

Reference number 36737

Business Idea Title

FRIENDLIST

**APPLICATION FORM**

Pre-submission



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## 1. Application Guide

The MbeleNaBiz business plan competition (MbeleNaBiz) is led by the Micro and Small Enterprise Authority and the Ministry of ICT, Innovation and Youth Affairs (MIIYA), as part of the Kenya Youth Employment and Opportunities Project (KYEOP), a project financed by the World Bank.

The objective of MbeleNaBiz is to drive inclusive economic growth by facilitating access to finance for young Kenyans aged between 18 – 35 years. MbeleNaBiz will provide funding to young Kenyans looking to launch or scale existing businesses, thus enabling the youth-led enterprises to generate income and employment opportunities for youth.

### IMPORTANT NOTES

1. ALL sections of this form MUST be completed prior to submission.
2. **Please remember to click the "Save" button to save your progress.** You can return to the portal at any time to continue to update and edit the form until you click the submit button or until the deadline.
3. **We recommend that you go through and fill out the various sections of the business plan application form and not wait until a few days prior to the deadline to start filling in the form.** This will help ensure you do not miss the submission deadline. No edits can be made to the form after the deadline and no applications submitted after this date will be accepted.
4. To help with business plan preparation, we have uploaded resources on the MbeleNaBiz website. You can visit the website to find these resources.
5. The MbeleNaBiz team will acknowledge receipt by return to the lead applicant's email address indicated on this form. Please use the same **Reference Number** as in the previous stage and quote this number in all future correspondence.
6. You may be contacted by a representative of MbeleNaBiz to provide further information so please reconfirm that the lead applicant's **contact email address and phone number** entered on the form is correct. **The lead applicant's contact details entered on the form will be the details used for all communication once your application has been processed.**
7. If you have any queries regarding this application, please do not hesitate to email us for clarification at [info@mbelenabiz.go.ke](mailto:info@mbelenabiz.go.ke). Applicants will receive a reply within 36 working hours. Alternatively, applicants may call the MbeleNaBiz helpline: +254 709 576 464

*Thank you and we wish you the best of luck with your application.*

## 2. About the Lead Applicant

| LEAD APPLICANT CONTACT DETAILS                    |                           |
|---|---------------------------|
| Salutation  | Mr                        |
| Surname   | Onyango                   |
| Other Name  | Stephen                   |
| First Name  | Kassim                    |
| Date of Birth                                     | 21/04/1995                |
| Nationality                                       | Kenya                     |
| ID Number   | 32086154                  |
| County of residence                               | MOMBASA                   |
| Sub-county of residence                           | KISAUNI                   |
| Gender  | Male                      |
| Highest level of education attained or equivalent | Degree                    |
| Occupation  | Un-employed               |
| Occupation - Other description                    |                           |
| Primary Residence                                 | Resident in Kenya         |
| Email   | kassimstephen68@gmail.com |
| Mobile Number                                     | 717487025                 |

|  |                       |
|--|-----------------------|
| <b>Alternative contact name</b>          | Delvine Akoth Owuocha |
| <b>Alternative contact mobile number</b> | 721487024             |

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### 3. About the Business

Do you currently have a business?

No

#### PHYSICAL ADDRESS / CONTACT DETAILS

Physical Address

Town

County

Postcode

Postal Address/PO BOX

Business phone number

#### 4. Business Plan Description

**Describe the business**

Please share a brief description of the business and be sure to mention its key aspects.

(Max 500 Characters)

We suggest that you complete this section after you have finished completing the rest of the application form.

This needs to be a very strong section that concisely summarizes the key points of your project and the expected business.

Friendlist is an electronic commerce platform that connects sellers most nearby or far that have been referred by both your personal contacts and persons outside your contact list. Once the client is satisfied with the product bought a referral button will pop up and also a grading score will appear to grade the product. The referrals and the grading score will be visible to any future client that will search for that particular product.

|                                    |   |
|------------------------------------|---|
| <b>Focus Area (Sector):</b>        | 45) Wholesale and retail trade and repair of motor vehicles and motorcycles |
| <b>Other Focus Area (Specify):</b> |   |

## 5. Value Proposition

### **Describe the needs of the market and how your business going to address this?**

Include the market context and the gap in the market that you seek to address. (Max 250 Characters)

- Lack of product and service credibility, this can be mitigated by making sellers upload business permits. Buyers will have the opportunity to view referrals, comments and sellers ratings.
- Marketing platform to sellers through referrals

### **Describe the product/service offered.**

Include details of the product/service. What makes the product/service unique or appealing or different? (Max 250 Characters)

it focuses on building trust between buyers and sellers through referrals, ratings and comments that have been made by buyers enabling prospective clients make effective decision while purchasing a product.

### **What is the value proposition of the business?**

Include details about innovation, features, advantages or any other key aspect of the business that support the main goal of the business. (Max 1000 Characters)

The referral button that is only visible once a buyer has transacted on Friendlist. Once clicked the buyers contact list will be able to see the product referred by the buyer once such on Friendlist providing visibility of once business to masses.

The referrals will building trust between clients(buyers) and businesses(sellers) since prospective clients will be able to see options and referrals of the people they know making them believe in the product they are buying.



## 6. Customers

**Who does your business cater to?**

Select all that apply (select at least one)

Individual Consumers, Businesses

**Describe your customers and what you know about them.**

| Customer Type        | Customer Description                                   | Customer Needs and Preferences                          | Customer Importance to business | Expected monthly customers | Expected average purchases by each customer per month (Ksh) |
|----------------------|--|---|---------------------------------|----------------------------|---|
| Individual Consumers | Households who want to purchase products and services. | Prefer high quality and efficient products and services | High                            | 10000                      | 1,000   |
|                      |  |   |                                 | <b>10000</b>               |   |

## 7. Competitors

Describe your competitors and their business.

| Name of competitor | Approximately how far is your competitor business located from your business? Please specify in kilometers. If your business and the competitor's business are situated in the same market or same street, you can enter a number greater than 0 and less than 1 km. | What is your competitive advantage? How will your product/service vary from your competitors   |
|--------------------|--|--|
| Masoko             | (km) 8   | Referral button which enables sellers to be seen first by contact list of a buyer, whenever they search for a related commodity on Friendlist app. |

## 8. Marketing

### Where will the business be located?

Describe how this location is advantageous to the business? (Max 250 Characters)

The business will be online, hence creating a large online platform for buyers and sellers to transact. The system will be cost effective and efficient ensuring profitability. A physical office will only be available for customer care services.

### How will your product/service reach the customers?

(Max 250 Characters)

Through digital marketing such as social media, search engine optimization, radio advertising, television advertising and email marketing.

### How will the business attract and retain customers?

Describe the advertising and promotional strategies and the benefits.

(Max 500 Characters)

Friendlist will focus on sharing customer reviews just incase new customers visit our site. Their will also be product ratings option on the site giving people the ability to rate or review specific products and services. Provision of incentives to customers through giving of discounts to purchases made in our platform or free gifts in exchange for referrals.

### How will the product/services be priced?

How will you determine the price of your products/services.

(Max 250 Characters)

Commission rate of 5% of each transaction executed in our platform will be charged. Listing fees to sellers will be charged at a rate of 5% final value fee for all items (with a ksh.75,000 max). Advertising chargers on cost per click and impression.

## 9. Business Processes and Requirements

**Describe in detail the key steps in running your business.**

| Process Name        | Description   | Key machinery or equipment required | Key staff required  |
|---------------------|---|-------------------------------------|---------------------|
| Electronic Commerce | Friendlist connects potential buyers to businesses and services(sellers). | SoftwareTechnology.                 | Software Developers |

**List the permits or licences you have obtained or plan to obtain to set up your business.**

(Max 250 Characters)

Unified Business Permit, this permit consolidates all licences required to run Friendlist.

## 10. Human Resources

|   |    |
|---|----|
| <b>Total number of new employees</b> to be hired in the next 12 months                              | 14 |
| i. <b>Total number of new full-time employees</b> to be hired in the next 12 months                 | 6  |
| ii. <b>Total number of new part-time employees</b> to be hired in the next 12 months                | 8  |
| i. <b>Total number of male employees</b> to be hired in the next 12 months                          | 7  |
| ii. <b>Total number of female employees</b> to be hired in the next 12 months                       | 7  |
| i. <b>Total number of new male young employees (age 18-29)</b> to be hired in the next 12 months    | 7  |
| ii. <b>Total number of new female young employees (age 18-29)</b> to be hired in the next 12 months | 7  |

**Describe the organization structure of your business at the end of the next 12 months**

| Title                | Count of Staff | Part-time/Full-time | Key tasks  | Key skills  | Salaries/wages (Ksh/month) |
|----------------------|----------------|---------------------|--|---|----------------------------|
| Software Programmers | 4              | Full-time           | Develop, maintaining, train users and upgrading the system | Knowledge in computer systems and the latest technologies | 240,000                    |
| Accountant           | 2              | Full-time           | Prepare and examine financial records                      | Strong analytical and problem solving skills              | 80,000                     |
| Customer care        | 2              | Full-time           | Help customers with questions and complains                | Active listening and good communication skills            | 60,000                     |
| Shopping attendants  | 6              | Part-time           | Distributing of online ordered items to clients.           | Effective communication and customer service skills       | 120,000                    |
|                      | <b>14</b>      |                     |  |   | <b>500000</b>              |

**Describe how your skills, experience or education will help make your business successful.**

List your any past activities, awards or certifications that will help in running this business  
(Max 250 Characters)

I am an actuarial analyst and financial analyst by profession hence my education in risk analysis and accounting will be of great help. I also have leadership and entrepreneurial skills honed while in campus making me capable to run friendlist.

## 11. Finances

| Asset   | Value of Asset in Ksh |
|---|-----------------------|
| Value of investment in land and property<br>(if you have only rented or leased space for your business, please write 0) | 0                     |
| Value of machinery and equipment  | 1,200,000             |
| Value of inventory  | 3,050,000             |
| Other assets (if any)   | 0                     |
| <b>TOTAL</b>  | 4,250,000             |

| Source of funds   | Amount from source in Ksh |
|---|---------------------------|
| Owner's/Shareholder's contribution                                    | 50,000                    |
| Loans from banks, SACCOs, microfinance institutions or trade partners | 500,000                   |
| Loans from mobile money platforms                                     | 0                         |
| Loans from family or friends  | 100,000                   |
| Other sources of funding (if any)                                     | 3,600,000                 |
| <b>TOTAL</b>  | 4,250,000                 |

| Year               | 2020    | 2021     | 2022     |  |
|--------------------|---------|----------|----------|--|
| <b>Revenue (A)</b> | 7000000 | 10500000 | 15750000 |  |
| <b>Costs (B)</b>   | 7500000 | 9000000  | 12700000 |  |

|                                |         |         |         |  |
|--------------------------------|---------|---------|---------|--|
| <b>Profit/(Loss) - (A - B)</b> | -500000 | 1500000 | 3050000 |  |
| <b>No of employees</b>         | 16      | 20      | 25      |  |
|                                |         |         |         |  |

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## 12. Risks and Assumptions

### Risk and Assumptions Grid

| No. | Risks              | Impact | Probability of Risk Occurring | Mitigation Strategies                            |
|-----|--------------------|--------|-------------------------------|--|
| 1   | Privacy risk       | High   | High                          | customers to use strong passwords                |
| 2   | System reliability | High   | Low                           | All operating systems and APIs should be updated |
| 3   | Online Security    | High   | Low                           | Regular update of the operating system           |
| 4   | Customer Disputes  | High   | Low                           | great customer service to rectify mistakes       |



### 13. Other Information

**Describe in detail if your business has any positive impact on society**

including if your business solves problems for the local community, contributes to solving any global challenge such as climate change, provides employment to vulnerable groups or extends opportunities for vulnerable groups or provides opportunities for other businesses to thrive or enhances value chain etc)  
(Max 250 Characters)

Buyers will have the opportunity to buy reliable products at reasonable prices, they will have products delivered to them ensuring efficiency. Small businesses will have the opportunity to sell their products. Job opportunities will also be created.

**Terms and Conditions**

Please click this box to indicate that you have *read* and *accept* the **General Terms and Conditions\***

☒ Confirmed

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