****

Tashan Samin, Adrik Dilawar & Alishaan Budhwani   
Business plan

Woda

7th Street Uganda

**ABN:** 51824753556

**ANC:**051775446

Woda

Business Plan

**Prepared:** 29/08/2022

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The Business

**Business name:** Woda

**Business structure:** *Partnership*

**ABN:** 51824753556

**ACN:** 051775446

**Business location:** 7th Street Kampala,Uganda.

**Date established:** 06/09/2022

**Business owner(s):** Tahsan Samin, Adrik Dilawar & Alishaan Budhwani

**Relevant owner experience:**

Tahsan Samin as the Technical Director, has three years’ experience in developing softwares and has got and has a Bachelor’s degree in Computer Science.

Adrik Dilawar as the Marketing Director, has five years’ experience in marketing variety of goods/services and has a Bachelor’s degree in Business Marketing.

Alishaan Budhwani as the Finance Head, has four years’ experience in dealing with finance and costs with a Bachelor’s degree in Finance.

**Products/services:** We are dealing with a service of transportation for Women and the anticipated demand for the service in about one year should be more than 5500 consumers.

The Market

**Target market:**

We are targeting our service to Women because it is not safe for women to travel alone alongside a stranger(man) on a motorbike, so we believe that women would find it easier to travel with a woman driver.

**Marketing strategy:**

We plan to start off the business with penetrative pricing (prices lower than the competitor’s prices) and by conducting primary market research which makes it more reliable for us whether to enter a certain market or not. Consumers will be attracted by our colourful and attractive advertisement. We feel that our strategy will succeed because the brands concept distinctive, simple to comprehend and has never been used in the state.

The Future

**Vision statement:**

Our future plan is to survive in the market, increase our sales revenue and to increase women employment in Uganda.

**Goals/objectives:**

Our long-term goal is to make profits in the long run and out short term goal is to hire more than 50 employees.

The Finances

Our forecasted revenue in the first 6 months is $150,000 because of our large target market.

The Business

Business details

**Products/services:** We are dealing with a service of transportation for Women and the anticipated demand for the service in about one year should be more than 5500 consumers.

Registration details

**Business name:** Woda

**Trading name(s):** Woda plc

**Date registered:** 29/08/2022

**Location(s) registered:** Uganda

**Business structure:** Partnership

**ABN:** 51824753556

**ACN:** 051775446

**GST:** *Yes, 28/08/2022*

**Domain names:** www.woda.com

**Licences & permits:** Commercial driver’s license, IFTA licence, working permits

Business premises

**Business location:**  We will require a small office for the technical and finance departments on the 7th Street in Uganda*.*

**Buy/lease:** Woda plans to buy a plot of land along industrial area 7th street and construct and office to house the technical, financial and marketing departments

Organisation chart

**Mr Adrik Dilawar**

**[Head of Marketing]**

**Mr Alishaan Budhwani [Head of Finance**

**Mr Tahsan Samin**

**[Technical Head]**

***Mr Jo Stevens***

**[Public Relations Officer]**

***Mr Fran Reid***

***[Finance Manager]***

***Mr John Blue***

***[IT project Manager]***

***Mrs Alexa Dominque***

**[Regional Manager]**

***Mrs Karen Maguire***

**[Financial Assistant]**

***Mr Alfred Green***

**[Financial Assistant]**

***Mr Jo Kerr***

**[Software Engineer]**

***Mrs Eileen Lawry***

**[Software Engineer]**

***Mr Charles Dani***

**[Regional Manager]**

***Mr Bosco Red***

**[Financial Assistant]**

***Mr John Kane***

**[Software Engineer]**

***Mrs Jane Eyre***

**[Regional Manager]**

***Mr Sam Nunez***

**[Software Engineer]**

***Mr Josh Came***

**[Regional Manager]**

Management & ownership

**Names of owners:** Tahsan Samin, Adrik Dilawar & Alishaan Budhwani

**Details of management & ownership:**

We are three partners (Tahsan, Alishaan and Adrik) in a public limited partnership.

Each partner shall have a share of 33.3 % of the business.

The partners exist with a partnership deed/agreement agreed upon by all three.

**Experience:**

Tahsan Samin as the Technical Director, has three years’ experience in developing softwares and has got and has a Bachelor’s degree in Computer Science.

Adrik Dilawar as the Marketing Director, has five years’ experience in marketing variety of goods/services and has a Bachelor’s degree in Business Marketing.

Alishaan Budhwani as the Finance Head, has four years’ experience in dealing with finance and costs with a Bachelor’s degree in Finance.

Key personnel

**Current staff**

|  |  |  |  |
| --- | --- | --- | --- |
| **Job Title** | **Name** | **Expected staff turnover** | **Skills or strengths** |
| **Technical Head** | *Tahsan Samin* | *Until Partnership Ends* | Three years’ experience in developing software |
| **Head of Finance** | Alishaan Budhwani | *Until Partnership Ends* | Four years’ experience in dealing with finance and costs |
| **Head of Marketing** | Adrik Dilawar | *Until Partnership Ends* | Five years’ experience in marketing variety of goods/services |

**Recruitment options**

We intend to recruit the employees by advertising on flyers or newspapers

**Training programs**

*We will train the works with on-the-job training so that they can acquire the skills needed for the job*

**Skill retention strategies**

We will do a driving test every week so that we maintain the safety and quality of the drivers

Products/services

|  |  |  |
| --- | --- | --- |
| **Product/Service** | **Description** | **Price** |
| Transportation using a motor bike | The drivers will be female picking up women to ensure safety and comfort for the consumer. | 650 shs/km |

**Market position:** We aimed our product prices to be a good budget for the females in the country as some ay not be employed.

**Unique selling position:** Our service is for transporting women by using female riders to ensure safety and comfort for the passenger.

**Pricing strategy:** Penetrative Pricing

**Value to customer:** Safety and comfort for women

Innovation

**Intellectual property strategy**

We plan on copyrighting our code.

Insurance

**Workers compensation:** Workers Compensation Insurance

**Public liability insurance:** General Liability Insurance

Risk management

|  |  |  |  |
| --- | --- | --- | --- |
| **Risk** | **Likelihood** | **Impact** | **Strategy** |
| Road accidents | Rare | Loss of company image | Worker compensation and passenger compensation. |
|  |  |  |  |

Accident liability:

In case of road accidents any damage and liability to both the rider and driver will be paid 40% by the company and 60% by the individuals responsible for the accident.

Operations

**Suppliers**

*Tata Motors will be supplying to us Motor Bikes and we will keep a good relationship by paying off the price of the bikes quickly.*

**Inventory**

|  |  |  |  |
| --- | --- | --- | --- |
| **Inventory item** | **Unit price** | **Quantity in stock** | **Total cost** |
| *Motorcycles* | *1000000* | *1000* | *100000000* |
| Helmets | 20000 | 1200 | 24000000 |
|  |  |  |  |
|  |  |  |  |

**Technology (Software):** We will need a website and an app so that consumers will keep on buying our service. In addition we will be integrating Google Maps API using google cloud platform at $100 per month.

**Trading hours:** Our trading hours will be from 9am to 8pm and we think the peak hours will be from 2pm to 6pm and this time won’t change due to different seasons.

**Communication channels:** The consumers will be able to message us on our website and app.

**Payment types accepted:** Cash on service

**Credit policy:** No credits

**Warranties & refunds:** Refunds for customers in case of 15 minute or more.

**Memberships and affiliations:** Registered members with 500Km mileage or more receive 20% discount for one year on any ride above 5Km.

The Market

Market research

Primary research with interviews with interviews on the street.

Market targets

$700,000 forecasted revenue in our first year.

Your customers

**Customer demographics**

Women of all socio economic classes.

**Key customers**

Our largest consumers will be women of low-middle income level who may not have access to their own cars.

**Customer management**

*We will offer customer rewards if they are registered under a membership and after sales services with customers having the option to leave reviews after every trip.*

S.W.O.T. analysis

|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| * We have a unique idea never implemented in Uganda before. * Promoting women’s safety in alignment with the Uganda Government’s goal. | * A lot of women do not know how to drive * Limited fundings and equipment as Woda is a start up company in this current global economic recession.   PLAN FORWARD:   * Request government support to train women in order to increase women’s participation in workforce. |
| **Opportunities** | **Threats** |
| * Specific and large target market. * Unique idea will interest banks in granting low interest loans. | * Large competitors such as safe boda.   PLAN FORWARD:   * Use penetrative pricing by offering our price of 650 shillings which is 50 shillings less than safe boda’s current rate of 700 shillings per kilometer. |

Your competitors

**Competitor details**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Competitor** | **Established date** | **Size** | **Market share (%)** | **Value to customers** | **Strengths** | **Weaknesses** |
| Safe Boda Uganda | 2015 | 26000 employees | 70% | SafeBoda, winner of the 2018 Apps Africa Award, aims to offer reliable and safe transportation to its customers and its mobile payment platform is an example of digital companies contributing to financial inclusion across Africa. | Large market share. | High price  Lack of innovation and uniqueness of idea(there are many other motorcycle transportation companies in Uganda) |
| Bolt | 2014 | 15000 employees | 8 | Providing safe mode of transportation to all customers. | Good product design | Small market share |
| Uber | 2008 | 22000 employees globally. | 15(in Uganda) | Values ideas over hierarchy    Uber builds globally. | Large market share worldwide and advertising leverage. | Lack of adaptation to local customs and culture. |

Advertising & sales

**Advertising and promotional strategy**

|  |  |  |
| --- | --- | --- |
| **Planned promotion /advertising type** | **Expected business improvement** | **Cost ($)** |
| Getting impressions on our company via ads on websites and apps | It can improve the business impressions since its easier and people can easily download the app which can improve the business’ downloads | 500 |

**Sales and marketing objectives**

**Unique selling position**

USP is our unique idea of the first women’s only transportation service in Uganda and parts of East Africa.

**Sales and distribution channels**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Channel type** | **Products/services** | **Percentage of sales (%)** | **Advantages** | **Disadvantages** |
| Internet, ecommerce | Transportation | 50 | Easier to conquer impressions | ads are expensive. We could overcome this issue by using a dedicating advertising system and purchase the product in bulk |

The Future

Vision statement

To make transportation in Uganda for women 100% crime and hassle free.

Mission statement

Increase women’s participation in workforce and raise awareness of women’s safety on public transportation.

Goals/objectives

Long term goals: Spread our idea, app and services over all of east Africa.

Action plan

**Please note:** This table does not include sustainability milestones as they are listed in the sustainability section above.

|  |  |
| --- | --- |
| **Milestone** | **Person responsible** |
| $1,000,000 *in sales* | Marketing director/head |
| 1,500,000 downloads on Playstore | Technical director/head |
| $1,500,000 in sales | Marketing director/head |

The Finances

Key objectives and financial review

**Finance required**

Upfront finance need: 200,000,000 UGX. 50% from banks, 33.3% from Investors and 16.7% from Government funds

Start-up costs for [YEAR]  

Break-even analysis



Division of revenue: Per ride , 30% of the revenue is taken by Woda and 70% will be taken by the rider as a wage.(Piece rate payment system).

# Supporting documentation

Attached is my supporting documentation in relation to this business plan. The attached documents include:

Power point presentation accompanied with live demonstration of app.