2023

Zanda Empire Business Plan

Your Growth Experts

info@zandaempire.co.za | 081 428 1311 | www.zandaempire.co.za

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Executive Summary

Mission

We are on a mission to transform small businesses/SMME's into empires through the provision of convenient, practical and accessible marketing and sales solutions.

The Product	Imagine a world where small businesses were not thriving, a world where they knew the solution, but could not access it. That world is a part of South Africa. Small businesses need clients to grow, they do not know how to get and keep those clients, they know they need professional marketing and sales strategies and the skills, tools and insight to carry out these strategies effectively, but do not have access to any of these. That's why we have developed the profit plan to get them the strategies they need, the workshops to help them implement these strategies effectively and the masterclasses and networking events to gain access to the market.
The Leadership	Sellinah Mondlane and Matilda Shogole founded the company in 2017 in an attempt to study the market and come up with solutions that are both accessible to the small/young business market and sustainable in the long run. These two founders are trained for entrepreneurship, leadership, marketing and more.
The Overall Industry	Marketing services are offered all over South Africa and they are also said to target small businesses, yet their pricing and terms do not agree with the claims. Marketing agencies are focused on the medium to large companies, while the small businesses are left to fend for themselves. There is an estimation of about 2.6 million SMEs in South Africa and 37% (961 500 SMEs) are formal and that is the market targeted by marketing and advertising agencies. 54%(1 404 000) are micro enterprises which is our target market. This market is currently unoccupied. Zanda Empire is looking at a potential of 90% (1 263 000) target audience as we are mainly focused on servicing start-ups/micro enterprises.

Executive Summary

The Competitors	Our major direct competitors include Sales mindset, Learnfast and leading training with short courses focused on selling skills. Our indirect competitors include the digital marketing institute, Coursera, Reliablesoft, Alison, Gordon Institute of Business Science and selected Chambers of Commerce. Our competitors are located all around South Africa and are either focused on short, online studies or outsourced marketing services to medium-sized businesses.
The Financial Status	Zanda Empire wants to raise R2 856 341,21 to launch the first office and services. Financial resources will be focused on acquiring equipment, office furniture, branding and for working capital.
Future Plans	The Empire plans to open, on average, two offices on each year with the plan to gain market share quickly and push out competitors. The plan to partner with small business agencies to facilitate the masterclasses and increase access to the workshops for the previously disadvataged entrepreneurs. We also plan to acquire accreditation to issue out certificates to delegates as that would give the entrepreneurs an extra push to sign up (as discovered during research). By 2030, we will have ten locations in South Africa helping to transform thousands of SME's into empires.

Business Description

About Us

Marketing services are affordable and accessible to medium and large companies, but what about the small businesses? Government agencies are more than happy to fund start-ups for raw material and machinery, but what about marketing and advertising? How will the starting entrepreneur make sales and keep the business afloat if they cannot sell and have no marketing skills or tools?

That is where we come in. The marketing industry might seem too saturated, but no one is occupying the township, start-up and small business market. We are going to offer an all-packed marketing experience that will help small businesses to get clients and build sustainable brands at an affordable price. "How", you ask?

Zanda Empire will offer profit plans and practical marketing and sales workshops that will help entrepreneurs to generate leads, build brand awareness and close sales on a monthly basis. The profit plans will show the entrepreneurs the strategies they need to adopt to succeed and the workshops will equip them with the the necessary skills, tools and confidence they need to keep their businesses sustainable and transform from small businesses to empires.

Business Description

About Us

These workshops will be assissted by masterclasses, one-on-one sessions and networking solutions. The South African economy is getting worse by the day and people are looking for ways to save money, this is the solution we've all been looking for.

Mission Statement

We are on a mission to transform small businesses/SMME's into empires through the provision of convenient, practical and accessible marketing and sales solutions.

Vision Statement

We envision a rapid growth rate for small businesses in South Africa. We want to see small businesses growing and becoming great empires through good business management and marketing practices.

The Organization

The Founders

Sellinah Mondlane

Chief Executive Officer

Wits Business School

Matilda Shogole

Managing Director

University Of Pretoria

Sellinah Mondlane

Entrepreneur

Hello there! My name is Sellinah Mondlane, I am an entrepreneur, but I am more than meets the title. I have over 6 years of experience running a profitable marketing and sales agency. I have worked with numerous businesses and professionals over the years, increasing their sales, enhancing their business and professional image as well as building their brands. I am skilled in graphic design, digital marketing and I enjoy the thrill and satisfaction of a presentation well delivered. Most importantly, I know there's more to achieve and I am willing to learn.

Contact

Phone
081 428 1311

Email
smondlane@zandaempire.co.za

Address
7883, Extension 24, Middelburg 1050

Education

2022
Management development
Wits Business School

2019
Business Skills
Business Skills For South Africa

2018
Make-up and basic business
Susca Watts Academy

Expertise

- Digital marketing
- Web development
- Graphic design
- Written presentations
- Verbal presentations
- Copywriting
- Leadership
- Public speaking

Language

English- Fully competent

IsiZulu- Fully competent

Afrikaans- Read & understand

Experience

2017-2022
Zanda Empire
Chief Executive Officer

- Manage social media accounts.
- Run paid, professional social media and Google advertisements.
- Graphic design.
- Copywriting.
- Content creation.
- Financial management and planning.
- Do verbal and written presentations/proposals.

2021
67 CEOs
Program Director

- Facilitated the 67 CEOs global entrepreneurship week conference. I kept guests entertained and engaged, and made life easier for the events organizer by keeping to the time schedule. I also covered hiccups that occured throughout the event.
- Also facilitated a panel discussion.

2016-2018
Promos@perfection
Brand ambassador & sales agent

- Ran brand activations for multiple brands.
- Increased sales through sales promotions.
- Flyer distributions.

Reference

Client references

Nkcubeko Mkizwana
CEO, Proudtalent
Phone: 065 879 7584
Email: info@proudtalent.co.za

Sicelo Maseko
CEO, 3 strands coaching & people development
Phone: 083 547 7039
Email: info@3strands.co.za

Job references

Sam Apata
Founder, 67 CEOs
Phone: 076 967 2318

Mark Dlamini
Branch manager, Promos@perfection
Phone: 060 585 1806

Matilda Shogole

Entrepreneur

Hello there! My name is Matilda Shogole. I am an entrepreneur, a relentless learner and problem solver. I have 6 years experience in running a profitable and sustainable business. I have helped more aspiring entrepreneurs to pursue their dreams of becoming business owners and share their life stories with the world. I have a knack for sales, building business relationships and I get a good kick out of negotiating. I have experience in both verbal and non verbal presentations. I am a storyteller at heart and love to be part of a storytelling team that I can learn from and share my knowledge with.

Contact

Phone
068 379 9204

Email
mshogole@zandaempire.co.za

Address
7883, Extension 24, Middelburg 1050

Education

2015
Bcom Marketing management
University of Pretoria

2019
Business Skills
Business Skills For South Africa

2018
Make-up and basic business
Susca Watts Academy

Expertise

- Selling and closing
- Copywriting
- Editing
- Communication
- Storytelling
- Negotiation
- Interpersonal skills
- Administration

Language

English- Fully competent
Sepedi- Fully competent
IsiZulu- Speak & understand

Experience

2018-2022
Zanda Empire
Managing director

- Make sales calls.
- File company and client documents.
- Copywriting sales scripts.
- Edit documents.
- Customer relationship management.

2017-2018
Promos @ Perfection
Brand ambassador & sales agent

- Ran brand activations for multiple brands.
- Increased sales through sales promotions.
- Flyer distributions.

2016
Young Catalyst For Change
Waitress @ Spur

Taking and delivering customer orders

Reference

Client references

Judith Omon
CEO, Amanee Beauty
Phone: 074 035 5453
Email : info@amaneebeauty.co.za

Gitendra Kassen
CEO, Simunye Assessor Training
Phone: 083 547 7039
Email : info@simunyeskills.co.za

Job references

Bonolo Mabotja
Team leader, YC4C
Phone: 083 331 6760

Mark Dlamini
Branch manager,
Promos@perfection
Phone: 060 585 1806

The Organization

Organisational Culture

Every team member of the Empire is a peculiar breed. We are bold, confident and dare to take calculated risks. We are leaders and not followers.

We operate on grounds of mutual respect, productivity and charisma. We are honest with ourselves, our team members as well as with our clients and seek to always offer value. Our focus is growth, growth, growth!

At the center of everything we do is a satisfied client and a happy and energised team.

Organogram

Chief Executive Officer

Accountant

Branch manager

Managing Director

HR manager

Social media manager

Facilitators x2

Market research analysts x2

Graphic designer

Sales reps x2

Executive assistant

Sales Trainer

IT technician

Cleaner

Admin

Promoter

The Organization

Team Roles & Responsibilities

	Role	Responsibilities
To be hired	Sales Representatives x2	• Involved in the generation of sales strategies and is responsible for reaching sales goals.
To be hired	Social media manager	• Involved in the generation of marketing strategies and is responsible for carrying them out and achieving marketing goals. • Responsible for running efficient digital Ads.
To be hired	HR manager	• Hiring the right employees • Developing clear job descriptions and expectations. • Creating a positive and supportive work environment • Managing employee performance. • Providing feedback and recognizing achievements. • Addressing employee concerns and resolving conflict. • Planning for succession and promoting from within. • Responsible for payroll.
To be hired	Financial manager	• Involved in ensuring the financial health of the company. Will conduct accurate data analysis and offer advice to senior management on strategies to maximize profits, securing long-term success for Zanda Empire. • Compile company financial statements as and when needed.
Matilda Shogole	Managing director	• Manage the daily operations of the business. • head up the sales division. • Host networking events.
Sellinah Mondlane	CEO	• Ensure the profitability of the company. • Manage key suppliers and partners. • Acquire funding for the growth of the business. • Head up the marketing division. • Build sustainable relationships with major stakeholders.

The Organization

Team Roles & Responsibilities

	Role	Responsibilities
To be hired	Receptionist	• Greet visitors at the door in a friendly and welcoming manner. • Handle queries and complaints via phone, email and general correspondence. • Transfer calls as necessary. • Take and ensure that messages are passed to the appropriate staff member in time. • Manage training room and boardroom availability.
To be hired	Cleaner	• Keep the office clean • Keep record of all broken things in the office when they clean.
To be hired	Executive assistant	• Prepare training rooms for workshops and events. • Welcome and seat trainees and guests. • Assisst in secondary services such as compliance. • Take meeting minutes.
To be hired	Facilitators x2	• Teach marketing and sales masterclasses daily as per specified schedule. • Keep learning material up to date with the latest digital trends and platform changes. • Do one-on-one marketing and sales consultations with clients.
To be hired	IT technician	• Install workstations and other equipment such as printers. Install desktop operating systems and programs. Connect all workstations to the network and relevant servers. Provide staff with technical support and training.

The Organization

Team Roles & Responsibilities

	Role	Responsibilities
To be hired	Market research analysts x2	• Collect and analyze data on consumers, competitors, and the marketplace. Interpret the findings to provide valuable insights and recommendations to our company and clients for informed decision-making and to identify market trends and opportunities. • Compile Profit plans.
To be hired	Graphic designer	• Graphic designers create images for your website, advertisements and other relevant media. Make sure your branding is consistent, clear and impactful. • Meeting with clients to establish their needs, using design software to complete projects and revising projects based on client feedback.
To be hired	Promoters	• Provide all the needed information on promoted products and services. • Assist customers in finding the suitable product they are looking for. • Consistently seek new product knowledge to act as an expert for the customer. • Set up booths or promotional stands and stock products • Arrange merchandise to look tidy and attractive to customers • Disseminate product samples, brochures, flyers etc. • Engage with customer and discover their wants.

Services List

Primary services

The benefits of outsourcing marketing to professional marketing agencies are wrapped into an affordable, practical and convenient cycle of learning in our marketing and sales solutions.

R990.00 p/m once-off

Profit Plan

The Profit plan consists of market research, a marketing plan and a sales plan. It will help entrepreneurs identify problems within their businesses, find solutions to those problems and track their progress. It will strategies to:

- Position themselves in the market
- Gain more customers
- Increase sales

R390.00 basic subscription (6 months)

R490.00 standard subscription (9 months)

R680.00 Premium subscription (12 months)

Marketing, sales, compliance and finance workshops

We offer monthly marketing and sales workshops that are as practical as a workshop can get. These workshops will equip entrepreneurs with the necessary skills and tools to market and sell their products and services and increase their monthly sales rapidly. Topics will include, but not limited to:

- Creating a real buyer persona
- Search Engine Optimisation
- Running effective paid ads on different platforms
- How to approach clients
- How to close a sale
- The sales process and more

Services List

Primary services

The benefits of outsourcing marketing to professional marketing agencies are wrapped into an affordable, practical and convenient cycle of learning in our marketing and sales solutions.

R750.00 once-off

Marketing And Sales Masterclass

The masterclasses are designed to teach tech-advanced entrepreneurs how to;
Build a sustainable brand

- Build a sustainable brand
- How to create professional content
- How to generate quality leads
- How to close more sales

They will also learn how to use tools that will save them time and money.

Services List

Supporting services

R1 200.00 once-off (Sales)

R1 400.00 once-off (Marketing)

R1 900.00 once-off (Marketing & Sales)

One-on-One Marketing & Sales Coaching

For the slow and not-so tech savvy entrepreneurs that need one-on-one attention, we offer the one-on-one sessions to equip them with the necessary skills and tools to;

- market and sell their products and services and increase their monthly sales rapidly. Topics will include, but not limited to:
- Creating a real buyer persona
- Search Engine Optimisation
- Running effective paid ads on different platforms
- How to approach clients
- How to close a sale
- The sales process and more

One-on-one sessions will take place over a period of 3 sessions.

R250.00 once-off

Networking events

We host speed networking events to help entrepreneurs refine their pitching and networking skills which are necessary for them to grow and sell their products and services in person.

Industry Background

Market background

The small business marketing market

According to statics, digital advertising has overtaken traditional advertising. In 2018, digital advertising became the dominant advertising medium, accounting for more than half of global advertising spending. The Digital Advertising market is growing because people's behaviour has shifted from the offline to the online world. Within 10 years, the number of internet users has grown to twice its size from 2.3 billion in 2012 to 5.1 billion in 2022. In South Africa only the total economic value of digital marketing agencies is worth R17 billion. The two components with the highest contribution to digital marketing economy are digital ads on (Facebook and google ads) with 54% and content development with 30% and the remaining 16% can be distributed to banners and classifieds ads.

A variety of large tech companies lead the Digital Advertising market. Key players in the market include Alphabet, Meta Platforms (Facebook & Instagram), Microsoft, Amazon, Tencent, Baidu, ByteDance, and others. Growth in the Video, Banner, Social Media, and Search Advertising segments is comparably higher than in the Classifieds segment due to the rapid increase in social media consumption and online shopping.

Before the pandemic, the Digital Advertising market was showing signs of a solid growth rate. However, the pandemic has accelerated digital adoption, and the effect will permanently stay, which will lead to more robust growth of the Digital Advertising market in the following years.

Industry Background

Market size

Market Size

According to the Department of Trade and Industries' SMEs report, there is an estimation of about 2.6 million SMEs in South Africa and 37% (961 500 SMEs) are formal and that is the market targeted by marketing and advertising agencies. 54%(1 404 000) are micro enterprises which is our target market. This market is currently occupied by 5%. Zanda Empire is looking at a potential of 90% (1 263 000) target audience as we are mainly focused on servicing start-ups/micro enterprises. We will record a market share of 10,46% in the first year of funding in relation to the market value of R17 billion in industry sales.

Consumer buying behaviour

We serve a B2B market and here are the factors that affect most companies' buying behaviour.

- Businesses choose marketing agencies based on the online review published.
- The ability to complete the project on the agreed time and budget.
- The ability to the meet company's KPI.
- Low risk- they do not have alot of disposable income, so they are looking to invest their money where the risk is low(low cost means low risk)
- The ability to address risks before they occur and have a contingency plan to alleviate the risks when they occur.
- The creativity of the team working on the project.
- The positive customer experience.
- Easy access to technical support.

Industry Background

Market analysis

Porters Five Forces

Threat of Substitute products: There is a high threat of substitute products for a digital marketing agency since customers can choose different ways to advertise their services digitally. There are options like search advertising, digital billboards, videos and online classified.

Suppliers bargaining power: Since there is a rapid shift in technology revolution, and every tech company is fighting to stay on top by innovating new ways to meet end-user needs. The suppliers have high bargaining power because they are able to change policies and management without first consulting with the agencies thus in the long-run affect the agency's quality of work. For instance, Facebook changed management and policies when they introduced Meta for business and that challenged the agencies to pivot their strategies.

Threat of new entrants: The start-up costs of our services are high and require a lot of resources and knowledge, therefore making the barrier to entry for competitors very high. New entrants can be blocked by scaling rapidly.

Competition intensity: There are over 500 marketing and advertising agencies in South Africa that are formally registered provide outsourced marketing services to SMME's. The other competitive aspect that saturate the competition environment are the freelancers, the in-house marketing teams. The agency that remains competitive is the one that engages frequently in Research and Development, continuously meets clients' goals in terms of scalability, return on investments and customer experience.

Customers bargaining power: It is evident that customers have information available on their fingertips than 50 years ago. Customers are able to conduct mini buying research online buying decisions. There are many product reviews on YouTube, and company website reviews that strengthen the buying power of customers because they know when to switch and whom to switch to for better services.

SWOT Analysis

For Zanda Empire

Strengths	Weaknesses	Opportunities	Threats
• We have an existing customer base willing to pay for the proposed services at the proposed price. • We have years of experience in the industry and the relevant marketing and selling skills. • We have an established reputation with young businesses. • We have a good relationship with local suppliers.	• We lack the financial resources needed to execute the plan. • We are not accredited with SETA to provide skills development programes, so while we can do the workshops without issuing certificates,we can gain a bigger market share by being accredited and issuing certificates of attendance.	• Entrepreneurs do not have a platform to voice out their challenges, be heard and assissted or supported continuously. • Starting entrepreneurs do not have access to markets where they can put their sales skills and certificates to work. • There is a gap for entrepreneurs who cannot afford to outsource marketing and sales services and need more than what the short courses have to offer. • Small business agencies are looking for trainers to train SMME's.	• Potential of emerging competition. • shifts in legislation requirements. • Shifts in market needs. • Political instability.

SWOT Analysis

For Zanda Empire

Strategies to counter risks and build on strengths

Build and enhance our Strengths

- Use our current database to load the first intake for the workshops and sell the profit plans.
- Form mutually beneficial and sustainable partnerships with our suppliers.

Resolve Weaknesses

- We will resolve our weaknesses by acquiring capital to fund the execution of the business plan and strategies.
- We will also get accredited upon receipt of capital funding.
- We will hire certified facilitators to facilitate the workshops.

Exploit Opportunities

- We can provide more than a learning space and skills, but a community of like-minded individuals finding strength, guidance and support.
- We can also provide a space to practice the skills obtained which will allow our client access to markets.
- We will partner with government small business agencies and become a service provider, therefore put forth a proposal for a fixed contract. (We have already made contact.)

Mitigate against our Threats

- Get a research team to keep us up to date with relevant legislations, the changing market and potential competitors as well as emerging trends.
- Scale fast to secure a large market share before competitors rise.

Competitor Analysis

Our major direct competitors include Sales mindset, Learn fast and Leading training. These competitors currently provide 1-7 days training for sales skills.

We currently have indirect competitors with services that serve the medium to large organisations. We also have indirect competitors that can turn into partners such as government agencies.

Our indirect competitors include the digital marketing institute, Coursera, Reliablesoft, Alison, Gordon Institute of business science and selected chambers of commerce.

Our Indirect competitors are located all around South Africa and are either focused on short, online studies or outsourced marketing services.

Strengths	Weaknesses	Opportunities	Threats
• Have accreditation. • Have established professors and facilitators. • Years of experience and expertise in the marketing field.	• Too pricey for small businesses. • Only available online, not conducive for entrepreneurs with basic digital skills. Online also means limited learning capacity. • Have short learning periods and no learning community.	• We can provide more than a learning space and skills, but a community of like-minded individuals finding strength, guidance and support. • We can also provide a space to practice the sills obtained to sell- access to markets. • Small business agencies are looking for trainers to train SMME's.	• Potential of emerging competition. • Shifts in legislation requirements. • Shifts in market needs. • Political instability.

Market Analysis

Buyer Persona

Zanda Empire Client

Our ideal clients is an aspiring and business-owner aged 25 and 70 old. S/he resides in the urban and peri-rural area of South Africa. The current ratio we have is 80:20 (male:female) clients that we work with. Professionally we have 80% working part-time in the business while holding on to their corporate jobs and 20% work full-time in the company. Our client is driven by results and growth. They want to challenge the status quo and turn their businesses into big corporates.

Matome Ngubeni

(He)

30 | Freelancer | Brooknew

Matome is a resilient and true entrepreneur. He started his business to make a difference in the world.

Pain points	Priorities
• He struggles to get clients. • Lacks selling and digital marketing skills. • Cannot afford to outsource marketing and sales to a professional marketing agency. • Funding received does not cover marketing and advertising costs.	• To get customers monthly and cover monthly operation costs. • Wants to build a sustainable business. • He is family oriented.

Interests & content preference	Company size
• Likes content that will help him save money and run his business with ease.	• Has a company that has been in existence for less than 10 years with average monthly sales between R2 500 to R30 000.

KPI	Demographics
• Getting paying customers every month.	• Aged 25-65 years male. • Operates from home or from shared office space.

Marketing Plan

Marketing Message

Building a community of successful businesses.

Our marketing strategy will create a sense of exclusivity and sell our services as more than a marketing experience, but as a community of rising entrepreneurs and businesses.

We have a selection process. This means entrepreneurs must apply to gain access to the workshops, this will create a sense of exclusivity and will ensure that all clients accepted have a potential to grow, thus building a credible brand known for achieving great results.

This is how we want to be perceived and who we want to be;
A company that helps transform young businesses into empires (large corporation), as the company that cares about the success of entrepreneurs and provides the needed support.
We want people to say that when every other company focused on making money and didn't care about the success of small businesses, Zanda Empire was there to help. Taking them from the bottom and making them a huge success.

Marketing Plan

The 4 P's Of Marketing

The 4Ps of Marketing

Product The brand, its features, its packaging	• Our services are designed to help start-up entrepreneurs market their businesses and sell their products and services successfully every month at a price they can afford. • This is perfect for the entrepreneur who cannot afford to outsource their marketing or hire a marketing manager. • The services are available at a low price, but comprise of the quality benefits of professional marketing and sales service. Refer to product list.
Price Monthly workshops cost more when taken outside the 6-12 months contract.	• Our marketing and sales workshops start from R390 per month. • While our competitors charge a hefty or rather (out of the start-up budget) price, we charge something that start-ups can afford and profitability is still achieved by the law of quantities.

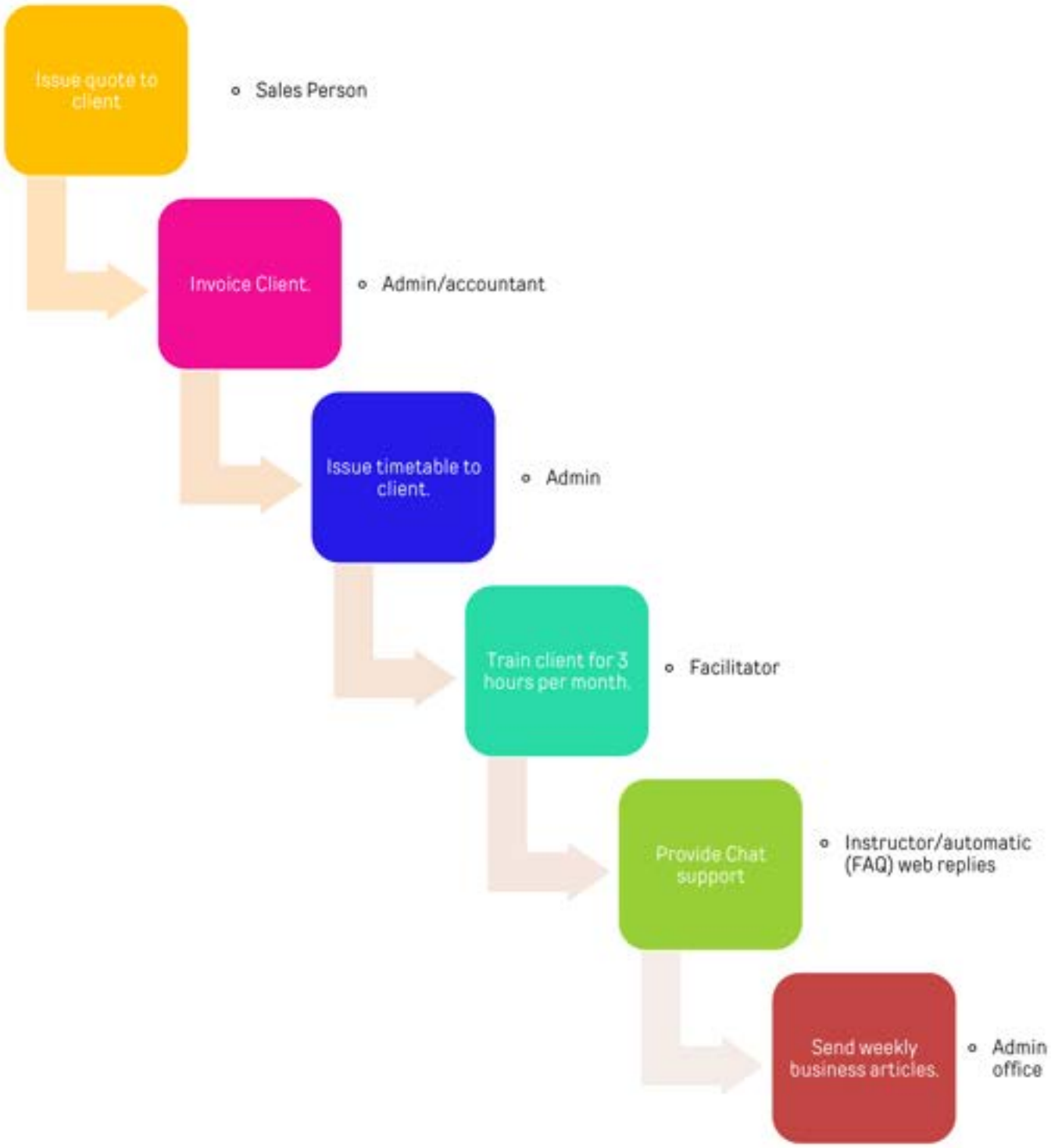
Marketing Plan

The 4 P's Of Marketing

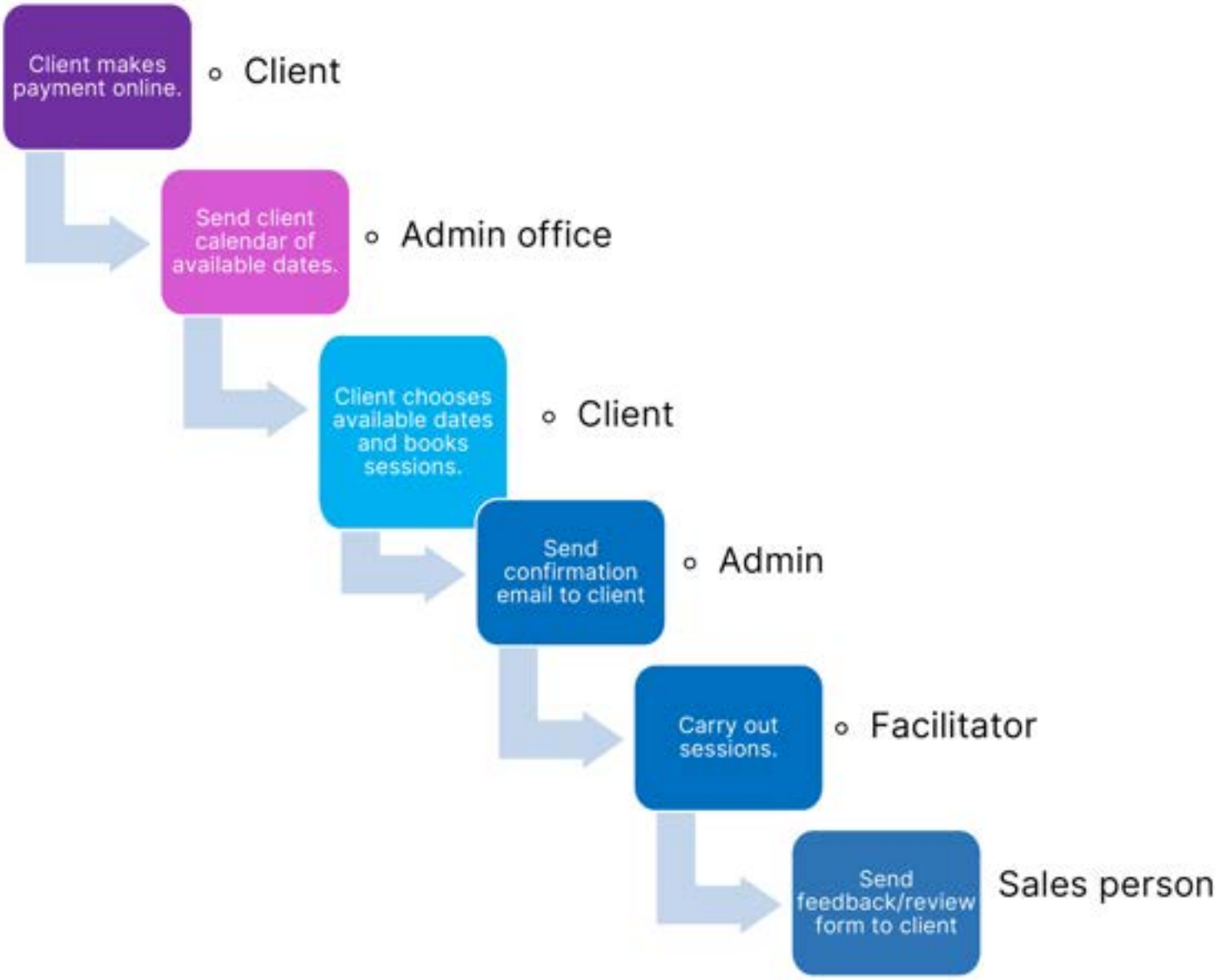
The 4Ps of Marketing

Place Physical stores, website, online marketplace	• The monthly workshops are at our physical premises. While one-on-one sessions have both the online and physical option. • Clients can, however, pay online. • The first premises will be located in Gauteng and thereafter, all over South Africa as we plan to scale rapidly.

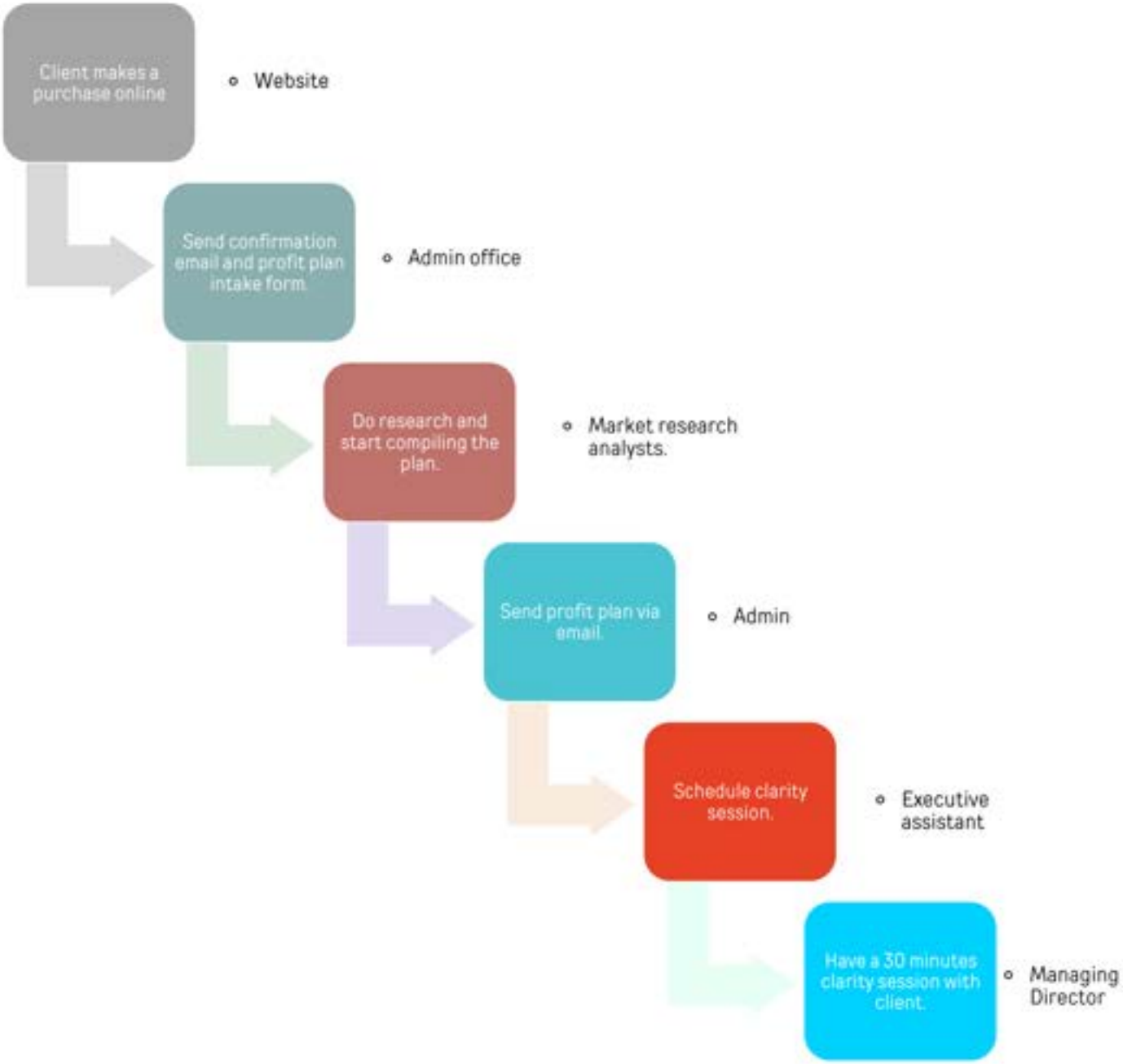
Process For Conducting Successful Workshops



Process For Conducting Successful One-On-One Sessions



Process For Compiling Profit Plans



Turnaround Time

The turnaround time for one profit plan is one week.

Marketing Plan

Promotion Strategy

Promotion

Print advertising, digital marketing, brand activations and pop-up stores. Cold and warm calling.

Entrepreneurs will be given an option to apply for the monthly workshops to ensure that we only accept entrepreneurs with potential and to create a sense of exclusivity. This will create an even bigger desire to be part of the workshops.

Tease masterclasses

We will host short masterclasses in various locations to attract small business owners and give them nuggets of info on marketing and sales for small businesses. Then encourage applications.

Marketing Plan

Brand Activations & Networking Events

Brand activations and Networking events

Perform various brand activations and have pop-up stores in small business agencies and at networking events and business seminars.
Attend networking events and mingle. Getspeaking slots at networking events to presents the workshops.

Marketing Plan

Paid Advertising

Paid advertising

Run social media advertisements that will increase company followers, engagement online, generate leads and send traffic to our website.

Marketing Plan

Search Engine Optimization

SEO

Build a professional website with an Empire portal (student portal for our contract clients) and generate massive quality leads on it.

This is how our website should be at all times to ensure the desired results.

- **Get more clicks (More traffic).**
  We must run Traffic social media Ads that will send people to our website.

- **Must look professional with updated information.**

  Keep our website updated with the latest features and information.

- **Must show our best results yet**
  We must post proof of our work, our results and client testimonials.

Marketing Plan

Print Advertising

Print advertising

Distribute professional brochures and flyers at small business agencies. Put up sign boards in the relevant areas.

Content Marketing

Prioritise Facebook, Instagram and YouTube. Create and share content that will add value to the start-up entrepreneur's life e.g Industry knowledge,How to videos, share valuable tools.

Content type

01

Authoritative

Share valuable content such as industry insights for zanda Empire and numerous other industries for businesses on our database.

02

Funny

Share content that will entertain our audience and arise awareness of the challenges entrepreneurs face daily.

03

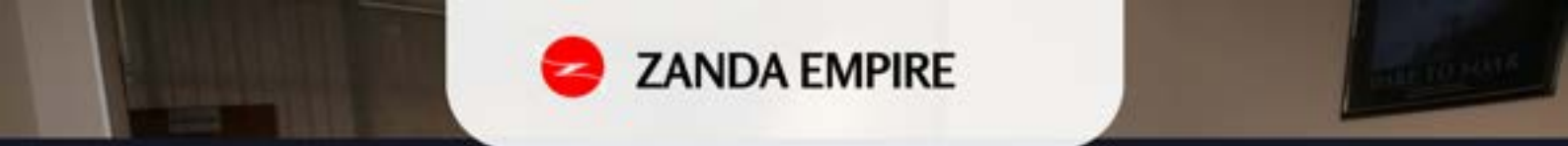
Testimonial

What's content without client testimonials? Testimonials are a love letter from clients to a a business and its prospect client. We will share these consistently throughout our platforms.

04

Offers

All content is created to keep an audience on our pages to see our offers, so our offers will be shared creatively throughout all our platforms.



Can't Afford
A MARKETING AGENCY YET?

Join the Empire family and Learn super-practical marketing and selling skills withing a community of like-minded entrepreneurs and gain access to markets. This is an opportunity to receive ample business support and increase sales.

APPLY NOW

081 428 1311
www.zandaempire.com
info@zandaempire.com
Midrand, Gauteng

Pay Once
GET CLIENTS MONTHLY

Get the Empire Profit Plan compiled by experts that will give you the . a detailed marketing strategy for your company , the step-by-step action plan on how to execute it as well as the tools needed to carry it out.

BUY NOW

081 428 1311
www.zandaempire.com
info@zandaempire.com
Midrand, Gauteng

Pay Once
GET CLIENTS MONTHLY

Gain practical marketing and selling skills as well as tools to help you gain more customers and grow your business, all in one day at the marketing and sales masterclass.

BOOK A SEAT

081 428 1311
www.zandaempire.com
info@zandaempire.com
Midrand, Gauteng

Sales Plan

Sales Objectives

Sales Objectives

A meeting will be held every two weeks with sales reps and front desk employees to communicate the positioning of the company by discussing the following;

- Our company mission
- Competition: Who our direct and indirect competitors are and the strategies they use to succeed.
- Our value propositions

A separate meeting will be held with sales reps to discuss goals and targets.

Our sales target for the first workshop intake is 336 entrepreneurs and 100 businesses for the profit plan. We have a period of two months to close them. The following actions must be taken to achieve this goal;

- Generate 1520 leads per month through paid Ads and 480 leads through brand activations. We must generate 40+ leads per day for 40 days prior the workshop intake.
- 40+ total warm calls made per day.
- 3 brand activations made per week.
- Lead generation, brand awareness and conversion Ads running everyday of the month.
- 152 follow-up emails sent per week.

Sales Plan

key Team

Marketing and sales team

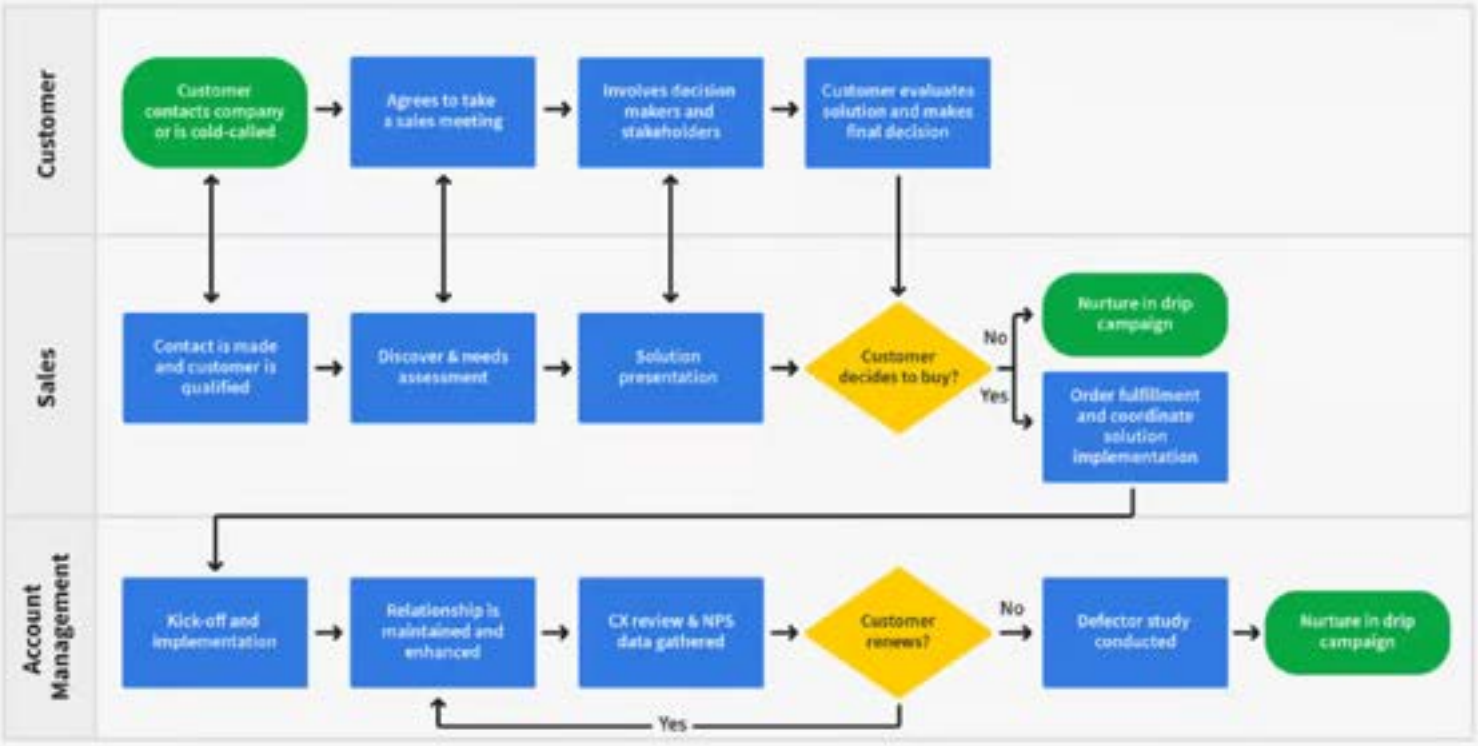
Role: Sales Representatives x2		
Salary: R15 000	Compensation: Incentive when monthly sales goals are met.	Timeline:12+ months
Responsibilities: • Qualify inbound leads from marketing • Contact prospect clients through phone calls, emails, social media and Zoom. • Make introductions to potential clients. • Build strong relations with prospects. • Identify needs and provide solutions		

Role: Social Media Manager	
Salary: R23 000	Timeline:12+ months
Responsibilities: • Run and manage result-driven paid Ads. • Create engaging content. • Generate quality leads as according to goals and targets. • Generate and increase market demand online. • Keep company up to date with marketing trends.	

Sales Plan

Sales process

Our Sales Process



Sales Plan

Inbound Client Journey At The Empire

We have two types of customer journey starting points. One will be the outbound client and one the inbound. The inbound client will come accross our social media pages and website first before making contact with us

Because clients come accross our social media pages before us, these social media pages need to convince the client that getting in contact with us is in the best interest of their business. They must find high-quality content that is valuable and positions us as experts in marketing and sales. They must see that other people have trusted us before and they were right to. And that will encourage them to contact us.

Because our website is the first thing prospect clients will see before they make contact with us directly, our website must be professional and atttractive. It must demonstrate our calibre of work and expertise. This website should encourage propsect clients to trust us.

Sales Plan

Outbound Client Journey At The Empire

SALES PERSON

The second jouney is that our salesperson will reach out to our client via our outbound strategy which is sales calling or social media direct message. After we reach out to our prospect client, client will proceed to search us on social media and google.

Because the first point of contact for our outbound prospect clients are our salespeople, our salespeople must be friendly, polite and patient. They must be understanding and most of all they must conduct themselves professionally. They should seek to help better the business of the prospect client and therefore, they must recommend the best solution for them, while allowing them to make their own informed decisions.

The salespeople must be knowledgeable about the services we offer. They must know the features, the problems they solve/benefits. They must know why the services work and why they don't work sometimes. The salespoeple must believe in the services ability to help businesses and demonstrate that in tone and pitch.

Star Salesperson

This is how our salesperson should be when in contact with a client or prospect client.

- Energetic/Charismatic.
- Knowledgeable.
- Passionate about our services.
- Be willing to help.
- Be understanding and polite.

Sales Plan

Client Journey

Excellent Client Journey

Quoting

Once the client agrees to buy, their information will be gathered and a quote will be issued. Once payment is received, a paid invoice will be issued.

EXCELLENT SERVICE

Once the payment has been received, we will provide excellent services that meet and if possible, exceed the client's expectations.

FEEDBACK & UPSELL

After the client's needs and expectations have been met, a feedback form will be sent to understand their experience with us. Then the salesperson will upsell the client to a bigger package or a support service that the client needs. Also ask for a refferal and review.

What excellent service looks like

These are our Key performance indicators for excellent services on the following services.

Profit plan

The profit plan must be brief and easy to understand for our clients. It must provide practical solutions and action plans that the client can execute.

Workshops & One-on-one sessions

TWorkshops must show clients how to execute their profit plans/business strategies and action plans. They must teach clients how to operate specified digital tools to reach their goals.

Networking Events

Clients must get a chance and prompt to network and form new relationships during the events.

Masterclasses

Ensure that our clients understand our material and can generate results on their own in the future.

Sales Plan

Quality Assurance

QUALITY ASSURANCE

How do we ensure excellent quality that will ensure that we retain at least 98% of our clients now and in the future?

- **Integrate softwares**
  Use Canva to design high-quality branding designs and documents.
- **Update softwares**
  Update softwares as frequently as needed.
- **IT**
  Maintain computers
- **Internet**
  Use fats internet solutions to prevent a delay in production.
- **Hire a skilled worksforce**
  Hire a skilled workforce and conduct frequent trainings to sharpen their skills.
- **Respect**
  Treat clients with respect and reverence.
- **Company culture**
  Make sure that we create a healthy working environment through policies and team building activities as well as opening a healthy platform for employees to vent and solve conflict.

Why Should We Ensure Excellent Client Experience?

When clients receive quality services from us, they have a better chance of closing a sale, making money and making a complementary purchase as well. When they succeed, they will be able to afford to outsource their marketing department to us, thus growing our organisation and team.
When clients are satisfied with our work, they will stay with us and refer more people to us.

The aim is to keep our clients satisfied and happy, failure to do so will result in less sales, unachieved sales and organisation goals as well as increased customer acquisition costs and let's not forget a bad reputation.

Financial Plan

Capital Requirements

Capital Spend

In order to launch the new services and achieve our goals, we require funding of R2 856 341,21. This will be used to purchase equipment and furniture to render the services efficiently and provide excellent customer experience, purchase two vehicles to allow us mobility as we will need to travel frequently to different locations to secure partnerships and arrange masterclasses. Money for advertising and marketing is also included to ensure that sales goals are met and our position in the market is well communicated.

Funding for marketing and advertising, working capital, rent as well as salaries and wages are calculated and requested for six months which is enough time for us to break-even.

	Value
Marketing and Advertising	R83 430
Working Capital	R156 188,26
Vehicles	R492 237,22
Branding (Marketing material)	R15 956,25
Signage	R3600
Rent and rent deposit	R240 000
Equipment	R187 985,85
Office furniture	R373 296,35
Software	R5 247,28
Salaries and wages	R1 298 400
TOTAL	R2 856 341,21

Financial Plan

Financial Projections

Financial Outlook

We expect a rapid growth in revenue due to the rapid growth of branches and the standard operational costs. Revenue growth is projected at 280% for the second year and 150,63% for the third year, fueling a continued exponential growth for the organisation for ten years in South Africa alone.

US$ B	Year 1	Year 2	Year 3
Revenue	5 260 440	19 991 450	R50 104 660
Expenses	R4 034 645,60	R8 878 053,54	R14 577 511,63
Profit	R882 571,97	R9 976 653,44	R25 554 553,84
Revenue Growth %	-	280%	150,63%

Future Plans & Milestones

Rapid transformation of small businesses

We plan to launch operations on our first location on march 2024 and launch operations at our second location in October 2024. We will establish a partnership with SEDA that will allow us to host masterclasses at their venues nationwide and also train SME's on their database (SEDA clients). A similar partnership will be established with NYDA on April 2025. Our operational capacity will increase as we open our fourth location and hire more staff. We will thereafter launch two more locations in 2026 and expand exponentially over the next 5 years, covering all 9 provinces of South Africa.

We will help.over 2000 businesses to grow and scale in just 2 years by providing market access and equipping them with the skills and knowledge they need to manage their businesses optimally.

2024 March

Business launch
Opening of first location in Gauteng

2024 October

Secure a partnership deal with SEDA.
Open second location.

2025

Secure a partnership deal with NYDA.
Buy office Space in Gauteng. Promote & expand team.

2026

Open 4th and 5th locations. Launch exclusive membership services and more.

2026

Build head offices.

2030

Have locations in all 9 provinces of South Africa running at full capacity. Have collaborations and partnerships with small business agencies, corporates and small businesses as well as banks.

Contact us for further inquiries

Zanda Empire

info@zandaempire.co.za | 081 428 1311 | www.zandaempire.co.za