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### **Park and Pick Assessment**

- I. 1 customer buys goods worth 20,000 Rwf per week. Only 10% the company earn as the profit equals.

Number of Customers	Price of Goods bought/ week (Rwf)	Profit (10%)	Profit Per month (Rwf)	Net profit	Description
1	20,000	2000	8000		Given assumption
1250	25,000,000	2,500,000	10,000,000	0	Break Even Point (No loss and no profit)
1500	30,000,000	3,000,000	12,000,000	2,000,000	Profit earned
2000	40,000,000	4,000,000	16,000,000	6,000,000	Profit earned

If the monthly expense is 10,000,000Rwf, more than that is need for the company development. Not only working to cover expenses but to gain profit to expand or develop the company in different aspects. In this scenario, by increasing the number of customers, the profit is proportional to the number of clients and what they bought. For us as a company, it pretty hard to know what will be bought by customers. The only way to rise the company is to increase the number of customers. The above table show how the company profit can rise by customers number increase.

- II. **Developing a mobile application for product delivery, advertisement, and recommendations (Park&Pich) would require several key components. Here are some skill sets and role that might be needed:**

1. **Mobile App Development:** Expertise in mobile app development is a great resource, including experience in designing, developing, and deploying mobile applications on various platforms like Android and iOS.
2. **User Interface (UI) and User Experience (UX) Design:** To create a user-friendly and intuitive app, the experience in designing UI and UX will be needed. This

includes designing an attractive user interface, user flow, wireframes, and user interaction.

3. **Data Analysis and Recommendation Systems:** Knowledge in data analysis and recommendation systems is needed to develop an intelligent recommendation engine that can recommend products based on user behavior, past purchases, and other factors.
4. **Payment Gateway Integration:** To accept payments in the app, having experience in integrating various payment gateways like Mobile Money, pay pal, and others is essential.
5. **Logistics and supply chain management:** knowledge of logistics and supply chain management in order is needed to handle product delivery. This covers order processing, shipping, and delivery as well as inventory management.
6. **Marketing and Advertising:** have experience in marketing and advertising is vital to promote your app and boost user acquisition. This covers paid advertising, search engine optimization, email marketing, and social media marketing.

Overall, developing a mobile application for product delivery, advertisement, and recommendations is a complex process that requires a multidisciplinary team of experts with various skill sets.

**To develop a successful mobile application the team should possess the following attributes:**

1. **Technical Expertise:** The team should have technical expertise in mobile app development, UI/UX design, data analysis, payment gateway integration, logistics and supply chain management, and marketing and advertising.
2. **Collaboration:** The team should be able to collaborate effectively, communicate clearly, and work together towards a common goal.
3. **Creativity:** The team should have a creative mindset and be able to think outside the box to come up with innovative solutions to problems.
4. **Attention to Detail:** The team should pay close attention to detail and ensure that all aspects of the app are functioning properly.
5. **Flexibility:** The team should be flexible and adaptable, able to adjust their approach as needed to meet changing requirements and customer needs.
6. **Time Management:** The team should be able to manage their time effectively and meet project deadlines.

7. **Customer Focus:** The team should be customer-focused, understanding the needs and preferences of the target audience and designing the app accordingly.
8. **Continuous Learning:** The team should have a willingness to learn and stay up-to-date with the latest technologies, trends, and best practices in app development.

Overall, the success of the mobile app development team will depend on their ability to work together, stay focused on the customer, and continuously improve their skills and processes.

### **III. Mobile Application description and how it can contribute to increasing customers to improve the benefit of the company. How attractive can it be to the customers to achieve the company's goal?**

A mobile application that contributes to an increase in customers, benefits the company, and is attractive should have the following features:

1. **User-Friendly Interface:** The app should have an easy-to-use interface that is intuitive and user-friendly. It should be easy to navigate, and users should be able to complete tasks quickly and efficiently.
2. **Personalized Recommendations:** The app should provide personalized product recommendations based on the user's browsing history, purchase history, and other factors. This will help to increase customer engagement and encourage repeat purchases.
3. **Order Tracking and Notifications:** The app should provide real-time order tracking and notifications to keep customers informed about the status of their orders. This will help to increase customer satisfaction and reduce the number of support requests.
4. **Seamless Payment Integration:** The app should have a seamless payment integration that allows customers to pay for their orders quickly and securely. The app should support multiple payment methods to cater to the preferences of different customers.
5. **Social Media Integration:** The app should have social media integration that allows customers to share their purchases on social media platforms like Facebook, Instagram, and Twitter. This will help to increase brand awareness and attract new customers.'
6. **Loyalty Programs and Discounts:** The app should offer loyalty programs and discounts to incentivize customers to make repeat purchases. This will help to increase customer retention and encourage customers to refer their friends and family.
7. **Attractive Design:** The app should have an attractive design that is visually appealing and consistent with the company's branding. The app's design should be optimized for mobile devices and should provide a seamless user experience across different screen sizes.

Overall, a mobile application that contributes to an increase in customers, benefits the company, and is attractive should provide a seamless user experience, personalized recommendations, real-time order tracking and notifications, seamless payment

integration, social media integration, loyalty programs and discounts, and an attractive design that is consistent with the company's branding.

#### **IV. Projection In 10 Years for the company development.**

When a new company initiates its operations in another country, measuring its gross revenue and payroll revenue can be a complex process that depends on several factors. Here are some key considerations:

1. **Currency Conversion:** The gross revenue and payroll revenue of the company will need to be converted to the local currency of the country where the company is operating. This will require a currency conversion process that takes into account the exchange rates at the time of the transaction.
2. **Taxation:** The company will need to comply with the tax laws and regulations of the country where it is operating. This may include paying taxes on its gross revenue and payroll revenue, as well as complying with other tax-related requirements.
3. **Accounting Standards:** The company will need to follow the accounting standards of the country where it is operating. This may include using a different accounting method, adhering to local tax laws, and complying with other financial reporting requirements.
4. **Local Labor Laws:** The company will need to comply with the local labor laws of the country where it is operating. This may include adhering to minimum wage requirements, providing benefits to employees, and complying with other employment-related regulations.

**Within 10 years I would focus on the raising of the company toward sustainable growth by looking forward to the following goals:**

- Raise Customers to reach 4M or above of customers
- Strong IT infrastructure
- Employee raising
- Building strong customer relationships: being accountable and responsible for balancing the needs of one customer against the rest of your market.
- Building chatbot to leverage customer experience.
- Agriculture of fruit and vegetables for sustaining the demand of customers
- Targeting Hospitals, schools and Hotels mostly
- Building Strong Supply chain among different countries

**Countries to expand:**

According to the Global Hunger Index 2022, the African countries with the highest levels of hunger and food insecurity should be the most to invest:

Rwanda

Nigeria

Ethiopia

Congo (Republic of)

Sudan

India

Zambia

Afghanistan

Timor-Leste

Guinea-Bissau

Sierra Leone

Lesotho

Liberia

Niger

Haiti

Guinea,

Mozambique,

Uganda,

Zimbabwe

Chad

Dem. Rep. of the Congo

Madagascar

Central African Rep

Yemen

Burundi,

Somalia

South Sudan,

and Syrian Arab Rep.

In order to satisfy this large market we as company we must invest in agriculture of our products within these countries said above, most of them have lands which we can use to grow fruits and vegetables in order to sustain our market. And the most important this would help these countries to eradicate malnourished problem.

I expect to raise the number of employees to 200 employees the payroll to go beyond 200M

With IT team I expect to have 60 employees in different subdivisions including:

- IOT (to modernize our agriculture)
- Data Scientist
- Software Developer
- Network engineer
- AI engineer

By assuming the profit of 1500RW from one customer per week.

After reaching to the 5M of customers we would get 7.5B Rwf