**SUSU APP**(**Kaprε Yε**) **FOR SMALL SCALE BUSINESSES AND INDIVIDUALS**

**INTRODUCTION**

Susu is a term used in Africa specifically Ghana meaning “little savings”. The African continent has grown to love such means of saving and understood it perfectly, but there is some challenges with this great way of saving. Hence the idea to create an app for addressing these minor challenges and also build a good customer relation between the company and its customers.

This app will basically solve issues like checking bank balances, mini statement, deposits, P2P payments, utility payment and funds transfer from a customer to a different account and reduce the number of staff going on field to collect monies from these customers and also increase the turnaround time for both the customers and the bank itself. The long run result will cut down cost and reduce the human interferences and embezzlement of monies. It will also build trust and assurance for the company and the end users.

**EXPECTED LIST OF FEATURES**

As mentioned earlier on in paragraph one, the expected features of this app will be simple, exact and friendly. Below are the features of the app:

1. CREATE ACCOUNT/LOGIN
2. DEPOSIT MOINEY
3. TRANSFER MONEY
4. INVESTMENT
5. ENQUIRES
6. Susu balance
7. Mini statement
8. Statement request
9. LOANS
10. UTILITIES

a. water

b. electricity

c. cable recharge

d. credit/data recharge

8. FAQ

9. CUSTOMER CARE

These features are simple and are encountered in our everyday dealings with people and personal needs. We often make deposits in our account and transfer money from our accounts to other accounts to people we owe and vice versa hence they are a special feature. Once a while after funds are accumulated for future needs in the business and personal needs, one needs some investment to help achieve such goals that are ushered in the investment option for those who want to grow their money in the short term. We need to seek enquires when we are doubtful of the transactions made and also make follow up some transactions made so there is the need for such.

Once the business starts to grow one will like to ask for a loan just a click away without leaving his or her business. This is made easier since his or her transaction are all at one place and hence swift decision can be made in time. We are so busy with our work and hence travelling all the way to a financial institution or utility company to make such payments hence with a click away but these utilities will be sorted out very fast and will save time. We often ask common and frequent questions which can be answered to and be a referenced in addressing their some issues. Sometimes these FAQ can’t answer all queries but with the help of customer care assistant these issues will also be solved very fast to promote good customer and client relationship.

**MARKET SURVEY**

I made a survey on these five financial institution namely Absa, Ecobank, standard charted, access bank and GCB bank. And these banks have some related features on their app like what I am proposing but there are also some contrast as well. Upon going through all their website I found out that they have these features just like mine but I saw something different which was their investment they had treasury bills and also having foreign exchange rates and accounts, swift transfers options and ATM card request option.

**REFERENCES**

Absa (www.absa.com.gh)

Ecobank Ghana Limited (www.ecobank.com)

Standard Chartered (online.standardchartered.com)

Access Bank PLC. (www.ghana.accessbankplc.com)

GCB Bank (www.gcbbank.com.gh)