

**CYPRUS INTERNATIONAL UNIVERSITY**

**CAPSTONE PROJECT BUSN430**

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**BUSINESS PLAN : CLOVERNET**

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# BUSINESS CONCEPT

## EXECUTIVE SUMMARY

Clovernet is an upcoming internet provider in the Democratic Republic of Congo (DRC) with one clear goal—making internet access affordable and accessible for everyone. Clovernet focuses purely on data services. Our SIM cards will be designed exclusively for internet use, allowing us to cut costs and pass those savings on to our customers.

We are confident that Clovernet can disrupt the market by offering high-speed connectivity at lower prices. We want to bridge the digital divide, making internet access easier for students, remote workers, businesses, and everyday users.

## BUSINESS AND INDUSTRY PROFILE

The DRC’s internet market is controlled by a few major players, but internet access remains expensive and inconsistent, especially in underserved regions. Many people can’t afford large data bundles, and businesses struggle with unreliable connectivity. Clovernet is here to change that.

We believe affordable internet is more than just a convenience—it’s a necessity for education, business growth, and innovation. By focusing only on data services, we eliminate unnecessary costs, making sure our customers get exactly what they pay for: fast, reliable, and budget-friendly internet.

# BUSINESS GOALS AND VISION

## MISSION, VISION STATEMENT, DESCRIPTION OF SERVICES

**Mission** : To provide fast, reliable, and affordable internet services to individuals and businesses in the DRC.

**Vision** : To become the leading internet-only service provider in the DRC, driving digital inclusion across the country.

**Services** : Clovernet will provide prepaid and postpaid data plans through SIM cards that function solely for internet access.

## COMPETITOR ANALYSIS

Existing providers (Vodacom, Airtel, Orange, and Africell) bundle internet with calls and SMS, resulting in higher costs. Their infrastructure primarily serves urban areas, leaving many rural regions underserved. Clovernet’s competitive edge lies in its affordable pricing and data-focused model, catering specifically to customers who need internet without extra services.

## SHOWING CUSTOMER INTEREST

A growing number of people in the DRC rely on the internet for work, study, and entertainment. However, high prices and unreliable service are common complaints. Our research shows that affordable, high-quality data plans would be welcomed by students, remote workers, and small businesses.

## DOCUMENTING MARKET CLAIMS

Reports on internet usage in the DRC confirm a steady rise in demand for cheaper, more reliable data options. With the rise of mobile banking, online education, and remote work, internet access is more important than ever. Clovernet is positioned to fill this major gap in the market.

# PRODUCT DESCRIPTION AND DIFFERENTIATION

Clovernet offers internet-only SIM cards, meaning :

* Customers pay only for data, no hidden charges.
* Prices are lower because there’s no cost for calls or SMS.
* The focus is on faster speeds and better coverage.

Our approach is simple but effective : No extra features that customers don’t need, just reliable, low-cost internet access.

# TARGET MARKET

Our primary customers include :

* Students and young professionals who require affordable internet for education and work.
* Businesses and startups looking for cost-effective internet solutions.
* Urban and semi-urban residents who are underserved by current providers.
* Freelancers and remote workers who depend on stable internet access.

# ETHICAL AND ENVIRONMENTAL ISSUES

Clovernet is committed to corporate social responsibility by :

* Offering affordable internet to bridge the digital divide.
* Supporting digital education through partnerships with schools.
* Minimizing electronic waste by encouraging customers to use existing devices instead of purchasing new ones.

# MARKETING STRATEGY

## PROMOTING

Social media marketing (Facebook, Instagram, TikTok) to engage with young users.

Referral programs where customers get rewards for bringing in friends.

## ADVERTISING

Digital advertising on platforms like Facebook, Instagram, and Google Ads.

Sponsorship deals with influencers and tech bloggers.

## MARKET SIZE AND TREND

The internet market in the DRC is growing rapidly. More people need affordable, reliable internet, but most current options are too expensive. Clovernet is stepping in at the right time to offer a better alternative.

## LOCATION

Clovernet will start in major cities like Kinshasa, Lubumbashi, and Goma before expanding to other areas.

## PRICING

By focusing only on data services, we can offer the lowest prices in the market.

## DISTRIBUTION

SIM cards will be distributed through :

Online purchases and doorstep delivery.

Partnering with local shops and kiosks.

## PLAN OF OPERATION

Phase 1 : Set up infrastructure, finalize partnerships, and get licensing.

Phase 2 : Launch in major cities and focus on aggressive marketing.

Phase 3 : Expand to semi-urban and rural areas.

# CURRENT FINANCIAL STATE

|  |  |  |  |
| --- | --- | --- | --- |
| Assets | Amount | Liabilities | Amount |
| Building | 80 000$ | Equity | 150 000$ |
| Material | 30 000$ |  |  |
| Inventory (SIM cards) | 10 000$ |  |  |
| Insurance | 5 000$ |  |  |
| Cash | 25 000$ |  |  |
| Total | 150 000$ | Total | 150 000$ |

# PROJECTED FINANCIAL STATE

Year 1 : Expected revenue of $500,000 from SIM sales and data subscriptions.

Year 2 : Expansion to new regions, with projected revenue of $1.2 million.

Year 3 : Further market penetration, with revenue reaching $3 million.

**Financial state at the end of Year 3 :**

|  |  |  |  |
| --- | --- | --- | --- |
| Assets | Amount | Liabilities | Amount |
| Building | 1 600 000$ | Equity | 2 150 000$ |
| Material | 600 000$ | Profit | 850 000$ |
| Inventory (SIM cards) | 200 000$ |  |  |
| Insurance | 100 000$ |  |  |
| Cash | 500 000$ |  |  |
| Total | 3 000 000$ | Total | 3 000 000$ |

## PROJECTED BREAK EVEN POINT

* Total Fixed Costs = $100 000
* Total Variable Cost per Unit = $5
* Average Selling Price per Unit = $10
* Break Even Point = 100 000/ (10\*5) = **$20 000**

# THE ASK

## LOAN PROPOSAL

To accelerate expansion and improve service quality, Clovernet is looking for $500,000 in funding. This investment will help us :

- Expand network infrastructure.

- Strengthen marketing and distribution.

- Secure licensing and regulatory approvals.

# THE TEAM

## ENTREPRENEURS’ AND MANAGERS’ RESUMES

**Jonathan Matala** – Founder & CEO : Background in business and telecommunications.

**Cled Kitenge** – CTO : Expertise in networking and infrastructure.

**Timothée Nkwar** – Experience in logistics and customer service.

**David Mukaz** – Digital marketing specialist focused on telecommunications.

**Website link :**

https://jonathanmatala.github.io/essai1/