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**AM BI AND ANALYTICS** is a company with its base in FUTA (Akure), it is aimed to provide business analytical and analysis solution to businesses across Akure, it comprises of two employees presently (Success Aje and Marvellous Olaoluwa).

The mode of sale is through one-off purchases or through subscriptions and it is priced depending on the type of analysis to be done.

MARKET OPPORTUNITY:

Firstly **AM BI AND ANALYTICS** has an edge for being the first of her kind in Akure, presently there is no known competitors providing analytical solutions in Akure.

COMPETITIVE ADVANTAGES:

Except for being the first of its kind **AM BI AND ANALYTICS** has an advantage of simplicity, she promises to provide simple, understandable but powerful and well detailed reports this is to ensure that business owner with little or no understanding of business administration and statistics fully understands the report. It doesn’t ends there **AM BI AND ANALYTICS** provides Three subscription plans to keep it simple and avoid causing confusion while trying to choose a subscription plan, these subscription plans are:

Birth stage analysis: price 2000 per month.

Growth stage analysis: price 4000 per month.

Maturity stage analysis: price 8500 per month.

The subscription prices are also low this enables small business to subscribe too.

Also we offer one of purchases too which are priced as follows:

*Descriptive analysis: Price - ₦500*

*Diagnostic analysis and analytics: ₦1000*

*B.I: Price: ₦2000*

*Predictive analysis: ₦3500.*

*Prescriptive analytics: ₦4000.*

FINANCIAL HIGHLIGHTS:

Our budget for the first month is only for advertisement which has a total of 10000, we envision to earn 20,000 by the end of the month.

TERMS AND CONDITIONS: