

## **Our Name**

We are **Black Wizards Technology**. Some may wonder and ask why the name as there may be some arising controversies surrounding our brand. Here's why. We are Africans, often referred to as "Blacks" and in most African cultures, Wizards are revered for their wisdom, expertise and ability to solve complex problems. The term Wizard connotes a very high level of Skill and proficiency in a given field and hence, we decided to associate this term with technology. It goes without saying that Africa holds immense untapped potentials in the tech industry and we possess the power to unlock these potentials and bring about technological transformation in our communities if only we tap into it.

We chose the name Black Wizard to symbolize our mission. We are a group of talented individuals with a shared passion for knowledge, growth and integration. We seek to become and also build modern Wizards who would utilize technological expertise in solving complex challenges and creating innovative solutions. Our name is primarily an indication and a reminder of what the Average African can do with Technology.

## **Executive Summary**

Black Wizards Technology is a new firm in the tech industry with vast services ranging from software development to software management, an aspiring training firm that aims to provide high-quality online and offline training on various tech-related topics. Our mission is to help individuals and organizations enhance their skills and knowledge in the rapidly evolving tech industry so as to be able to meet the recent demands of each growing economy. We plan to achieve this by combining our expertise in software development with our passion for growth and education.

## **Business History**

Black Wizards Technology was founded in the year 2023 by Mr. Paulson, who has several years of experience in IT (i.e. everything software). Our firm is

headquartered in Port Harcourt, Rivers State, Nigeria and we plan to expand our operations in the coming years.

### **Management Team:**

Mr. Paulson will serve as the CEO of Black Wizards Technology, and Uju Nwangwu will serve as the Business Development Manager in Charge of the firms Operations.

Other members of the administrative team include:

Public Relations Officer: \*\*\*\*\*

Administrative Assistant:\*\*\*\*\*

Marketing Manager\*\*\*\*\*

We will subsequently hire experienced trainers and support staff to ensure that our services and training programs are delivered efficiently.

### **Product Offers**

- Software Development
- Software Management/Maintenance
- ELearning
- Offline/Physical Trainings
- Certifications

### **Market Analysis**

- The tech industry is rapidly growing, and the demand for skilled tech professionals is on the rise. According to Global Reports, the global e-learning market size valued at \$399.3 billion in 2022 is expected to grow by 14% between 2023 and 2032, driven by the growing demand for IT skills in various industries and the increasing adoption of online education. This presents a significant opportunity for IT experts to address the growing

demand for skilled tech professionals. This analysis provides insights into the current market conditions, key trends, target audience, the growing need for tech experts and how our plan fits into it all.

## **Market Overview**

The world is experiencing what can best be described as a revolution in the digital space, with increasing internet access and participation, expanding mobile networking, and a growing demand for technology-driven solutions across various industries. Industries and economies are evolving and swiftly moving from the age of slow and manual to the age of fast and automated creating the need for skilled experts and leaving a very vast vacuum to be filled. However, we face a shortage of skilled IT professionals to meet this rising demand. This shortage represents an opportunity for Black Wizards Technology to build tech professionals by offering IT training programs that can help bridge the skills gap.

**Market Size and Growth:** The market for IT training in the world is substantial and expected to grow significantly in the coming years. In Africa as a case study, the continent's population is one of the youngest globally, with a large proportion of young individuals seeking opportunities to enhance their digital skills for a better living. Additionally, in the western world, government initiatives and private sector investments in technology infrastructure are fueling the demand for IT professionals. This is evidence to back up the IT growth trends as stated in the general market analysis above.

## **Target Audience**

Our target audience includes;

- Secondary school students
- High school graduates waiting to gain admission into tertiary institutions
- Undergraduates with interests in IT
- Professionals in various fields hungry for a change in career

- Entrepreneurs and small to large scale businesses looking to enhance their Tech capacity.

**Key Trends and Drivers:** Below are some of the factors that have contributed to the need for IT and tech experts

- **Digital Transformation:** Private businesses and industries are adopting digital technologies to ease operations, improve efficiency, and remain competitive. This transformation requires a skilled workforce capable of implementing and managing these technologies effectively.
- **Remote Work and Freelancing:** The COVID-19 pandemic has introduced the adoption of remote work and freelancing which has now come to stay. This trend increases the demand for individuals with digital skills who can work remotely for global clients, providing opportunities for IT professionals.
- **Mobile and Internet Penetration:** Africa has witnessed a rapid increase in mobile and internet penetration. This growth presents opportunities for IT professionals to develop mobile applications, platforms, and digital solutions catering to these diverse needs.

Summarily, The market presents a favorable environment for Black Wizards Technology to venture into IT training. The growing demand for skilled IT professionals, coupled with favorable market conditions and key trends listed above provides a significant opportunity for success. By offering targeted, practical, and specific training programs, we plan to establish ourselves as a leading provider in the IT training market and also contribute to the development of a skilled tech workforce across Africa. We do not look past the fact that the IT training market is relatively competitive, with both local and international trainers offering a range of programs. However, many existing training providers focus on general courses within a very limited period of time and charge enormous fees without taking time to do a thorough and proper training. Black Wizards Technology will differentiate itself by tailoring its offerings to meet the specific needs of the market, such as industry-specific trainings, guidance and mentorship programs amongst others.

## **Plans**

### **Marketing Plan:**

Our marketing plan outlines our strategies and tactics as we aim to establish a strong brand presence, generate leads, and acquire clients for our software development services while expanding our reach into the IT training market. We have done a thorough market analysis, identified our target audience and we intend to identify our competitors, leverage on their strengths and weaknesses so as to place ourselves in a competitive positions.

**Marketing Objectives:** Our marketing objectives include;

- To establish Black Wizard as a trusted provider of high quality software Tech services
- To build brand awareness and create recognition in the ELearning as well as the software development market
- To generate leads and acquire new clients for software development programs
- To expand our presence in the IT training market by offering comprehensive and in-demand training programs

### **Marketing Strategies**

- We will develop a compelling brand identity that reflects our expertise, reliability and innovation
- We will leverage on social media platforms to engage with target audience, share insights and promote our services
- We will develop and appealing and user friendly website that clearly communicates our services and all there is to know about us
- Collaborate with influencers and business associations to expand our network and further enhance our credibility
- Implement targeted advertising campaigns on various platforms to reach our desired audience
- Allocate a budget for various kinds of advertising

- We will track key performance indicators such as website traffic and client acquisition and make adjustments where necessary
- Organize marketing campaigns analyze their effectiveness and make adjustments based on performance
- We will hire the best trainers and software developers and leverage on their skills as a selling point

### **Sales Plan:**

Our sales strategy will focus on building long-term relationships with our prospects and eventual clients.

**Objectives:** Our sales plan is targeted towards;

- Generating a consistent stream of software development projects by acquiring new clients and nurturing existing clients relationships
- Generating a consistent stream of Tech training programs by acquiring new clients and nurturing existing clients relationships
- Generating revenue from both software development services, Tech training programs and other services
- Expanding our firm's customer base and market reach in both software development and Tech training.

### **Sales Strategies**

- In-house, we shall create a large database of potential leads and prospects in an identified target market
- Overtime we shall create high quality contents which include case studies, success stories and clients testimonies to attract leads on our websites and social media pages
- We shall conduct prospecting activities such as presentations, marketing campaigns to reach potential clients directly
- Hire and build a skilled and knowledgeable sales team that understands and perfectly communicates our capabilities

- We will offer the best services with competitive pricing and flexible training options to meet the specific needs of our clients.
- We shall engage the services of teachers in various institutions to serve as our part-time marketers as we intend to leverage on their existing relationship with parents/students. With incentives and rewards for productive marketers
- We shall offer promotional discounts for early bird registrations, clients who purchase both our software development service and training services.
- We shall offer referral incentives for clients who refer us for new business
- We shall identify opportunities for cross selling and upselling between our software development services and training programs
- We shall use various sales metrics like key performance indicators to track sales and identify areas of improvement

Summarily, our sales Plan is geared towards expanding our reach in the market and increasing our client base while offering the best of services and programs at mouthwatering prices.

## **Financial Plan:**

### **Financial Projections For The First Year**

#### **1. Capital**

Available funds amounted to a total of #2,500,000 which has been put to proper use for the foundational framework of our firm. Source: personal funds.

#### **2. Projected Income**

Source 1. Private funds

Amount(Naira): 2,000,000

Source 2: Loan

Amount: Unspecified

Project funding shall be done in an order of priority just as we have begun. We are projecting a turnover of at least 20% of our expenses within the first six(6) months of operation. This will subsequently be converted to capital for the business.

### **3. Projected Expenditure**

Our projected expenditure for the first year will cover but will not be limited to the following

#### **1. Operating Expenses Per Annum(Naira)**

##### **Infrastructure:**

- Office building/Rent - 790,000
- Electricity – 3,600,000
- Office Chairs, tables and workstation – 1,265,000
- Generator(small) – 160,000
- Fans – 130,000
- AC – 500,000
- Water Dispenser – 150,000
- Generator(Big) – 500,000
- Maintenance/Repair – 1,000,000
- Business Registration – 60,000
- TOTAL – 4,165,000

##### **Technology**

- Software – 0000
- Internet – 1,200,000
- Computers – 600,000
- Projector – 150,000
- Camera – 200,000
- TOTAL – 2,150,000

##### **Marketing &Advertisement**

- Social media Ads – 600,000
- Billboards – 6,000,000
- Website Development – 0000



- Flyers, leaflets, newsletters – 500,000

TOTAL – 7,100,000

Labor

Staff Salary & Welfare

- CEO – 2,400,000
- Trainers/Software Developers – 30,000,000
- Business Development Manager – 2,000,000
- Project Manager – 3,600,000
- Public Relations Officer – 1,200,000
- Admin Assistant – 1,200,000
- Cleaner – 600,000

TOTAL – 41,000,000

Stationaries

- Board, Papers, Ink, Pen, Markers – 240,000
- Printer – 150,000
- Miscellaneous – 1,000,000

TOTAL – 2,090,000

## 2. Capital Expenditure(Naira)

- Loan Repayment – 700,000

**GRAND TOTAL PROJECTED EXPENDITURE FOR THE FIRST YEAR(NAIRA) – 56,505,000**

## 4. Projected Revenue (Naira)

Our revenue will be generated mostly from our training Services as soon as we launch and it is projected to flow as follows:

- Secondary School Students Category – 30,000 per head × 200 heads monthly = 6,000,000 monthly. I.e. 72,000,000 per annum
- High School graduates/Undergraduates Category – 50,000 per head × 150 heads monthly = 7,500,000. I.e. 90,000,000 per Annum

**TOTAL PROJECTED REVENUE FOR THE FIRST YEAR(NAIRA) –  
162,000,000**

## **5. Break Even/Profit/Loss Projections**

All things being equal, we expect to break even in the second quarter of the second year and generate profits of **#105,495,000** by at least the end of the third year.

## **Limitations To The Plan**

- Revenue projections are mere projections made after series of market survey and analysis. Market trends often times have the tendency of changing thereby affecting our expectations.
- Decisions regarding price will be subject to the outcome of various levels of market survey, therefore there may be a change in our pricing and consequently an increase or decrease in turnover.
- Expected number of clients or entrants may have been over/underexaggerated and this will definitely affect our outcome

## **Operations Plan:**

We are currently offering software development and maintenance services and looking to fully launch our ELearning and training programs which will be delivered through a combination of online and offline channels.

## **Processes:**

- We have identified and secured a suitable office space that accommodates the firm's operations including development teams, training facilities and administrative functions
- We will ensure that the office space is equipped with necessary infrastructure such as work stations, training rooms, training equipment, fast internet and so on
- We will invest in the latest and most reliable technology infrastructure to support our software development and training operations
- We will provide the necessary hardware, software and development tools for the development teams
- We will set up a training platform to manage and deliver tech training programs effectively
- We will define and implement efficient software development processes to ensure timely and high quality project delivery
- We will establish project management practices among our staff including task allocation, progress tracking through clear communication channels
- We will foster collaboration and knowledge sharing among team members through regular meetings, code reviews and documentations

### **Training Program Management**

- We will develop a comprehensive curriculum for trainings that will match with industry standards and Tech demands
- We will design training materials including presentations, exercises and assessments
- We will hire and assign experienced and qualified trainers and provide them with ongoing training to ensure that they deliver high-quality education. while we look forward to expanding and exploring other possibilities.

### **Quality Assurance**

- We will implement robust quality assurance processes to ensure the quality and reliability of softwares developed
- We will conduct thorough testing s to identify and address any issues or bugs

- We will continually monitor and review the quality assurance processes to minimize errors and ensure client satisfaction

### **How Do We Manage Our Resources?**

- We will optimize resource allocation including human resources and equipment to ensure productivity
- We will regularly assess and assign resource needs based on project demands and training programs schedule
- We will identify and collaborate with strategic technology vendors and partners to leverage on their expertise, tools and resources

### **For Continuous Improvements And Growth**

- We will foster a culture of continuous improvement by encouraging feedback and suggestions from our employees, clients and training participants
- We will regularly evaluate operational processes and identify opportunities for improvement and efficiency
- We will invest in employee training and development to enhance skills and keep up with evolving technologies and industry trends
- We will develop a measurable operational framework that can accommodate future growth and expansion
- We plan for increased staffing, infrastructure and training resources as we acquire more clients and expands our presence in the market
- We will constantly monitor market trends and adapt accordingly

### **Implementation Plan:**

We have begun the implementation phase of our plan and below are what it entails

### **Goals And Objectives**

- We have defined the goals and objectives of our firm which we have broken down into specific, measurable, achievable, realistic, and time-bound (SMART) targets

## **Project Team**

- We have assembled a dedicated project team responsible for implementing firms initiatives and giving life to its dreams
- We have assigned roles and responsibilities to team members based on their skills and expertise

We will monitor the progress of the implementation phase so as to we increase staffing when and where necessary

## **Timeline**

- We will develop a detailed timeline that outlines key milestones, activities and deliverables within our initiative
- We will set realistic deadlines and allocate resources accordingly

## **Software Development/Management Implementation**

- We have identified the software development methodologies and framework to be followed
- We have established coding standards and documentation practices
- We shall outline the various software packages in our portfolio and the cost of each service

## **Training Program Implementation**

- We shall outline the various programs/course we intend to cover
- We shall finalize the curriculum and training materials for each program
- We shall classify our clients and tailor our programs based on their needs
- We shall assign trainers and schedule training sessions
- We will set up a platform to deliver and track ELearning programs

## **Marketing And Promotion**

- We will develop marketing and promotion strategies to create awareness and generate leads
- We will identify target audiences and determine the most effective channels for reaching them
- We will create marketing materials including flyers, website content and social media campaigns

- We will implement Search Engine Optimization techniques to improve online visibility
- We will religiously follow the processes outlined in our previously listed plans above to optimize the initiative.

## **Product Launch**

We plan to launch our services and training programs fully in [\*\*\*\*\*]. We will start with a small team of trainers and gradually expand our operations based on the demand for our services. However, before then we shall plan and implement test run operations for the first few months of implementation where we shall offer promotional services and programs to our first clients as a start up package.

## **STEP BY STEP GUIDE FOR A PERFECT LAUNCH**

A successful launch is crucial for the long-term success of our business. Here are some steps we can take to ensure that our launch is perfect:

1. **Define Launch Goals:** Define what you want to achieve with your launch. Which of course includes establishing our brand, introducing our products into the market, generating buzz, attracting customers.
2. **Develop a Launch Plan:** Develop a detailed launch plan that outlines the key activities, milestones, and timelines leading up to the launch. This plan will include advertisement, marketing, sales, and operations activities.
3. **Build Anticipation:** Create a buzz around our launch by promoting it on our websites, social media, blogs, and other relevant platforms. Offer sneak peeks of our products and services to generate interest.
4. **Create a Launch Event:** A launch event can be a great way to generate buzz and attract attention. We could consider hosting an event that showcases our products and services and provides an opportunity to interact with potential

customers. This however must not be done immediately as it is cost sensitive, we may plan to do this in the later stages of development.

5.      **Leverage Influencer Marketing:** We could consider partnering with influencers in our industry or other unrelated industries to promote our launch. Influencers can help to amplify our message and reach a wider audience.
6.      **Offer Special Promotions:** Offering special promotions or discounts during the launch period will definitely encourage customers to try our products and services.
7.      **Monitor Performance:** It is of paramount importance that we monitor the performance of our launch activities especially from the response and feedback from both clients and non-clients. This will help us to identify what worked well and what can be improved for future launches.
8.      **Follow-Up with Prospects and Customers:** After the launch, follow-up with prospects and customers is necessary to gather feedback and address any issues. This will help to build customer loyalty and improve our products and services.

When it comes to launching, preparation is key. We have to be sure to plan our launch activities well in advance and be prepared to make adjustments as necessary.

### **Risk Management Plan:**

The tech industry is highly competitive, and there is a risk of losing clients to competitors. We plan to mitigate this risk by offering high-quality services, high quality training programs with competitive prices and exceptional customer service. However, before risk management we will have plans set in place for risk

avoidance and this will entail effective prioritization and a careful decision making process.

### **Likely Challenges and Combating Steps**

Starting a new tech firm can come with a variety of challenges. Here are some of the common challenges that you may face as a tech firm owner, and some strategies to combat them:

1.      **Competition:** The tech industry is highly competitive, and there are likely to be many other firms offering similar services to ours. To combat this, it's important to differentiate our firm from others by focusing on our unique selling points (USPs), creating high-quality services, and providing excellent customer service.
2.      **Funding:** Starting a new tech firm can be costly, and securing funding can be a challenge. To combat this, you can explore different funding options and while at it, manage cost by ensuring that we are spending only on elements that of absolute importance.
3.      **Recruitment:** Finding skilled and experienced professionals to join your team can be a challenge, especially if we have a low budget and are competing with other tech firms for top talent. To combat this, we can offer competitive, benefits, and perks, as well as creating a positive and supportive work culture where there is enough room for growth.
4.      **Technology changes:** The tech industry is constantly evolving, and keeping up with the latest technologies and trends can be a challenge. To combat this, we need to stay up-to-date with the latest developments in the field by attending



conferences, reading industry publications, and investing in the necessary training and development for our team.

5.     **Marketing:** Getting our brand and services in front of our target audience can be a challenge, especially if we're operating in a crowded or ignorant market. To combat this, you can use a variety of marketing strategies, such as social media marketing, content marketing, paid advertising, and public relations, group presentations, referrals and the rest. However, it is important to note that it will be a gradual process.

6.     **Scaling:** As the tech firm grows, we may face challenges in scaling our operations and maintaining the quality of our services. To combat this, you need to have a clear plan for scaling your operations, such as implementing efficient processes, automating tasks, and hiring additional staff as needed.

By being aware of these common challenges and having strategies in place to combat them, you can increase your chances of success.

## **Conclusion**

Starting a new tech firm that is into software development and training is definitely going to be a challenging but rewarding experience. However, we have to be well positioned to provide high quality services and training programs to individuals and organizations, we need to have a strong team of experienced staff and trainers and a solid plan that would guide us towards achieving our objectives. Here is a step by step guide that can help us in the development, set up, and growth of the firm:

1. **Define the business goals:** The first step in starting any new business is to define your business goals. You should have a clear idea of what you want to achieve

with your tech firm, what services you want to offer, and who your target audience is. I believe this box has already been checked in the list.

2. Conduct market research: Once you have defined your business goals, you need to conduct market research to identify the demand for your services, the competition in the market, and the trends in the industry.
3. Create a business plan: Based on your market research, you should create a detailed business plan that outlines your strategies for achieving the business goals. The business plan should include financial projections, marketing strategies, and operational plans.
4. Register your business: To legally operate your tech firm, you need to register your business with the appropriate government agencies and obtain all necessary licenses and permits.
5. Hire administrative team: We need to hire a team of skilled and experienced professionals to help develop and deliver services. This team should include Salesmen, marketing professionals, and administrative staff. After we have successfully built a customer base, we then go ahead to hire trainers, software developers and other technical staff
6. Develop your services: We need to develop high-quality software development and training services that meet the needs of our target audience. You should also consider offering customized solutions to our clients.
7. Identify possible risks and set up plans to mitigate and manage them.

8. Establish online presence: In today's digital age, it is essential to establish a strong online presence for any firm at all much less a tech firm. We should create a professional website, use social media platforms to connect with our audience, and use digital marketing strategies to promote our services.
9. Build partnerships: You should build partnerships with other businesses in the industry to expand our network and reach new clients. You should also consider partnering with schools and colleges to offer training programs to students.
10. Focus on customer service: To ensure the growth and success of our firm, we need to focus on providing excellent customer service. We should also listen to clients' needs and feedback and continuously improve our services based on their input.
11. Measure your success: Finally, it is important to regularly measure our success by tracking our key performance indicators (KPIs). This will help you identify areas where you need to improve and make data-driven decisions that will help us achieve our business goals.

With these baby steps, we should be able to develop, set up, and grow the firm successfully. However, it is important to note that all these are not cast on stone, changes and adjustments will be made when and/or if the need arises.