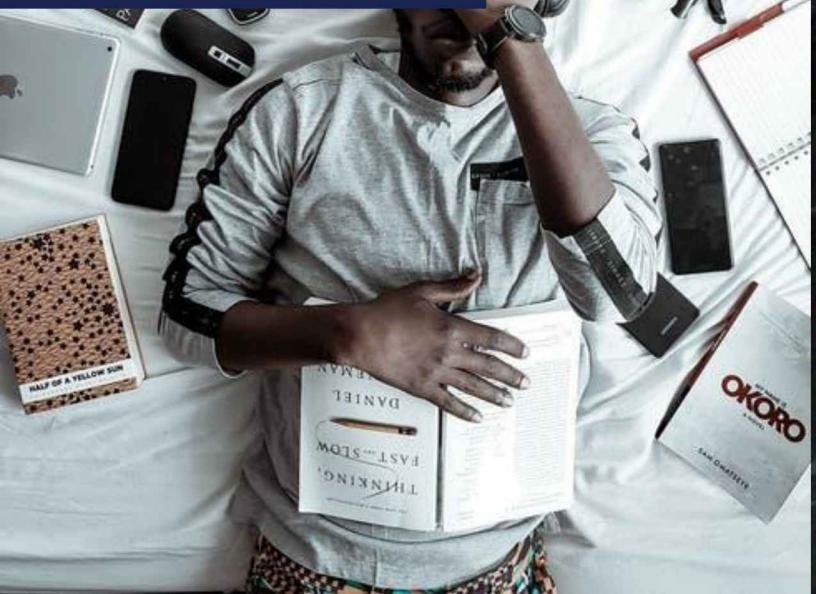


SABRATIC



SABRATIC COMPANY

Explore the possibilities of Digital Entrepreneurship

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Introduction

Through scanning, searching and structural listening in Ghana , through frequent interactions and market research with traditional businesses to gain new information.

The founder being an avid information seeker and seeing connections and associations decided to setup the startup ***Sabratific***.

The vision is to make most businesses aware of the possibilities of Digital entrepreneurship.

Digital entrepreneurship is the creation of digital businesses and the adoption of digital technologies by existing entrepreneurs.



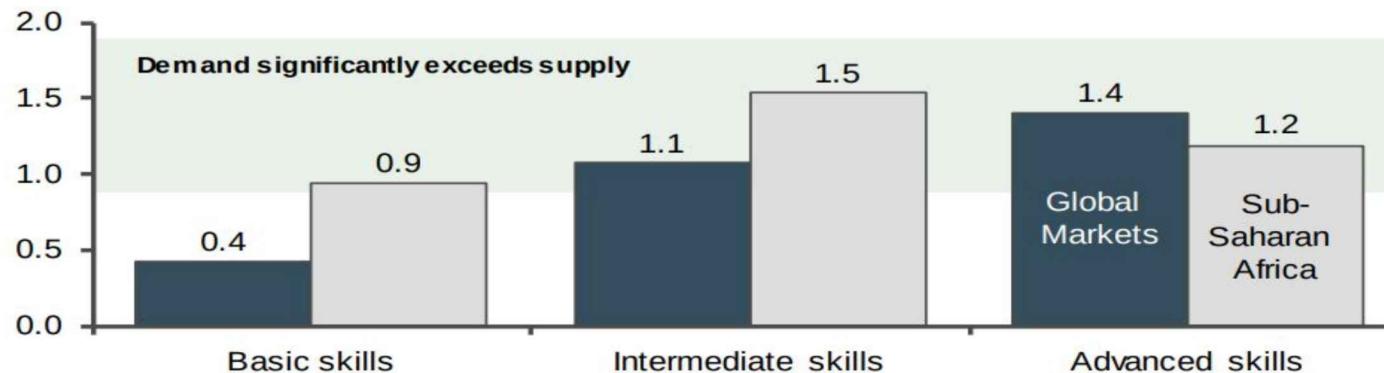
DIGITAL ENTREPRENEURSHIP

Digital entrepreneurship is the creation of new digital business and adoption of digital technologies by existing entrepreneurs.

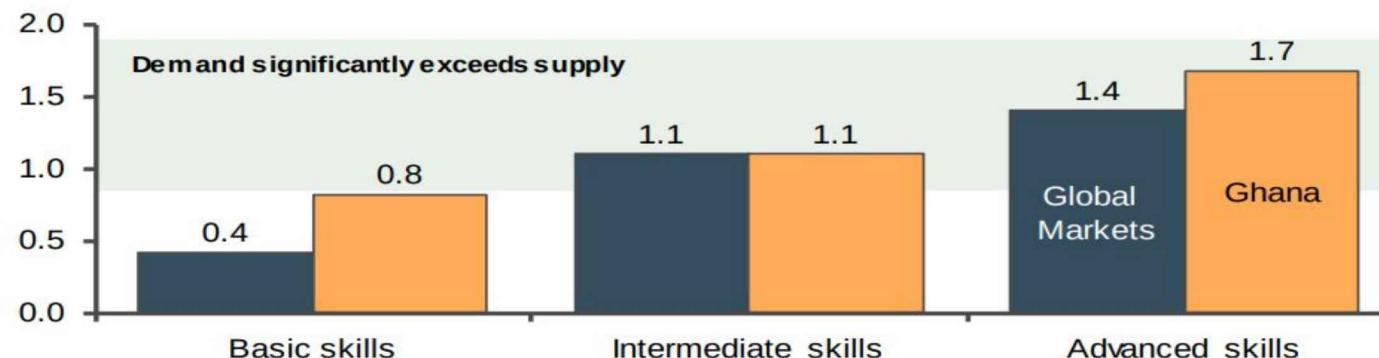
Demand-Supply Gap in Digital Skills by Skill Level

Source :www.ifc.org - Significance of Digital Skills Needed in the Workforce for Global Markets, Sub-Saharan Africa, and Ghana report

Sub-Saharan Africa



Ghana



The market for advanced digital knowledge and skills in Ghana over the coming years for traditional businesses is noteworthy. While the transformation will come more rapidly when there are the right structures put in place, the revenue of traditional businesses without digital knowledge and adoption of digital technologies is additionally quickly impacted .

In order for Ghana's economy to proceed to develop, they will require to harness ability and give digital skills and technology space or risk losing competitiveness and coming up short to attain financial potential. There is an evident opportunity for members in all divisions to play a part.

The World Bank Group's 2017 report, Creating Markets in Ghana: Nation Private Sector Diagnostic, discovered a skills hole within the digital segment that may compel development.

The private sector has an opportunity to contribute to this field through the adoption of digital technologies and the transformation of traditional businesses to digital business. These will help them to explore the possibilities of digital entrepreneurship.

PROBLEM

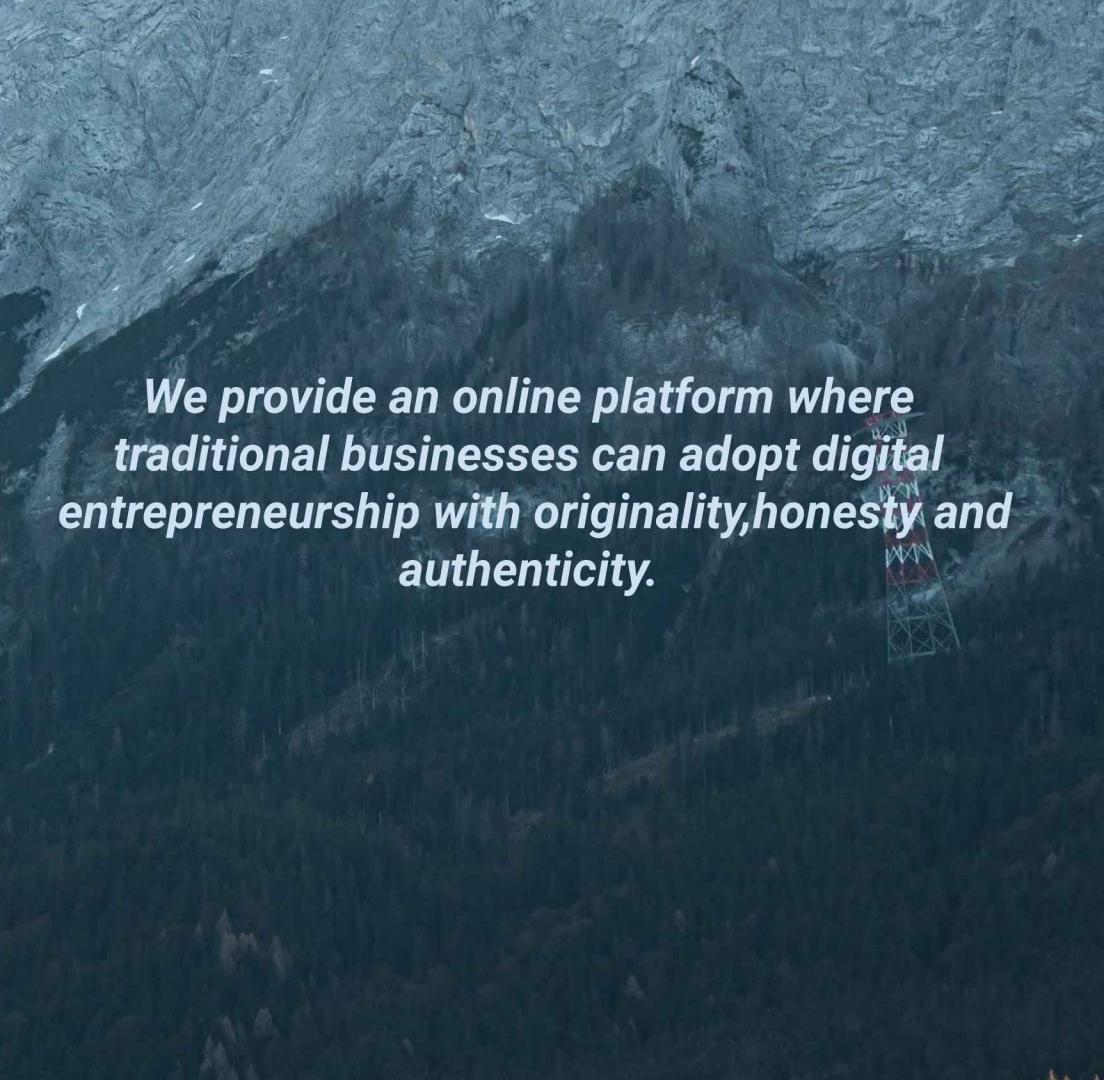


A lack of digital skills is a setback for most traditional businesses in creating digital businesses or accessing the possibilities of adopting digital technologies.





BUSINESS OVERVIEW



We provide an online platform where traditional businesses can adopt digital entrepreneurship with originality,honesty and authenticity.



Provide online platform where traditional businesses can go digital and adopt digital entrepreneurship with originality, honesty and authenticity.



Business Goals : How it can solve problems, frustrations

The platform promotes digital entrepreneurship and digital presence for all by:

- Improving access to market intelligence, networks, and industry data.
- Wide scope and decreased customer-facing operational functions , expenses, advertisements, contact and delivery.
- Reduced cost of recreating value and lower cost of existing operational functions.
- Strengthened interaction with the customers across the media.

Business Goals : How it can solve problems, frustrations

The platform promotes digital entrepreneurship and digital presence for all by:

- Improving access to current distribution channels.
- Creation of alternative platforms for sales.
- New platform development, the existing platform transformation.
- Greater ability to recognize, connect with, and build a reputation with investors.
- Creation of economies of scale.



Our mission at Sabratific is providing online platform where traditional businesses can go digital and adopt digital entrepreneurship with originality, honesty and authenticity.

I | D | E | A

BUSINESS MANAGEMENT TEAM
AND EXPERIENCE



The business team will consist of data science experts ,web developers and web engineers as well as technology and marketing team.

Since the founder is in the knowledge space and have the domain experience,the team will be recruited during the developmental stages of the startup process.

BUSINESS TEAM

- Data Science Experts
- Web Developers and Web Engineers
- Technology and Marketing Team

BUSINESS TEAM EXPERIENCE



Our Business Management team investigates and thoroughly understand traditional businesses, recognize their business challenges, work together with them in creating a key digital entrepreneurship action plan.

BUSINESS TEAM EXPERIENCE

The Business Management team help within the execution process of the transformation of traditional businesses and evaluate the performance of the business plan.

Our professional team gives viable solutions to traditional business challenges through **comprehensive business evaluation, investigation and planning, restructuring/turnaround procedure, revenue improvement, interim administration, and a key business execution advancement activity plan.**

Our Business Management team professionals have a wide range of involvement with creating modern business solutions and we understand the significance of a promoting methodology that guarantees **revenue development and productivity of traditional businesses.**



Market Analysis (Size Of The Market – Why Is This Market Worth It



The labor market for entrepreneurial digital abilities is as of now highly in demand in Africa and in Ghana with the survey respondents evaluating around half of the jobs require some digital abilities.

There is a strong request for entrepreneurial digital abilities in West Africa and Ghana. This is often driven both by inactive economic growth as well as the digitization and computerization of agriculture, manufacturing and other services.

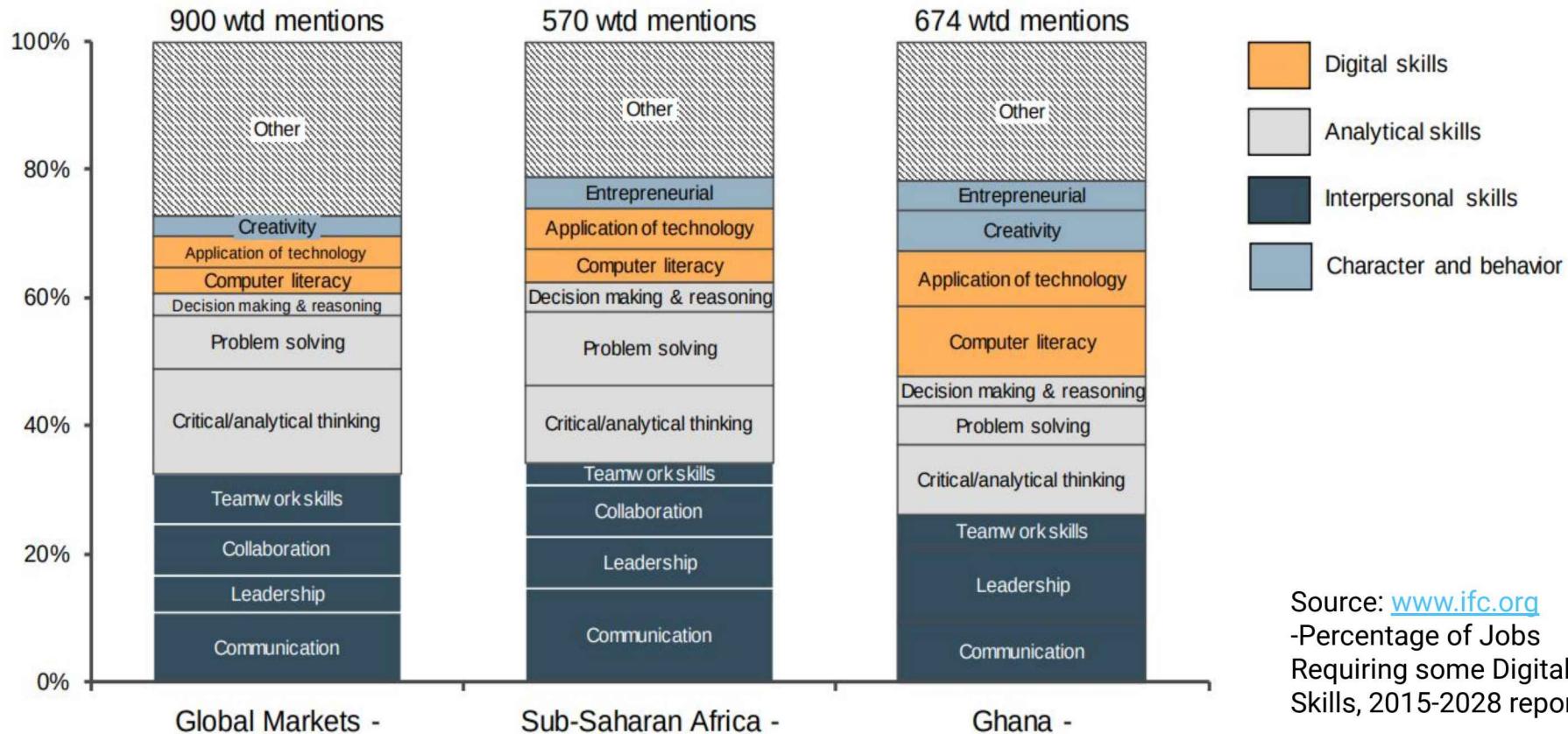
Basic skills including web research and fundamental, software use are in most request in Africa but some intermediate and advanced skills are moreover a need like digital, marketing and marketing.

Demand for entrepreneurial digital skills is anticipated to develop at a speedier rate within the region than in other worldwide markets.

In most cases, most traditional businesses cite a critical gap in inadequate knowledge and skills in digital entrepreneurship abilities levels in all regions with lower accessibility of digital technologies in Ghana.

Global Markets - , Sub Saharan Africa - , Ghana -

Percentage (Weighted Mentions)



Source: www.ifc.org
-Percentage of Jobs
Requiring some Digital
Skills, 2015-2028 report

The marketing trend of the services the company provides according to marketing research tools of google called Google Trends and Think for Google.

Your markets ^

EXISTING MARKETS

 Ghana[Edit](#)

POTENTIAL MARKETS

 Nigeria Togo Cote d'Ivoire[Edit >](#)

Your business ^

YOUR CATEGORIES

Changes to your business information will be reflected in your market insights

[Internet](#)[Technology Consulting](#)[Advertising & Marketing](#)

Explore market insights

Compare insights between markets to find relevant opportunities for your business.

[Overview](#)[Country profile](#)[Economic profile](#)[Online profile](#)[Purchase behaviour](#)[Logistics](#)

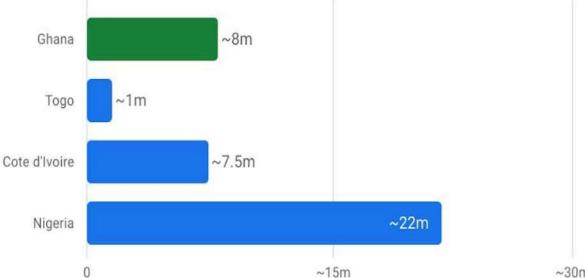
Monthly searches across categories

UPDATED EVERY 35 DAYS

The average number of monthly Google searches for terms related to your selected product categories.

Search volumes indicate demand and can be useful to determine the overall opportunity size of your business categories in the market.

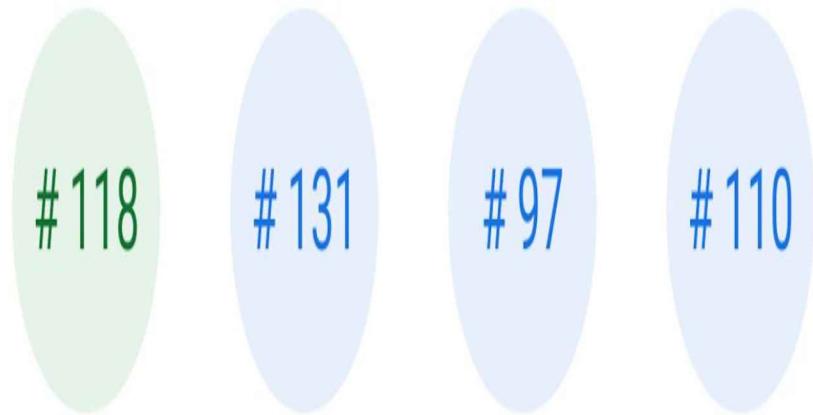
Google



Ease of doing business index (rank)

LAST UPDATED IN 2020

Measures the ease of doing business in a market, ranked from 1–190. This helps understand if the regulatory environment of the country is more conducive to the starting and operation of a local business.

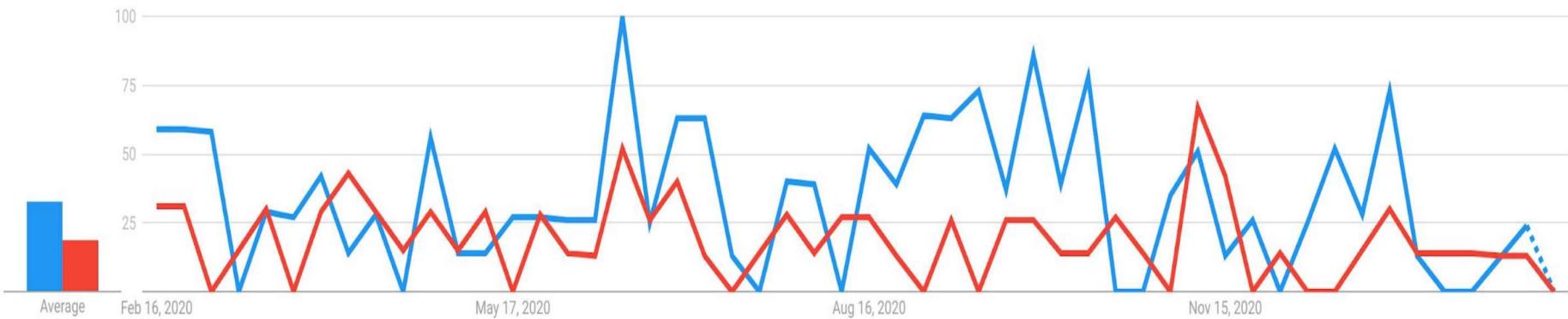


World Bank

Interest over time

Google Trends

● Digital marketing ● online business



Ghana. Past 12 months. Web Search.

Interest over time

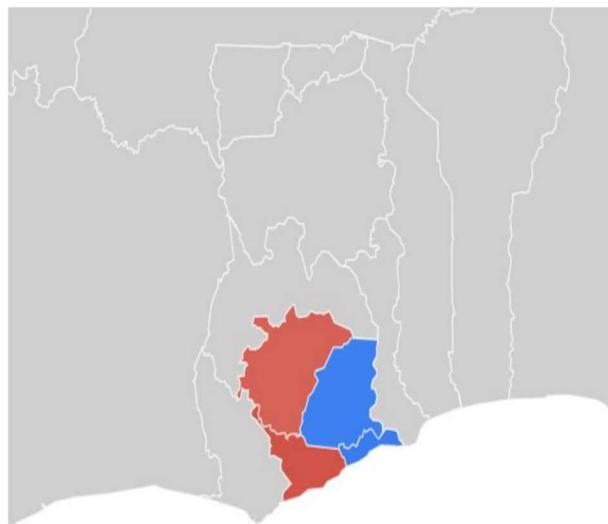
Google Trends

● Digital marketing ● online business

Compared breakdown by subregion

Subregion ▾

● Digital marketing ● online business



Color intensity represents percentage of searches [LEARN MORE](#)

Sort: Interest for Digital marketing ▾

1 Greater Accra Region



2 Eastern Region

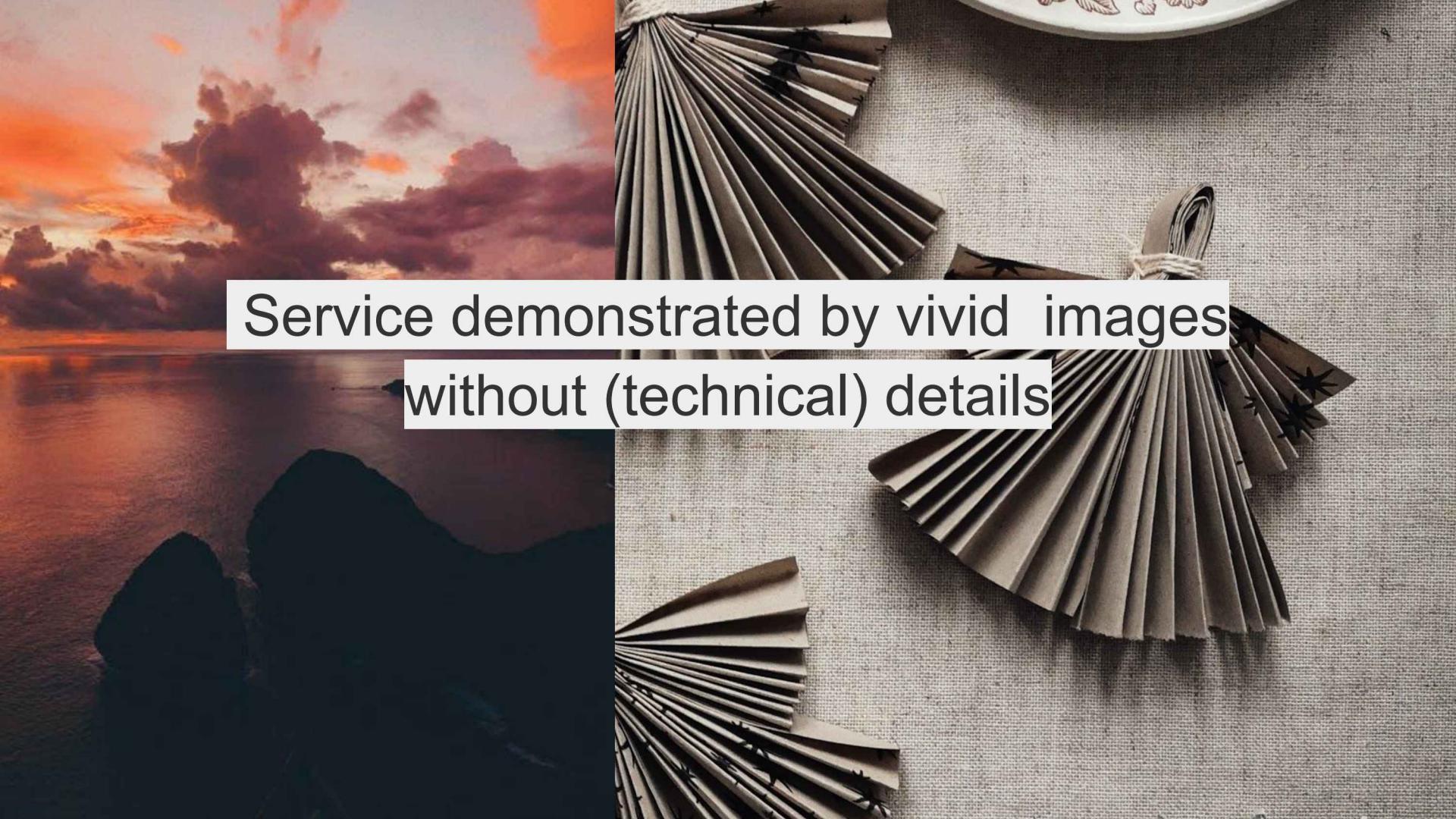


3 Ashanti Region



4 Central





Service demonstrated by vivid images
without (technical) details

Branding



Advertising and Marketing



A perspective view looking up at a modern building's illuminated steel truss structure. The structure is composed of large, curved, light-colored panels supported by a network of steel beams and columns. The interior of the truss is filled with warm, glowing lights, creating a dramatic and architectural atmosphere.

Digital transformation

Consulting



A wide-angle photograph of a mountainous landscape. In the foreground, there's a dense forest of green coniferous trees. Several small, dark blue lakes are scattered throughout the valley. The middle ground shows more forested slopes and a winding riverbed. In the background, a range of majestic mountains with rugged peaks and patches of snow or ice rises against a sky filled with large, white and grey clouds.

Partnerships

Creation of new sales channels



Business model





Key Partners

Who do we need to work with in order to deliver our solution?

Key Activities

What do we need to do in order to produce, market and deliver our solution?

Value Proposition

What problem do we solve and how do we solve it?

Customer Relations

How do we talk to our market about our solutions? How do we get more customers?

Market & Customer Segment

Who needs our solution? How many people need it? How many will eventually need it?

Mobile Money Payment Provider

Maintain a platform

Provide customer Support

Main Value Prop -Digital Platform development and existing platform transformation

Customer Support
Self -service

All registered traditional Businesses
-Ghana as the initial market size

Digital Technology Partners

Key Resources

What do we need to have in order to produce, market and deliver our solution?

Technology and Marketing Operations Team

Digital Platform

Digital Marketing Operations

Channels

How do we deliver our solutions to our customers? Where will our customers find our solutions?

Main Channel -Website

Additional Market Segments to be considered later

Creation of new sales channels

Digitally interactive surfaces like whatsapp,facebook, instagram and Telegram

Local advertising and word of mouth

Cost Structure

How much will our key activities, resources and partners cost us?

Platform maintenance and development
Marketing solutions

Revenue & Pricing Model

How will we get paid for the solution we provide?

Freemium
marketing services

Our Services plan

The modern hierarchical plan comprises one brand represented by six center capabilities -

- brand technique
- publicizing
- client engagement and impact
- digital transformation
- partnerships
- creation of sales channels

To build on the victory of Sabratify, the company will dispatch an undertaking offering called **Sabratify Consulting**, centered on the areas of advanced business transformation consulting, business plan, and development.

To lead and oversee a genuinely integrated business model, Sabratify is setting up a formalized organizational structure, guaranteeing that the differences of its administration over markets capabilities, and generations is superior and represents the brand.

The company will also make a knowledge-sharing a proficient improvement and customised community-network Interface, which is able be used to prepare employees and bring the proper groups together to best serve customers.

The company motive to serve as an coordinated creative network will strengthens what it stands for and accepts in - that honesty , authenticity and originality matter presently more than ever.

How the company will generate revenue

We are an imaginatively driven integrated company promoting a traditional business network with a solid entrepreneurial legacy and challenger mindset. We utilize imagination to induce our customers an unjustifiable share of attention. We generate revenue through

- digital advertising and marketing
- consulting
- digital branding, transformation and creation of sales channel services

Partnership

The company will partner with mobile money providers to assist with the installment of payment gateway for customers and traditional businesses.

The company will also partner with businesses who will be badged , which demonstrates as it were a distinction in who have connected for acknowledgment in a particular skill to the company Sabratify.The businesses who are badged will be able to use the platform to provide similar services to customers.



Competition



| Priority | Our Company | Competitor 1 | Competitor 2 | Competitor 3 | Competitor 4 | Competitor 5 |
|----------|---|--|--|------------------------------------|----------------------------------|---------------------------------------|
| | Sabratific Company | Creative Bibini Ltd | 1 Business world Consult | Jobhouse Web Services | Createch Solutions | Kwamemo Company Limited |
| | - Strengths | | | | | |
| 🚩 | Strong specialized data science and machine learning tools | Dominate large accounts | IT and software consultancy | standout website development | professional graphic designs | professional animations |
| 🚩 | Committed workforce with traditional businesses in mind | Strong name recognition | Digital marketing solutions | good social media marketers | good software development | website development |
| 🚩 | Customer centric mindset and Use of collective intelligence as a strategy | low indebtedness | business consultancy | good social media management | creative web design | graphic design |
| | - Weaknesses | | | | | |
| 🚩 | Lower quality on high-price options | High prices for consulting | High prices at all price points | existing workload too high | weaker in social network | narrow-minded focus on customers |
| 🚩 | Lack of reputation | insufficient advertising | Not many high quality apps development | uncovered market in other regions | difficult to scale up | price competitive nature |
| | - Opportunities | | | | | |
| 🚩 | Payment Gateways for traditional businesses | Upgrade technologies to improve turnaround times | Improve digital marketing solutions | improved marketing opportunities | partnership | increased investment opportunities |
| 🚩 | creation of new sales channel | Improve capacity and marketing | switch to better technologies | social media edge | add new service | increase service range |
| | - Threats | | | | | |
| 🚩 | high competition | changing needs | Design talent leaves company | impression of incompetence | cost of technology investments | business partners have little loyalty |
| 🚩 | funding and budgetary | competitors have superior access to the creation of sales channels | mediocre engagement with clients | competition stepping up | uncertainty of productivity | lost trust |

Competitive Advantage Of Startup Sabratific

Life Changing- Provide motivation, provide hope, affiliation or belonging, realization of business goals.

Functional- Reduce efforts, simplifies, integrate, generate revenue, connect with customers, reduce risks and costs.

Social Impact- push customers limits and excellence.

A collage of two images. On the left, a black electronic calculator with a numeric keypad, arithmetic operators (+, -, ×, ÷), and various function keys like STO, RCL, INPUT, and % is resting on a stack of papers. On the right, a large pile of mixed metal coins from different countries is scattered across a light-colored surface.

Financial overview for the next 3-4 years
including capital needs

Total revenues is estimated from a base of approximately \$33,059 to over \$52,541 by five years of operation. These gains are a direct benefit of the services we provide such as advertising ,marketing,digital transformation,consulting,creation of new sales channels.

Expenses

Our biggest expense is on cost of website setup and maintenance at the initial stage of the startup.Also technology purchase is the second largest expense.Finally staff, with compensations and benefits evaluated also will be one of the expenses that will add up.

Note that all through the five-year projection more than 80% of our costs are related to work force, as the technology purchase and website maintenance costs are minimal.

| Flag | Forecast of finances for 3 to 5 years | 2021 | 2022 | 2023 | 2024 | 2025 |
|------|--|----------|----------|----------|------------|------------|
| i | i | i | i | i | i | i |
| flag | - Financial Plan of Sabratific Company | | | | | |
| flag | - Financial overview for the next 3-4 years including capital needs. | | | | | |
| flag | - Total Revenue | \$33,059 | \$37,097 | \$39,930 | \$44,634.0 | \$52,541.0 |
| flag | - Advertiziing | \$3,342 | \$4,200 | \$5,543 | \$6,653.00 | \$9,654.00 |
| flag | marketing | \$2,330 | \$3,456 | \$4,543 | \$5,432.00 | \$8,754.00 |
| flag | Digital transformation | \$4,541 | \$5,432 | \$6,543 | \$7,650.00 | \$7,685.00 |
| flag | consulting | \$7,570 | \$8,589 | \$7,654 | \$7,981.00 | \$8,543.00 |
| flag | partnership | \$5,543 | \$6,535 | \$7,435 | \$8,743.00 | \$8,754.00 |
| flag | creation of new sales channel | \$4,387 | \$5,643 | \$6,643 | \$6,743.00 | \$7,895.00 |
| flag | Other revenue | \$5,346 | \$3,242 | \$1,569 | \$1,432.00 | \$1,256.00 |
| flag | - Total Expenses | \$12,867 | \$11,799 | \$13,225 | \$11,946.0 | \$14,798.0 |
| flag | Website design and platform setup and maintenance | \$3,400 | \$1,000 | \$1,232 | \$1,321.00 | \$1,238.00 |
| flag | Advertising compaigns | \$1,542 | \$1,235 | \$960 | \$1,454.00 | \$1,672.00 |
| flag | Salaries | \$2,500 | \$2,500 | \$3,986 | \$3,986.00 | \$6,754.00 |
| flag | rent | \$995 | \$1,200 | \$1,200 | \$1,432.00 | \$1,578.00 |
| flag | Administration | \$1,230 | \$1,432 | \$1,269 | \$1,543.00 | \$1,235.00 |
| flag | Technologies purchase | \$3,200 | \$4,432 | \$4,578 | \$2,210.00 | \$2,321.00 |
| flag | + Net Surplus =Total revenue -Total expenses | \$20,192 | \$25,298 | \$26,705 | \$32,688.0 | 37743 |

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CONTACT