



### **Chatbot for Customer Engagement and Support**

Quicksender represent a pivotal advancement in modern business operations. It will empower organizations to deliver efficient, personalized, and round-the-clock support, leading to improved customer experiences and enhanced operational efficiency

## **BUSINESS PLAN**

**Prepared by Circle ITC Limited**

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# Chapter 1

## EXECUTIVE SUMMARY

In today's rapidly evolving business landscape, the integration of advanced technologies is paramount to maintaining a competitive edge. One such technology that has garnered significant attention is the chatbot—a versatile tool that is transforming customer interactions, streamlining operations, and enhancing overall customer experiences.

### **1. Introduction to Quicksender:**

Quicksender, powered by artificial intelligence (AI), is a computer program designed to simulate human conversation. It will leverage natural language processing (NLP) to understand and respond to user queries and prompts. From basic scripted responses to sophisticated, context-aware conversations,

Our business plan focuses on developing and implementing a WhatsApp, Facebook Messenger, Website Widget, Slack, Skype, Telegram, kik, LINE, Viber, Twitter, MS Teams, Mobile SDKs, Skype for Business, WeChat. Google Business Messenger Chabot to enhance customer engagement and support for businesses.

The channels mentioned above are widely used messaging platforms, making it ideal channels for businesses to connect with their customers in a convenient and efficient manner. Quicksender will offer personalized assistance, automate routine tasks, and provide instant responses to customer queries, ultimately improving customer satisfaction and streamlining operations.

### **2. Customer Engagement and Support:**

In an era where customer expectations for real-time, 24/7 support are increasing, Quicksender offer an efficient solution. It will provide instant responses, answer frequently asked questions, and guide users through various processes. This not only enhances customer satisfaction but also frees up human agents to tackle more complex issues, resulting in improved overall service quality.

### **3. Personalized Experiences:**

Modern consumers demand personalized experiences. Quicksender will utilize AI algorithms to analyze user preferences, behaviors, and past interactions, enabling us to deliver tailored recommendations and solutions. By understanding individual customer needs, Quicksender foster stronger customer relationships and drive higher levels of engagement.

### **4. Process Automation:**

Quicksender is more than just conversational tools; it is a powerful process automator. Businesses can integrate Quicksender into various workflows, such as order processing, appointment scheduling, and information retrieval. This automation reduces manual intervention, minimizes errors, and accelerates task completion, thereby increasing operational efficiency.

### **5. Data-Driven Insights:**

Quicksender will generate vast amounts of data from user interactions. Leveraging this data provides valuable insights into customer preferences, pain points, and emerging trends. By analyzing these insights, businesses can make informed decisions to refine their products, services, and marketing strategies.

### **6. Scalability and Cost Savings:**

Unlike human agents, Quicksender can handle multiple interactions simultaneously, ensuring consistent responses across a large volume of inquiries. This scalability leads to substantial cost savings by reducing the need for extensive customer support teams while maintaining service quality and responsiveness.

### **7. Looking Forward: Ethical Considerations and Evolution:**

As chatbot capabilities continue to expand, businesses must address ethical concerns surrounding data privacy, security, and transparency. Striking a balance between automation and human touch remains crucial to avoid alienating customers who still prefer human interactions.

## Chapter 2

# MARKET ANALYSIS

### 1. Market Overview:

The chatbot market has witnessed remarkable growth in recent years due to the increasing adoption of artificial intelligence (AI) and automation technologies across various industries. Chatbots are AI-powered software applications designed to engage in natural language conversations, offering businesses the ability to provide instant customer support, streamline operations, and enhance user experiences.

### 2. Market Trends:

**Rising Demand for Personalization:** Consumers seek tailored experiences, and chatbots have responded by offering personalized recommendations, assistance, and content.

**Omni-Channel Integration:** Businesses are integrating chatbots across various platforms like websites, social media, and messaging apps to ensure seamless customer interactions.

**Voice-Based Chatbots:** Voice assistants, powered by technologies like speech recognition and natural language processing, are becoming an integral part of smart homes and IoT devices.

**Industry-Specific Solutions:** Chatbots are being customized to cater to industry-specific needs, including healthcare, finance, e-commerce, and more.

**Integration of AI and ML:** Advancements in AI and machine learning are enhancing chatbot capabilities, enabling them to understand context, sentiment, and even engage in more complex conversations.

### 3. Growth Factors:

**Enhanced Customer Engagement:** Chatbots provide instant responses and 24/7 availability, leading to improved customer satisfaction and engagement.

**Operational Efficiency:** Automation of repetitive tasks reduces human workload and errors, leading to streamlined operations and cost savings.

**Data-Driven Insights:** Chatbots generate valuable user data, enabling businesses to understand customer behavior, preferences, and pain points.

**Scalability:** Chatbots can handle numerous interactions simultaneously, allowing businesses to scale their customer support efforts efficiently.

**Conversational AI:** The evolution of chatbots into conversational AI enables more natural and contextually rich interactions.

### 4. Challenges:

**Quality of Conversations:** Ensuring chatbots understand user intent and provide relevant responses remains a challenge, especially for complex queries.

**Ethical Concerns:** Balancing automation with human touch is crucial to avoid customer dissatisfaction or privacy breaches.

**Integration Complexity:** Integrating chatbots seamlessly into existing systems and platforms can be technically challenging.

**Constant Learning:** Chatbots must continuously learn and adapt to new language trends, expressions, and user preferences.



## 5. Key Players:

Several companies are driving innovation and growth in the chatbot market, including:

- IBM Corporation: Known for IBM Watson, which powers AI-driven chatbot solutions.
- Google LLC: Offers Dialogflow, a widely-used development platform for creating chatbots.
- Amazon Web Services: Provides Amazon Lex for building voice and text-based chatbots.
- Microsoft Corporation: Offers the Microsoft Bot Framework for creating intelligent, AI-powered chatbots.
- Zendesk: Provides customer service and engagement platforms with integrated chatbot capabilities.
- Chatfuel: A popular platform for creating chatbots on messaging apps like Facebook Messenger.

## 6. Future Outlook:

The chatbot market is projected to continue its growth trajectory. As AI and automation technologies advance, chatbots will become even more sophisticated, capable of handling intricate tasks, understanding emotions, and offering highly personalized experiences. The integration of chatbots with augmented reality (AR) and virtual reality (VR) technologies could open up new avenues for immersive customer interactions.

In conclusion, the chatbot market is characterized by its rapid growth, driven by the need for enhanced customer engagement, operational efficiency, and personalized experiences. While challenges remain, the continuous evolution of AI and machine learning is expected to reshape the chatbot landscape, offering businesses unprecedented opportunities to redefine customer interactions and service delivery.

## Chapter 3

### COMPETITIVE LANDSCAPE

The competitive landscape of chatbots is continually evolving, with new players entering the market and existing ones enhancing their offerings. As of the last knowledge update in September 2021, here's a broad overview of the competitive landscape in the chatbot industry. Please note that the landscape may have evolved since then.

#### Major Tech Giants:

- **Google:** Google offers Dialogflow, a popular chatbot development platform that leverages natural language processing (NLP) and machine learning.
- **Amazon:** Amazon has Amazon Lex, which is the technology behind Alexa, the voice-activated virtual assistant. It's used for building conversational interfaces.
- **Microsoft:** Microsoft's Bot Framework and Azure Bot Service provide tools for building and deploying chatbots on Azure.

#### Independent Chatbot Platforms:

- **IBM Watson Assistant:** IBM offers Watson Assistant, which uses AI and NLP to create chatbots for various industries.
- **Chatfuel:** Chatfuel is a popular platform for creating chatbots on Facebook Messenger and Instagram.
- **ManyChat:** Focused on Messenger marketing, ManyChat helps businesses create chatbots and automate marketing campaigns.

#### Customer Service and Support:

- **Zendesk:** Provides a suite of customer support tools, including a chatbot solution.
- **Freshdesk:** Offers Freshchat, a live chat software with chatbot capabilities.
- **Intercom:** Combines live chat, chatbots, and other communication tools for customer support.

### **AI-Powered Chatbots:**

- **OpenAI:** OpenAI offers GPT-3, which can be used to build powerful chatbots with natural language understanding.
- **Rasa:** An open-source platform for building AI-powered chatbots, focused on conversational AI and natural language understanding.

### **Industry-Specific Chatbots:**

- Various companies specialize in chatbots for specific industries such as healthcare, finance, e-commerce, and more. For example, HealthTap provides medical chatbots, while Kasisto specializes in finance chatbots.

### **Startup Innovators:**

- Numerous startups are continuously entering the chatbot space with innovative solutions, particularly in areas like retail, HR, and marketing.

### **Integration Platforms:**

- Companies like Zapier and Integromat enable the integration of chatbots with other tools and platforms, expanding their functionality.

### **Conversational AI Agencies:**

- Some agencies specialize in creating custom chatbot solutions for businesses, offering expertise in chatbot development, NLP, and UX design.

### **Open-Source Solutions:**

- Several open-source chatbot frameworks and libraries, such as Botpress and BotUI, allow developers to create chatbots from scratch.

### **Messaging Platforms:**

- Messaging apps like WhatsApp and Facebook Messenger have opened up APIs for businesses to build chatbots and provide customer support within the apps.

## Chapter 4

### SERVICES

Quicksender offer a wide range of services across various industries and applications. Here are some common services that Quicksender provide:

- **Customer Support:** Quicksender are often used to provide instant and automated customer support, answering common questions, troubleshooting issues, and directing users to relevant resources or human agents when necessary.
- **E-Commerce:** In the realm of online shopping, Quicksender can assist users in finding products, comparing prices, making recommendations based on preferences, tracking orders, and facilitating the checkout process.
- **Information Retrieval:** Quicksender can help users find information quickly by answering questions, providing explanations, and offering access to databases or knowledge bases.
- **Appointment Scheduling:** Quicksender can manage appointment bookings and cancellations for businesses such as doctors' offices, salons, and service providers.
- **Lead Generation:** Quicksender can gather information from website visitors and potential customers, helping businesses qualify leads and provide relevant information.
- **Language Translation:** Quicksender can assist with real-time language translation, enabling communication between users who speak different languages.
- **Financial Services:** Quicksender can provide account balance inquiries, transaction history, and financial advice in the banking and financial sector.
- **Travel Assistance:** Quicksender can help users with flight bookings, hotel reservations, travel itineraries, and recommendations for restaurants and attractions.
- **Healthcare Support:** In the healthcare industry, Quicksender can offer symptom analysis, medication reminders, appointment scheduling, and health-related information.
- **HR and Recruitment:** Quicksender can help streamline the recruitment process by answering candidate queries, conducting initial screenings, and collecting necessary information.

- **Education:** Quicksender can act as virtual tutors, answering student questions, providing explanations, and guiding learners through educational content.
- **Entertainment:** Quicksender can engage users in casual conversations, tell jokes, play games, and provide personalized content recommendations.
- **Real Estate:** Quicksender can assist in property searches, provide property details, schedule property visits, and answer questions related to real estate.
- **Surveys and Feedback:** Quicksender can collect user feedback, conduct surveys, and gather insights for businesses to improve their products and services.
- **Social Interaction:** Quicksender can simulate human-like conversations for companionship, emotional support, and social interaction.
- **Legal and Compliance Assistance:** Quicksender can provide legal information, answer legal questions, and guide users through legal processes.
- **Government Services:** Quicksender can assist citizens with government-related queries, provide information about public services, and help with form submissions.

## Chapter 5

### REVENUE MODEL

Quicksender will generate revenue through various business models, Here are some common revenue models for Quicksender:

**Subscription Model:** Quicksender will charge users a recurring subscription fee to access premium features or services offered by Quicksender.

**Freemium Model:** Quicksender offers basic features or services for free, while more advanced or premium features are available at a cost. This model can help attract a larger user base and upsell premium services to interested users.

**Transaction or Affiliate Model:** Quicksender will earn revenue through commissions on sales generated through Quicksender.

**Data Monetization:** Quicksender can collect valuable user data and insights, which can be anonymized and sold to companies looking to conduct market research or improve their products and services.

**Consultation Fees:** Quicksender will offer specialized advice, consultations, or expert knowledge and charge users for accessing these services.

**Event or Conference Assistance:** Quicksender can provide event-related information, schedules, and assistance for conferences and events. Revenue will be generated through sponsorships, advertisements, or direct fees from event organizers.

**Training and Education:** Quicksender will provide training or educational content and charge users for access to specialized courses, tutorials, or certifications..

## Chapter 6

# MARKETING AND SALES

Marketing and sales are critical components of building a successful chatbot business. To effectively market and sell Quicksender's products or services, we need to create a strong brand presence, target the right audience, and demonstrate the value of our chatbot solutions. Here's a step-by-step guide on how we will handle marketing and sales for Quicksender:

### 1. Target Audience:

The target audiences are Business Owners, Health Sector, Banking Sector, Insurance Sector, Education Sector, Legal Sector, Aviation Sector etc.

### 2. Building a Strong Online Presence:

We shall develop a professional website, [www.quicksender.ng](http://www.quicksender.ng), the website shall be optimized for Search Engine Optimization (SEO) to increase visibility, we shall also establish profiles on relevant social media platforms like facebook, linkedin, Instagram, twitter, etc.

### 3. Content Marketing:

We shall create valuable and informative contents that will educate our target audience about Quicksender and its benefits; there shall also be a regular blog post that will be auto shared to our social media accounts.

### 4. Email Marketing:

We shall build an email list of potential customers and engage them with newsletter and updates on Quicksender. We shall also send personalized emails to nurture leads and convert them into customers.

## **5. Partner and Network:**

We shall go into collaboration and partnership with any company that has the potentials to advertise Quicksender to wider audience. We shall also attend industry conferences, webinars, and networking events to connect with potential clients.

## **6. Offering Free Trials:**

We shall provide free 10 days trials to let potential customers experience the benefits of Quicksender firsthand.

## **7. Showcasing Case Studies and Testimonials:**

We shall share customers' testimonials on our website and marketing materials, this will help build trust with potential customers and also change the mind of customers that initially do not want to patronize Quicksender.

## **8. Paid Advertising:**

We shall use pay-per-click (PPC) advertising on platforms like Google Ads and ads channels to target specific demographics. We shall also create compelling ad copy and landing pages.

## **9. Social Media Advertising:**

We shall run targeted advertising campaigns on platforms like Facebook, Instagram, and LinkedIn to reach potential customers.

## **10. Engaging our Audience:**

We shall ensure that will have good audience engagement policy by promptly responding to comments, messages, and inquiries. We shall also create engaging social media posts to foster a community around the Quicksender brand.

## **11. Sales Strategy:**

We shall develop a clear sales strategy, including pricing, sales funnels, and lead qualification processes. We shall also train our sales team to effectively communicate the value of Quicksender solutions.



## **12. Customer Support and Follow-up:**

We shall provide excellent customer support to retain and upsell existing clients. We shall also follow up with leads and prospects to address any questions or concerns.

## **13. Analytics and Optimization:**

We shall use analytics tools to track the performance of our marketing efforts and sales conversions. We shall also continuously optimize our strategies based on data insights.

## **14. Regulatory Compliance:**

We shall ensure that Quicksender complies with relevant data protection and privacy regulations, like GDPR or CCPA, to build trust with clients.

## **15. Staying Updated:**

We shall strive to stay informed about the latest developments in chatbot technology and industry trends to keep our solutions competitive.

Finally the success of Quicksender relies on building trust, providing value, and continuously improving our offerings based on customer feedback and market demands. We shall tailor our marketing and sales strategies to the unique needs of our target audience and adapt as necessary to remain competitive in the evolving chatbot market.

## Chapter 7

### IMPLEMENTATION TIMELINE

Month 1	Business setup, legal formalities, and website development
Month 2	Testing of Application, Feed backs and Improvement
Month 3	Launch the first version of the Quicksender, begin marketing efforts
Month 4 -12	Gain initial clients, gather feedback for improvements, refine marketing strategies.

## Chapter 8

# CASH FLOW PROJECTIONS

Table 1.1 (Year 1)

### Cash Flow Analysis

Income Statement												
All Amounts Denominated in Naira Unless Otherwise Stated												
Month	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12
<b>Revenue</b>												
Cash on hand (Beginning of month)	0.0	85,506,000.0	61,320,000.0	40,633,790.0	39,582,790.0	40,531,790.0	41,175,720.0	41,689,650.0	46,933,580.0	54,677,510.0	64,921,440.0	77,665,370.0
Sales	0.0	0.0	0.0	2,500,000.0	5,000,000.0	7,500,000.0	10,000,000.0	12,500,000.0	15,000,000.0	17,500,000.0	20,000,000.0	22,500,000.0
Share Holders Contributions	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loan/Debentures	100,000,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Total Revenue</b>	<b>100,000,000.0</b>	<b>85,506,000.0</b>	<b>61,320,000.0</b>	<b>43,133,790.0</b>	<b>44,582,790.0</b>	<b>48,031,790.0</b>	<b>51,175,720.0</b>	<b>54,189,650.0</b>	<b>61,933,580.0</b>	<b>72,177,510.0</b>	<b>84,921,440.0</b>	<b>100,165,370.0</b>
<b>Operating Expenses:</b>												
Research and Development (R&D) & Upgrade Expenses	7,000,000.0	0.0	0.0	0.0	0.0	0.0	2,000,000.0	0.0	0.0	0.0	0.0	0.0
Retainership & Training	0.0	0.0	0.0	0.0	300,000.0	0.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0
Server and Hosting Costs	5,544,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Employee Benefits and Compensation	1,200,000.0	2,470,000.0	2,770,000.0	2,770,000.0	2,770,000.0	2,770,000.0	2,970,000.0	2,970,000.0	2,970,000.0	2,970,000.0	2,970,000.0	2,970,000.0
Advertising	0.0	0.0	12,125,210.0	0.0	0.0	3,075,070.0	3,075,070.0	3,075,070.0	3,075,070.0	3,075,070.0	3,075,070.0	3,075,070.0
Furniture/Equipmentss	0.0	6,286,000.0	5,270,000.0	0.0	0.0	0.0	230,000.0	0.0	0.0	0.0	0.0	0.0
Fuel Costs	0.0	20,000.0	50,000.0	250,000.0	250,000.0	250,000.0	250,000.0	250,000.0	250,000.0	250,000.0	250,000.0	250,000.0
Utilities	0.0	110,000.0	121,000.0	181,000.0	181,000.0	181,000.0	181,000.0	181,000.0	181,000.0	181,000.0	181,000.0	181,000.0
Office Rent & Renovation	0.0	7,000,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Legal	250,000.0	100,000.0	100,000.0	100,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
CAC	500,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Consumables	0.0	0.0	50,000.0	50,000.0	50,000.0	80,000.0	80,000.0	80,000.0	80,000.0	80,000.0	80,000.0	80,000.0
Vehicles	0.0	6,000,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Affiliate Marketers Commission	0.0	0.0	0.0	0.0	300,000.0	300,000.0	300,000.0	300,000.0	300,000.0	300,000.0	300,000.0	300,000.0
Call Center	0.0	2,000,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Miscellaneous	0.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0
<b>Total Operating Expenses</b>	<b>14,494,000.0</b>	<b>24,186,000.0</b>	<b>20,686,210.0</b>	<b>3,551,000.0</b>	<b>4,051,000.0</b>	<b>6,856,070.0</b>	<b>9,486,070.0</b>	<b>7,256,070.0</b>	<b>7,256,070.0</b>	<b>7,256,070.0</b>	<b>7,256,070.0</b>	<b>7,256,070.0</b>
<b>Deductions</b>												
Loan Repayment												
Director Emoluments												
<b>Total Deduction</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Total Expenses</b>	<b>14,494,000.0</b>	<b>24,186,000.0</b>	<b>20,686,210.0</b>	<b>3,551,000.0</b>	<b>4,051,000.0</b>	<b>6,856,070.0</b>	<b>9,486,070.0</b>	<b>7,256,070.0</b>	<b>7,256,070.0</b>	<b>7,256,070.0</b>	<b>7,256,070.0</b>	<b>7,256,070.0</b>
<b>Cash Balance</b>	<b>85,506,000.0</b>	<b>61,320,000.0</b>	<b>40,633,790.0</b>	<b>39,582,790.0</b>	<b>40,531,790.0</b>	<b>41,175,720.0</b>	<b>41,689,650.0</b>	<b>46,933,580.0</b>	<b>54,677,510.0</b>	<b>64,921,440.0</b>	<b>77,665,370.0</b>	<b>92,909,300.0</b>
<b>Cash Carried Forward</b>	<b>85,506,000.0</b>	<b>61,320,000.0</b>	<b>40,633,790.0</b>	<b>39,582,790.0</b>	<b>40,531,790.0</b>	<b>41,175,720.0</b>	<b>41,689,650.0</b>	<b>46,933,580.0</b>	<b>54,677,510.0</b>	<b>64,921,440.0</b>	<b>77,665,370.0</b>	<b>92,909,300.0</b>



Table 1.2 (Year 2)

## Cash Flow Analysis

Income Statement All Amounts Denominated in Naira Unless Otherwise Stated

Month	Month 13	Month 14	Month 15	Month 16	Month 17	Month 18	Month 19	Month 20	Month 21	Month 22	Month 23	Month 24
<b>Revenue</b>												
Cash on hand (Begining of month)	92,909,300.0	105,487,674.0	124,261,604.0	143,535,534.0	167,309,464.0	191,283,394.0	220,057,324.0	251,131,254.0	284,705,184.0	320,279,114.0	358,853,044.0	399,926,974.0
Sales	25,000,000.0	27,500,000.0	30,000,000.0	32,500,000.0	35,000,000.0	37,500,000.0	40,000,000.0	42,500,000.0	44,500,000.0	47,500,000.0	50,000,000.0	52,500,000.0
Share Holders Contributions	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loan/Debentures	4,444.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Total Revenue</b>	<b>117,913,744.0</b>	<b>132,987,674.0</b>	<b>154,261,604.0</b>	<b>176,035,534.0</b>	<b>202,309,464.0</b>	<b>228,783,394.0</b>	<b>260,057,324.0</b>	<b>293,631,254.0</b>	<b>329,205,184.0</b>	<b>367,779,114.0</b>	<b>408,853,044.0</b>	<b>452,426,974.0</b>
<b>Operating Expenses:</b>												
Research and Development (R&D) & Upgrade Expenses	0.0	0.0	0.0	0.0	2,000,000.0	0.0	0.0	0.0	0.0	0.0	0.0	2,000,000.0
Retainership & Training	0.0	0.0	0.0	0.0	300,000.0	0.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0
Server and Hosting Costs	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Employee Benefits and Compensation	3,620,000.0	3,620,000.0	3,620,000.0	3,620,000.0	3,620,000.0	3,620,000.0	3,620,000.0	3,620,000.0	3,620,000.0	3,620,000.0	3,620,000.0	3,620,000.0
Advertising	6,075,070.0	4,075,070.0	6,075,070.0	4,075,070.0	4,075,070.0	4,075,070.0	4,075,070.0	4,075,070.0	4,075,070.0	4,075,070.0	4,075,070.0	4,075,070.0
Furniture/Equipmentss	1,590,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fuel Costs	250,000.0	250,000.0	250,000.0	250,000.0	250,000.0	250,000.0	250,000.0	250,000.0	250,000.0	250,000.0	250,000.0	250,000.0
Utilities	181,000.0	181,000.0	181,000.0	181,000.0	181,000.0	181,000.0	181,000.0	181,000.0	181,000.0	181,000.0	181,000.0	181,000.0
Office Rent & Renovation	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Legal	60,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
CAC	50,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Consumables	100,000.0	100,000.0	100,000.0	100,000.0	100,000.0	100,000.0	100,000.0	100,000.0	100,000.0	100,000.0	100,000.0	100,000.0
Vehicles	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Affiliate Marketers Commission	300,000.0	300,000.0	300,000.0	300,000.0	300,000.0	300,000.0	300,000.0	300,000.0	300,000.0	300,000.0	300,000.0	300,000.0
Call Center	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Miscellaneous	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0
<b>Total Operating Expenses</b>	<b>12,426,070.0</b>	<b>8,726,070.0</b>	<b>10,726,070.0</b>	<b>8,726,070.0</b>	<b>11,026,070.0</b>	<b>8,726,070.0</b>	<b>8,926,070.0</b>	<b>8,926,070.0</b>	<b>8,926,070.0</b>	<b>8,926,070.0</b>	<b>8,926,070.0</b>	<b>10,926,070.0</b>
<b>Deductions</b>												
Loan Repayment												
Director Emoluments												
<b>Total Deduction</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Total Expenses</b>	<b>12,426,070.0</b>	<b>8,726,070.0</b>	<b>10,726,070.0</b>	<b>8,726,070.0</b>	<b>11,026,070.0</b>	<b>8,726,070.0</b>	<b>8,926,070.0</b>	<b>8,926,070.0</b>	<b>8,926,070.0</b>	<b>8,926,070.0</b>	<b>8,926,070.0</b>	<b>10,926,070.0</b>
<b>Gross Profit</b>	<b>105,487,674.0</b>	<b>124,261,604.0</b>	<b>143,535,534.0</b>	<b>167,309,464.0</b>	<b>191,283,394.0</b>	<b>220,057,324.0</b>	<b>251,131,254.0</b>	<b>284,705,184.0</b>	<b>320,279,114.0</b>	<b>358,853,044.0</b>	<b>399,926,974.0</b>	<b>441,500,904.0</b>
<b>Net Profit</b>	<b>105,487,674.0</b>	<b>124,261,604.0</b>	<b>143,535,534.0</b>	<b>167,309,464.0</b>	<b>191,283,394.0</b>	<b>220,057,324.0</b>	<b>251,131,254.0</b>	<b>284,705,184.0</b>	<b>320,279,114.0</b>	<b>358,853,044.0</b>	<b>399,926,974.0</b>	<b>441,500,904.0</b>



Table 1.3 (Year 3)

## Cash Flow Analysis

Income Statement All Amounts Denominated in Naira Unless Otherwise Stated												
Month	Month 25	Month 26	Month 27	Month 28	Month 29	Month 30	Month 31	Month 32	Month 33	Month 34	Month 35	Month 36
<b>Revenue</b>												
Cash on hand (Begining of month)	441,500,904.0	486,884,904.0	531,058,904.0	582,936,348.0	637,432,258.0	692,106,258.0	751,280,258.0	807,454,258.0	866,628,258.0	928,302,258.0	992,476,258.0	1,059,150,258.0
Sales	55,000,000.0	57,500,000.0	60,000,000.0	62,500,000.0	65,000,000.0	67,500,000.0	70,000,000.0	72,500,000.0	75,000,000.0	77,500,000.0	80,000,000.0	82,500,000.0
Share Holders Contributions	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loan/Debentures	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Total Revenue</b>	<b>496,500,904.0</b>	<b>544,384,904.0</b>	<b>591,058,904.0</b>	<b>645,436,348.0</b>	<b>702,432,258.0</b>	<b>759,606,258.0</b>	<b>821,280,258.0</b>	<b>879,954,258.0</b>	<b>941,628,258.0</b>	<b>1,005,802,258.0</b>	<b>1,072,476,258.0</b>	<b>1,141,650,258.0</b>
<b>Operating Expenses:</b>												
Research and Development (R&D) & Upgrade Expenses	0.0	0.0	0.0	0.0	2,000,000.0	0.0	0.0	0.0	0.0	0.0	0.0	2,000,000.0
Retainership & Training	700,000.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0	700,000.0	200,000.0	200,000.0	200,000.0	200,000.0	700,000.0
Server and Hosting Costs	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Employee Benefits and Compensation	3,820,000.0	3,820,000.0	3,820,000.0	3,820,000.0	3,820,000.0	3,820,000.0	3,820,000.0	3,820,000.0	3,820,000.0	3,820,000.0	3,820,000.0	3,820,000.0
Advertising	3,275,000.0	3,275,000.0	3,071,556.0	2,953,090.0	3,275,000.0	3,275,000.0	8,275,000.0	8,275,000.0	8,275,000.0	8,275,000.0	8,275,000.0	10,275,000.0
Furniture/Equipments	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fuel Costs	250,000.0	250,000.0	250,000.0	250,000.0	250,000.0	250,000.0	250,000.0	250,000.0	250,000.0	250,000.0	250,000.0	250,000.0
Utilities	181,000.0	181,000.0	181,000.0	181,000.0	181,000.0	181,000.0	181,000.0	181,000.0	181,000.0	181,000.0	181,000.0	181,000.0
Office Rent & Renovation	0.0	5,000,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Legal	90,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
CAC	700,000.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Consumables	100,000.0	100,000.0	100,000.0	100,000.0	100,000.0	100,000.0	100,000.0	100,000.0	100,000.0	100,000.0	100,000.0	100,000.0
Vehicles	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Affiliate Marketers Commission	300,000.0	300,000.0	300,000.0	300,000.0	300,000.0	300,000.0	300,000.0	300,000.0	300,000.0	300,000.0	300,000.0	300,000.0
Call Center	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Miscellaneous	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0	200,000.0
<b>Total Operating Expenses</b>	<b>9,616,000.0</b>	<b>13,326,000.0</b>	<b>8,122,556.0</b>	<b>8,004,090.0</b>	<b>10,326,000.0</b>	<b>8,326,000.0</b>	<b>13,826,000.0</b>	<b>13,326,000.0</b>	<b>13,326,000.0</b>	<b>13,326,000.0</b>	<b>13,326,000.0</b>	<b>17,826,000.0</b>
<b>Deductions</b>												
Loan Repayment												
Director Emoluments												
<b>Total Deduction</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Total Expenses</b>	<b>9,616,000.0</b>	<b>13,326,000.0</b>	<b>8,122,556.0</b>	<b>8,004,090.0</b>	<b>10,326,000.0</b>	<b>8,326,000.0</b>	<b>13,826,000.0</b>	<b>13,326,000.0</b>	<b>13,326,000.0</b>	<b>13,326,000.0</b>	<b>13,326,000.0</b>	<b>17,826,000.0</b>
<b>Cash Balance</b>	<b>486,884,904.0</b>	<b>531,058,904.0</b>	<b>582,936,348.0</b>	<b>637,432,258.0</b>	<b>692,106,258.0</b>	<b>751,280,258.0</b>	<b>807,454,258.0</b>	<b>866,628,258.0</b>	<b>928,302,258.0</b>	<b>992,476,258.0</b>	<b>1,059,150,258.0</b>	<b>1,123,824,258.0</b>
<b>Cash Carried Forward</b>	<b>486,884,904.0</b>	<b>531,058,904.0</b>	<b>582,936,348.0</b>	<b>637,432,258.0</b>	<b>692,106,258.0</b>	<b>751,280,258.0</b>	<b>807,454,258.0</b>	<b>866,628,258.0</b>	<b>928,302,258.0</b>	<b>992,476,258.0</b>	<b>1,059,150,258.0</b>	<b>1,123,824,258.0</b>

## Chapter 9

### CONCLUSION

The demand for efficient and personalized customer interactions is driving the need for innovative solutions like WhatsApp chatbots. By offering tailored services, seamless integration, and cutting-edge AI, QuickSender aims to establish itself as a leading player in the WhatsApp chatbot services market, providing value to businesses and enhancing g customer experiences.

## Chapter 10

### **CONFIDENTIAL STATEMENT**

The reader of Quicksender Business Plan hereby acknowledges that the information provided is completely confidential and therefore the reader agrees not to disclose anything found in the business plan without the express written consent of the author

It is also acknowledged by the reader that the information to be furnished in this business plan is in all aspects confidential in nature, other than information that is in the public domain through other means and that any disclosure or use of the same by the reader may cause serious harm and or damage to the author.

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