

# Business Plan: GETHOMES

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## 1. Executive Summary

**Business Name:** GETHOMES.NG

**Business Model:** Service-based marketplace & marketing platform

**Industry:** Marketing & Workforce Solutions

**Location:** Abeokuta Ogun state

**Vision:** To be the leading platform that connects skilled artisans and technicians with customers through modern marketing strategies and digital visibility.

**Mission:** To empower artisans and technicians by giving them access to a larger customer base, while ensuring individuals and businesses can easily find reliable, vetted service providers.

**Objectives:**

- Build an accessible digital platform (web & mobile app) that showcases artisans and technicians.
- Partner with artisan associations, trade unions, and independent technicians.
- Implement targeted marketing campaigns to attract both clients and service providers.
- Achieve profitability by year 2 through service subscriptions, commissions, and partnerships.

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## 2. Business Description

Gethomes.ng is a platform and agency dedicated to marketing artisans and technicians (plumbers, electricians, carpenters, mechanics, tailors, welders, etc.). Most of these professionals rely on word-of-mouth or local advertising, limiting their reach.

The business solves this gap by:

- Giving artisans and technicians digital presence (profiles, portfolios, ratings).
  - Marketing their services through social media, local campaigns, and SEO.
  - Offering clients a safe and reliable place to find, hire, and review artisans.
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## 3. Products & Services

1. **Digital Marketing for Artisans/Technicians**
    - Social media promotion
    - Branding (logos, flyers, videos)
    - Online advertising
  2. **Artisan Marketplace Platform**
    - Profiles showcasing skills, experience, and reviews
    - Search and filter system for customers
    - Booking and referral system
  3. **Verification & Training**
    - Skill assessment and background checks
    - Workshops on customer service and digital tools
  4. **Revenue Streams**
    - Subscription plans for artisans/technicians (basic, premium, pro)
    - Commission per job referral (e.g., 5–10%)
    - Advert placements from tool suppliers and brands
    - Partnership with NGOs, vocational centers, and contractors
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## 4. Market Analysis

### Target Market:

- **Artisans/Technicians:** Skilled workers seeking visibility and steady job flow.
- **Households & Individuals:** People needing reliable services for home repairs, tailoring, beauty services, etc.
- **Businesses:** Companies requiring facility maintenance, construction, or technical support.

### Market Size:

The informal artisan/technician market in Africa and developing regions is worth billions annually, with increasing demand for reliable services. Digital adoption is growing, making online visibility a competitive advantage.

### Competition:

- Traditional word-of-mouth referrals
- Classified ads (e.g., Jiji, OLX)
- Small marketing agencies

#### **Competitive Advantage:**

- Niche focus on artisans/technicians
  - Verification & trust-building system
  - Integrated marketplace + marketing services
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## 5. Marketing & Sales Strategy

### 1. Customer Acquisition

- Community outreach in markets and trade centers
- Social media campaigns showcasing artisans' works
- Partnerships with vocational schools

### 2. Retention Strategy

- Customer reviews & loyalty rewards
- Training and upskilling for artisans
- 24/7 customer support

### 3. Sales Channels

- Direct sales to artisans (subscriptions)
  - Online marketplace commissions
  - Corporate partnerships
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## 6. Operations Plan

- **Platform Development:** Web + Mobile App with profiles, search, booking, and payment integration.
- **Verification Unit:** Field officers to register and verify artisans.
- **Marketing Team:** Digital marketers managing campaigns.
- **Customer Support:** Call center/WhatsApp support for customers and artisans.

### Staffing Needs (First Year):

- CEO/Founder
- Tech Lead (App/Website)
- 2 Digital Marketers
- 2 Field Agents

- Customer Support Rep
  - Accountant/Admin
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## 7. Financial Plan

### Startup Costs:

- Platform Development: \$15,000
  - Marketing & Branding: \$5,000
  - Office Setup & Operations: \$7,000
  - Legal & Miscellaneous: \$3,000
- Total Initial Investment:** ~\$30,000

### Revenue Projections (Year 1–3):

- Year 1: \$50,000 (subscription + commissions)
- Year 2: \$120,000
- Year 3: \$250,000

**Break-even Point:** End of Year 2

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## 8. Risk Analysis

- **Adoption Risk:** Artisans may be hesitant to pay for marketing services → **Mitigation:** Free trial + low-cost entry plans.
  - **Trust Issues:** Customers may fear fraud → **Mitigation:** Verification & rating system.
  - **Tech Barriers:** Some artisans lack smartphones → **Mitigation:** Agent-assisted onboarding.
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## 9. Growth Strategy

- Expand to multiple cities within 3 years.
- Add payment gateway for seamless transactions.
- Partner with tool/equipment suppliers for discounts to artisans.
- Introduce training academy for artisans (skill certification).
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