Business Plan: NexaTech Digital Solutions

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Executive Summary

- • Web design & development for SMEs, startups, professionals

- • Mission: Affordable, creative, user-friendly websites

- • Vision: Become a trusted Nigerian web services brand

Services Offered

- Website Design & Development

- E-commerce Development

- SEO & Optimization

- Website Maintenance & Support

- UI/UX Design

- Unique Value: Customized solutions, not templates

Market Analysis

- Nigeria's digital economy = 18% of GDP
- Target: SMEs, startups, professionals, local shops
- Problem: Many businesses lack websites → lost opportunities
- Competition: Freelancers, agencies, DIY platforms
- Advantage: Affordable, personalized, Nigerian payment integration

Operations Plan

- Start: Home-based → later co-working space in Lagos
- Tools: Laptop, Figma, VS Code, GitHub, Hosting
- Process: Consultation → Design → Development → Testing → Launch → Maintenance
- Staffing: Founder initially, later add marketer & assistant

Marketing & Sales Strategy

- Branding: Logo, portfolio website, case studies
- Channels: Social media (X, IG, LinkedIn), referrals, partnerships
- Sales: Free consultations, tiered pricing, maintenance subscriptions
- Special: Student packages for startups/projects

Financial Plan

- Startup Costs: ₦600k – ₦1M
- Revenue Streams: Websites ₦80k–₦400k, SEO ₦50k–₦120k, Maintenance ₦20k–₦50k/month
- Projection: 5–8 projects/month, ₦500k–₦1.2M revenue, break-even in 6–8 months

Risk Management

- Risks: Late payments, DIY competition, scope creep
- Mitigation: Signed contracts, creative differentiation, clear project scope

Implementation Timeline

- Month 1: Registration, branding, portfolio site
- Months 2–3: Outreach, first projects, referrals
- Months 4–6: Expand into SEO & hosting
- Months 7–12: Scale clients, hire assistant, partnerships

Closing

- NexaTech Digital Solutions
- Building affordable, creative, impactful websites for SMEs & startups
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