The document that describes the business

**About Company**

I am creating an Agency to provide software solutions to the South African Market. This is a general partnership type of entity, so there will be multiple business partners involved and assuming debt and liability for the specific roles with which they will be take full accountability for in the company. There are multiple benefits that come with general partnership company but the one that sticks out for me is the passthrough on the company paying taxes, which may be very save us some money in the beginning.

**Start Up Level Expectancy**

These are the things that are expected of all the partners involved if we are to achieve maximum success as an agency. Now before we even start building the software solutions, I would need to ensure that I protect the company’s intellectual property. The partners will be required to sign a non-discloser agreement that will outline the reprimandable actions that a partner should not partake in. This in inclusive of the use of technologies used or offered by the companies with third parties. Shared resources offered by the company are to be used for the company’s benefit only. Failure to abide by the company policies will be handled legally, as the company will undergo all sorts of legal registrations to emphasize a somewhat formal company structure.

**The business**

**Purpose –** The main purpose of the business is to provide software solutions for SME’s and other business types.

**Product –** The long-term goal is to come up with a solution that offers businesses the platform to be able to build their own solutions in just a few steps. While building clientele we will be selling a lot of e commerce solutions that come with a Content Management System offering.

**Target Market –** The main target customers are SME’s and other business owners that are looking for online solutions to either expand their e-commerce business or just simply venturing into the business.

**Competitors –** PrestaShop, G2 Storefront etc. There are multiple competitors out there that provide e-commerce solutions, but with the growing number of companies that are uncatered for, we will be providing solutions for them. Our offering gives us an urge over most e-commerce providers as their CMS is limited.

**Financial needs –** Funding is needed for multiple reasons such as storage costs, shipping of goods, employee wages, marketing, technology, and operations. Initially we will generate revenue from offering Support and Maintenance to our clients to help us become eligible for funding.

**Stakeholders**

**Customers**

Small Business Owners. We are providing these guys with solutions to their business problems to help expand or just to manage their technical infrastructure. Their interest is in making sure that they see their sales grow by reasonable margins.

**Departments**

* NYDA
* SEDA
* Technology Innovation Agency
* SEFA
* National Empowerment Fund

**Engaging the Team**

*Who is the team?*

Yandisa Tupa – Founder and Software Engineer

* Responsible for providing the overall direction of the projects/company.
* Managing Product development
* Doing market research to identify opportunities
* DevOps development using Agile

Katlego Koze – Graphics Designer and UI/UX Developer

* Building Interfaces and prototypes
* Understanding latest Design implementations
* Create visual concepts

Hlumela Tshijila – Head Of Marketing

* Create marketing concepts