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| JON SOLUTIONS |
| COMPANY PROFILE |
| DOCUMENT FILE |

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**JON SOLUTIONS** isprimed at IT, Multimedia and Digital solutions. Our services span between Graphic designs, Web designing, no-coding App development, Data visualization, cinematography, animation, Video editing, digital and social media marketing Training and Services delivery. Our services are top-notch in Lagos and nearby state.

**Mission**

We are poised to provide services that will promote viable brand and also individual that will help move the country forward.

**Our Vision**

We will help create both individual and corporate brand, with an emblem of excellence in our jurisdiction. who will provide innovative solutions in digital space and country in their entities.

**Core values:**

Excellence

Training

Morality

Visibility

Improvement.

Quality.

Environmental-stewardship.

Consistency.

Varsity

**Problem Worth Solving**

Our kind of services like IT , Multi Media and Digital marketing, has be very expensive to patronise in the past. To gain such skills in IT is often costly. This has made it less attractive to the poor and the middle class in our society. A skill that is germane to every sector in the society.

The problem I encountered, as a person, growing up short of these skills, led me to establish JON SOLUTIONS and they include:

1. Inability to Afford Digital skills required by our medium income earner in the country for self-actualisation
2. Unemployment rate in the country that can be mitigated by learning IT and Digital marketing skills
3. Loss of income by corporate entity due to digital under optimisation and lack of knowledge on copywriting.

**Our Solution to Problems**

Jon solutions is created out of deep understanding of the country situation. The economic crunch of the country, has made many individual and corporate entities incapacitated. High Unemployment rate, lack or low income and inflationary trend are prevalent in the country. All these inhibiting factor, has been taken into consideration in Jon solutions. That is why we provide:

1. At the most affordable and flexible rate in the country. With this entity can pay in instalment and in convenience, for our digital services and trainings.
2. By providing digital service platform via YouTube and Udemy and zoom
3. By providing income for our teaming youth through making them a freelancer on their own
4. By providing expertise in digital optimisation and copywriting

**Our Competitive Advantage**

In the country today, there is stiff competition in the digital and IT space. With big brand like multimedia Academy, Anthill studio and Orange VFX out there, it is difficult for small company like us to survive.

We intend to outsmart the big brand with our pricing in the most affordable range. For example, Our Social Media management is #30,000. Creating courses as low as $10 in udemy and Video coverage is as cheap as #50,000. Which are the most affordable in the industry standard.

We tend to provide our services in the most convenient way by:

1. Digital delivery e.g Udemy training
2. One-on one training
3. Instalment payment for Services
4. YouTube training

Our pricing is the most affordable, ranging from #20,000 for managing social media page monthly, $10, for putting training on udemy and #50,000 for video content creation.

**How We Make Money**

1. YouTube training subscription
2. Udemy training
3. Creation and management of website for establishment
4. Managing and creation of content for organisations
5. Graphic design and publishing of posters and hand bills for organisations
6. Development and management of App for organisations
7. Coverage of events

**Profitability**

Due to wide range of our services, our profit is divided into different segment of our business. We will be taking a conservative customer base of 50 clients per month in each segment.

**Business Segment Revenue(N) Cost (N) Profit Margin(N)**

IT 6,000,000 2,520,000 3,480,000

Multi Media 7,200,000 3,600,000 3,600,000

Digital Marketing 1,800,000 840,000 960,000

**Market Opportunity**

Our market is multimillion dollar market, because we leave in digital world, most individual and corporate entities, both young and old, small and large business owner, will benefit from our services. Banks, churches, school and all government organization are interested in our services. Estimated 92.3 million people will be benefiting from our services.

**Marketing & Sales Plan**

Our Marketing and sales plan can be divided into 2 categories; this will enable us explore all the tools in our disposal in the most judicious way. They Include:

1. DIGITAL MARKETING
2. NON-DIGITAL MARKETING
3. DIGITAL MARKETING:

1.SEM - Search Engine Marketing

2. Search Engine Optimization

3. Sponsored Search

4. Social Media Marketing

5. Mobile Ads

6. Email Ads

7. Youtube/Short Videos Ads

B. NON-DIGITAL MARKETING

1. Billboard (Static/Digital)
2. Fliers/Stickers
3. Jingles (TV/Radio)
4. Newspapers Ads
5. Road Ads/Vehicle Ads
6. T-shirt Branding/artwork

**Business/ SWOT Analysis**

Jon solutions are effected by some factors that could hinder or promote the business to the next level

Strength:

Our competent staff, who are so proficient in their delivery are the backbone of the business.

Weakness:

Jon Solution is still at the early stage finds it difficult to get the trust of people due to verse competition in the area of business

Opportunity:

There is verse opportunities in IT and Digital space because most people do businesses online these days. The need us to promote or manage business both online and offline

Threats:

Financial constraints is the major threat to our business. We need money to compete in the IT/ Digital space.

**Jon Solutions Plans**

Jon solutions is in an early stage, basically, we freelance in our work. We personnel who are in various field to help achieve the goal of the organisation. Most of them work from home in different location. We are willing to achieve more, by having our own permanent office.

We have done various work with both individual and corporate bodies. The reception has been excellent. Most of our work so far has been in Web designing, staff training and digital marketing. The feedback we have now has been positive.

Our client has requested that we have permanent site of our own , that they can send their personnel for more training and experience. Than is why we are need of loan to have a permanent site and equipment of our own.

**BUSINESS GROWTH: Sustainability and Expansion Strategy**

It is easier for businesses to survive when they have steady flow of business deals / customers patronizing their products and services. We are aware of this which is why we have decided to continue to work for the betterment of our services for different clients and for different purposes. We will continue to work with corporate clients in their Multi Media, IT and digital marketing needs

We know that if we continue to offer efficient and effective services for both businesses and individual, there will be steady flow of income for the organization.

Our key sustainability and expansion strategy is to ensure that we only hire creative, competent and selfless employee and create a conducive working environment and employee benefits for our staff members. In the nearest future, we will give our most dedicated and prolific employees the opportunity to be part owner of the business.

We know that if we implement our business strategies, we will achieve our business goals and objectives in record time.

**Our Team**

Admin Team (Co-founders): They recruit the best hand for the business. They also negotiate contracts for the organization

Sales and Marketing Executive: They market the business both offline and online.

Accountant: The help in financial administration of the business. The help to keep records of cost, revenue, expenses and the income of the company. They also help to draw out budget for the company

Mobile Apps Developers / Programmers: They develop app and website for client and also help in managing it.

Cinematographer: The help in creating video content for the company

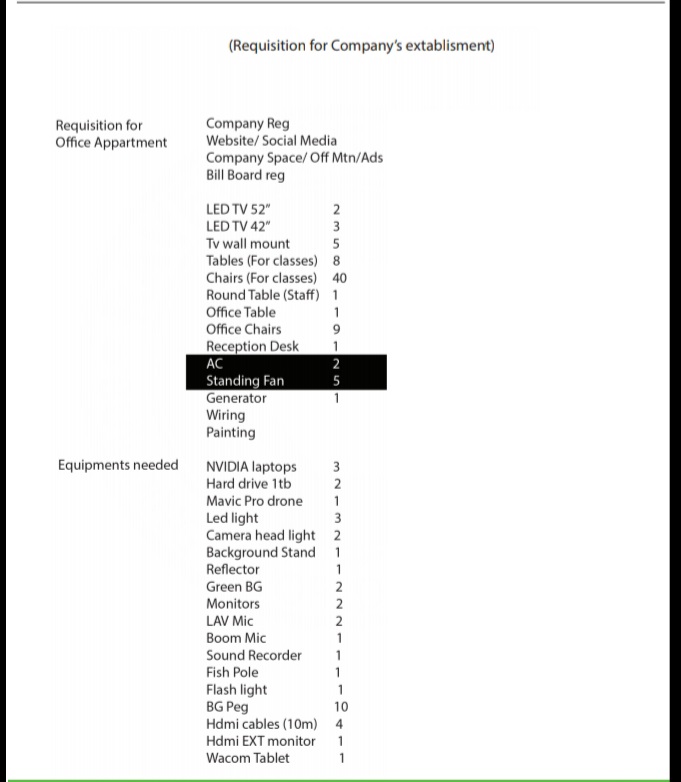
Graphic Designer: The help in the digital publication of the business.

Video Editors: They help in keeping the video content in the right perspective.

Tutors: They help in our training program.

Customer service executive: They relate with client on their enquires, complains and expectation.

2d/3d Animators. They help in animation.

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