MRescue focus is in getting the majority of market share come year 2021. We are projecting a steady growth come year 2021.

|  |  |
| --- | --- |
| **Monthly Expenditure Details** | **KSH** |
| **Labour** |  |
| Marketing Officers 2 @ 40k | 80,000 |
| Developers 3 @ 40k | 120,000 |
| **Marketing** |  |
| SMS costs for 1 months – 3times a month for 38k contacts | 40,000 |
| Facebook Promotion Monthly | 10,000 |
| Designs | 5,000 |
| Field Sales Facilitation @ 500 per day for two | 10,000 |
| **Total** | **265,000** |
| **Office Expenditures** |  |
| Rent - Monthly | 20,000 |
| Internet - Monthly | 15,000 |
| Server - Monthly | 15,000 |
| Sales Talk time – 2 Airtel Monthly | 2,000 |
| **Total** | **52,000** |
| **Total Recurring Monthly Expenditure** | **317,000** |
| **Miscellaneous** | **10,000** |
| **Total Monthly** | **327,000** |
|  |  |
| **Non Monthly Recurring** |  |
| Billboards | 200,000 |
| 20 selected Towns (Travel, food & Accommodation) | 250,000 |
| Computers | 10,000 |
| Marketing Materials Printouts | 50,000 |
| **Total** | **600,000** |
|  |  |

With a capital injection of Ksh 3Million we can comfortably operate for 7months.