



**Expansion Abroad**

# GROUP D; COHORT 5



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# CLIENT OVERVIEW



Money Lending  
Institution



Solar Lights



Women

Youth



Micro-tailored  
Loans



# PROBLEM SCOPE STATEMENT

MoneyMart wants to find a cost-effective approach to expanding to either Tanzania, Malawi, Zambia or Mozambique.





# PROBLEM STATEMENT



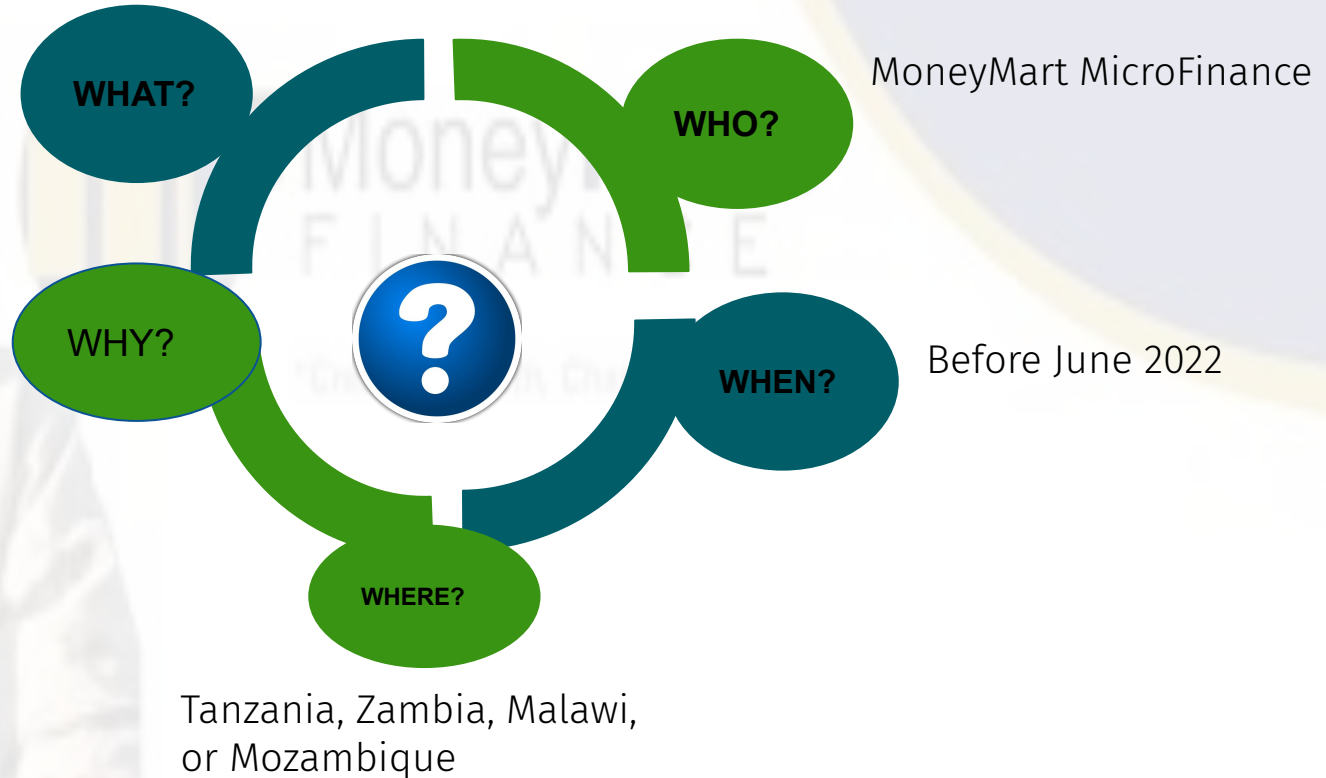
MoneyMart is a micro money-lending institution registered by the Reserve Bank of Zimbabwe in 2014. It is looking to expand beyond Zimbabwe to Tanzania, Zambia, Malawi, or Mozambique before June 2022. It faces financial challenges as it seeks to expand its business abroad in hopes of increasing profitability and impact.



# STATEMENT BREAKDOWN

Financial barriers to expansion

Increase Impact and Profit



# INSIGHTS FROM CLIENT INTERVIEW

500,000\$

Budget

25,000

Intended users

01/06/2022

Timeline





# INSIGHTS FROM OTHER PRIMARY RESEARCH



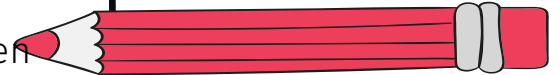
Average financial literacy in  
Tanzania, Mozambique and  
Zambia

Average involvement in  
economic policies by women  
and youth in Tanzania

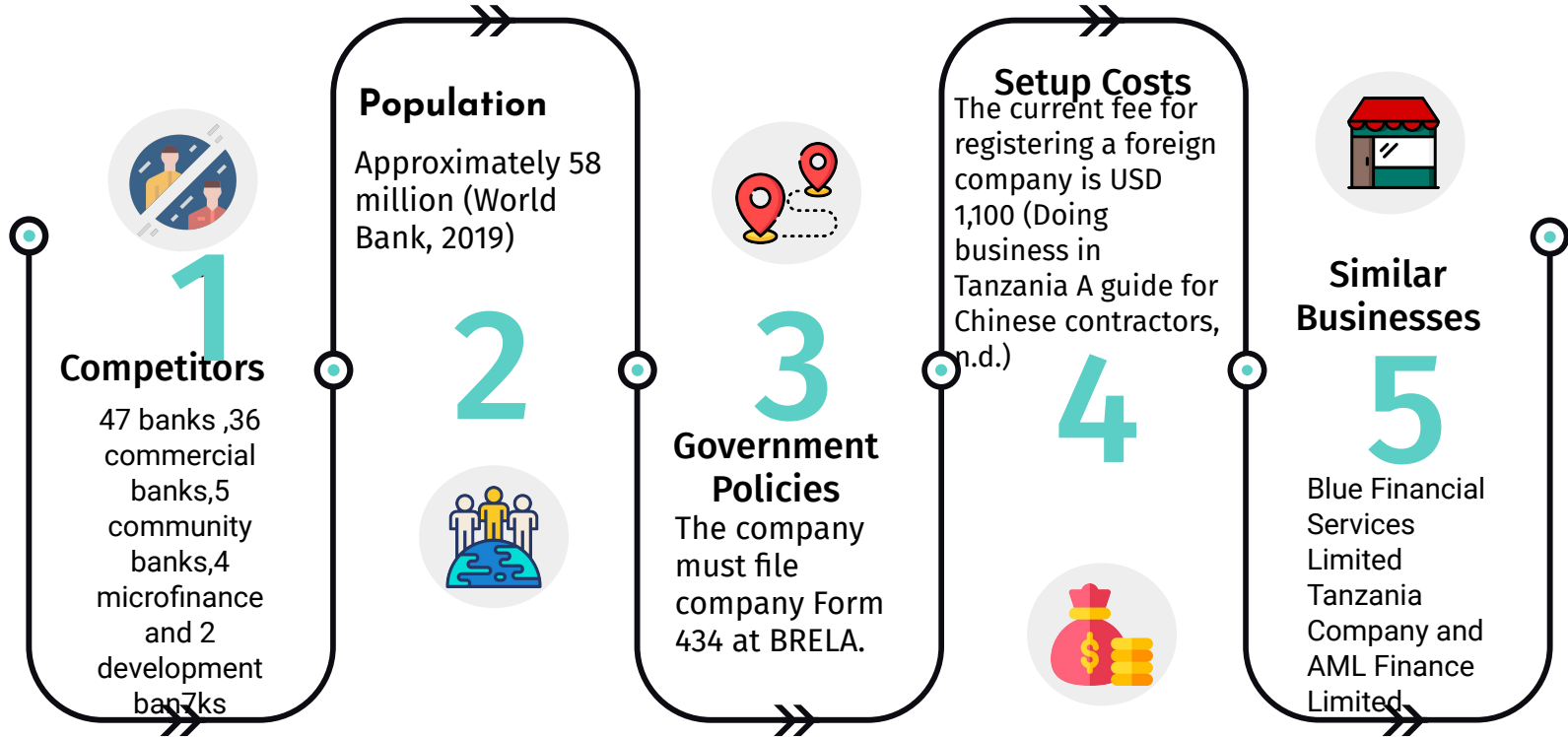


Low involvement in  
economic policies by  
women and youth in  
Mozambique

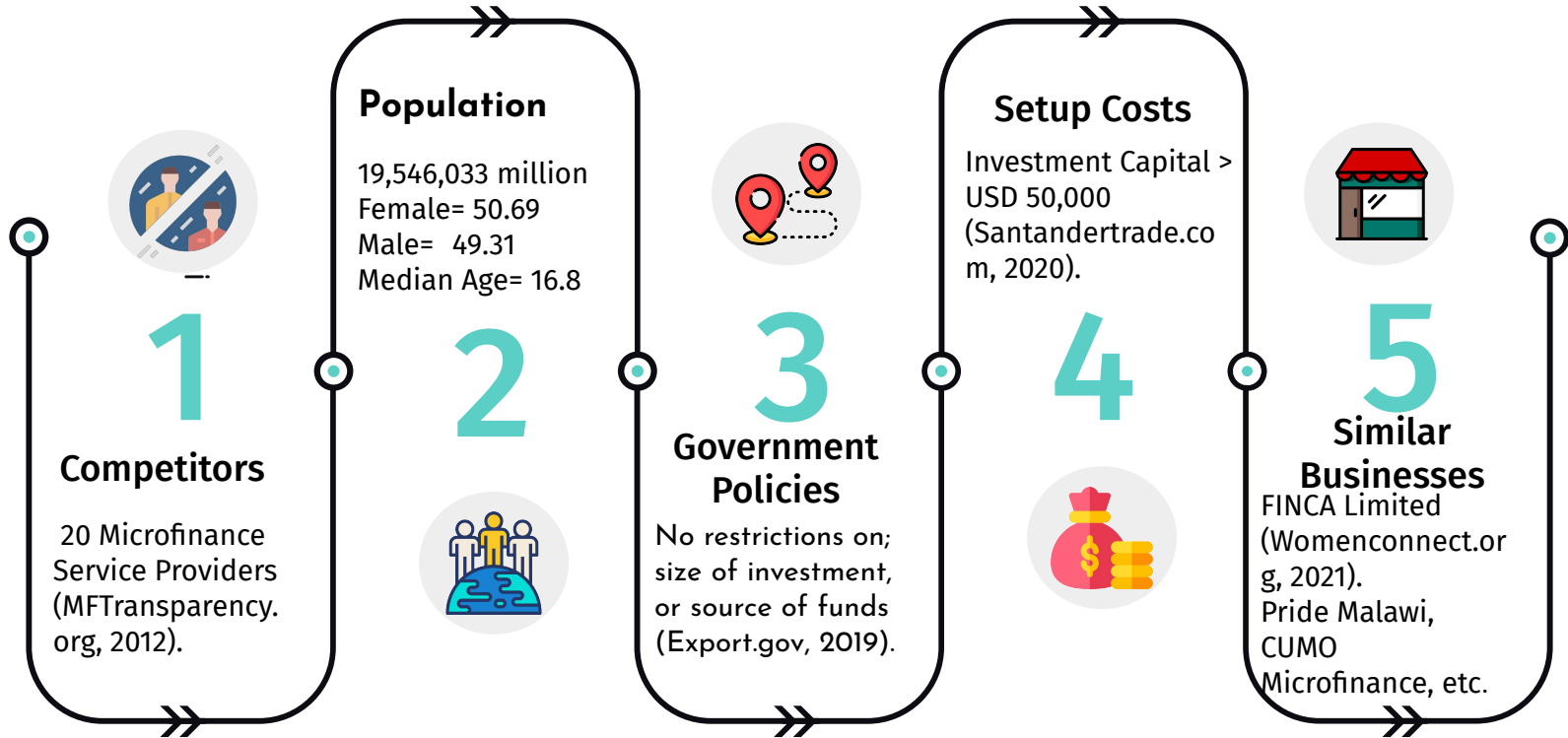
High involvement in  
economic policies by women  
and youth in Zambia



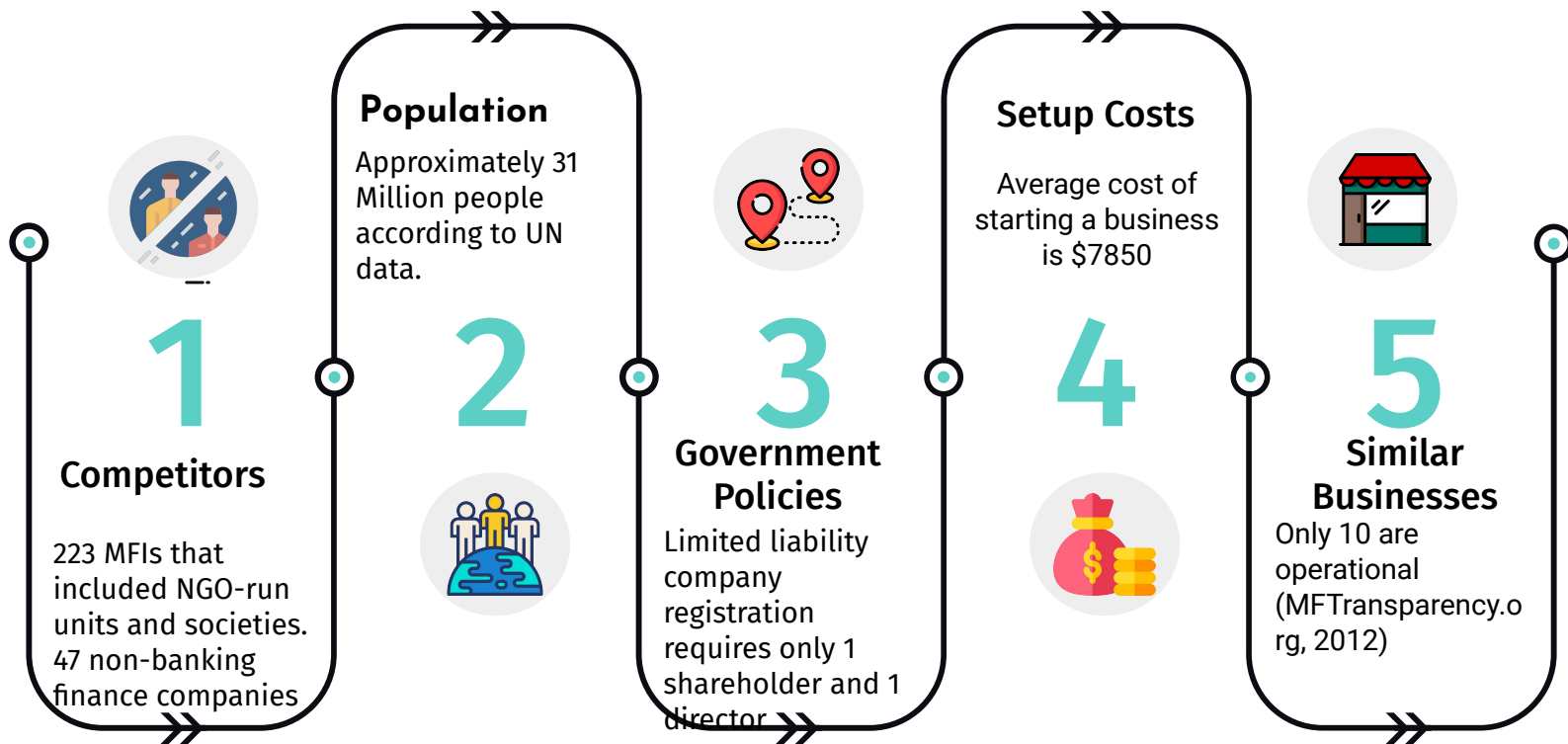
# TANZANIA



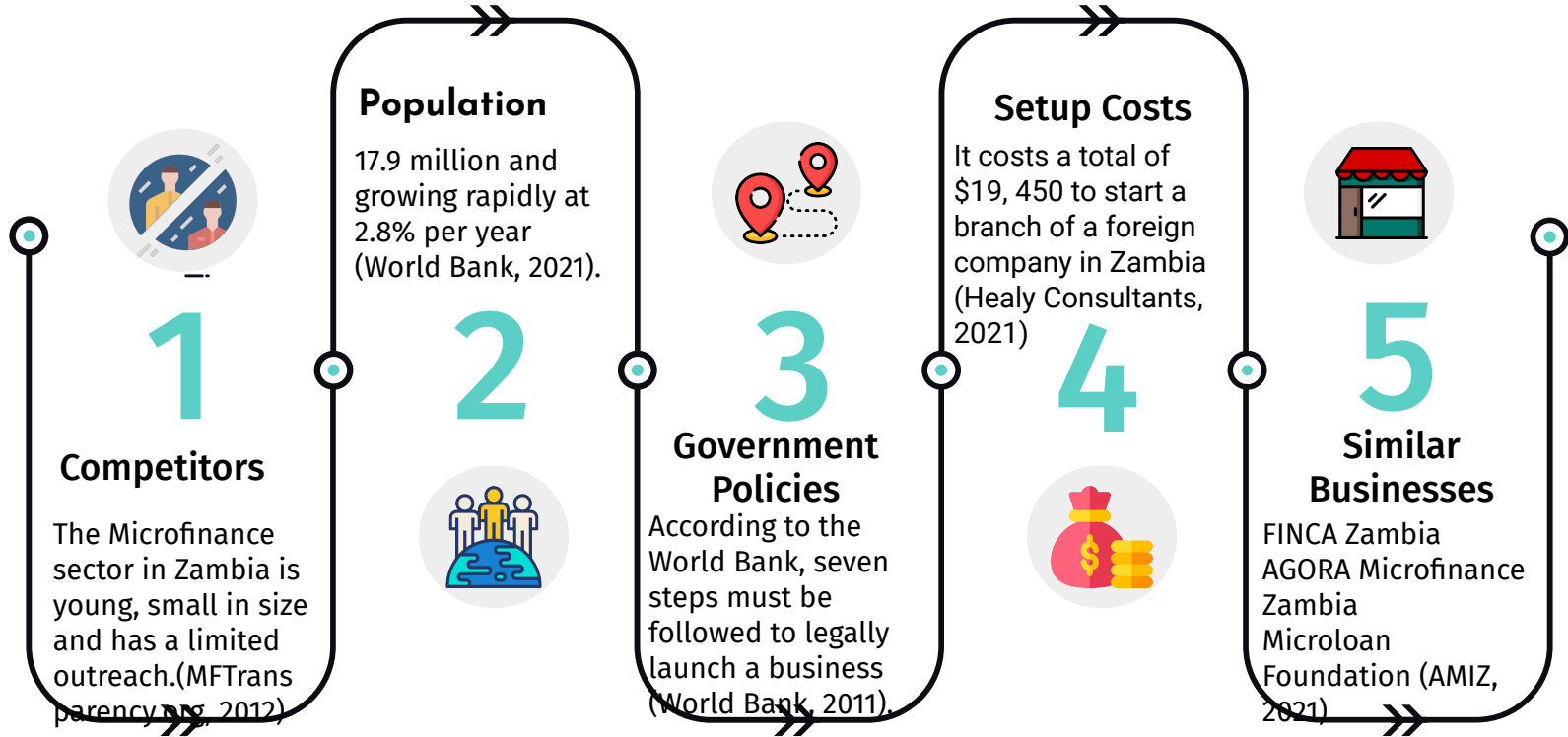
# MALAWI



# MOZAMBIQUE



# ZAMBIA



# SOLUTION TREE INSIGHTS

## COST OF RUNNING

Money mart currently runs at a high cost and as such needs to cut down its processing cost.

Online campaigns introduced.

## LABOUR

In order to advertise its products and have an effective market outburst money mart has to make use of the youths in the specific country it is expanding too and that will possibly be Tanzania

## COMPETITION

Most financial literacy programs in Tanzania are run by the UNDP program and government

## LEGAL REQUIREMENTS

8-10 Weeks business registration.(Healy consultants )



# PRIORITIZATION METRICS

Ranking Method

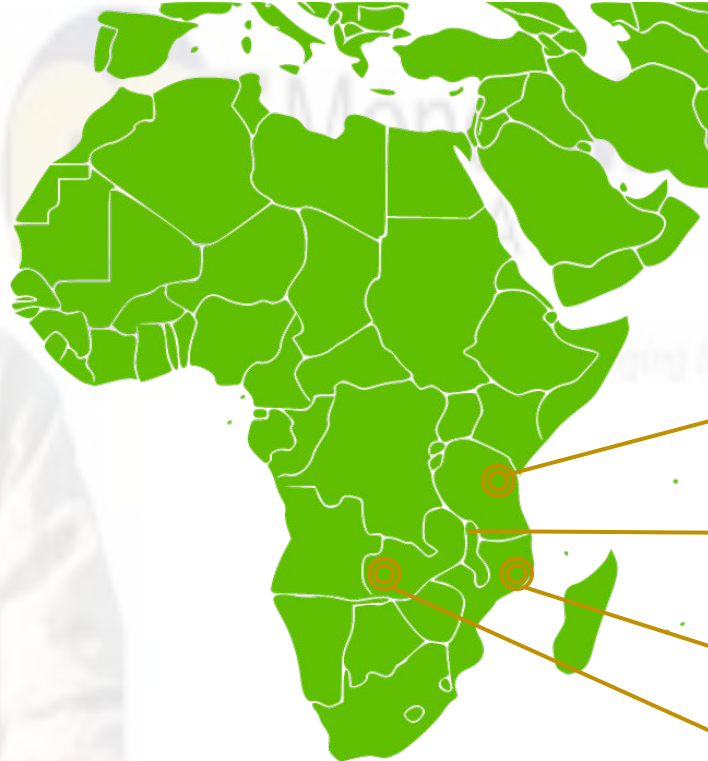
Decision Making  
Matrix

Application: How can MoneyMart choose between Zambia, Tanzania, Malawi and Mozambique for expansion?

# DECISION MATRIX

	COMPETITORS	GOVERNMENT POLICIES	COST OF EXPANSION	POPULATION	ONGOING BUSINESSES	
WEIGHT	2	1	3	5	4	TOTAL
TANZANIA	10	5	6	25	20	66
MALAWI	6	3	12	15	12	48
ZAMBIA	4	2	15	10	8	39
MOZAMBIQUE	8	4	9	20	16	57

# POTENTIAL LOCATIONS



Tanzania

Malawi

Mozambique

Zambia

# FINANCIAL CONSIDERATIONS



# WHY TANZANIA?



58 Million People...



Cheap Utilities cost



Cheap Advert cost



High technological penetration

**Advertisement**

**Budget plan**

**EXPANSION STRATEGY**

**Interaction with the people**

**Creating partnerships**



# CUSTOMER INTERACTION

## Customer Satisfaction



- Interactions on field are essential to understand the customer's true needs and expectations

## Training



- Incorporating customer feedback into bettering services and training employees

## Resolve Customer Issues



- Keeping customers satisfied and stop them from going to a competitors

## Provide Data



- They provide data to improve customer service

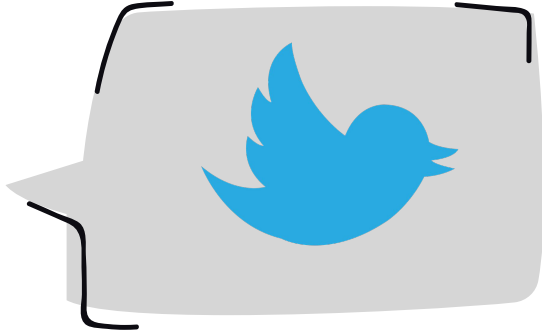
# ADVERTISEMENT

- Social Media
- Paid Media Advertising
- Direct Selling
- Advertising via SMS



# TOP 4 USED SOCIAL MEDIA

1



3



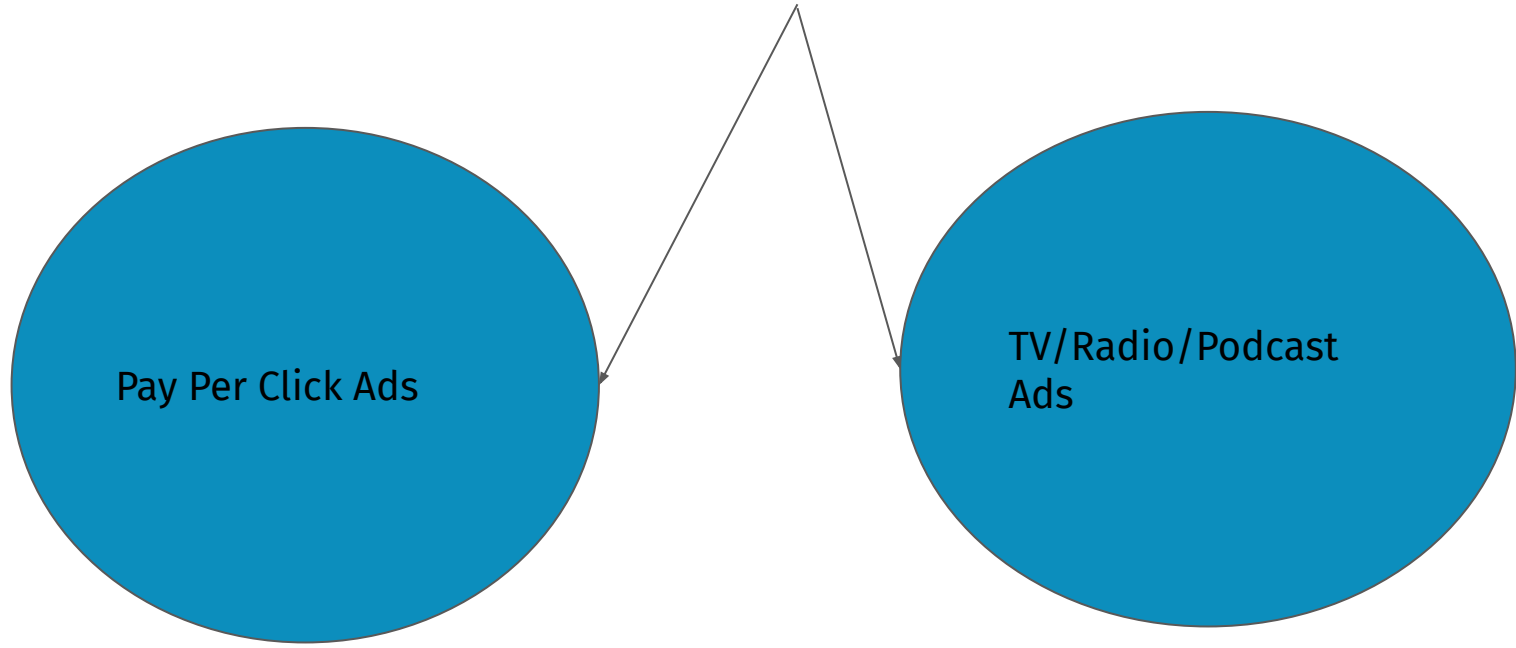
2



4



# PAID MEDIA ADVERTISING



# DIRECT SELLING



- Direct Selling is done by interacting with customers in-person, such as going to their homes etc.



# ADVERTISING VIA SMS

Over 47.8 million mobile phone users in Tanzania (Statista, 2019).



# EXPANSION BUDGET (1 YEAR)

Activities	Cost Estimates (in USD)
Transport Costs	USD 300 for flight per person (trip.com, 2021) USD 100 for transport within Tanzania
Registration fees	USD 13, 200
Office Rent	About USD 517.56 (ZoomTanzania, 2016).
Office Furnishing and Maintenance(Furniture, Wi-Fi, stamp, electricity and other decorations)	Approximately USD 20,000 per annum
Employee Costs	Average salary for an employee with a bachelor's degree is US\$ 15,541.
<b>Total</b>	<b>USD 49,658.56</b>

# PARTNERSHIPS



Blue Financial Services Limited



AML Finance Limited



Internet/ network providers

# PROJECT TIMELINE

- Travel to Tanzania
- Rent an office building
- Company registration

June



July

- Create social media accounts
- Staff recruitment
- Initial advertisement

August



- Fundraising and finding investors
- Creating partnerships

September



- Reaching out to target market
- Hosting events to increase publicity

October



- First set clients gotten
- Creating a website in both English and Swahili for the Tanzanian branch

November



- Giving out of loans and installation of solar panels
- Closing deals with investors

December



- End year ceremony to celebrate the year's achievement and attract more investors

# PROS AND CONS ANALYSIS

Approach	Pros	Cons
Interaction with the people	Helps us to know what they really want and what services Money Mart can provide	Interaction with the people can go wrong when they don't understand well the project
Advertisement	Advertisement is a great asset in the project because it will help bring clients for the company	Advertisement time consuming and expensive
Budget plan	Money mart budget is good and can sustain the whole project	Budget plan only consider financial outcome
Creating partnerships	Partnership with local enterprise would help to bring more clients	Partnerships can led to lack of stability and misunderstanding between partners

# OUTCOME/IMPACT ANALYSIS

5,000 people

within the first year of expansion



50 solar systems

Installed within one year

# APPENDIX

- [Issue Tree](#)
- [Updated Work Plan](#)
- [Research Report](#)
- [Primary research questionnaire](#)





# REFERENCE LIST

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Q/A