**Business Season**

**Our Core Business Proposition:**

Let us help you automate and monitor your business in real-time.

**What are we selling?**

**Key Areas:**

* **Supply Chain Management:**
  + Sales
  + Procurement
  + Stock
  + Warehouse
  + Logistics
* **Enterprise Asset Management:**
  + Fleet Management
  + Physical Asset Management
  + Real Estate and Infrastructure Management
* **Productivity Management:**
  + Productivity and Task Management
* **Government Utilities:**
  + Asset Management
  + Productivity and Task Management
  + Document Management
* **Business Management:**
  + Human Resources
  + Finance and Accounting
* **GeoMarketing:**
* **Software**
  + Sales
  + Procurement
  + Stock
  + Productivity
  + Operations Management
  + Government
  + Asset Management
  + Logistics Management
  + Financials and Accounting
* **Consulting and Training**
  + Business Optimisation
  + Software Skills
  + Technology and Digital Transformation

**To whom are we selling?**

* Small and Medium Size businesses
* Large Businesses and Industrial Operators - Various Sectors
* Local Governments and Municipalities

**What is our Strategic Advantage?**

* Proximity service
* Near-zero cost Customisation
* Locally relevant process engineering

**How Are We Selling:**

* “One Time” Payments
* Subscription Models

**How Are We Driving Sales?**

* Promotional Content made available to potential clients (brochures, web links, videos)
* Advertising on common platforms in a relatable language (Pidjin News, BetaTinz, )
* Social Network Penetration : accessing groups of social networks where our services can be presented - Whatsapp groups, community gatherings
* Proximity Advertising: Placing advertising content in concentrated areas where there is known business activity: Port area, Markets,

**What are Innovative Business Strategies:**

* **Pre-Financing Model:** 
  + Alliance with Financial Institutions to create a loan product for businesses enabling them to acquire appropriate business software. The bank sells at a given price and is able to get a commission on the sale plus the interest on their loan products.
* **Strategic Marketing Partnerships:**
  + Establishing partnerships with industry organizations and 3rd parties that can help us access an important client pool.
    - Transit Companies: These can give access to importers
    - Banks and Microfinance Institutions granting us access and acting as a reseller of our products to their big business clients