

LAMA SHOP





IDENTIFIED PROBLEM

- **Lack of access for consumers** to Local SME Brands
(no brand awareness & visibility)
- **Cross border trading &**
Unlock new demand
Digital Competitiveness

DID YOU KNOW?

There is a population of 16.1 mil in Gauteng alone & are 68 494 registered small businesses...

Even though the objectives and mottos of entrepreneurs change with time, there are some common business goals that are unavoidable. One of the main bus goals an entrepreneur wants to achieve is aligning marketing & sales..



POWERFUL DESIGN SOLUTION

- **Building an infrastructure** for LOCAL SMEs
(Distribution of local brands through the web is key)

- **Focus on online sales** , ship anywhere in the world,
(Online is the only next big thing for local brand support and recognition)

Buy, sell and discover African local brands

(**Digital presence** is the next big thing for **local brand** support and recognition)

TARGET MARKET

South Africa 60.6 mil

Africa 1.4 bil

World 7.79 bil

LAMA Shop puts
a microscope on
locally produced
items or locally
sourced services.

Subscribers - offer a
site that is
convenient,
supportive, reliable
and offers verified
service providers.

Formal & informal
traders
(onboard registered
Traders on the App
& assist
unregistered traders
via business,
marketing &
branding offerings)

Startup business
looking to upscale
through digital
means

Commission **15%**

Subscription **R350 p/m**



No premium fee for first 3 months
for the **first 50 signups** after our launch

Save R350 per month

VALUE PROPOSITION

Registered Users

Allow access from anywhere in the world, South Africa and global to buy local brands

Convenient, reliable and secure online shopping

Free sign up & premium support

Registered Traders

Cost

Logistics options-

- 1.Traders handle own logistics
- 2.LAMA handles logistics at low fee)

Marketing & Manage of sales through the platform.



Law Abiding Media Agency



@MediaAbiding



@law_media_abiding_agency



lawabidingmediaagency@gmail.com



LA MA

4.70 billion

people around the world now use social media



MARKETING CHANNELS

Tech websites
&
App review
companies

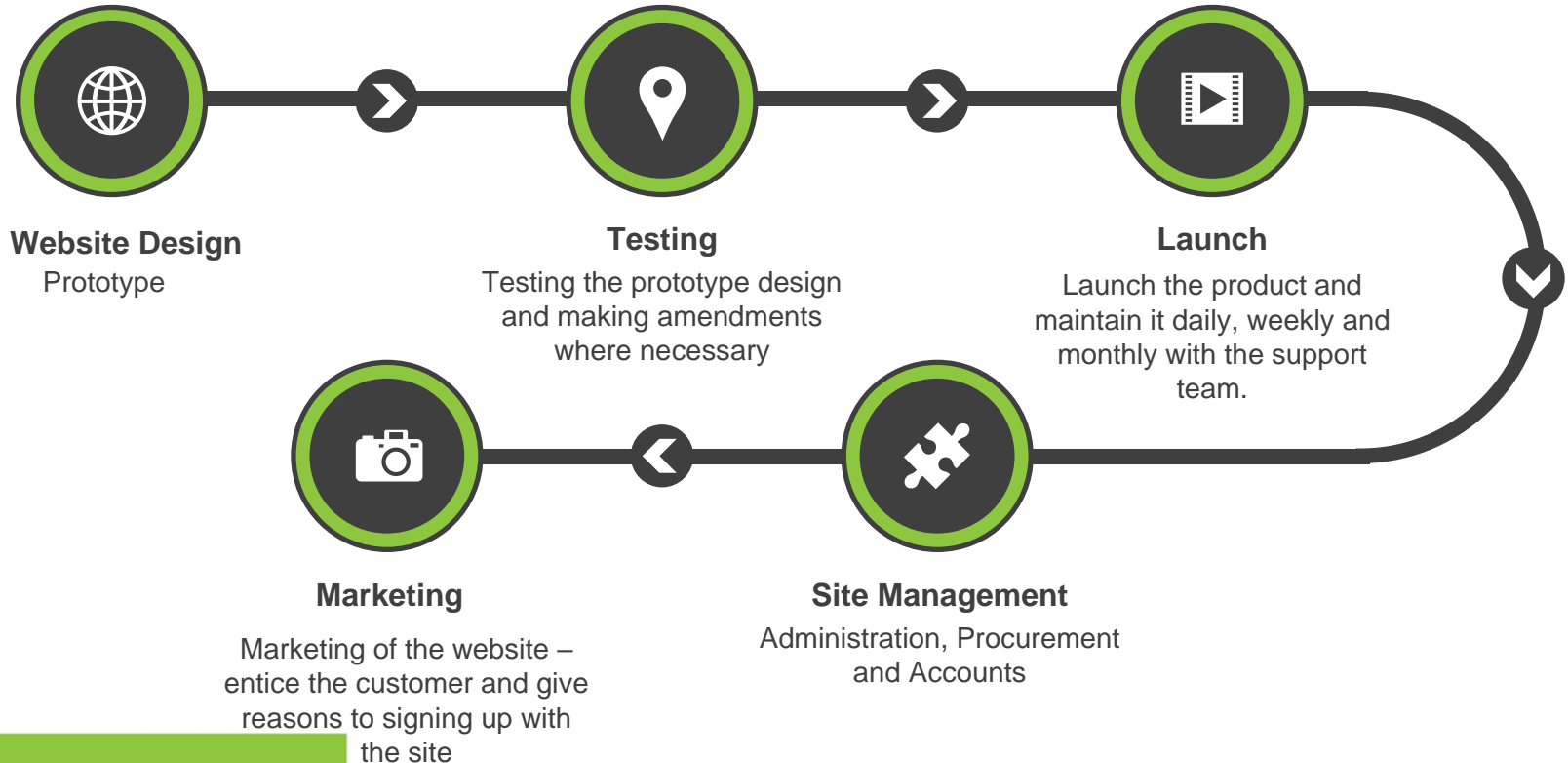
Email
subscription

Blogging

Connect with
community
(town hall
talks/events)

KEY ACTIVITIES

The process of what goes into making our product



REVENUE & REWARDS


Access **Mass market**

Boost Engagement

Create product demand

Brand awareness

Drive leads and sales



Commission Fees Per
Sold Item
75% Revenue

Premium Membership
15% Revenue

Marketing, Branding &
Packaging Solutions
10% Revenue

- Connect with community
(town hall talks/events)
- Impact on employees – Sustainability and skill
development
- Impact on local communities– Job creation
- Tech websites &
App review companies

COMPETITORS

LAMA SHOP

Base commission fee of 15%
free sign up/ no subscription fee for first 3 months after App launch.

Monthly Subscription is R350

Membership for content distribution across the App and social media platforms (**put the price here**)

Delivery is integrated & users pay only when they ship items through the platform based on the pricing from the selected courier company.



Subscription cost of R430 to R4 500 p/m excluding transaction fees which are Shopify transaction fees at 2% and transaction fees of 5% from the gateway and requires a domain email address. This is for a website and there is no marketplace, you have to market the site yourself for users. If you need to have a mobile application, it leads to higher costs from an app developer.

Users have to configure their **own delivery system** & must be compatible with Shopify leading to technical fees from the courier company.



Base Fees depend on category range from 4% to 18%

Fulfillment fees which charges not for delivery but fulfilling orders (still makes no sense).

Monthly subscription fee of R 400.

Users **pay a delivery company** using a Takealot preferred courier and pricing based on the site.
Storage and fulfilment costs, products may go to a Takealot warehouse.

TRADITIONAL WEBSITES

Fees from R 39 p/m but an engineer is required for configuration of transactions and delivery. **Website developer cost** R5 000.00 and above excluding maintenance. **More Costs** can lead up to R50 000 excluding maintenance for a mobile application. App still needs **marketing costs** to get customers.

User need to **configure their own delivery system** on top of developing their own website & application. They also need to do the **admin** for the delivery process.

FORECASTS

	% Increase	Year 1	Year 2	Year 3
Beginning Balance		R 0.00	R 1,737,000.00	R 8,806,000.00
Loans		R 0.00	R 0.00	R 0.00
Equity Funding Rounds		R 1,500,000.00	R 5,000,000.00	R 12,000,000.00
Revenues:				
Services and Fees	200.0%	R 900,000.00	R 2,700,000.00	R 5,400,000.00
Premium Members	350.0%	R 300,000.00	R 1,350,000.00	R 6,075,000.00
Total Revenues		R 1,200,000.00	R 4,050,000.00	R 11,475,000.00

Y1 figures based on sale of 200 goods per month for average of R2500

Y1 figures based on 70 subscribers at R350 per month

Expenses:				
Salaries	120.00%	R 550,000.00	R 1,210,000.00	R 2,662,000.00
Shared Office Space	100.00%	R 65,000.00	R 130,000.00	R 260,000.00
Marketing		R 111,000.00	R 222,000.00	R 444,000.00
Cloud Computing		R 182,000.00	R 364,000.00	R 728,000.00
Enterprise Software		R 55,000.00	R 55,000.00	R 110,000.00
Total Expenses		R 963,000.00	R 1,981,000.00	R 4,204,000.00
Cash Flow		R237,000.00	R2,069,000.00	R7,271,000.00
Ending Fund Balance		R 1,737,000.00	R 8,806,000.00	R 16,077,000.00



PARTNERSHIPS & NETWORKS

The partners and networks that can help LAMA make the project happen & what they will bring to our project



Assumption 1

App Development Team, to be on standby to deal with any technical issues we might need assistant with.

Assumption 2

Administrative Support Staff - to monitor & Evaluate feedback and ratings
Our support team responds within 24 hours to all queries

Assumption 3

Project Co-ordinator/s-
They bring reliability, consistency and helps to keep the clients happy. Our support team responds within 24 hours to all queries

Assumption 4

The YES 12-month work experience programme for unemployed youth. They are the fresh minds and will assist with new ideas for the platform



LAMA has multiple segments/audiences for the platform, they are listed below.

SEGMENT1

GEOGRAPHIC

Digital Platform is accessible **online** Locally, Nationally and Globally.

There is **no limitations** for customers on having access to such a service .

SEGMENT 2

DEMOGRAPHIC

Existing online customers and those who are still learning ways of online but looking for convenience & supporting local Brands

Age : 18+ up
It is suitable for both traders and customers.
(Parent supervision is advised for those under the age of 18)

SEGMENT 3

BEHAVIORAL

This platform **offers convenience** for all users. The world is going digital and for those who **struggle with technology** or do not like online purchases, then this platform is for them because we supply customers with a safe platform and **verified service providers**.

CUSTOMER SEGMENTS



OUR TEAM



Amukelani Mathebula
Industrial Designer



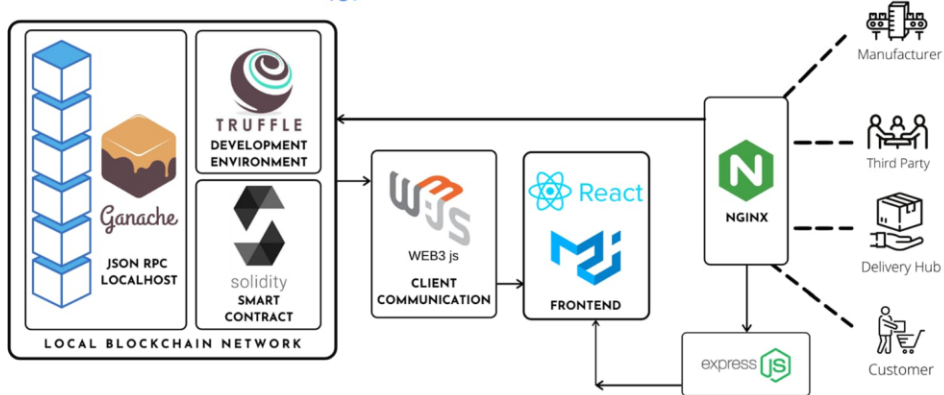
Nonkululeko Williams
Project Manager



Mokete Ratlabala
App Developer

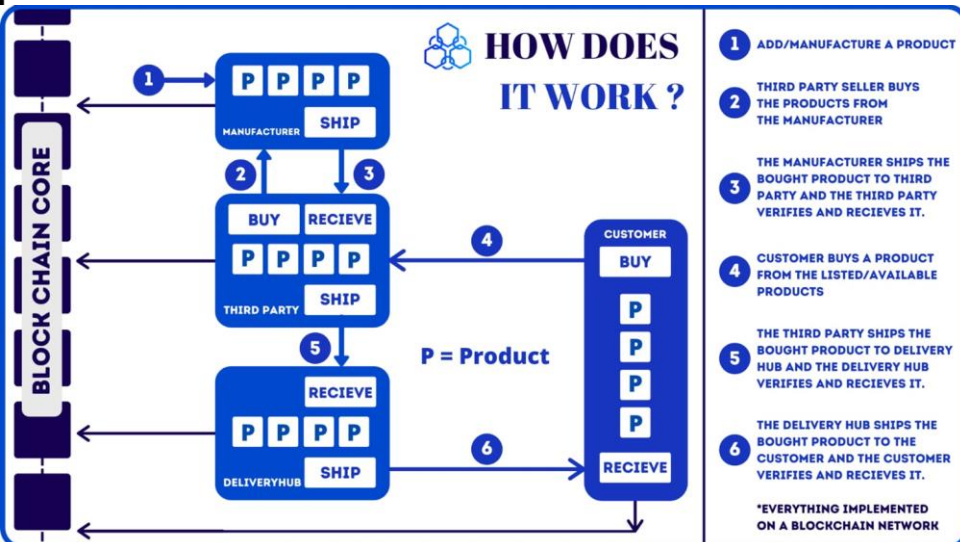
TEAM LAMA

Supply Chain DAPP



Architecture Diagram

HOW DOES IT WORK ?



FUTURE FUNCTIONALITIES FOR THE APP BLOCKCHAIN SYSTEM

This forms part of the ESG – Environmental Social Governance

Track & trace

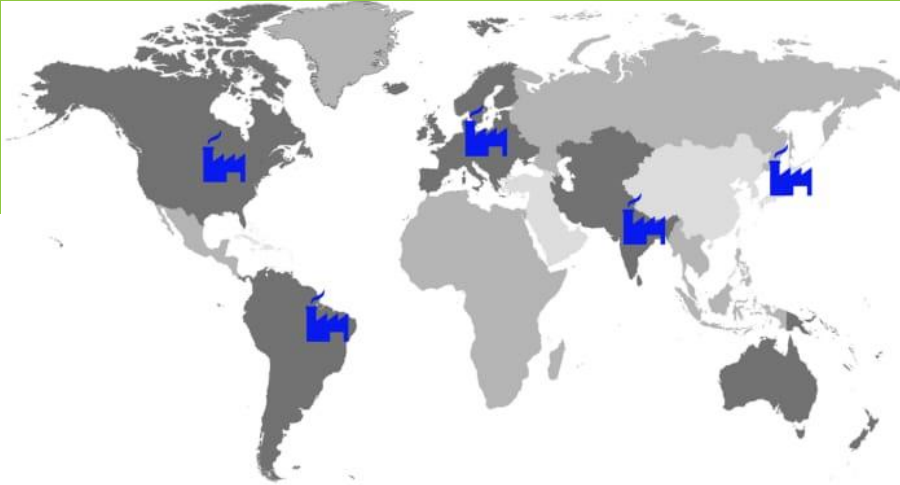
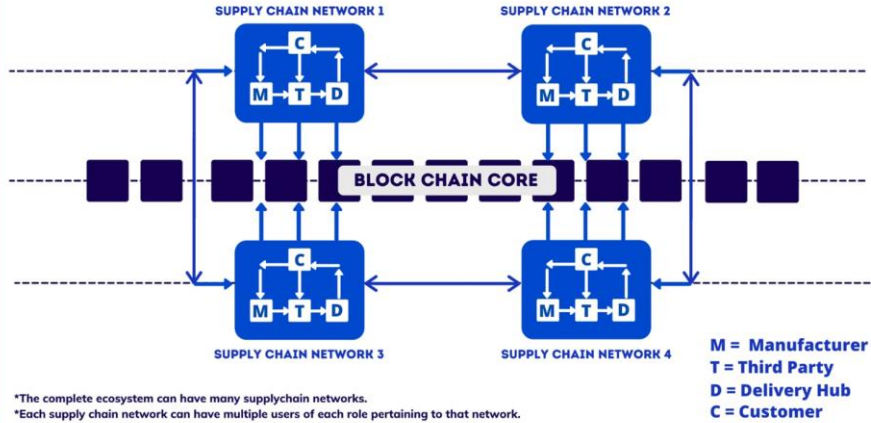
(an insight of how a product is manufactured, and all the way to the end consumer)

Verify Manufacturer compliant, and check if they are in line with the rules and regulations of operations.

As consumers, we don't know where many of the products we use are from, how they are made and type of conditions within those factory/s.

Having an accessible system where users and vendors can check & validate how products are manufactured is key.

THE ECOSYSTEM





Use of Funds:

Equipment, materials & resources

List of resources we will need for our project.

- Software and Hardware
- Laptop and Smartphone
- Wi-Fi and Data
- Working Space
- Host Company
- Intellectual Property Rights/
Trademarks/Copyright



Thank you