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| **Student ID Number:** | 03652025 |
| **Course:** | E-Commerce |
| **Project Title:** | Bubble Booking: An Integrated Management System for Multi-Service Beauty Parlours. |
| **Submission Date & Time:** | December 3, 2024 |

**1.0 About the Company**

**1.1 Vision**

To be the foremost e-commerce platform for spa and wellness services in Africa, fostering customer convenience and sustainable growth for providers.

**1.2 Mission**

To simplify spa operations and enhance customer satisfaction through an innovative, integrated platform combining booking, payments, and marketing tools.

**1.3 Company Background**

Bubble Booking, established in 2024, addresses inefficiencies in the beauty and wellness industry in Ghana. By integrating key operational functionalities—booking, payments, CRM, and inventory management—it serves as a comprehensive solution for service providers and customers.

**1.4 SMART Goals**

* **Specific**: Onboard 200 spa providers within 12 months.
* **Measurable**: Achieve $600,000 in subscription fees and $50,000 in commissions in Year 1.
* **Achievable**: Use influencer marketing and strategic partnerships to attract providers.
* **Relevant**: Solve inefficiencies and capitalize on Ghana’s growing wellness industry.
* **Time-Bound**: Launch by March 2025, achieve targeted onboarding by quarter one of 2026.

**2.0 Problem Identification**

**2.1 Key Challenges**

1. **Disjointed Systems**: Providers use separate platforms for bookings, inventory, and payments.
2. **Limited Accessibility**: Customers face difficulty locating trusted services online.
3. **Revenue Limitations**: Lack of effective online monetization strategies for spas.
4. **Digital Divide**: Some providers struggle with adopting new technologies.

**2.2 Opportunities**

* High mobile penetration for app-based solutions.
* Growing awareness of self-care and wellness trends.

**3.0 Business Plan**

**3.1 Value Proposition**

* For **Customers**: Convenience in booking trusted spa services.
* For **Providers**: Tools for business growth—integrated booking, CRM, and marketing solutions.

**3.2 Revenue Model**

1. **Subscription Fees**:
   * Monthly fee starting at $100/provider.
   * Tiered plans for advanced features like analytics and premium advertising.
2. **Transaction Commissions**:
   * 5% commission on bookings or product sales.
3. **Advertising Revenue**:
   * Paid advertisements and featured listings, starting at $30 per campaign.

**3.3 Marketspace**

* Geographic Focus: Urban and suburban Ghana.
* Target Audience: Affluent millennials, wellness enthusiasts, and professionals.

**3.4 Competitors**

* **Local**: Small-scale platforms with limited features.
* **Global**: Vagaro, MindBody—both lack local market adaptability.

**3.5 Comparative Advantages**

1. Affordable pricing with mobile money integration.
2. Localization: Custom visuals and messaging tailored to Ghanaian culture.
3. Marketing tools for providers to reach untapped customer segments.

**3.6 Market Strategy**

1. **Digital Marketing**:
   * Instagram, TikTok, and Facebook campaigns targeting wellness hashtags.
2. **Referral Programs**:
   * Reward customers and providers for referrals.
3. **Localized Outreach**:
   * Use culturally relevant ads and engage local influencers.

**3.7 Organizational Structure**

|  |  |
| --- | --- |
| **Position** | **Responsibilities** |
| CEO | Strategic planning, stakeholder management |
| CTO | Platform development and tech oversight |
| CMO | Marketing campaigns, customer acquisition |
| Operations Manager | Vendor relations, quality assurance |
| Customer Support | 24/7 assistance and issue resolution |

**4.0 SWOT Analysis**

**4.1 Strengths:**

* Affordable and scalable platform.
* Mobile-friendly design for broad accessibility.

**4.2 Weaknesses:**

* Initial lack of brand recognition.
* Heavy reliance on tech adoption among providers.

**4.3 Opportunities:**

* Increasing spa culture in urban areas.
* Growing demand for seamless digital experiences.

**4.4 Threats:**

* Competition from global players.
* Resistance to change among traditional businesses.

**5.0 STRATEGIES**

A SWOT analysis was conducted to provide a comprehensive evaluation of Bubble

Booking’s internal strengths and weaknesses, as well as external opportunities and threats.

Each strategy directly addresses insights from the SWOT analysis to capitalize on strengths

and opportunities while mitigating weaknesses and threats.

The SWOT analysis informed the strategies by highlighting areas where Bubble Booking could strengthen its competitive position, seize market opportunities, and address challenges effectively. Each strategy was crafted to:

* Leverage strengths (e.g., affordability and mobile optimization).
* Overcome weaknesses (e.g., brand recognition and quality dependence).
* Exploit opportunities (e.g., e-commerce adoption and wellness trends).
* Mitigate threats (e.g., competition and adoption reluctance).

This alignment ensures the strategies are grounded in practical, data-driven insights,

maximizing the potential for long-term success. The strategies include.

**Product Development**

• AI for personalized recommendations and chatbots for 24/7 customer support.

**Marketing**

• Social media campaigns and collaborations with influencers.

**Sales**

• Bundled packages for complementary services such as massages and facials.

**Customer Service**

• Real-time live chat and email support.

**6.0 Budget**

**Expenditure:**

|  |  |
| --- | --- |
| **Category** | **Amount ($)** |
| Platform Development | 25,000 |
| Marketing Campaigns | 12,000 |
| Cloud Hosting and APIs | 6,000 |
| Operations and Support | 10,000 |
| Miscellaneous | 7,000 |
| **Total** | **60,000** |

**Revenue Projections:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Stream** | **Year 1 ($)** | **Year 2 ($)** | **Year 3 ($)** |
| Subscription Fees | 600,000 | 900,000 | 1,200,000 |
| Commissions | 50,000 | 80,000 | 120,000 |
| Advertisements | 25,000 | 40,000 | 60,000 |
| **Total Revenue** | **675,000** | **1,020,000** | **1,380,000** |

**Budget Assumptions**

**Platform Development:**

A one-time cost of $20,000 will cover the complete development and deployment of the web

and mobile platform.

**Marketing Campaigns:**

$10,000 allocated for social media ads, influencer partnerships, and local promotional activities.

**Cloud Hosting and API Costs:**

Annual hosting and API integration expenses estimated at $6,000.

**Operations and Support:**

$8,000 annually for part-time staff salaries, training, and operational tools.

**Miscellaneous Costs:**

$6,000 to cover legal, administrative, and unforeseen expenses.

**Revenue Projections:**

Subscription fees from 500 providers in Year 1, growing by 50% annually.

Commission on 10,000 transactions in Year 1, increasing by 75% annually.

Advertising revenue from 200 campaigns in Year 1, growing by 50% annually.

**Cost Reduction:**

Operational costs expected to stabilize after Year 1 due to streamlined processes and AI-driven

customer support.

**Risk and Contingencies:**

A 10% buffer included in miscellaneous costs to manage unforeseen expenses.

These assumptions ensure the budget is realistic, sustainable, and adaptable to market

conditions.

**7.0 Sustainability Plan**

1. **Expansion**:
   * Virtual consultations and wellness product sales.
2. **Cost Optimization**:
   * Use AI for customer service and adopt energy-efficient hosting.
3. **Partnerships**:
   * Collaborate with local wellness brands for co-marketing campaigns.

**8.0 Risk Management**

1. **Tech Resistance**:
   * Provide free onboarding workshops for spa owners.
2. **Operational Risks**:
   * Use contingency funds to handle unexpected disruptions.
3. **Data Security**:
   * Regularly update encryption protocols and conduct audits.

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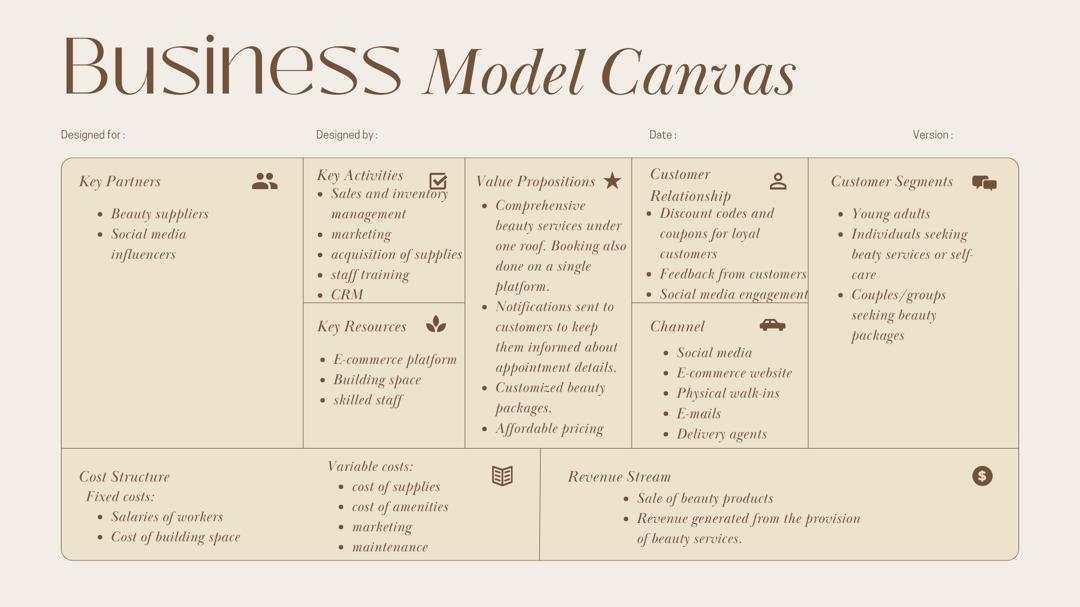
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**9.0 Appendices**



A diagram of swot analysis

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