**Description of the Business**

Freelancing is a form of self-employment where individuals offer their services or skills to clients or businesses on a project-by-project basis, rather than being employed by a single company. Freelancers work independently and often have flexibility in choosing their clients, projects and work schedules. They are responsible for finding their own clients, managing their workload and handling their own finances. Freelancing is common in various fields such as writing, designing, programming, plumbing.

**Company Overview**

**A freelance connect** is a limited company which was founded by precious mvula, Thapson Nyirenda, Robert Maneno, Abgail Zingani, Modester Phiri, Gabriel Francis, Chisomo Nazombe and Lameck Mbewe who are major shareholders in the company. It operates as an online marketplace that connects freelancers with clients or businesses looking to hire them for various tasks, projects or services. Freelancing platform provide a space where freelancers can showcase their skills and expertise, while clients can post job listings and hire freelancers for specific needs. So, the platform have features like job listings, messaging systems, payment processing, reviews and ratings to facilitate the freelancing process and ensure transparency and trust between clients and freelancers. Freelancers can browse available jobs, submit proposals and negotiate terms with clients through our platform, making it easy for both parties to find and work with each other.

Whether you are a business looking to find exceptional talent or a freelancer seeking exciting opportunities, Freelance Connect is your trusted partner in achieving your goals. This platform simplify the way work gets done, ensuring efficient and successful outcomes.

**Location:**

Freelance Connect is headquartered in Blantyre, Malawi. Our physical address is hendeson street, chayamba building, floor number 3. Malawi is chosen as base due to its strategic location and growing interest in freelancing opportunities.

**Mission**

Freelance Connect mission is to enable freelancers to work flexibly and clients to find quality professionals. We simplify, collaborate and succeed.

**Goals:**

* To create a global network of freelancers and clients.
* To foster collaboration and innovation in the freelancing industry.
* To be a trusted partner for freelancers and businesses worldwide.

**Objectives**

* Increase the number of registered freelancers and clients on the platform by a 90% over 3 years, aiming to build a substantial user base.
* Ensure a consistent flow of job listings on the platform, with over 10000 of new listings per week or month, to provide freelancers with diverse opportunities.
* Increase overall revenue through premium package subscriptions and commission-based earnings, by 93% over 3 years.
* Explore opportunities to expand the platform's reach beyond Malawi, potentially targeting international users to tap into a larger talent pool.
* Improve user retention by reducing churn rate (the rate at which users stop using the platform) .and encouraging long-term user loyalty.
* Continuously conduct market research to identify emerging trends, unmet needs, and evolving customer preferences. Adapt the platform's offerings to capture new market share in response to these insights.

**How Freelance Connect Makes Money:**

Freelance Connect generates revenue through multiple channels, including:

* Premium Package Subscriptions: Freelancers and clients may subscribe to premium packages, offering additional features and benefits for a fee.
* Commission-Based Earnings: The platform likely charges a commission or service fee on transactions between clients and freelancers.
* Advertisement Revenue: The company may earn income through advertising partnerships or sponsored content.

**CUSTOMER ANALYSIS**

* In the dynamic landscape of the digital economy, the success of this online freelancing platform hinges upon a profound understanding of target customers. This section of the business plan aims to delve deeply into the demographics, psychographics and behaviors of the two primary customer segments: freelancers and clients seeking freelancing services. By developing a comprehensive understanding of their needs, preferences and pain points,to design a platform that not only meets but exceeds their expectations.
* Understanding the target customers is pivotal to the success of this freelancing platform. Through using market research techniques, including surveys, interviews and data analysis to gain insights into their preferences, pain points and motivations. The business have categorized the customers into two segments which are freelancers and clients.

FREELANCERS AS CUSTOMERS

1. DEMOGRAPHICS
2. Age: The research indicates that freelancers span a wide age range, with a significant presence in the 25 - 44 age group, followed by those aged 18 - 24 and 45 – 64.
3. Gender: Freelancing attracts individuals from diverse gender backgrounds, with a relatively balanced male-female ratio.
4. Education: Freelancers often possess diverse educational backgrounds, ranging from high school graduates to advanced degree holders.
5. PSYCHOGRAPHICS
6. Motivation: Freelancers are motivated by autonomy, flexibility and opportunity to pursue their passions. They value their ability to pursue their projects and clients.
7. Pain Points: Freelancers commonly face challenges related to income stability, acquiring clients and managing administrative tasks.
8. Technology Adoption: Freelancers are typically early adopters of technology, relying heavily on digital platforms and tools to connect with clients and manage their work.
9. BEHAVIOURS
10. Freelance platforms: Freelancers actively engage with freelancing platforms to seek work opportunities. The completion is fierce and they often evaluate platforms based on ease of use, reputation and fee structures.
11. Networking: Freelancers engage in extensive in networking trough social media, online forums and professional associations to build their client base and improve their skills.

CLIENTS AS CUSTOMERS

1. DEMOGRAPHICS
2. Age: The potential clients for freelancing services encompass a broad age range, with a slight skew towards the 25-44 age group.
3. Industry: clients seeking freelancing services are found across various industries, including but not limited to IT, marketing, design and consulting.
4. PSYCHOGRAPHICS
5. Motivation: Clients are driven by the need for cost-effective, flexible solutions to their business challenges. They seek skilled freelancers, assessing their qualifications, and managing contracts efficiently.
6. Pain Points: Customers often face difficulties in finding reliable freelancers, assessing their qualifications and managing contracts efficiently.
7. BEHAVIORS
8. Procurement Channels: Customers typically use online platforms, referrals and freelancing marketplace to source freelancers. They prioritize platforms that offer a diverse pool of talent and transparent reviews.
9. Project Complexity: Customers vary in the complexity of projects they require, ranging from one-time tasks to long-term collaborations. Their choice of freelancers depends on the nature of the project.

**CUSTOMER NEEDS**

* Understanding the needs of the customers is essential for tailoring our platform’s features and services to meet their expectations. Here are the key needs that have identified:

1. Access to a diverse talent pool: freelancers seek a platform that provides access to a wide variety of job opportunities across different industries and niches. They want to showcase their skills and find projects that align with their expertise.

Clients also want a wide range of freelancers to select from for their need.

1. User-friendly interface: Both freelancers and clients require an intuitive and user-friendly platform that simplifies the process of posting jobs, finding suitable candidates and managing projects. Easy communication channels are essential.
2. Trust and security: Trust and security are paramount in the freelancing industry. Freelancers want assurance that they will receive fair compensation for their work, while clients need guarantees that they will get quality results. Implementing secure payment systems and rating/review mechanisms will address these needs.

1. Flexible work arrangements: freelancers value flexibility in terms of working hours and project selection. They need a platform that allows them to negotiate project terms, deadlines and payments with clients to suit their individual preferences.
2. Efficient communication and collaboration tools: effective communication is crucial for successful projects. Providing tools for freelancers and clients to interact, share files and collaborate seamlessly will enhance the user experience.
3. Transparent pricing: Clients need clear and transparent pricing structures and freelancers should be able to set competitive rates. Transparent fee structures for our platform services will also be appreciated.
4. Quality assurance: Both freelances and clients seek assurance of high quality work. Implementing a quality control system, perhaps through skills assessments or portfolio verification, will address this concern.

* By addressing these customer needs, we aim to create a freelancing platform that not only attracts our target customers but also keeps them engaged and satisfied, fostering long term relationships and loyalty.
* By comprehensively analyzing the demographics, psychographics and behaviors of freelancers and customers, we have laid the foundation for a customer-centric freelancing platform. Armed with this knowledge, we are well positioned to develop features, marketing campaigns and user experiences that cater to the unique needs of our customers, fostering trust, loyalty and growth within our platform ecosystem.