



EASYSTREET LTD.

# BUSINESS PLAN

Business marketing  
strategies

2024  
2028

PREPARED BY  
easyStreeters Group

# **EasyStreet LTD.**

## **Business Plan**



### **2024-2028**

29/November/2024

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*Empowering Small Businesses Through Digital Excellence*

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## Executive Summary

EasyStreet LTD., founded in 2023, is a dynamic and innovative company dedicated to providing high-quality digital services to small and medium-sized enterprises (SMEs) and individuals in Tanzania. Our comprehensive suite of services includes website design and development, graphics design, SEO, and digital marketing. Led by visionary co-founder Henry Dioniz and a team of talented young professionals, EasyStreet LTD. stands out in the market by focusing on affordability, quality, and supporting the growth of local businesses.

### Potential Customers and Markets

Our target market is SMEs and individuals in Tanzania. We believe that there is a large and underserved market for our services in this segment.

### Purpose and Concept of the Partnership

easystreet LTD. was founded in 2024 by a team of experienced entrepreneurs and professionals. We are passionate about helping businesses succeed in the digital world. We believe that every business, regardless of size, deserves to have a professional online presence.

### Summary of Financials and Funding Requirements

We project that our revenue will grow from TZS 100 million in 2024 to TZS 500 million in 2028. We expect to be profitable by 2025. We are seeking TZS 100 million in funding to support our growth.

### How Funds Will Be Used

We will use the funds to purchase computers and laptops, development tools, servers and hosting, networking equipment, printers and scanners, office furniture, collaboration tools, backup and storage solutions, test devices, SEO and analytics tools, security software, power backup, content creation tools, marketing tools, legal and accounting software, quality assurance tools, and virtual private network (VPN) services.

### How Funds Will Be Repaid

We will repay the funds through a combination of revenue growth and cash flow from operations.

## Vision:

Making everyone have a professional presence online.

At EasyStreet LTD., our vision is pretty straightforward, we want to help everyone look really good online. Imagine you have a small business, and when people check you out on the internet, your online presence is just as professional as the big players. That's what we're aiming for – making sure that having a top-notch online image is something everyone can afford and benefit from. It's about giving every business and individual a fair shot at standing out online and grabbing opportunities. In a nutshell, we're here to make sure you look your best in the digital world!

## Mission:

Empowering small entrepreneurs and individuals with cutting-edge digital solutions at affordable costs.

Our mission at EasyStreet LTD. is to help small businesses and regular people by providing them with the latest and coolest digital tools at prices they can afford. We want everyone to have the same opportunities online, even if they don't have a big budget. It's about making things fair and giving everyone a chance to succeed in the digital world.

## Founding Team:

- Henry Dioniz
- Saidi M Mdee
- Waridi M Ramadhan
- Emma G Silago
- Heven Arod Mkane
- Cosmas C Tamba
- Swaumu J Milambo
- Ramadhan A Mohamed
- Makindya K Chacha
- Ismaily M Zefania

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## Company Description

easystreet LTD. is a Tanzanian digital marketing company that provides a comprehensive range of services to SMEs and individuals. We are passionate about helping businesses succeed in the digital world and believe that every business, regardless of size, deserves to have a professional online presence.

### Services Offered:

We offer a comprehensive range of digital marketing services, including:

1. Website Design and Development
2. Graphics Design
3. SEO (Search Engine Optimization)
4. Digital Marketing

### Target Market:

Small entrepreneurs and individuals seeking cost-effective, high-quality digital services to enhance their online presence.

## Market Analysis

The Tanzanian digital marketing market is growing rapidly, driven by the increasing adoption of mobile internet and social media. The market is expected to reach TZS 10 billion by 2028.

### Differentiation from Competitors:

EasyStreet LTD. stands out by exclusively serving SMEs, offering cost-effective services, and providing financial assistance to clients for web hosting. This unique approach sets us apart from competitors, demonstrating our commitment to supporting local businesses.

**Target Audience:** Our primary focus is on small businesses and individuals in Tanzania, fostering growth by making professional online presence accessible to all.

### Our Competitive Advantage

We differentiate ourselves from our competitors by:

- Focusing on the SME market
- Offering affordable prices
- Providing excellent customer service
- Employing young and talented professionals and dynamic team



- Holistic digital solutions
- Financial assistance for hosting

## Marketing Plan

### SWOT Analysis:

#### Strengths:

- Strong team of experienced young professionals with great passion
- Focus on the SME market and individuals
- Affordable prices
- Excellent customer service

#### Weaknesses:

- New company with limited brand awareness
- Limited resources
- Young workers with small experience in the market

#### Opportunities:

- Growing Tanzanian digital marketing market
- Increasing adoption of mobile internet and social media
- Untapped SME market

#### Threats:

- Increased competition
- Changing digital marketing landscape

### PEST Analysis:

#### Political:

- Stable political environment
- Government support for SMEs

#### Economic:

- Growing economy
- Increasing disposable income

#### Social:

- High internet penetration



- Increasing use of social media

#### **Technological:**

- Rapidly evolving digital marketing landscape

#### Target Market:

Our target market is SMEs and individuals in Tanzania. We believe that there is a large and underserved market for our services in this segment.

#### How to Reach Targeted Market Segments:

We will reach our target market segments through a variety of marketing channels, including:

- Online advertising
- Social media marketing
- Public relations
- Partnership marketing

#### Pricing Plan:

We offer a variety of pricing plans to meet the needs of our clients. Our prices are affordable and competitive. EasyStreet LTD. adopts a competitive pricing strategy, ensuring our services are affordable for SMEs while maintaining high quality.

## Services Detail

#### Website Design and Development:

- Client consultations
- Wireframes and mockups
- Front-end and back-end development
- Responsive design
- CMS integration
- Security and performance optimization
- Usability testing
- Ongoing maintenance and support

#### Graphics Design:

- Collaboration with clients
- Visual elements creation

- UI design
- Marketing collateral development
- Branding consistency
- Adobe Creative Suite utilization
- Iterative design refinement

### SEO (Search Engine Optimization):

- Keyword research
- Content optimization
- Backlink building
- Traffic and user behavior analysis
- On-page and off-page SEO strategies
- Industry trends monitoring
- Website structure and content recommendations

### Digital Marketing:

- Strategy creation and implementation
- Paid advertising campaign management
- Content development for social media
- Email marketing campaigns
- Data analysis for campaign effectiveness
- Social media management and automation
- Continuous industry trend awareness

## Financial Projections

### Revenue Forecasts:

Based on market analysis, we project steady growth, with a focus on breaking even within the first two years and achieving substantial profitability by the end of the fifth year.

### Expenses Breakdown:

Transparent breakdown of anticipated costs, including salaries, equipment, marketing, and operational expenses.

### Profitability Analysis:

Detailed analysis showcasing expected profits over the next five years.

### Investment Requirements:

A clear outline of the funds required for initial setup, marketing, and operational expenses.

We project that our revenue will grow from TZS 100 million in 2024 to TZS 500 million in 2028. We expect to be profitable by 2025.

## **Funding Requirements**

We are seeking TZS 100 million in funding to support our growth. We will use the funds to purchase computers and laptops, development tools, servers and hosting, networking equipment, printers and scanners, office furniture, collaboration tools, backup and storage solutions, test devices, SEO and analytics tools, security software, power backup, content creation tools, marketing tools, legal and accounting software, quality assurance tools, and virtual private network (VPN) services.

## **Operational Plan**

### **Team Structure:**

In this structure, the CEO is at the top, overseeing the entire organization. The organization then followed by one main branches: Managers. The Managers branch is managed by overall Manager, who oversees three Department, Production Department for production activities which contains Warehouse Team, Engineering Team and Design Team, Q & A department follow right of the production Department with two parts Quality Team and R & D Team, the last part is Administration Department with three parts marketing team, Human resource team, and Finance Team

### **Recruitment and Training:**

A commitment to employing and training young professionals to ensure a skilled and adaptable team.

### **Workflow and Processes:**

Efficient workflows to guarantee timely project delivery and client satisfaction.

### **Quality Assurance:**

Implementing rigorous quality control measures to uphold the highest standards in our services.

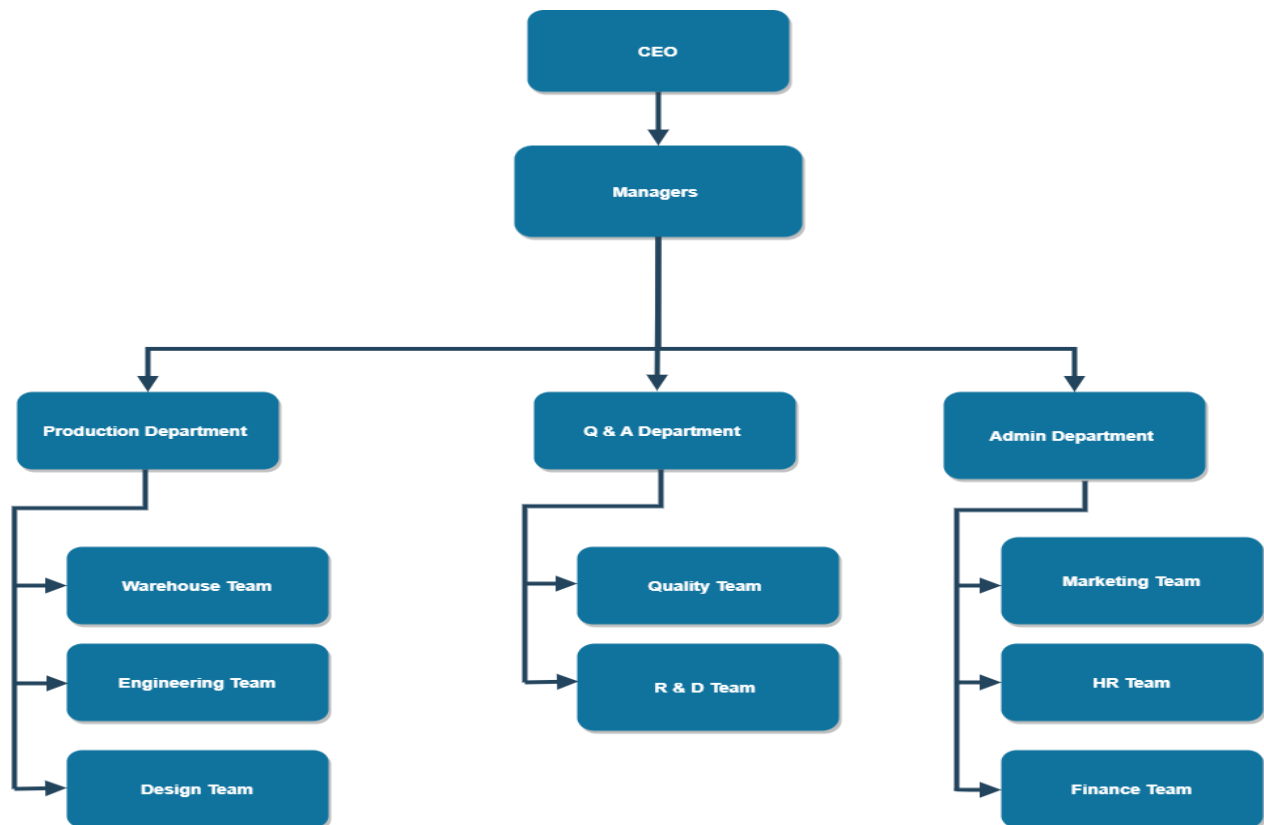
## **Human Resource Plan and Financial Plan**

Co-founder Henry Dioniz plays a pivotal role in key operational areas, ensuring a cohesive and effective team.

## **Organizational Chart**

An organizational chart illustrates the key roles and responsibilities within our team, promoting transparency and accountability.

CEO (Chief Executive Officer), Manager, production department (Warehouse Team, Engineering team, Design Team), Q & A Department (Quality Team, R & D team), Admin Department (Marketing Team, HR team, Finance Team)



## Technology and Infrastructure

### Equipment and Tools:

A comprehensive list of required hardware and software, emphasizing high-performance computers, graphic design tools, and development environments.

### Networking and Security:

Ensuring a secure and reliable network infrastructure, including internet connectivity and security measures.

### Software and Development Tools:

Investing in the latest tools and technologies to enhance our service delivery.

## Customer Support and Relations

### **Client Onboarding:**

A seamless onboarding process to welcome new clients and understand their unique requirements.

### **Ongoing Support:**

Commitment to providing continuous support throughout the project lifecycle and beyond.

### **Feedback and Improvement:**

Encouraging client feedback and using it to refine our services for continuous improvement.

## Risks and Mitigations

### **Market Risks:**

1. **Competitive Landscape:** The digital services market may be highly competitive. Strategies include continuous market analysis, staying innovative, and ensuring unique value propositions.
2. **Changing Consumer Preferences:** Shifting trends in design and digital preferences. Mitigation involves staying updated on industry trends and adapting services accordingly.
3. **Economic Fluctuations:** Economic downturns affecting the affordability of digital services. Mitigation involves diversifying service offerings and maintaining cost-effective solutions.
4. **Regulatory Changes:** Changes in regulations impacting the digital services industry. Proactive measures include staying informed on regulatory developments and adapting practices accordingly.
5. **Client Dependency:** Relying heavily on a few major clients. Mitigation involves diversifying the client base and building long-term relationships.

### **Operational Risks:**

1. **Technology Failures:** Potential issues with tools or systems crucial to operations. Strategies include regular maintenance, backups, and having contingency plans.

2. **Staffing Issues:** Challenges in hiring and retaining skilled personnel. Mitigation involves offering competitive benefits, training programs, and fostering a positive work environment.
3. **Client Satisfaction:** Client dissatisfaction impacting the reputation. Mitigation includes regular feedback loops, quick issue resolution, and maintaining transparency.
4. **Project Delays:** Unforeseen delays in project timelines. Strategies involve realistic project planning, buffer timelines, and proactive communication with clients.
5. **Security Threats:** Cybersecurity threats compromising sensitive data. Mitigation includes robust security measures, regular audits, and employee training on security protocols.

### **Financial Risks:**

1. **Cash Flow Fluctuations:** Uneven cash flow due to project-based income. Strategies involve conservative financial planning, maintaining reserves, and exploring alternative revenue streams.
2. **Client Payment Issues:** Late or non-payment by clients impacting cash flow. Mitigation includes clear payment terms, effective invoicing systems, and proactive communication.
3. **Market Pricing Pressure:** Pressure to lower prices due to market competition. Mitigation involves demonstrating value, cost-effective operations, and diversifying service offerings.
4. **Overhead Costs:** Unexpected increases in operational costs. Strategies include cost monitoring, efficient resource allocation, and renegotiating contracts when necessary.
5. **Economic Downturns:** Economic recessions affecting client spending on digital services. Mitigation involves financial contingency planning, diversifying service offerings, and exploring new markets.

## **Legal and Compliance**

### **Business Licenses:**

Ensuring compliance with all necessary business licenses and regulations.

### **Data Protection and Privacy:**

Adherence to data protection and privacy laws to safeguard client information.

### **Intellectual Property:**

Protection of intellectual property rights, both for the company and our clients.

## Sustainability Initiatives

### **Environmental and Social Responsibility:**

A commitment to sustainable business practices and social responsibility within our community.

### **Community Engagement:**

Active involvement in community initiatives and projects to give back and foster growth.

## Conclusion

We believe that easystreet LTD. is well-positioned for growth in the Tanzanian digital marketing market. We have a strong team, a clear strategy, and a large and growing market opportunity. We are seeking TZS 100 million in funding to support our growth. We are confident that we can make easystreet LTD. a leading provider of digital marketing services to SMEs and individuals in Tanzania.

### **Thank You:**

We want to say a big thank you to everyone who's with us on this adventure at EasyStreet LTD. Your support means a lot. We're here to help small businesses and individuals shine online, and we're grateful for the trust you've shown in us. Let's keep making great things happen together!

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*This business plan serves as a strategic roadmap for EasyStreet LTD. from 2024 to 2028. With a focus on innovation, affordability, and client satisfaction, we are confident in our ability to contribute significantly to the digital transformation of small businesses in Tanzania. We welcome partnerships, investments, and collaborations to make our vision a reality.*

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