

# **KASUWAR GIZO'S BUSINESS PLAN**

## **1. Physical Engagement and Orientation of Traders.**

Starting next week we will be meeting with traders to engage and orient them about KSG. This will be done while we are branded, dress in a shirt and cap branded with KSG's logo and what it's about to symbolize seriousness and excellence.

## **2. Inquiries from transportation Station**

We will also visit some transportation stations to make inquiries and let them know of our interest and strike an agreement with the one that give the best offer and seems more serious.

## **3. Advertisement of KSG**

KSG will be advertised on TV and radio stations, to create awareness. This will be done with the aid of audio creation and also a little video shoot to enlighten people on the importance of using our KSG platform

As our target us not just traders who are to share their goods on the platform, but also end users that will use the platform to purchase goods, aside TV and radio station advertisements, we will also visit schools and give career talks to either JSS3 or SSS3 students to choose careers based on their strengths and weaknesses. (Though this wont be immediate but most definitely in November before their terminal exams).

## **4. Renting of a shop.**

A shop will be rented to serve as our physical location Incase of inquiries or when people are in need of more information about us.

The shop will also serve as a store where we can store goods that can't be transported the day of order.