

**PROJECT PROPOSAL FOR FOCUS SOLUTIONS**

OBJEVTIVE

Installing, managing and provide internet

IMPACT AREAS

The first phase we will target schools

in rural areas of the west of central region namely;

DEDZA

MCHINJI

LILONGWE

NTHEU

THE FOLLOWING ARE MEMBERS OF THE COMPANY

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**1 EXCUTIVE SUMMARY**

Focus Solutions is a group of men in the industry of Information Communication Technology (ICT)

Particularly in the field of computer networking. Focus Solutions is made by three members namely James Thondolo, Isaac Themba Chirwa and Precious Dzalangwa Phiri. Members of the grouping all are graduates from Lilongwe technical college.

Main Cole of Focus Solutions is to provide users access to internet so that they can advance their performance in different industry of their operations like health, health care and public safety. currently our main objective is to help Malawian schools have this type of service at hand so that students can improve their experience and bring good results after because they will have full picture of the reality but it will boost teacher’s commitment in as far as digital skills is concern.

Financial project of Focus Solutions, surely are graduates whom we just have its skills that we obtained from recognized experts and we believe once been rolled out it will bring more than has been spend. The company shall have business account that every member shall be required to his or her signatory feature and company shall appoint the financial controller responsible for financial obligation

**2 FOCUS SOLUTIONS SERVICES**

We will be offering access to internet so that schools can be using it. Our service shall start once finance is available,

The one of the main reasons why people shall be looking for our service is that will be offering internet at cheaper cost and will be providing maintenance also network management and will choose a methodology that shall working in time of bad, we have not yet sold any of our product but we just rolled out a pilot, we have a very good number of customers who a waiting for our services.

**3 FOCUS SOLUTIONS MARKET RESEARCH**

According to our findings it shows that a lot of people are getting very difficult for them to have access to internet and the one of reason is high amount of money required for bandwidth, network devices and most of our competitors they just operate within urban location, we rolled out our product so that we must have a picture on it may work and how we may mitigate the challenges that we may anticipate, just to add this project once has started it will really add value on users performance because they be access every thing in as far as positive change is concerned.

**4 FOCUS SOLUTIONS MARKET STRATEGY**

We will be offering a price strategy called penetration so that we can customers mindset as well it may not disturb our ground operation, we will be setting up promotion schemes also coming up with means of advertising so that we may reach to thousands, as we have said we will offering internet service and it will be installation management also we insure that our customers are getting service without challenges and we are in the process of signing memorandum of understanding with ESCOM and American internet service provider called STAR LINK , ESCOM has advanced its supply by coming up use of fiber connections while STAR LINK grab their spectrum from the satellite and these ones recognized to very strong ones because they are no longer affected by bad weather.

**5 FOCUS SOLUTIONS MARKET**

Currently the market is based in the rural with the reason that a lot of our competitors does not reach them and it shows that demand is too big also they are really gratitude with our expertise that they have access to new model of communication and be equal to their friends in urban location. One of the goodness is a lot of institution will be covered due to cheapest prices that will have designs.

**6 FOCUS SOLUTIONS COMPETITOR ANALYSIS**

Our market analysis has concluded we can defeat our competitor according to the terminologies that we have embarked on for example we will for rural areas living behind the urban ones because no one has reach to them also we can easily protrude because will be offering at cheaper so that users can be of large numbers and will come up with creating partnerships with other education chartered like INSPIRE LEARN, CRECOM,NTHA FOUNDATION just to mention but a fewer and our competitors are OPEN CONNECT LIMITED, KALINDA NETWORKS and SKY BAND. The only weakness that we feel may hinder our progress expensive of network devices but we believe it will be sorted in a sense that will transform buying in bulk also getting them from original source in good price. Our unique selling point is we will create customer friendship with our targets and will allow them to be paying even in every three months so that we not leave anyone behind.

**7 FOCUS SOLUTIONS OPERATIONS AND LOGISTICS**

We will be responsible for every kind of damage that may occur in as far as delivery of network is concerned, we have contracted a certain business that they may supply all resources to us and they have offered us deduction percentage, our customers shall be making their payments via bank account and will be renting a premise for our office operations and equipment’s storage, we will need a mode of transport for ourselves and resources mostly during time of bad weather and high distances also will legal proceeding that shall undermine our programming sequence and will get registered by the office of registrar general then request for operation certificate at Malawi communication regulatory authority (MACRA) also be known at ICT association of Malawi (ICTAM) all these shall add value at our operations and it will be an opportunity for so that everything that these governing boardie’s may be conducting will be as well included weather trainings ,regulation implementations, awards and a lot of things. The human resource as time goes on we will be hiring some positions so that it may revamp ground operation just to every entering into business with us will be required to enter into binding contract.

**8 FOCUS SOLUTIONS COSTS AND PRICING STRATEGY**

The cost at which will be purchasing an equipment shall vary with annual expected output and will be using penetration strategy so that we may grab customers view and will looking forward that we are making a sound profit.

**9 FOCUS SOLUTIONS COMPETITOR ANALYSIS**

Most of our competitors are within urban location leaving behind rural ones and some of our competitors are **KALINDA NETWORKS, OPEN CONNECT LIMITED** and **GREAT DATA LINK** just to mention but a few. We are looking forward to access extra skills and experience so that we may be the best in the field of our existence.

**10 FOCUS SOLUTIONS SALES FORECASTING**

The first year of our service we will try to bring good returns that shall give extra towards the coming year

**FIRST YEAR**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sales** | **NO. Outlets** | **Per month** | **Per year** | **Total** |
| wireless | 40 | 30,000 | =40x30,000x12 | 14,400,000 |
| Wired | 30 | 50,000 | =30x50,000x12 | 18,000,000 |
| Total | 70 | 80,000 |  | 32,400,000 |
| **SECOND YEAR** | | | | |
| **Sales** | **No. of outlets** | **Per month** | **Per year** | **Total** |
| wireless | 50 | 30,000 | =50x30,000x12 | 18,000,000 |
| wired | 35 | 50,000 | =35x50,000x12 | 21,000,000 |
| Total | 85 | 80,000 |  | 39,000,000 |
| **THIRD YEAR** | | | | |
| **Sales** | **No. of outlets** | **Per month** | **Per year** | **Total** |
| wireless | 60 | 35,000 | 60x35,000x12 | 25,200,000 |
| wired | 40 | 55,000 | 40x55,000x12 | 26,400,000 |
| Total | 100 | 90,000 |  | 51,000,000 |
|  |  |  |  |  |
| Total for the first year  Total for the second year  Totals for the third year  **Grand total** | | | | 32,400,000  39,000,000  51,000,000  **123,400,000** |

**11 FOCUS SOLUTIONS MANAGEMENT AND KEY PERFOMANCE INDICATORS**

Focus solutions is made up of three indigenous Malawian men namely: James Thondolo, Isaac Themba Chirwa and Precious Zalangwa Phiri. The table below shows the power of authority (management) and key performance.

|  |  |  |  |
| --- | --- | --- | --- |
| **NO.** | **NAMES** | **RESPONSIBILIES** | **PERFOMANCE/EXPERIENCE** |
| 1 | Isaac T.Chirwa | Team Leader |  |
| 2 | James thondolo | Financial control |  |
| 3 | Precious z.phiri | technical |  |

**12. APPENDICES**

Following are some of the appendix figures that has been accessed from our interested customers, stakeholders and suppliers and shall be attached.

FINANCIAL PROJECTION

|  |  |  |  |
| --- | --- | --- | --- |
| ITERM | QUANTITY | QAUNTITY PER | PRICE |
| WORK SUITS | 6 | 35,000 | 210,000 |
| SAFETY BOOTS | 6 | 75,000 | 450,000 |
| HELMETS | 6 | 15,000 | 60,000 |
| REFLECTORS | 6 | 8,000 | 48,000 |
| LAP TOPS | 3 | 600,000 | 1,200,000 |
| DESKTOP | 2 | 750,000 | 1,500,000 |
| MACRA LICENCE |  | 3,600,000 | 3,600,000 |
| ADMINISTRATION COST |  | 2,000,000 | 2,000,000 |
| Network connectors | 40 | 270,000 | 10,800,000 |
| Contingency | 1 | 1,200,000 | 1,200,000 |
| Bicycles | 2 | 3,200,000 | 3,200,000 |
| DATA SOCKETS | 500 | 13,500 | 2,600,000 |
| Access points | 50 | 70,000 | 3,500,000 |
| 6 U cabinets | 20 | 320,000 | 6,400,000 |
| Switch 48 port | 10 | 450,000 | 4,500,000 |
| 75\*50mm trunking tube | 20 | 10,000 | 200,000 |
| 16 port | 20 | 45,000 | 900,000 |
| UPT CABLE | 30 drums | 50,000 | 1,500,000 |
| RJ 45 connector | 500 | 500 | 250,000 |
| RJ 45 boots | 300 | 300 | 150,000 |
| Punch down | 20 | 6,500 | 130,000 |
| Fisher plugs | 100 | 1,500 | 1,500,000 |
| Cable ties | 20 | 6,000 | 120,000 |
| Radder | 1 | 120,000 | 120,000 |
| Roll boots | 1 | 7,200 | 7,200 |
| Cable tester | 2 | 20,000 | 40,000 |
| Drill bits | 1 | 40,000 | 40,000 |
| Drill machine | 1 | 350,000 | 350,000 |
| Power batteries | 20 | 150,000 | 3,000,000 |
| Crimping tool | 1 | 350,000 | 350,000 |
| Office furniture | 4 chairs | 15,000 | 60,000 |
| Office furniture | 3 desks | 18,000 | 44,000 |
| ICTAM membership | 3 | 70,000 | 210,000 |
| Registrar general | 1 | 30,000 | 30,000 |
| Public procurement | 1 | 50,000 | 50,000 |
| Rent | 12 | 95,000 | 1,140,000 |
| Administration cost | 1 | 2,000,000 | 2,000,0 |
| Total |  | 16,556,500 | 46,220,720 |

|  |  |  |
| --- | --- | --- |
| ITERM | QAUNTITY PER | PRICE  3,280,000 |
| Data sockets | 50 15,000 | 750,000 |
| 6 u cabinet | 1 400,000 | 400,000 |
| Switch 48 port | 1 450,000 | 450,000 |
| 75\*50 mm trunking tube | 20 15,000 | 300,000 |
| 16 port | 1 45,000 | 45,000 |
| UPT cable | 3 drum 70,000 | 210,000 |
| RJ 45 connector | 500 1,000 | 500,000 |
| RJJ 45 boots | 300 7,00 | 210,000 |
| Punch down | 1 8,000 | 8,000 |
| Fisher plugs | 30 2,000 | 60,000 |
| Cable ties | 5 10,000 | 50,000 |
| Access points | 2 150,000 | 300,000 |
| Network connectors | 1 270,000 | 270,000 |
| Total | 1 1,173,000 | 3,600,000 |

ADDITIONAL EXPENSES

|  |  |  |
| --- | --- | --- |
| ITERM | QAUNTITY PER | TOTAL |
| Upgrading of license MACRA | 1 | 2,000,000 |
| Work suits | 6 40,000 | 240,000 |
| Safety boots | 6 85,000 | 510,000 |
| Helmets | 6 15,000 | 90,000 |
| Reflectors | 6 10,000 | 60,000 |
| Lap tops | 3 600,000 | 1,800,000 |
| Desktops | 2 750,000 | 1,500,000 |
| Rudder | 1 120,000 | 1,200,000 |
| Administration 25% of budget | 1 |  |
| Bicycles | 3 1,500,000 | 1,500,000 |
| Sub total | 3,120,000 | 7,400,000 |
|  |  |  |