

CHAPTER 1: BUSINESS DESCRIPTION

1.1 Business name

1.2 Owner Details

Name: Wesley Kamotho

Age: 23

Address: Ruiru, Kiambu

Occupation: Entrepreneur

Education/Professional: Qualifications: Bachelors in computer science

Business Experience:

- **The Business Venture**

Name of business: Just An Idea Tech Solutions.

Location of business: Alpine Plaza, Ruiru CBD.

Legal form of business:

Major activity of business: Developing tech based solutions like software, web applications, and websites commissioned by clients.

Principal customers: Any business that's looking to streamline their operation with a tech solutions.

Location of customers:

Nairobi, Kiambu and Thika.

Amount to be invested by owners:

Ksh. 10,000,000

Amount to be borrowed:

Ksh. 10,000,000

Total amount needed for the venture:

Ksh. 20,000,000

1.3 The Product/Service

Name of product/service:

Development of web solutions.

Features of product/service:

Benefits obtained from product/service:

Unique features of product/service:

- Affordable pricing.
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1.4 Entry Plan

- Competitive advantage of the business:
- Weakness of competition:
- Pricing plan:
- Plans to attract customers:

1.5 Growth plan

- Trends which signal business growth:

- Opportunities arising from this trend:
- Plans to take advantage of the opportunities:

1.6 The goals of the business

- Short term goals
- Long term goals