# **Emmallex Technologies**

Business Plan

Emmanuel Obeng, Owner

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## Executive Summary

### Product

**Emmallex Technologies** is a Software Development Company that provides Web Application, Software Development, Data Processing, Web Hosting and related services to small and medium sized companies. Our services include office, school and church management softwares, business process automation and also forms of web applications to improve efficiency and reduce administrative and human resource costs.

### Customers

The target audience for **Emmallex Technologies** are schools, churches, business owners, human resources directors, program managers or CEOs who wants to increase productivity and reduce overhead costs. Specifically, we specialize in building software application processes such as job tracking, production, getting the most out of dataset, financial records, and other needs relevant to potential customers who serve in a data processing role within small or large organizations that may be bogged down by processes, bureaucracy, or technical experts with little computing experience.

### Future of the Company Software Development is a fast-paced, evolving industry. In response to this climate, **Emmallex Technologies** will offer other services, including Data Science, Android and iOS Mobile Applications Development. We are working on expanding internationally by applying its relevant industry know-how across markets with similar dynamics to its home-base in Ghana.

## Company Description

### Mission Statement

To provide industry standards software application services to our clients that will help their companies prosper and grow.

### Principal Members

Emmanuel Obeng — Owner & Chief Technical Officer

Eunice Boateng — Business Manager / Sales

### Legal Structure

**Emmallex Technologies** is a registered Limited Liability Company, incorporated in Ghana.

### **Values**

**Integrity |** We do the right thing regardless of the consequences.

**Passion |** Our energy and enthusiasm are contagious. We are inspired to make a lasting impact.

**Pursuit of Excellence |** We continually strive to exceed the expectations of our clients.

### **Tagline**

Providing quality industry standard software application services that helps in growth and performance.

## Service Line

### Product/Service

Services Include:

* School Management System ([www.myschoolgh.com](http://www.myschoolgh.com/))
  1. MySchoolGH is a web based school management system that aims at helping educational institutions effectively and efficiently manage their students, staff, parents, assignments, grading and fees collection using a well designed user friendly interface.
  2. Inclusive is an SMS and Email module that helps in easily communicating with the appropriate individual within a specified period of time.
  3. The Application has several automated modules that aids in process performance and application control.
  4. API’s such as MNotify and PayStack are inbuilt to aid in sending bulk SMS and collection of fees respectively. PayStack enables schools to receive payment of fees from parents via MobileMoney or Cards.
* Church Management System ([www.mychurchdb.com](http://www.mychurchdb.com/))
* Twitter Analytics Tool ([www.mytweethandler.com](https://www.tweethandler.com/))

## Marketing & Sales

### Growth Strategy

To grow the company, **Emmallex Technologies** will do the following:

* Network at software and applications development conferences,
* Establish a company website ([www.emmallextechnologies.com](https://www.emmallextechnologies.com/)) that contains engaging multimedia content about our services
* Take advantage of the use of Social Media tools to reach out to prospective clients.
* As the business grows, advertise in publications that reach our target industries

### Communicate with the Customer

**Emmallex Technologies** will communicate with its customers by:

* Meeting with managers within targeted companies.
* Using social media such as Twitter, YouTube, Facebook, and LinkedIn
* Providing contact information on the company website.

### How to Sell

Currently, the only person in charge of sales for **Emmallex Tecnologies** is the business owner, Emmanuel Obeng. As profits increase, **Emmallex Technologies** will look to add an employee to assist with account management / coordination. This individual will also provide company social media and online marketing support. The company will increase awareness to our targeted customers through online advertising, proactive public relations campaigns, and attending tradeshows.