES

Payments can be made online for other services like the transport of goods and services.

THREATS

Some of the threats on this idea can be mostly of high network tariffs that the government may want to impose on mobile data use.

SOURCES OF FINANCING

A source of financing can be from Retained Earnings, termed as a firm's net earnings after accounting for dividends. This source of finance can be used to accommodate for the integration of the payment system since all the buses have their till numbers.