

Business Plan: GETHOMES

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.

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: ₦ 300,000
- Marketing & Branding: ₦600,000
- Office Setup & Operations: ₦700,000
- Legal & Miscellaneous: ₦100,000
- Total Initial Investment: ₦1,600,000**

Revenue Projections (Year 1–3):

- Year 1: ₦300,000 (subscription + commissions)
- Year 2: ₦500,000
- Year 3: ₦800,000

Break-even Point: End of Year 2

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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