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| |  |  | | --- | --- | | Over Connections |  | |  |  | |
| Business Plan  To get started right away, just tap any placeholder text (such as this) and start typing to replace it with your own. |

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## 

## THE COMPANY

## Overflow Connections is a trade name owned by Heartfelt International Ministries. The company primarily focuses on capturing, documenting, packaging and distribution of content on behalf of the ministry. This will be achieved effectively through producing ministry magazines, newsletters, audio, video materials as well as branded merchandise for our **primary** client.

## From time to time the company shall offer consultants services to **secondary** interested clients requiring livestreaming and video capturing services. These can be corporates, government departments, churches or individual functions.

## MISSION

## GOALS AND OBJECTIVES

## The following are goals and objectives of Overflow Connections:

## Create and aggressively promote awareness of the company

## Become the main supplier of choice for spiritual content within the Christian circles in Zimbabwe and the region

## To reach USD 500 000.00 of annual sales by the end of the third year of plan implementation.

## STRATEGY

Overflow Connections will address its goals and objectives by aggressively marketing on social media platforms in order to reach out to new customer base. The company will focus its efforts in becoming a dominant brand within the Christian community by taking advantage of its access to Apostle T. Vutabwashe world class sermons that have become brand.

This is done through enhancing our online presence comprising of website, mobile app and social media presence as providing a service quality unlike what is normally experienced in Zimbabwe.

ANALYSIS AND RISK MITIGATION

|  |  |
| --- | --- |
| **STRENGTHS** - able to translate customer needs into real deliverables. -Young company, therefore the need to satisfy the customer is paramount | **WEAKNESSES** -lack of equipment professional streaming equipment. - |
| **OPPORTUNITIES** - GLOBAL potential to deliver services through use of technology | **THREATS** - Unstable economy making long term planning challenging - Stiff international competition - Limited initial skillset leading to limited initial offering for the customer. |

In order to be effective, it is responsible and transparent to take a look at the company’s abilities through evaluating its strengths, weaknesses, opportunities, and threats.

STRENGTHS  
  
**Able to translate customer needs into real deliverables** – This is a broad understanding of technical capabilities. The ability to hear what the customer is really after in terms of end product is a skill in itself. Often times the customer can describe a technology they need in order to fulfil something they want. Likewise, a technical engineer could understand the business need in a totally different what than intended.   
  
The ability to decipher what the customer needs often reveals something different than they originally thought and that takes skill, which the owner has. This is done through asking questions and understanding how to get to the bottom of those questions that eventually reveal the true need of the customer. At that point, addressing the technology issue becomes far easier and the customer is much more satisfied with the outcome as the technology addressed the actual problem. Understanding both technology and business helps immensely in planning discussions and as a result, the customer gets the deliverables they were really expecting.

**Young company, therefore the need to satisfy the customer is paramount** –This will manly apply to our secondary services that are outsourcing or consultancy offerings. While customer satisfaction should be in the best interest of any company providing products or services, this isn’t always the case. We would be a very young company, the need to please becomes actually paramount to our survival and continuity.

How this is a strength is in the management’s drive to please the customer and building a relationship with the customer that goes beyond a simple transaction of services. Will Overflow Connections aim to go above and beyond because to our, brand and reputation is everything to this business’s future survival

WEAKNESSES

OPPORTUNITIES  
  
**Global potential** – Even if the company is Zimbabwean based, there are little barriers to expanding our business area to an international or even global reach since technology makes it possible to work from wherever and whenever.

THREATS

**Potential international** **competition** – Due to the global market, there exists threat from both local and international organizations some of them who have invested heavily in equipment and infrastructure. The only way to beat them is by being better in all areas, through the entire customer experience. Overflow Connection’s whole existence and success is founded on that must believe that it can compete, even against international competitors.

**Unstable economy making long term planning challenging** – The country has been facing challenges for the past two decades, that has seen the economy under preforming and policies changing frequently. Making long term planning very difficult as the environment can change at any moment.

We will try to mitigate this challenge by targeting the international audience mainly Zimbabweans.

BUSINESS MODEL  
Overflow Connections is modelled as a creative company delivering media related solutions to its primary customer (**Heartfelt International Ministries**).

SERVICES  
  
The company is to become a “wingman” for Heartfelt International Ministries in how it delivers its media services. It means being a selfless support for its primary customer in aiming to see it succeed. The approach will be providing digital services either via project-based orders or via hiring creative staff to regularly provide online services support for the customer.

The services will offer are Creative Staffing, Creative Graphics, Creative DNA, Creative Social, Creative Video.

**Creative staffing** is an approach that focuses on delivering results to the customer whether they need help with tasks that need time and effort from someone but are looking for an alternative solution to hiring a more expensive in-house employee. It can also mean providing short-term resourcing for projects or just helping to increase their online presence through helping with marketing tasks

**Creative graphics** gives customers access to resources that provide graphical design work for customers based on their needs. Additionally, a stock image pool will be added to this service that allows customers to use images for their business marketing needs without the worry of copyright infringements.

**Creative DNA** is a consultancy service package that aims to work together with customers to define their strategic and visionary goals and objectives. This includes helping the customers to better understand their own customer communities and help align their brand and prioritize the goals accordingly.

**Creative Social** is a service designed to focus on the customer and their social media account(s). We aim to partner with our customer to either post on their behalf or to work in part with the customer to manage their social media content by developing content and a schedule to post that content. Additionally, we help build loyal communities through regular engagement with the followers on the customer’s behalf, building credibility for the customer which in turn would lead to more sales and build a stronger brand.

**Creative Video** refers to a video production service where our resources work together with the customer to develop concepts for video content and production of that content for usage on their website and/or social media accounts.

STARTUP STAFF

MANAGEMENT

STRATEGIC RELATIONSHIPS

The company aims to build strategic relationships with providers of critical video filming/ editing individuals while it works on building its internal structures to offer quality timeous service.

LOCATION

Overflow Connections will be located in an office space provided by its primary client Heartfelt International Ministries