

# AFRIZON MALL BUSINESS PLAN

## Problem

There are no government policies, initiatives, nor incentives to support online business.  
Electronic commerce is in its infancy in Sudan and is rarely used.

## Existing Alternatives

- Facebook Marketplace
- Instagram
- Whatsapp

## Solution

- Providing the ease of purchasing products and services over the internet.
- Giving consumers access to a much wider range of products and prices than they would normally be able to find in their local stores.

## Unique Value Proposition

High-quality products for a surprisingly good price.

## Unfair Advantage

98% of online businesses in Sudan conduct their affairs through social media only which means they won't be available for the consumers 24/7  
We are going to be available to consumers 24/7

## Key Metrics

- Conversion rate
- Social media engagement
- Return rate

## High Level Concept

E-commerce in Sudan is still in its infancy but it possesses a very good potential

## Channels

- Instagram ads
- Facebook ads
- Twitter
- Video ads
- Billboard ads
- Whatsapp ads

## Cost Structure:

- Estimated Starting Budget-\$1,000
- TOTAL APPROX. OF PRODUCTS= \$600
- TOTAL APPROX. LADIES WEAR = \$100
- WEBSITE= \$100 PER YEAR
- SHIPPING=\$50
- PACKAGING=\$50

## Revenue Streams

- Strategic Partnerships with companies in Sudan
- Making sales