

Over Connections



Business Plan

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Executive Summary

All Gospel™ LIVESTREAM Channel, Inc. is a ZIMBABWEAN based Gospel Livestream channel that will be located in Harare, Zimbabwe. We are a Gospel Livestream channel that is set to compete in the highly competitive online streaming industry not only in the Zimbabwe market, but also in the global market because our clientele base will not be restricted to just businesses and organizations in Zimbabwe but in the international market who would want to advertise on our LIVESTREAM Channel.

All Gospel™ LIVESTREAM Channel, Inc. will air sermons and events from primarily Heartfelt International Ministries, but viewers will also access other Christian music content from artists outside Heartfelt. Our business goal is to become one of the leading Christian LIVESTREAM Channels in Zimbabwe with high profile corporate and individual clients scattered all around the globe.

Our start-up employees are going to be selected from a pool of talented and highly creative Heartfelt volunteers and also from any part of the world as the business grows. We will make sure that we take all the members of our workforce through the required training that will position them to meet the expectations of the company and to compete with leading Christian LIVESTREAM Channels in the Zimbabwe and throughout the globe.

At All Gospel™ LIVESTREAM Channel, Inc., our clients' and viewer's best interests will always come first, and everything we do will be guided by our values and professional ethics. We will ensure that we hold ourselves accountable to the highest standards by meeting our client's business needs completely.

All Gospel™ LIVESTREAM Channel, Inc. is founded by Heartfelt International Ministries media department.

Company summary

Our Product and Services

All Gospel™ LIVESTREAM Channel, Inc. was established with the aim of creating a platform for Heartfelt International Ministries to market its products and services as well as other local Christian content maximizing profits in the LIVESTREAM industry. We want to compete favorably with leading Christian livestreaming channels in Zimbabwe and of course throughout the globe which is why we will put in place a competent team that will ensure that we meet and even surpass our customers' expectations.

We will work hard to ensure that All Gospel™ LIVESTREAM Channel, Inc. does not just air Christian events in Zimbabwe, but also in other parts of the world. Our products and services are listed below;

- Producing livestreaming (Christian) programming content i.e. kids cartoons, world class quality of sermons by Apostle T. & Pastor C Vutabwashe.
- Creating related advertising campaigns
- Other related Christian media and consulting services

Technology

The traditional world of network and cable television is in decline, with ratings slumping and subscribers shrinking. It's a big iceberg, and it's melting slowly, but the trajectory is clear. At the same time, however, a new breed of programming that in many ways looks and feels like television is blossoming online.

Smart TV App (Roku)



Technology has allowed broadcasting to millions of viewers at low prices compared to the traditional satellite television. The company intends to release an android application that will give people access to video and audio Christian materials via smart TVs and smart phones. Research in this area has already began and showing huge opportunities that exist in this field.

What is Roku?



Roku is a small, set-top box that connects your TV to the Internet. The Roku box allows access to a wide variety of entertainment that typically isn't available through cable or broadcast television.

With 22 million active accounts as of June 2018, a Roku device or Roku-enabled smart TV is the main way that U.S. households stream TV shows and movies. *Source : cnbc.com*

What will be available on the All Gospel™ LIVESTREAM Channel?

We will air the following programs of the channel :- Live Sunday Services, Monday altar prayer services, Breakthrough services, Conferences, Cartoons, Christian songs and custom studio produced programs i.e. OneWord, Make me understand etc. One will also watch ministry highlights and helpful Christian resource videos.

We will introduce a category for Live sport events i.e. streaming premiership soccer, this service will without doubt position us well for impact because of the need for such a service from local and Zimbabweans residents in the diaspora.

Our Vision Statement

Our vision is to publish the gospel of Jesus Christ to at least 1 000,000 people per year for the next 3 years through establishment of a world class Christian Livestream channel Roku / Apple TV app.

Our Mission Statement

Our mission is to consistently provide professional Christian livestreaming broadcasting services in Zimbabwe and the Region. This Channel will provide a platform for the church, businesses, music artists and individuals to promote their brands and reach out to a wide range of potential customers all over the globe. We want to build a Christian Livestream channel that can favorably compete with other leading brands in the industry.

Our Business Structure

All Gospel™ LIVESTREAM Channel, Inc. is a world class Gospel Livestream channel that intends to focus on Zimbabwe, but hope to grow big in order to compete favorably with leading Christian livestreaming channels in Africa and throughout the globe.

We are aware of the importance of building a solid business structure that can support the picture of the kind of world class business we want to own, which is why we are committed to only recruit people with potential to be the best hands within our area of operations.

At All Gospel™ LIVESTREAM Channel, Inc. we will ensure that we hire people that have potential, are hardworking, and creative, result driven, customer centric and are ready to work to help us build a prosperous business that will benefit all our stakeholders.

As a matter of fact, a performance based profit-sharing arrangement will be made available to all our senior management staff and it will be based on their performance for a period of five years or more as agreed by the Board of Trustees of the company. In view of the above, All Gospel™ LIVESTREAM Channel, Inc., at its peak, will hire qualified and competent hands to occupy the following positions;

- Managing Director
- Creative Director
- Advertising cum Digital Marketing Specialist
- Human Resources and Admin Manager
- Presenters
- Sales and Marketing Executive
- Accountant
- Content Creators

Roles and Responsibilities

Managing Director – MD:

- Increases management's effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.
- In control of providing direction for the business
- Generates, communicates, and implements the organization's vision, mission, and overall direction – i.e. leading the development and implementation of the overall organization's strategy.
- Evaluates the success of the organization

Creative Director:

- Serves as project manager for the organization; works directly with employees
- Responsible for designing programs and advertising concepts
- In charge of copy writing and laying out chronological advertisement plans
- Develops strategic plan by studying technological, and financial opportunities; presenting assumptions; recommending objectives
- Preserves quality service by establishing and enforcing organization standards
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; benchmarking state-of-the-art practices; participating in professional societies
- Ensures that the organization work in line with international best practices

Advertising cum Digital Marketing Specialist

- Handles media planning and representation
- Responsible for creating advertising campaigns
- Responsible for disseminating advertising campaigns through the livestreaming
- Handles other related media and advertising advisory and consulting services

Human Resources and Admin Manager

- Responsible for overseeing the smooth running of HR and administrative tasks for the organization
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Enhances department and organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- Defines job positions for recruitment and managing interviewing process
- Carries out induction for new team members
- Responsible for training, evaluation and assessment of employees
- Oversees the smooth running of the daily office

Sales and Marketing Manager

- Accomplishes external research and coordinate all the internal sources of information to retain the organizations' best customers and attract new ones
- Models demographic information and analyze the volumes of transactional data generated by customer
- Recognizes development opportunities; follows up on development leads and contacts; participates in the structuring and financing of projects; assures the completion of development projects.
- Writes winning proposal documents, negotiate fees and rates in line with organizations' policy
- Responsible for handling business research, market surveys and feasibility studies for clients
- In authority for supervising implementation, advocate for the customer's needs, and communicate with clients
- Develop, execute and evaluate new plans for expanding sales
- Create new markets cum businesses for the organization
- Empower and motivates the sales team to meet and surpass agreed targets

Accountant/Cashier:

- Liable for preparing financial reports, budgets, and financial statements for the organization
- Provides managements with financial analyses, development budgets, and accounting reports; analyzes financial feasibility for the most complex proposed projects; conducts market research to forecast trends and business conditions.
- Responsible for financial forecasting and risks analysis.
- Performs cash management, general ledger accounting, and financial reporting.
- Responsible for developing and managing financial systems and policies
- Responsible for administering payrolls

- Ensuring compliance with taxation legislation
- Handles all financial transactions for All Gospel™ LIVESTREAM Channel, Inc.
- Serves as internal auditor for the organization

Presenters

- Presents programs for the organization
- Responsible for developing catchy Christian programs
- Interviews guests in the studio and in the field

Content Creator

- Responsible for creating contents for the organization as it relates to Christian programs and advertising

LIVESTREAM Channel Business Plan – MARKET ANALYSIS

Market Trends

If you are conversant with the livestreaming channels industry, you will agree that in the bid to reach out to a larger viewer base, livestreaming channels are now leveraging social media paid marketing options. We will take advantage of our relatively growing Facebook page that has currently 26 000 plus likes

Our Target Market

We will create strategies that will enable us reach out to various corporate organizations, music agencies, artist and individuals who we know can't afford to do without our services. We shall conduct a market research and survey to ensure that we meet and surpass the expectations of our clients.

Below is a list of the people and organizations that we will market our services to;

- Banks, Insurance Companies and other related Financial Institutions
- Blue Chips Companies
- Manufacturers and Distributors
- Real Estate Owners, Developers, and Contractors
- Hotels
- Christian Organizations
- Entrepreneurs and Startups

Our Competitive Advantage

There is no notable competition on Roku or Apple TV platforms locally, but serious competition will come from international channels i.e. Td Jakes, TBN etc. Surviving in the business world as a Christian livestream Roku channel requires more than our expertise, but also good investment in state of art equipment that will see us produce high quality products that will result in us attracting and landing advertising contracts.

Our competitive advantage will lie in the power of our team; our workforce. We will have to build a team of creative, result driven and highly proficient livestreaming experts, a team with experience in various niche areas in the Christian livestreaming industry. Our services will be measurable, result driven and guided by best practices in the industry.

Lastly, all our employees will be well taken care of, and their welfare package will be among the best within our category in the industry. It will enable them to be more than willing to build the business with us and help deliver our set goals and achieve all our business aims and objectives.

SALES AND MARKETING STRATEGY

We are mindful of the fact that there is stiff competition in the livestreaming industry, hence we will have to hire the best marketing experts to handle our sales and marketing.

Our sales and marketing team will be recruited based on their vast experience in the advertising industry and they will be trained on a regular basis so as to be well equipped to meet their targets and the overall business goal of All Gospel™ LIVESTREAM Channel, Inc.

Our corporate goal is to grow All Gospel™ LIVESTREAM Channel, Inc. to become one of the leading Christian livestreaming channel in Zimbabwe which is why we will map out a strategy that will help us take advantage of the available market and grow to become a major force to reckon with not only in Zimbabwe but also the rest of the world.

All Gospel™ LIVESTREAM Channel, Inc. is set to make use of the following marketing and sales strategies to attract clients that will advertise with us;

- Introduce our Gospel Livestream channel by sending introductory letters alongside our brochure to Christian organizations, corporate organizations, individuals and key stake holders in Zimbabwe.
- Advertise our business in relevant online classifieds, business or Christian magazines and both offline or online newspapers.
- List our business on yellow page ads (local online directories)
- Create different packages for different category of clients in order to work with their budgets and still run their adverts or programs on our channel
- Leverage on the internet to promote our business
- Engage direct marketing approach
- Encourage word of mouth marketing from loyal and satisfied clients

Sources of Income

All Gospel™ LIVESTREAM Channel, Inc. is established with the aim of maximizing profits in the livestreaming industry and we are going to go all the way to ensure that we do all it takes to meet and surpass the expectations of all our clients.

All Gospel™ LIVESTREAM Channel, Inc. in the development stages will generate income by selling Apostle T Vutabwashe's books and sermons. Research is showing of a huge opportunity in streaming local sports events, therefore we intend to have a category for live local sports. This service will enhance our efforts to attract advertising and partnerships from the corporate world as sport especially soccer has a huge local following and viewers will be excited to receive live feed from the comfort of the home and mobile phones.

Sales Forecast

Even though streaming is relatively a young product in this part of the world, appreciation of the service is fast growing with more Corporates and individual start-ups showing interest in advertising more to increase sales or promote their brands and corporate image.

All Gospel™ LIVESTREAM Channel, Inc. is well positioned to take on the available market in the Christian livestreaming channels industry and we are quite optimistic that we will meet our set target of generating enough profits from the first twenty-four months of operation and grow our Christian livestreaming to enviable heights. This will be achieved through creating unique products i.e. livestreaming soccer matches, cartoons (Kingdom Kids) etc.

We have been able to critically examine the Christian livestreaming marketing space, we have analysed our chances in the industry and able to come up with the following sales forecast. The sales projection is based on information gathered on the field and some assumptions that are peculiar to similar start-ups in Zimbabwe.

- **First Fiscal Year:** \$11,200
- **Second Fiscal Year:** \$18,500
- **Third Fiscal Year:** \$29,000

N.B: This projection was done based on what is obtainable in the industry and with the assumption that there won't be any major economic meltdown. Please note that the above projection might be lower and at the same time it might be higher.

Our Pricing Strategy

At All Gospel™ LIVESTREAM Channel, Inc. we will keep the prices of our advertising services below average market rate. Keeping our overhead low and collecting payment in advance from corporate organizations who would need our services. In addition, we will also offer special discounted rates to all our customers at regular intervals.

Payment Options

The payment policy adopted by All Gospel™ LIVESTREAM Channel, Inc. is all inclusive because we are aware that different customers prefer different payment options as it suits them but at the same time, we will ensure that we abide by the financial rules and regulation of Zimbabwe.

Here are the payment options that All Gospel™ LIVESTREAM Channel, Inc. will make available to her clients;

- Payment via bank transfer
- Payment with cash
- Payment via debit cards
- Payment via online bank transfer
- Payment via mobile money

In view of the above, we will look for a suitable banking platform that will enable our clients make payment for our services without any stress on their part. Our bank account numbers will be made available on our website and promotional materials.

Publicity and Advertising Strategy

We will work with an in – house publicity consultant to help us map out publicity and advertising strategies that will help us walk our way into the heart of our target market. We are set to become the number one choice for both corporate clients and individual clients in the whole of Zimbabwe and beyond which is why we have made provisions for the effective publicity of our Christian livestream Roku / Apple TV channel.

Below are the platforms we intend to leverage on to promote and advertise All Gospel™ LIVESTREAM Channel, Inc.;

- Place adverts on both print (newspapers and magazines) and electronic media platforms
- Leverage on the internet and social media platforms like Instagram, Facebook, twitter, YouTube, Google + to promote our Christian livestreaming stations

- Online distribute our fliers and handbills
- List All Gospel™ LIVESTREAM Channel, Inc. in local directories/yellow pages
- Advertise All Gospel™ LIVESTREAM Channel, Inc. in our official website and employ strategies that will help us pull traffic to the site.
- Ensure that all our staff members wear our branded shirts and all our vehicles are well branded with our company logo

Costing

Cost implications

For the reason that much of the work during setup is software development, not much will be needed besides what we already have. Additional equipment and office space will be required once the Channel is fully operational.

However, below is what it would cost us to setup All Gospel™ LIVESTREAM Channel;

- Business incorporating fees in Zimbabwe will cost – **\$350**
- Roku modern - **\$100**
- Production cost of merchandise - **\$500**
- Miscellaneous – **\$500**

Generating Start-up Capital for All Gospel™ LIVESTREAM Channel, Inc.

All Gospel™ LIVESTREAM Channel, Inc. is a business that will be owned, financed and managed by **Heartfelt International Ministries media department**.

We intend to generate our start-up capital from;

- Generate part of the startup capital from books, dvds, cds and online mp3s sells