EXECUTIVE SUMMARY

When it comes to information and communication technology, Africa is now considered as an emerging continent. Having been lagging behind for centuries, Africa is now building knowledge-based economies. Rwanda is considered as a model in that knowledge-based economy building, with clear strategies and vision. In order to make information accessible to the majority or even all Rwandans, the Government of Rwanda has put in place infrastructures, which are considered to be the best in the whole of Africa.

Statistics state that in 2010, the mobile penetration in Africa was 50% of the population, while it was 2% in 2003. Mobile penetration is now more than 45% in Rwanda, while the first telecom company came in the country only 13 years ago. Having the above information, it is clear that the best way to use technology in providing information to a wider population is delivering it through mobile phones.

It is in that line of thought that Mobisoftcame in to be one of the pioneers in this way of providing information. Mobisoft is an IT company that develops software, especially focusing on developing mobile applications, SMS and non-SMS applications. The aim of these applications is to deliver information in the quickest and easiest manner, by putting them in the palms of the people that need information. It will achieve this by conducting regular researches about finding the needs that the Rwandan society meets and producing a software-based solution towards that need.

Mobisoft will make the difference in the market place because it is one of the first to use Django as the type of technology for mobile and web application development in Rwanda. It has a very skilled team and leadership that are goal-oriented and experienced. Having developed various applications that are used by Rwandans nowadays and that are appreciated, we believe that working together will be an advantage for us over competition because we are not novices but professionals. We have a strong research team, technical team and business development team that are ready to bring new technologies and expertise acquired in various environments they have been working in individually.

Rwanda is ranked first in the East African region when it comes to Information and Communication technology growth. Having more than 46% of the Rwandans owning a cell phone, we can easily say that our market is 46% of the Rwandan population, for the moment because the number increases each and every day. Our mobile applications will come to solve the everyday Rwandan problems, the Rwandan that lives in the village and find it hard to access complicated technologies or even doesn’t see their impact on his life. By giving him SMS applications, this Rwandan will be beneficiating from technology while remaining in his lifestyle. It will be easier for that Rwandan to shift to higher technologies, having experienced their impact in their daily lives through the SMS applications, that they might use to know when the veterinary is visiting the region or when they can register of their medical insurances. Our applications are not targeting Rwandans only but also foreigners that visit our country. The foreigner might want to eat in some kind restaurant but have no idea who to ask to know that information. Our applications will play the role of the city guide, by guiding him to the best restaurant for them according to the needs they specify.

Mobisoft sales strategy is three tiered. First, the company will plan on achieving first year direct sales of $21,000 which is equal to 12,600,000Rwf in the target market. Secondly, the company will plan to achieve a more profitable level of sales equal to or better than $26,000 in year two, equal to 15,600,000 Rwf and 35,000$ in year three equal to 21,000,000Rwf. Thirdly, the company plans to aggressively promote its services with higher profit margins to allow for maximized profits.

It the first year of operations, Mobisoft plans on breaking even. In years two and three the company will become more profitable as contracts and clientele increase and as the company learns to become more efficient in developing applications.

The initial start up expense for Mobisoft include: capital $20,000 equal to 12,000,000Rwf, marketing $8,000 equivalent to 4,800,000Rwf and business support $3,000 equal to 1,800,000Rwf. Capital funds will be used to purchase hardware components, specialized software, and rent for the offices.