We should Target one or more of the following;

SMME Participant Business Types:

- Consulting Services - 4
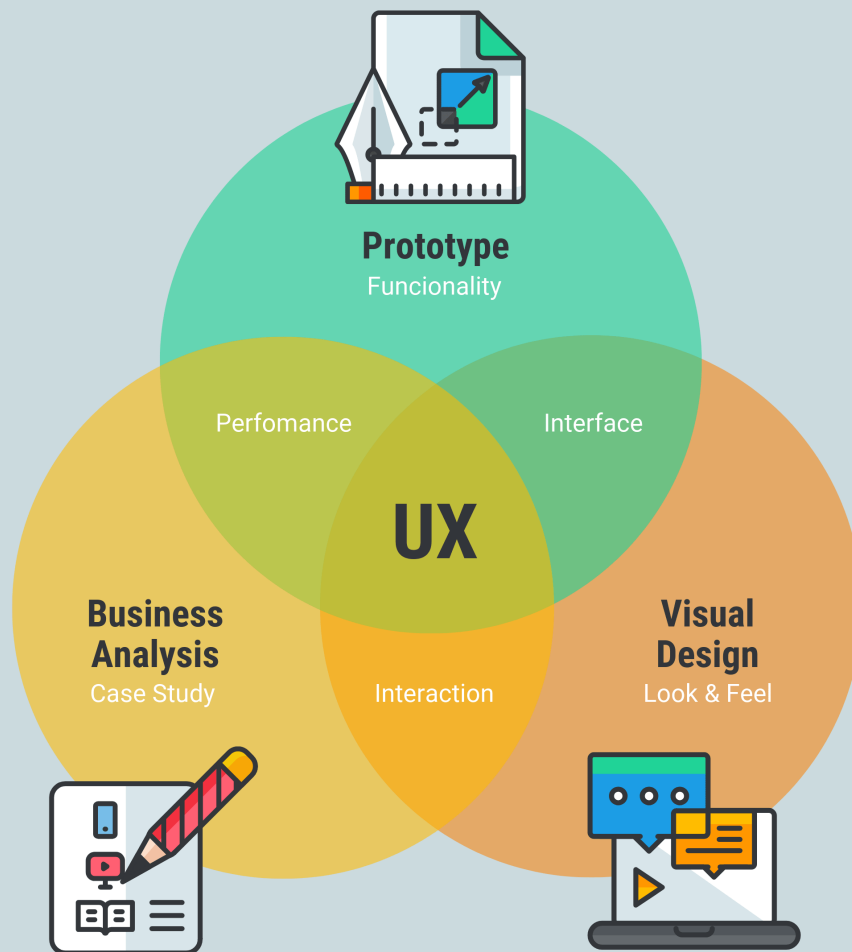- Manufacturing - 4
- Township Retail Services - 3
- Tech 2

Tembisa SMME Feedback: Manufacturing: How Do You Find Your Customers?

- Word of Mouth 4
- Social Media 3
- Facebook 1
- Our Side Busy Corner 1
- WhatsApp 1
- Flyers 1
- Email 1
- Business Address 1
- Website 1

How can we, through tech solutions, solve for Township SMMEs' business information and data challenges to improve their business efficiencies.

UX Design Company

Prototype
Funcionality

Perfomance

Interface

UX

Business
Analysis
Case Study

Interaction

Visual
Design
Look & Feel

Data literacy is the ability to read, work with, analyze and communicate with data. It's a skill that empowers all levels of workers to ask the right questions of data and machines, build knowledge, make decisions, and communicate meaning to others.

The challenges are:

1. Business information

    ○ Data Analysis e.g Profit and Loss Reports, Budgeting, Percent of a
      Metric: Keeping track of your financials against your sales (revenues)

    NB: Above information could be in a form of a Chart Analysis based on
    individual Business

2. Data challenges

    ○ Platform that will Enforce/encourage Data Literacy
    ○ Garthering and Storing Data that will be collected in Challenge 1.
      above.

3. Inprove Business efficiencies

    ○ analyze and communicate with data, make decisions.

Idea Solutions:

A booklet usually contains promotional material like a brochure does, just more of it!
Booklets are a resource for your potential or existing customers. Booklets are popular
booklet option because they are the least expensive to print and have a the
versatility to be used for a variety of products.

Come up with a digital bookets for each Manufature or distributor

- Distributors or Manufatures of products use the App to automate their sales and
  distribution processes.
- Sales reps use the app to show new products to customers, to generate quotes
  and to capture orders.
- Use of affiliate links to track sales and commision for Sales reps.

Categories

1. Furniture, home decor products
2. Health and beauty products
3. Detergent and Cleaning products
4. Food and beverage producs

Existing example companies or manufatures

- [Botle Buhle Brands](https://bbb.co.za) : https://bbb.co.za

- [Polokwane Chemical Suppliers](https://pcsphatsima.co.za) : https://pcsphatsima.co.za

NB:

> *These two companies: uses traditional booklets, it is hard to manage sales,*
> *They don't have Analytics Dashbords for their company and Sales Reps.*

Features:

Replace your paper catalogues with the mobile product catalogue app. Impress your customers with high-quality product images and full product descriptions.

Mobile app for sales reps

Sales rep app allows your sales reps to use a mobile phone or tablet to create sales quotes, place sales orders, manage customer information and demo your product catalogue. Sales reps can do all of this from anywhere using any device, even when offline.

In addition, sales managers can easily track the team's sales activities remotely by tracing sales routes and by monitoring orders as they are being created in the field.
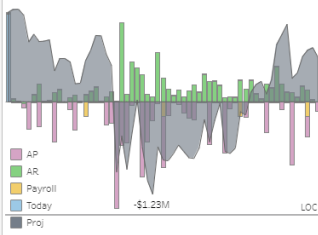
Every Data is Caputred which companies can use to request funding to grow their business. Sales reps does their jobs with ease and are fairly paid.
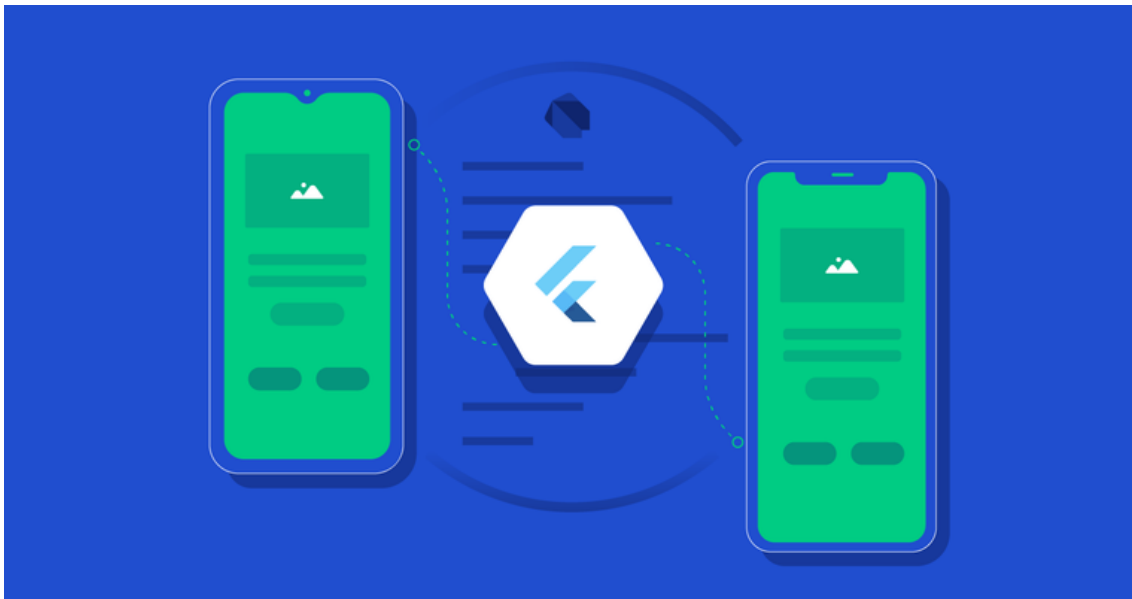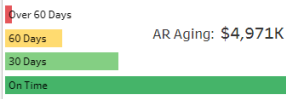
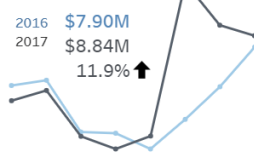# 360-degree View of the Business

60-day Cash Flow Projection

- AP
- AR
- Payroll
- Today
- Proj

-$1.23M

LOC

Orders to Ship: $2,211K

Hot New Opportunities: $4,039K

- Over 60 Days
- 60 Days
- 30 Days
- On Time

AR Aging: $4,971K

Revenue YoY

2016 $7.90M
2017 $8.84M
11.9% ↑

Avg Invoice Amt Trend

Website Visits

United States
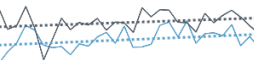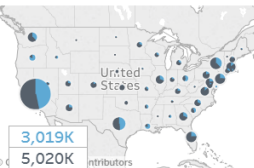
3,019K
5,020K

© OpenStreetMap contributors

Gross Profit

37.0%
$3,272K

EBITDA

5.9%
$519K
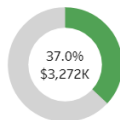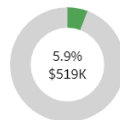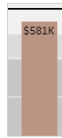
- Revenues
- Cost of Sales
- Gross Profit

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
	$1.0M	$1.1M	$0.8M	$0.7M	$0.8M	$1.7M	$1.5M	$1.4M
	$0.7M	$0.7M	$0.5M	$0.4M	$0.5M	$1.1M	$0.8M	$0.9M
	$0.3M	$0.4M	$0.3M	$0.2M	$0.3M	$0.7M	$0.7M	$0.5M

Revenue Mix

2016

2017

Admin
$581K

Mkt
$641K

Opex
$2,932K

Debt/Equity Ratio: 41%

41%

Inventory Assets

Max OH

$378K