



**SPECIALISED ARTISANAL
CRAFT
COMPANY**

SCHOOL	: BUSINESS AND MANAGEMENT SCIENCES
DEPARTMENT	: ELECTRONIC COMMERCE
COURSE	: TECHNOPRENUERSHIP 2201
TOPIC	DEVELOPING A DIGITAL PLATFORM TO REVITALISE ARTISANAL CRAFTSMANSHIP
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CHAPTER 5 PRODUCTION PLAN

4.1 Production objectives

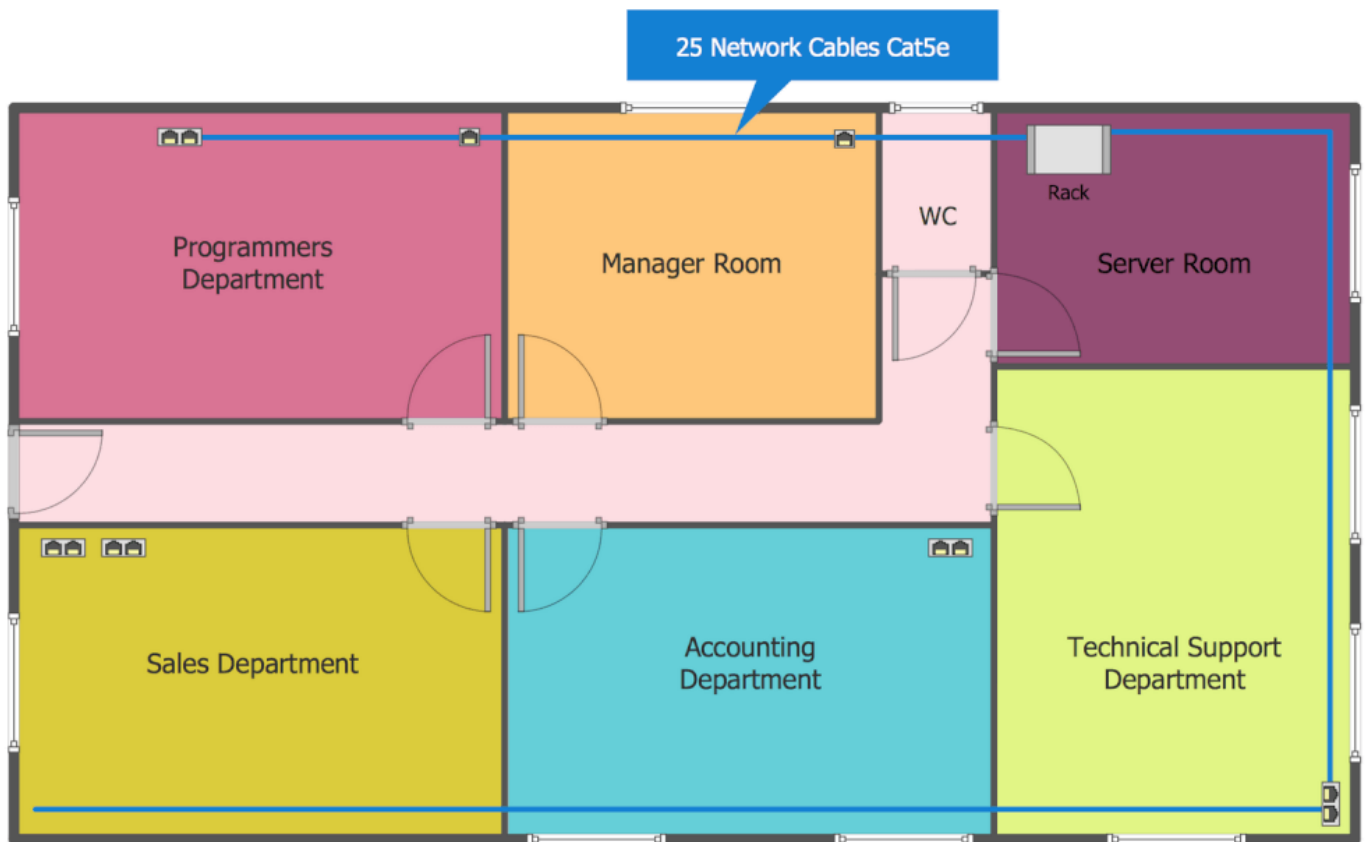
- To capture 25% of the market within the first quarter of the year
- To achieve a loading time of under 3 seconds for all pages of the platform by August 2024 when launching the website.
- To improve the labor productivity within our operations by 20%.

4.2 Office location

SAC offices will be physically based in Harare CBD to reach all artisans of pottery and weaving around the country which will allow them to upload their products. The services will be available on the website 24/7. The foundation of our business' success is based on 5 rights (right service, right quality, right quantity, right place and finally at the right time).

4.3 Office Layout





4.4 Equipment, Machinery and Suppliers

The following is a list of the kind of equipment or machinery we will require and the suppliers we have chosen to provide them for the development and maintenance of our digital platform:

- **High-performance Servers and Data Storage:** We will be sourcing our servers and data storage solutions from WebDev. These servers will form the backbone of our platform, ensuring seamless data management and accessibility for our users.
- **Development Workstations:** For our development team, we will be utilizing cutting-edge workstations provided by TechGenius Inc. These workstations will be equipped with the latest software and hardware to enable our team to efficiently develop and optimize the digital platform.

- **Networking Infrastructure:** Our networking infrastructure, including routers, switches, and other networking equipment, will be supplied by TelOne Zimbabwe. This will ensure a robust and secure network environment for our platform.
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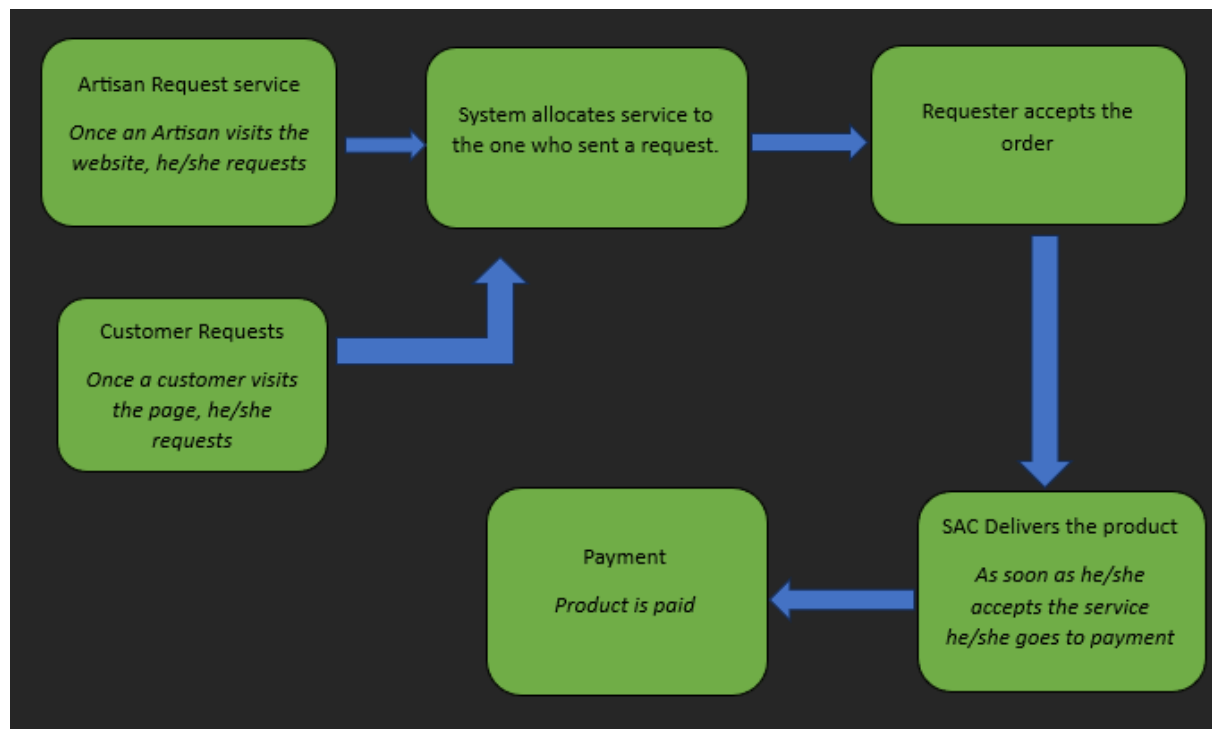
4.5 Production Staff

Job position	Skills required
IT specialist	Programming skills
Designers and software engineers	Web-designing skills, software engineering skills
Database Administrator	MySQL

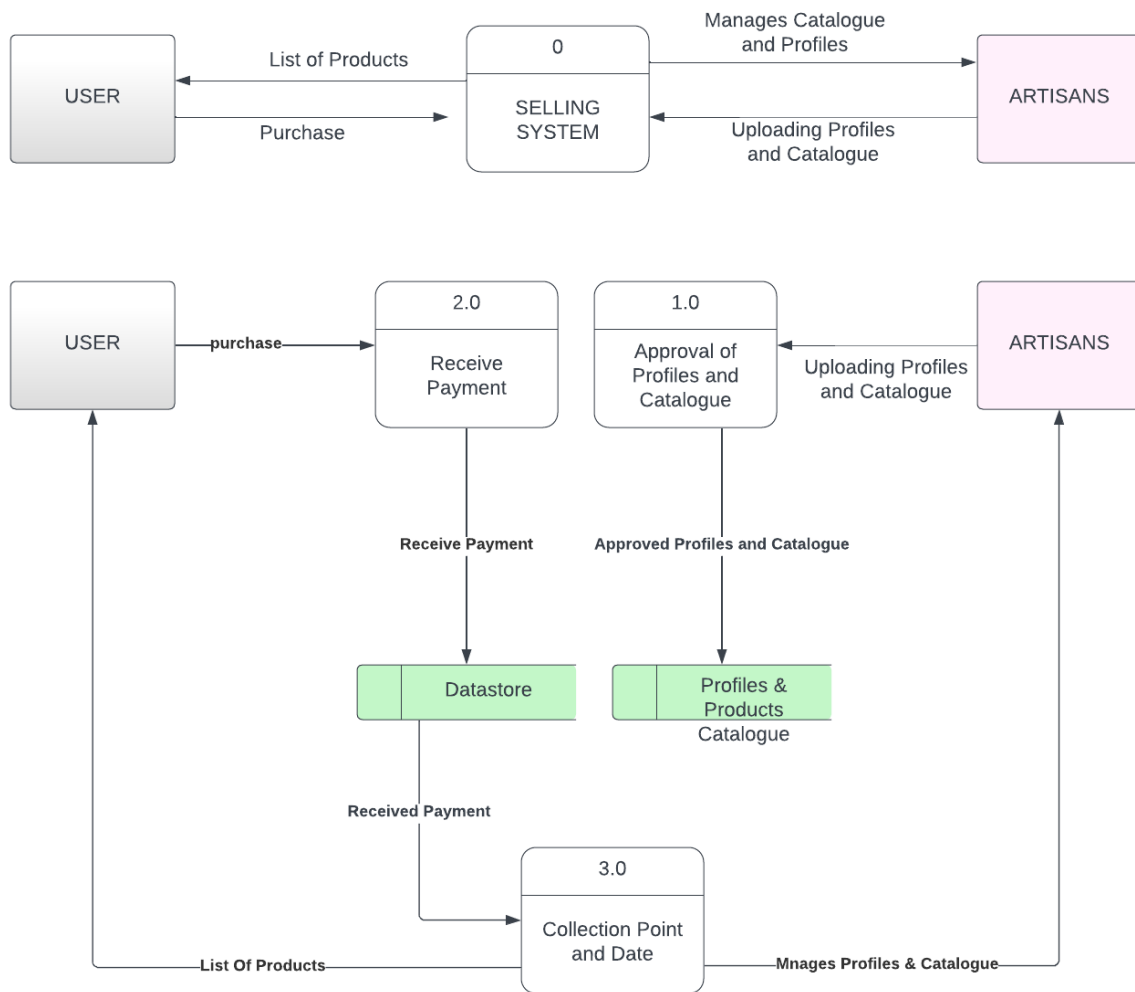
4.6 Process layout

The process layout for developing our digital platform will be designed to maximize efficiency and collaboration among team members. We will adopt an agile development methodology, allowing for iterative and incremental progress. The layout will involve cross-functional teams working in close proximity and engaging in frequent communication to ensure seamless coordination and knowledge sharing.

Our office space will be organized to facilitate collaboration and creativity, with dedicated areas for brainstorming, design discussions, and collaborative work. The development team will have access to cutting-edge hardware and software tools to support their work



4.7 Process flowchart



4.8 Quality Management

Quality management will be at the core of our digital platform's operations, ensuring that every aspect of the customer experience reflects the highest standards of craftsmanship. We will implement a meticulous artisan selection process, vetting artisans based on their expertise, creativity, and commitment to quality. Through stringent product curation and standards, we will maintain consistency and excellence across the showcased items, evaluating factors such as design, materials, craftsmanship techniques, and overall durability. Regular quality checks will be conducted to ensure that products meet or exceed customer expectations. Additionally, we will establish clear communication channels with artisans to address any quality concerns promptly and implement necessary corrective measures. By prioritizing quality management, we aim to build trust with our customers, cement our reputation as a reliable platform for exceptional craftsmanship, and drive customer satisfaction and loyalty.

4.9 Warranties and Guarantees

In the production plan for the SAC PVT LTD in Zimbabwe, it is crucial to include warranties and guarantees to build trust with customers and ensure product quality. Examples of warranties and guarantees that can we will include are:

1. **Product Warranty:** Offer a warranty on all artisanal products sold through the digital platform. For example, We will provide a one-year warranty against defects in materials or workmanship.
2. **Satisfaction Guarantee:** Promise customer satisfaction by offering a money-back guarantee if customers are not satisfied with their purchase. This can instill confidence in customers to try out new artisanal products.
3. **Quality Assurance:** We are going to implement a quality assurance program to ensure that all products meet high standards of craftsmanship. Conduct regular inspections and testing to maintain consistency in product quality.
4. **Customer Support:** SAC PVT LTD is going to provide excellent customer support to address any issues or concerns that customers may have. Offer a dedicated customer service team to assist with inquiries, returns, or exchanges.

By incorporating these elements, the SAC PVT LTD in Zimbabwe can create a conducive environment for creativity

4.10 Compliance & Risks

- SAC PVT LTD is to comply with Zimbabwe Revenue Authority (ZIMRA) in paying its taxes which includes income tax, value-added tax (VAT), customs duties and excise duties to avoid tax evasion.
- SAC will also comply with Zimbabwe Internet Service Providers Association (ZISPA), which is the designated registry for the .ZW country-code top-level domain (ccTLD) and oversees the registration and management of domain names ending with .ZW.

RISK	MITIGATION
Uncertainty about the target market's adoption and interest in the platform.	Engaging effective marketing strategies by identifying unique selling points.
Risk of breakages during transportation of products.	Proper packaging by use of sturdy protective packaging materials such as foam padding
Cyber-security threats	Implement robust cyber security measures e.g. Use of encryption firewalls and secure socket layer protocols

4.11 Intellectual Property

- We are also going to trademark our brand name SAC PVT LTD and logo when registering our company.
- We also going to have copyrights for our website.
- Artisanal crafts that are registered under ZIPO, ARIPO and WIPO are approved by the administrator to be uploaded on the website.

4.12 Operations Budget

DESCRIPTION	PROJECTED COST (USD\$)
Hosting and Domain renewal	60
Website Maintenance	200
Content creation and management	600
SEO optimization	300
Customer service team salaries	1000
CRM software	600
Insurance	500
Research and Development Costs	3000
Digital marketing campaigns	700
Social media advertising	400
Software updates and upgrades	800
Analytics tools subscription	200
IOS and Android licensing	800

Staff training programs	800
Pre-launch marketing costs	200
Legal consultation	750
Compliance audits	250
Contingency fund	900
Miscellaneous expenses	550
TOTAL	12 610