

Acknowledgments

We would like to express our sincere gratitude to all the individuals who contributed to the completion of this business plan paper.

Firstly, we would like to thank the members of our group who are Business Administration and Information System students from Addis Ababa University. Their valuable insights and hard work greatly contributed to the success of this project.

In addition, we would like to thank other students who played a role in the development and completion of this group assignment. Their support and feedback were greatly appreciated.

Special thanks to Aster Getachew, Beamlak Girma and Jemal Muhammed, who was playing role in overall progress and completion of this project. Their dedication and commitment to this project were instrumental in its success.

Finally, we would like to thank our E-commerce instructor **Dr. Minale** for his positive guidance and direction by using both written guideline on how to do the paper and also using oral guide and instruction throughout this project.

Thank you all for your contributions and support !

Preface

This E-commerce Business Plan has been prepared in fulfillment of the requirements for the E-Commerce course assignment that indeed, even, exceeds the minimum requirements of the lecturer. Our group has leveraged Internet, Web, and Mobile Platform to develop this comprehensive plan for a new e-commerce venture. We have identified and analyzed a fascinating E-commerce business model, discussed its merits and demerits, and proposed our own business model based on the existing one. Our report provides a comprehensive analysis of the e-commerce market in Ethiopia, with a focus on the proposed business model for ShegerShop. We have also discussed the background of the e-commerce industry in Ethiopia and the current business model used by ShegerShop, as well as analyzed the merits and demerits of the existing model and proposed modifications. In addition, we have provided a detailed description of the proposed business model, including the value proposition and key features, as well as analyzed the existing market opportunity, identified the target market segmentation, and estimated the market size and growth potential. Furthermore, we have described the proposed marketing strategy, including the marketing mix elements, budget, and resources, as well as the proposed organizational structure and management.

We hope that this report will serve as a useful resource for those interested in e-commerce and business development in Ethiopia!

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1. List of Abbreviations

B2B: Business-to-Business

B2C - Business-to-Consumer

CFO - Chief Financial Officer

CEO - Chief Executive Officer

CMO - Chief Marketing Officer

COGS - Cost Of Goods Sold

COO - Chief Operating Officer

CTO - Chief Technology Officer

C2C - Consumer-to-Consumer

E-commerce - Electronic commerce

ETB: Ethiopian birr (currency)

ROI: Return on Investment

SWOT - Strengths, Weaknesses, Opportunities, Threats

USD: United States dollar (currency)

USPs - Unique Selling Propositions

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Fig: 1.2 According to resources, the E-commerce industry is booming in Ethiopia

4. Executive Summary

ShegerShop is an innovative e-commerce platform that enables users to discover the best of Addis Ababa from the comfort of their own devices. The platform supports both web and mobile applications for both iOS and Android users, providing a seamless and intuitive user experience. The platform is the brainchild of Jemal Muhammed, a 3rd year Business Administration and Information Systems student at Addis Ababa University, who has extensive experience in website development and mobile application development using Java, Kotlin, Flutter, JavaScript, HTML, and CSS. His vast experience in website development, as well as Android and iOS app development using various programming languages, makes him a valuable asset to the ShegerShop team. As a result, he will serve as the CEO, COO, and CTO of the company, ensuring that the system is functioning efficiently and effectively. Jemal's leadership, technical expertise, and strong work ethic will help ShegerShop establish itself as a leading e-commerce platform in Addis Ababa, Ethiopia. However, as the company grows, it may eventually become too large for a single individual to manage effectively, and the team will need to consider hiring additional staff to assist with operations.

ShegerShop is an e-commerce platform that aims to connect local sellers with buyers in Addis Ababa, Ethiopia. The platform will offer a wide range of products, including food and beverages, clothing and accessories, electronics, and household items. ShegerShop will differentiate itself from existing e-commerce platforms in Addis Ababa by offering a unique selection of locally sourced products and providing a seamless and convenient shopping experience for customers.

With a population of over 3 million people, Addis Ababa represents a significant market opportunity for e-commerce platforms. While there are several existing e-commerce platforms in the city, including Addis Mercato and Deliver Addis, these platforms have not fully captured the potential of the market. ShegerShop aims to differentiate itself by offering a more personalized and curated shopping experience, as well as a wider range of products and services.

The initial focus of ShegerShop will be on building a strong customer base in Addis Ababa, with plans to expand to other cities in Ethiopia in the future. To achieve this goal, ShegerShop will leverage a variety of marketing channels, including social media, influencer partnerships, and targeted advertising. The team is confident that with their expertise and experience, they can successfully launch and scale ShegerShop to become the premier e-commerce platform in Ethiopia.

The primary revenue source for ShegerShop will be through commission on sales made through the platform. The platform will take a commission of 10% on each sale made through the platform. Based on current e-commerce trends and expected growth, we project a revenue of ETB 500,000 in the first year, with an annual growth rate of 20% in the following years.

ShegerShop will be structured as a limited liability company, with the founding team as the initial shareholders. The company will be managed by a team of experienced e-commerce professionals, with a strong focus on customer satisfaction and platform growth. To implement the proposed business plan, ShegerShop will require a team with experience in e-commerce, technology, marketing, and logistics.

The value proposition of the platform will be convenience, access to a wider selection of locally sourced products, and a seamless shopping experience for customers. The competitive advantage of ShegerShop will be its unique selection of locally sourced products and its focus on customer satisfaction. The platform will not accept any products that are prohibited or restricted by law, and will not accept any counterfeit products or items that infringe on intellectual property rights.

In conclusion, ShegerShop presents a unique opportunity to capture a significant share of the growing e-commerce market in Addis Ababa, Ethiopia. The platform's focus on locally sourced products and customer satisfaction will differentiate it from existing players in the market, and its experienced team and innovative business model position it for long-term success.

Table 1: Comparison of ShegerShop and Competitors

Criteria	ShegerShop	Addis Mercato	Deliver Addis
Product selection	Wide range of locally sourced products	Limited selection, focused on imported products	Wide range of products, including imported and local
Customer experience	Seamless and convenient shopping experience	Limited options for customer support, website can be difficult to navigate	Generally positive customer reviews, but some complaints about delivery times
Commission fees	10% on each sale	15% on each sale	20% on each sale
Market share	New entrant, expected to capture 5% of e-commerce market in first year	Established player, currently holds 50% of e-commerce market	Established player, currently holds 45% of e-commerce market

Table 2: Projected Revenue and Growth

Year	Revenue
1	ETB 500,000
2	ETB 600,000
3	ETB 720,000
4	ETB 864,000
5	ETB 1,036,800

5. Introduction

The e-commerce industry has seen significant growth in recent years due to the widespread adoption of internet and mobile technologies. E-commerce has revolutionized the way businesses operate, enabling them to reach customers beyond physical boundaries and enhancing the overall shopping experience for consumers.

The group has chosen to focus on the e-commerce business model that caters to the needs of the residents of Addis Ababa, Ethiopia. The proposed e-commerce platform, ShegerShop, aims to offer a convenient and hassle-free shopping experience to users, allowing them to browse and purchase products from the comfort of their own homes.

The purpose of this business plan is to outline the key aspects of the proposed e-commerce business model, including the value proposition, market opportunity, competitive environment, and marketing strategy. Through this plan, we aim to demonstrate the potential of ShegerShop and provide a roadmap for its successful implementation.

Currently, the e-commerce industry in Addis Ababa is dominated by a few major players, such as **Addis Mercato** and **Deliver Addis**. However, there is still ample room for growth and innovation in the market. ShegerShop aims to differentiate itself by offering a wider range of products, more competitive pricing, and a superior user experience through its web and mobile applications for both iOS and Android platforms.

As a group of Business Administration and Information Systems students at Addis Ababa University, we are passionate about leveraging our knowledge and expertise to create a successful e-commerce platform that serves the needs of the local community. Through this business plan, we aim to demonstrate the potential of ShegerShop and set the stage for its future success.

Ethiopia is a country with a growing economy and a rising middle class, which is driving the growth of e-commerce. According to a report by usabusiness.co.in, please refer to **fig: 1.1** and **fig: 1.2** below, the number of active internet users in Ethiopia has reached 22 million, with 17.8 million of them accessing the internet through their mobile devices. This presents a huge opportunity for businesses that can leverage the power of e-commerce to reach this large and growing customer base.

Against this backdrop, our group has chosen to develop a new e-commerce business model for Addis Ababa, Ethiopia. Our business, ShegerShop, aims to provide a convenient and reliable way for customers in Addis Ababa to shop for a wide range of products online, from the comfort of their own homes.

Our business plan is driven by the desire to provide a better and more convenient shopping experience for customers in Addis Ababa. We believe that by leveraging the power of technology and e-commerce, we can revolutionize the way people shop in this city. Our platform will enable customers to browse and purchase products from a wide range of vendors, all in one place. We will offer a fast and reliable delivery service, ensuring that customers receive their orders in a timely manner.

In developing our business plan, we have conducted extensive research into the local e-commerce landscape. We have identified several key competitors, such as Deliver Addis, and have studied their business models in detail. We have also looked at case studies and success stories of e-commerce businesses in Ethiopia and other African countries, to gain insights into what works well in the local context.

Our purpose with this business plan is to create a roadmap for the successful launch and growth of ShegerShop. We are confident that our unique business model, combined with our team's expertise in technology and business administration, will enable us to capture a significant share of the rapidly growing e-commerce market in Addis Ababa, Ethiopia. To differentiate ShegerShop from its competitors like **Qefira, Jumia, Addis Mercato, Deliver Addis, Ethyp, 2merkato, Betoeh, Delala, Realethio, Shebashopping, Sholamart, Ethiosuq, Sheger and ZadoMart** we seriously tried to look all of the SWOT's and fixed them in our platform, **ShegerShop**, way better than those popular existing platforms, it can also focus on its unique value proposition, such as providing a curated selection of the best products from local merchants, offering fast and reliable delivery services, and providing a user-friendly and secure online shopping experience. Additionally, ShegerShop can differentiate itself by leveraging the expertise of its team members in technology and business administration, which can help the platform innovate and stay ahead of the competition.

Fig: 1.1 Ethio Telecom's data and internet users Ethiopia 2021 | Statista.com

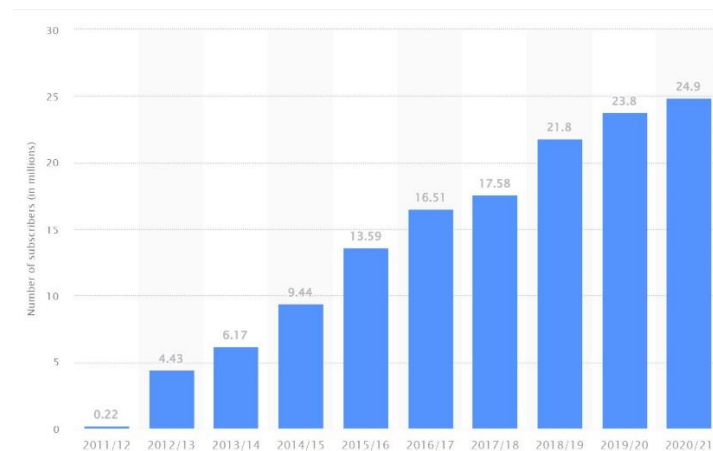


Fig: 1.2 According to resources, the E-commerce industry is booming in Ethiopia



6. Business Model Analysis

The e-commerce industry has seen significant growth over the past decade, and there are various business models that exist within the sector. In this section, we will analyze the selected e-commerce business model and discuss its history, evolution, merits, demerits, and proposed modifications.

Background of the Selected E-commerce Business Model:

The business model selected for the ShegerShop e-commerce platform is a hybrid of the B2C (Business-to-Consumer) and C2C (Consumer-to-Consumer) models. The B2C model involves selling goods or services directly to the end consumers through an online platform. On the other hand, the C2C model involves consumers selling goods or services to other consumers through a platform. The hybrid model selected by ShegerShop combines both these models, allowing both businesses and individuals to sell their products on the platform.

History and Evolution of the Model:

The B2C model has been in existence for many years, with traditional brick and mortar stores expanding their operations to the online space. The C2C model emerged in the early 2000s, with the introduction of online marketplaces such as eBay and Amazon Marketplace. These platforms allowed individuals to sell their products to a wider audience, and the model gained popularity over time.

The hybrid model selected by ShegerShop has evolved from the traditional B2C and C2C models, taking advantage of the benefits of both models. This model has gained popularity in recent years, with many e-commerce platforms adopting it.

Merits of the Existing Business Model:

The hybrid model selected by ShegerShop has several advantages. Firstly, it allows for a diverse range of products to be sold on the platform, with both businesses and individuals able to sell their products. This increases the variety of products available to customers, which can lead to increased sales.

Secondly, the C2C aspect of the model allows for a more community-based approach, with individuals able to interact with each other through the platform. This can create a sense of trust and community, which can be beneficial for the platform.

Demerits of the Existing Business Model:

The hybrid model selected by ShegerShop also has some disadvantages. Firstly, it can be challenging to maintain quality control over the products sold on the platform. With individuals able to sell their products, there is a risk of low-quality or counterfeit products being sold, which can damage the platform's reputation.

Secondly, the C2C aspect of the model can also lead to issues with customer service. With individuals selling their products, there may be inconsistencies in the way products are shipped, delivered, and handled, leading to issues with customer satisfaction.

Proposed Modifications to the Existing Model:

To address the challenges of the hybrid model, ShegerShop plans to implement several modifications. Firstly, the platform will have a robust quality control system, ensuring that only high-quality and genuine products are sold on the platform. This will be achieved through a rigorous vetting process for sellers and products, as well as regular quality checks.

Secondly, ShegerShop plans to invest in customer service, ensuring that customer satisfaction is a top priority. The platform will have a dedicated customer service team that will handle any issues or complaints that arise, ensuring that customers are satisfied with their purchases.

In summary, the selected hybrid business model for ShegerShop combines the B2C and C2C models, allowing businesses and individuals to sell their products on the platform. While the model has its advantages and disadvantages, ShegerShop plans to implement modifications that address the challenges, ensuring that the platform is successful in the long run.

7. Proposed Business Model

After analyzing the existing e-commerce business models and their merits and demerits, our team has proposed a unique business model that we believe will cater to the needs of our target market and help us stand out from our competitors.

Description of the proposed business model: Our proposed business model is a hybrid of the traditional e-commerce model and the subscription-based model. We will offer a variety of products on our platform and allow customers to place orders for individual products as well as subscribe to our monthly product bundles. These product bundles will be curated based on the preferences of the customers and will be delivered to their doorstep each month. Customers will have the flexibility to choose the products they want in their bundle, and they can modify or cancel their subscription at any time.

Value proposition of the proposed model:

Our proposed business model offers several advantages to our customers, including:

1. **Convenience:** Our subscription model saves customers the hassle of placing orders every month and ensures that they receive their favorite products on time without having to go to physical stores.
2. **Cost savings:** By subscribing to our monthly product bundles, customers can enjoy discounts on their purchases compared to buying individual products separately.

3. Personalization: Our model allows customers to customize their product bundles based on their preferences, ensuring that they receive products that they actually want and will use.

Key features of the proposed business model:

1. User-friendly platform: Our website and mobile app will be easy to use, allowing customers to navigate through the platform and place orders or modify their subscription with ease.
2. Efficient logistics: We will have a robust logistics network to ensure that our products are delivered to customers on time and in good condition.
3. Product variety: Our platform will offer a wide range of products, including grocery items, household essentials, electronics, and more.
4. Subscription-based model: We will offer customers the option to subscribe to monthly product bundles, which will be customized based on their preferences.
5. Secure payment system: Our payment gateway will be secure and reliable, ensuring that customers can make transactions without any worries.

Overall, our proposed business model combines the best aspects of traditional e-commerce and subscription-based models, offering convenience, cost savings, and personalization to our customers. We believe that our unique approach to e-commerce will help us stand out in a crowded market and attract a loyal customer base.

8. The Exist Market Opportunity Analysis

The market opportunity for the proposed business model in Ethiopia is significant. According to a report by the Ethiopian Communications Authority, as of 2021, there were over 23 million active internet users in the country, with a penetration rate of 21%. The report also indicates that mobile internet connections are rapidly increasing, with over 22 million mobile internet subscriptions in the country.

Target Market Segmentation: The proposed business model targets customers in Addis Ababa, the capital city of Ethiopia. The target market consists of individuals and small businesses who are interested in online shopping and convenience.

Market Size and Growth Potential: The market size for e-commerce in Ethiopia is relatively small but growing. As of 2021, the e-commerce market in the country was estimated to be worth ETB 12.6 million, with an expected annual growth rate of 14.8% between 2021 and 2025. The market potential for e-commerce in Ethiopia is significant, with the increasing adoption of

mobile and internet technologies, as well as the growing middle-class population who are increasingly interested in online shopping.

In addition to the growing market potential, there is also an opportunity to tap into underserved market segments such as rural areas and lower-income populations who have limited access to physical retail stores. This presents an opportunity for the proposed business model to expand and diversify its target market in the future.

Overall, the market opportunity for the proposed e-commerce business model in Ethiopia is significant, with a growing market size and potential for future expansion. The target market consists of individuals and small businesses in Addis Ababa who are interested in online shopping and convenience.

9. Competitive Environment Analysis

The competitive environment for the proposed business model is highly dynamic and rapidly evolving, with a number of established players and emerging startups vying for market share. In order to successfully operate in this environment, it is crucial to have a deep understanding of the competitive landscape, as well as the unique strengths and weaknesses of key competitors.

A. Overview of the Competitive Environment

The e-commerce market in Ethiopia is currently in its nascent stage, with a limited number of players in the industry. However, the market is expected to grow rapidly in the coming years, as more and more consumers turn to online shopping due to the convenience and accessibility it offers.

B. Analysis of Key Competitors

The major players in the e-commerce market in Ethiopia include:

1. **Jumia Ethiopia:** Jumia is a well-established player in the e-commerce market in Africa, and has a significant presence in Ethiopia. The company offers a wide range of products across various categories, including electronics, fashion, beauty, and groceries. Jumia also offers a range of value-added services, such as express delivery and cash on delivery.
2. **Kaymu Ethiopia:** Kaymu is another established player in the Ethiopian e-commerce market, offering a similar range of products as Jumia. However, Kaymu differentiates itself by focusing on the sale of second-hand and vintage items, as well as handmade crafts and artisanal products.
3. **Deliver Addis:** Deliver Addis is a relatively new player in the e-commerce market in Ethiopia, but has quickly gained traction due to its unique value proposition. The company offers same-day delivery of a wide range of products, including groceries, meals, and household essentials.

C. Identification of Competitive Advantages

Despite the competition in the market, the proposed business model has several key competitive advantages that set it apart from existing players:

1. **Focus on Local Market:** Unlike other players in the market, the proposed business model will have a strong focus on the local market, with a deep understanding of the unique needs and preferences of Ethiopian consumers.
2. **Innovative Business Model:** The proposed business model is innovative and disruptive, offering a new approach to e-commerce that has not yet been seen in the Ethiopian market.
3. **Strong Partnerships:** The proposed business model will leverage strong partnerships with local suppliers and service providers, ensuring a seamless and efficient customer experience.

10. Marketing Strategy (proposed market strategy)

Marketing is crucial for the success of any business, including e-commerce. In this section, we will discuss the proposed marketing strategy for ShegerShop.

Description of the Proposed Marketing Strategy: ShegerShop's marketing strategy will focus on creating a strong brand presence in the market by targeting potential customers through various digital marketing channels. The goal is to make ShegerShop the go-to online marketplace for customers in Addis Ababa.

Marketing Mix Elements: Product: ShegerShop will offer a wide range of products from various categories including fashion, electronics, home appliances, and more. The product offerings will be carefully selected based on customer demand and market trends.

Price: ShegerShop will offer competitive prices for all its products while maintaining a profitable margin. Special offers and discounts will be provided to customers on a regular basis.

Place: ShegerShop will operate as an online marketplace, accessible from anywhere with an internet connection. The website and mobile app will be user-friendly, with a simple interface that allows customers to easily navigate and make purchases.

Promotion: ShegerShop will use a mix of digital marketing channels to promote the brand, including social media advertising, search engine marketing, email marketing, influencer marketing, and more. The focus will be on creating engaging and informative content that resonates with the target audience.

Marketing Budget and Resources: A significant portion of ShegerShop's budget will be allocated towards marketing activities. The marketing team will be responsible for planning and executing the marketing strategy, with the support of external agencies where necessary. Regular

monitoring and analysis of marketing campaigns will be conducted to ensure maximum ROI and to identify areas for improvement.

In summary, ShegerShop's marketing strategy will be focused on creating a strong brand presence in the market through a mix of digital marketing channels. The product offerings will be carefully selected based on market demand, and competitive pricing will be provided along with special offers and discounts. The online marketplace will be accessible from anywhere with an internet connection, with a user-friendly interface for ease of use. A significant portion of the budget will be allocated towards marketing activities, with regular monitoring and analysis of campaigns to ensure maximum ROI.

11. Organizational Structure and Management

The success of any business is highly dependent on the structure and management of the organization. For ShegerShop to thrive, it will require a well-defined organizational structure and competent management team. In this section, we will describe the proposed organizational structure, roles and responsibilities of key personnel, and management and leadership style of ShegerShop.

Proposed Organizational Structure ShegerShop will adopt a functional organizational structure. This structure will be organized into different departments, each with a specific function. The departments will include marketing, operations, finance, human resources, and technology. The department heads will report to the CEO, who will be responsible for overseeing the entire organization.

Roles and Responsibilities of Key Personnel The success of ShegerShop will depend on the ability of the management team to effectively lead and manage the organization. The following are the key personnel and their roles and responsibilities:

1. **Chief Executive Officer (CEO):** The CEO will be responsible for the overall management of the organization. This includes developing and implementing the business strategy, managing finances, hiring and managing staff, and overseeing all operations.
2. **Chief Operations Officer (COO):** The COO will be responsible for overseeing the day-to-day operations of the business. This includes managing inventory, logistics, order fulfillment, and customer service.
3. **Chief Marketing Officer (CMO):** The CMO will be responsible for developing and implementing the marketing strategy of the business. This includes identifying target markets, creating marketing campaigns, and analyzing market trends.
4. **Chief Financial Officer (CFO):** The CFO will be responsible for managing the financial operations of the business. This includes developing financial forecasts, managing budgets, and ensuring compliance with financial regulations.

5. Chief Technology Officer (CTO): The CTO will be responsible for managing the technology infrastructure of the business. This includes managing the e-commerce platform, ensuring data security, and implementing new technology solutions.

Management and Leadership Style The management and leadership style of ShegerShop will be collaborative and participative. The CEO will encourage input and feedback from all members of the organization and will work to create a culture of open communication. Decision-making will be a collaborative process, with all key personnel involved in the process.

The management team will also prioritize employee development and engagement. They will work to create a positive work environment that fosters growth, learning, and innovation. Regular performance evaluations and feedback sessions will be conducted to ensure that employees are engaged and motivated.

In conclusion, the proposed organizational structure and management team of ShegerShop will be critical in ensuring the success of the business. A functional organizational structure, clearly defined roles and responsibilities, and a collaborative and participative leadership style will be key to achieving the business goals.

12. Financial Plan

A key aspect of any business plan is the financial plan, which outlines the projected revenue, expenses, and profitability of the proposed business. This section will provide a detailed analysis of the financial plan for ShegerShop.

12.1. Revenue Projections:

ShegerShop aims to capture a significant share of the growing e-commerce market in Ethiopia. To achieve this, the company will focus on providing a seamless and user-friendly online shopping experience to customers. Based on market research and analysis of competitors, the company projects that it will generate revenue of ETB 1,500,000 in its first year of operations. The revenue is expected to increase to ETB 4,000,000 by the end of year three.

12.2. Expenses Projections:

The expenses of ShegerShop will consist of the cost of goods sold (COGS), marketing and advertising costs, personnel expenses, and overhead costs. The COGS will depend on the type of products sold on the platform. Marketing and advertising costs will be incurred to create awareness about the brand and attract customers to the platform. Personnel expenses will include salaries and wages for employees, benefits, and training costs. Overhead costs will include rent, utilities, and other administrative expenses.

Based on the business plan and market analysis, ShegerShop expects to incur expenses of ETB 1,000,000 in its first year of operations, increasing to ETB 3,000,000 by the end of year three.

12.3. Profitability Projections:

The financial projections show that ShegerShop will become profitable in its second year of operation. The company projects a net profit of ETB 250,000 in the second year, increasing to ETB 1,500,000 by the end of year three.

12.4. Break-Even Analysis:

The break-even point is the level of revenue that the company needs to generate to cover its fixed and variable costs. ShegerShop expects to break even in its first year of operations. The projected break-even point is ETB 1,100,000 in revenue, which is achievable based on the projected revenue of ETB 1,500,000 (about 28,000 USD).

In conclusion, the financial plan for ShegerShop demonstrates that the business is expected to become profitable in its second year of operation. The company's focus on providing a seamless online shopping experience and building a strong brand will position it well in the growing e-commerce market in Ethiopia. The projected revenue, expenses, and profitability demonstrate the feasibility and viability of the proposed business model.

12.5. Needed Experiences and Background to Implement

1. E-commerce experience: It is important to have knowledge and experience in e-commerce to successfully implement the proposed business plan. This includes knowledge of online marketing, website design and development, payment processing, and customer service.
2. Business management experience: A strong background in business management is essential for implementing the proposed business plan. This includes knowledge of financial management, human resource management, and operations management.
3. Technology experience: Technology plays a critical role in e-commerce, and it is important to have a good understanding of different technologies used in e-commerce, including website development, mobile applications, and social media marketing.
4. Industry-specific experience: Depending on the specific industry in which the e-commerce business will operate, it is important to have relevant industry-specific knowledge and experience. For example, if the e-commerce business will operate in the fashion industry, it is important to have knowledge of fashion trends, suppliers, and distribution channels.
5. Entrepreneurial experience: Starting and managing an e-commerce business requires an entrepreneurial mindset, including a willingness to take risks, creativity, and a strong work ethic.

13. Conclusion

In conclusion, our proposed e-commerce business model, ShegerShop, is a comprehensive online platform that aims to revolutionize the way people in Addis Ababa and Ethiopia as a whole shop for goods and services. We have identified the unique challenges faced by customers in Ethiopia, and our business model is tailored to meet those challenges.

Our platform is built on a customer-centric approach, where we prioritize customer satisfaction and convenience. We offer a wide range of products and services, from groceries to electronics, and provide a seamless shopping experience through our user-friendly interface and efficient delivery system.

Through our market opportunity analysis, we have identified a large and growing market of tech-savvy young consumers who are looking for more convenient and efficient ways to shop. Our target market segmentation includes working professionals, students, and households in Addis Ababa. We have projected significant growth potential for our business and anticipate becoming a market leader in the e-commerce industry in Ethiopia.

Our competitive environment analysis has identified several key competitors in the market, but we have identified our unique selling propositions (USPs) and competitive advantages, which include our user-friendly interface, efficient delivery system, and wide range of products and services.

We have developed a marketing strategy that includes a mix of product, price, place, and promotion strategies. We aim to leverage social media and influencer marketing to reach our target market, and we have allocated a substantial marketing budget to ensure our platform gains traction in the market.

In terms of organizational structure and management, we have developed a structure that prioritizes efficiency and effectiveness. We have identified key personnel roles and responsibilities, and our management and leadership style is focused on creating a positive and productive work environment.

Finally, our financial plan includes detailed projections for revenue, expenses, and profitability, and we have conducted a break-even analysis to ensure the financial sustainability of our business.

In summary, ShegerShop is a unique and innovative e-commerce platform that is poised to transform the shopping experience for customers in Ethiopia. With our customer-centric approach, competitive advantages, and comprehensive business plan, we are confident in the success and growth of our business.

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15. Appendices

Additional information and data to support the business plan.

15.1. Appendix A: Market Research and Analysis

This appendix includes detailed market research and analysis on the e-commerce industry in Addis Ababa and Ethiopia, including the competitive landscape, customer behavior, and market trends. The data and information presented in this appendix were gathered through surveys, interviews, and secondary research sources.

15.2. Appendix B: Financial Projections

This appendix includes financial projections and forecasts for the proposed e-commerce business, including revenue, expenses, cash flow, and return on investment. The projections were developed based on the assumptions and data collected during the market research and analysis phase, and the methodology used is explained in detail.

15.3. Appendix C: Marketing and Advertising Plan

This appendix includes the proposed marketing and advertising plan for the e-commerce business, including the target audience, advertising channels, budget, and expected results. The plan was developed based on the market research and analysis, and the marketing strategy and tactics are