

BUSINESS PROPOSAL FOR DATA CENTRE FOR SLOT MACHINES FOR BIT TECH LIMITED

Contents

Executive Summary	3
Transmittal Letter	4
1. BACKGROUND	5
2. CURRENT SITUATION	5
3. SWOT ANALYSIS	5
3.15 strengths	5
3.16 weakness	5
4. BIT TECH MARKET OPPORTUNITY/MARKET SCOPE TO FOCUS	5
4.15 Threats	6
4.20 objectives	6
5. MARKETING STRATEGY	7
5.1 Demography	7
5.2 Pricing	7
5.3 Place/Distribution	7
5.4 Marketing Activities	7
5.5 Above The Line	7
5.6 Below The Line	8
5.7 Controls & Monitoring	9
6. CONCLUSION	12

Legal Disclaimer

This document is disclosed only to the recipient to whom this document is addressed and is according to a relationship of confidentiality under which the recipient has confidentiality obligations. This document constitutes confidential information and contains proprietary information belonging to BIT TECH LIMITED. The confidential information is to be used by the recipient only for the purpose for which this document is supplied. The recipient must obtain BIT TECH LIMITED's written consent before the recipient or any other person acting on its behalf communicates any information on the contents or the subject matter of this document or part thereof to any third party. The third party to whom the communication is made includes an individual, firm, or company or an employee or employees of such a firm and company.

The recipient, by its receipt of this document, acknowledges that this document is confidential information and contains proprietary information and further acknowledges its obligation to comply with the provisions of this notice. The contents of this document are provided in commercial confidence solely for the application of a certificate of incentive from the Tanzania Investment Centre (TIC) for investment on the construction of a data centre for slot machines which will provide job opportunities to more than 100 employees within the United Republic of Tanzania

Copyright © BIT TECH LIMITED All rights reserved.

Executive Summary

INTRODUCTION BIT TECH LIMITED

BIT TECH LIMITED is an ICT company, based in Dar Es Salaam, Tanzania at MINDU STREET, UPANGA P.O Box 13464 Dar Es Salaam, with emphasize in ICT procurements and Solutions, Technology Consulting, Web Solutions, Enterprise Applications, Digital Solutions, ERP, VAS solutions, Cloud Computing, Business Intelligence and Office Automations, Corporate Branding Solutions for SLOT MACHINES/ROUTE OPERATIONS.

1. BACKGROUND

DATA CENTRE introduces the use of slot machines/route operations will exist virtually. With proper registration of the owner information i.e. Customer Default Location (Geolocation), residence house number, mail delivery handler e.t.c

All the customer information gathered provide the simplicity of mail delivery service in which DATA CENTRE depends on, since the boxes they don't exist physically

SLOT MACHINES/ROUTE OPERATIONS product has been in the market for two years since its inception and introduction into the market. We have been able to have a subscription of not more than 2000 customers which isn't a great number for such innovative product.

2. CURRENT SITUATION

Tanzania is in a positive situation, as it has put its focus towards increasing its marketing initiatives to promote its image to the world in order to attract more investments. The Government has initiated variety national awareness drives and economic stimulus programs that are geared towards creating a favorable environment for businesses to thrive and prosper

As the health pandemic takes a new course, the global economic situation is on the course of recovery. Nonetheless, the dependence of remote and delivery services has become more important to the point of pushing for new boundaries in the level of service provision.

3. SWOT ANALYSIS

3.1 Strengths

- > The only product of its kind in the market hence having a pioneership status.
- > Thrives on digital technology - smart phones & IoT - of which there are 26 million Tanzanians have access to smart phones and internet, making it the perfect product to a bigger market.
- > Partnership with service providers like banks and telecommunications companies makes it a bigger and better accessible product

3.2 Weakness

- > New product to a new market of which needs tech savvy customers to use
- > Market lacks product knowledge and overall knowledge and importance of data centre
- > A lack of postal service culture in many nationals hence needs a lot of sensitization of smart servers services on slot machines
- >

4. BIT TECH MARKET OPPORTUNITY/MARKET SCOPE TO FOCUS

- > The ever-growing tech world and mobile phone users/market is a prudent market for Data centre
- > The available of an untapped market is present for smart servers to partake on
- > MNOs customers will be part of the new in boarding customers for smart servers services, as partnership with MNOs makes it easy for customers to receive notification on a product.
- > Banking Industry, sending bank statements to banks customers is one of the challenge banking sector is facing in compliance with the regulation when it comes to sending monthly bank statements to its clients, and this is our other opportunity to on board new data centre customers.
- > Kiosk/Internet Cafe and street Registration is also a key opportunity, this will help in awareness of the product to customers as well as onboarding them.
- > Partnerships with world e-commerce platforms such as Alibaba, Amazon

4.1 Threats

The possibility of additional new entrants in the market is most likely, especially from companies such as those for East Africa.

Fintech companies expanding towards data centre is a likely event

4.2 Objectives

This marketing plan is put forward to foster an environment of execution for data centre to achieve the following objectives but not limited to;

- > To increase its customer base by acquiring new customers from this 2025 to 2026
- > To increase product awareness of data centre and the services pertained to it
- > To penetrate to the SME business owners' markets to offer slot services at/with ease
- > To attain TOMA and brand equity in the market

5. MARKETING STRATEGY

Product

Our Unique Selling Proposition of our product is that the product brings the postal service delivery to your fingertips. With the selection of services and allocation of your nearest pick up point, your fingers and phone screen are all that do the working. This way, you don't need to go all the way to where your postal address box is to collect your parcel or mail but rather they come to you.

5.1 Demography

Our target market is the masses from all locations in Tanzania. Though the new generations - X,Y, Z and millennials - are most likely to the easiest to be on boarded, our focus is to be a product for everyone who needs route operations services with more conveniences.

5.2 Pricing

Data centre offers services with more convenience at an affordable price that gives everyone the capacity to pay for the offered services.

Hence with this in mind, it is a price penetration strategy that will enable mass acquisition.

5.3 Place/Distribution

The beauty of data centre is that it can be easily accessible through google play and apple store and web based Therefore, its distribution relies heavily on smart phone usage and internet accessibility. This blurs the physical boundaries that are present in any national landscape.

5.4 Marketing Activities

In order for slot machines servers/data centre to achieve its set objectives, there are a series of events and activities that must be put into action in order to achieve success.

5.5 Above The Line

Tv Ads

We intend to have TV commercials for slot machines on Wasafi Tv, Etv and Clouds Tv to reach a larger audience as efforts on acquisition being exerted.

Newspaper Ads

To cement on the achievement of awareness efforts and bolster acquisition, print media is a tool not to be missed. Have ads on newspapers such as Mwanachi, The Citizen, Nipashe, The Guardian and Daily News are vital platforms for reach and awareness

Outdoor Billboards

Outdoor engagements on billboards in high traffic locations in cities in Tanzania such as Arusha, Dar Es Salaam, Dodoma Mwanza and Mbeya.

In Dar es Salaam areas selected are Ubungo Kijazi interchange, Mfugale Interchange, Salender Bridge, Mbagala, Mwenge, Kariakoo and Posta

Radio Ads

Radio is the media with the most reach and ratings than any other communication tool. Radios that slot machines intends to utilize for its communication strategy are Radio Wasafi, Efm, Clouds and EA radio for national reach.

Regional radios will be used during regional campaigns that route operations will implement. Regions that the marketing campaign will focus on are Mbeya, Mwanza, Dodoma, Arusha, Dar Es Salaam, Morogoro, Kigoma, Tanga and Mtwara.

5.6 Below The Line

Exhibitions

Attending exhibitions that are organized by other entities is one of the many activities that will be used by Smart Posta in order to gain a direct contact with targeted audience, some few earmarked exhibitions that we will attend are Saba Saba 2025, Syria Exhibitio, etc

Direct Sales

The putting to action of direct sales activities is crucial in our drive to increase acquisition of customers. Direct Sales create a personal bond between us and the targeted customer increasing the odds of a sales deal closure and high retention rate.

We will have staffs that will solely be responsible for direct sales activities that will be paid in commission and stationed in areas of high traffic and populace areas such as colleges, schools, office buildings, malls, etc.

Road show Promotions

A van, music and street activations are one of the best roadshow promotion models best used in Africa. Series of road show promotions are vital for both customer base growth. As the show take on the streets, customer acquisition activities are to be done as well to complement the promotions.

Push SmS Campaigns

A push message campaign to individuals who are our prospect customers will be sent for sales and marketing purposes. The content of the messages are to be with the aim of attracting customers and traction to our platforms so that further gardening efforts can continue.

Digital Marketing

Social Media

Website

Email Campaign

**Search Engine Optimization
Ambassadorship and influencer marketing**

5.7 Controls & Monitoring

ATL

Ratings, reach and feedback. Third party organizations to do a brand equity assessment and TOMA test/survey

BTL

Acquisition Targets & Reviews on Monthly basis

5.8 TABLE FOR KEY ACTIVITIES OF SMARTPOSTA

1. Stakeholders/Key Partners
2. Key Activities
3. Value Proposition
4. Customer Relationships
5. Customer segments
6. Key Resources
7. Channels for introducing Route operations to the hands of stakeholders

Data System

<p>Key partners</p> <ul style="list-style-type: none"> ❖ Government- ❖ Private companies ❖ Individuals 	<p>Key Activities ❖</p> <p>Product /software Development and management.</p> <ul style="list-style-type: none"> ❖ Marketing products and services through promotion. ❖ Customer support & Quick fulfillment service ❖ Quick delivery of service, process of deploying ,maintain and managing software service ❖ Consulting customer and support. 	<p>Value Proposition</p> <p>Ecommerce</p> <ul style="list-style-type: none"> ❖ To digitalize gaming product for quick service & delivery by providing higher security. <p>Data system</p> <ul style="list-style-type: none"> ❖ brings a modern/Advanced and enhanced approach to gaming services ❖ Additional source of revenue ❖ Customer attended on time 	<p>Customer Relationships</p> <p>Online/phone communication channels and built - support channels on Route operations</p>	<p>Customer Segments</p> <p>users</p> <ul style="list-style-type: none"> ❖ Those who do not own a Virtual address ❖ People who do not want to collect letter them self, use special delivery.
	<p>Key Recourses</p> <ul style="list-style-type: none"> ❖ Technological platform. ❖ Skilled workers ❖ Excellent server-unclouded server. ❖ Vehicle delivery 		<p>Channels:</p> <ul style="list-style-type: none"> ❖ Online/phone customer service. ❖ Websites. ❖ Mobile App - Instagram, Facebook, Twitter. ❖ Enormous online marketing and advertising 	

			<p>platforms international and local.</p> <ul style="list-style-type: none"> ❖ Magazine. ❖ Billboards 	
<p>Cost Structure</p> <ul style="list-style-type: none"> ❖ Cost optimization strategy ❖ Technological infrastructural, servers, software enhancement, addition of features ❖ Market Expenditure strategy for increase of customer base 		<p>Proposed fee</p> <ul style="list-style-type: none"> ❖ Virtual Box -Registration ,Year fees 4,000 for individual ❖ Virtual Box -Registration ,Year fees 8,000 for corporate <p>↳ up Company Proposed Fee for commercials</p>		

6. CONCLUSION

As the number of population increase, the more people engage daily activities and e-commerce platforms, there becomes a need for one to have a private posta address for his references of work and delivery of different letters and items, and this can be resolved via smart Posta system.

Increase in official activates for students in application of their loans from HELB, Thus increases a need for official channel for communication between applicants and HELB, and this can only be attained via smart Posta system.

INVESTMENT COST IN USD FOR THE FIRST 5 YEARS

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Incorporation fees and other legalfees	3,800	3,952.00	4,104.00	4,256.00	4,408.00
Obtaining of licenses and permits	23000	23690	24380	25070	25760
Operational cost	49050	51503	53955	56408	58860
Insurance coverage	5200	5252	5304	5356	5408
Marketing and publicity promotion expenses	7800	7878	7956	8034	8112
Hiring cost - Business consultant	10000	10100	10200	10300	10400
Setting up manufacturing facility and Equipment	534180	536180	538180	540180	542180
Raw material and packaging cost	200000	240000	280000	320000	360000
Distribution cost	50000	78000	106000	134000	162000
Administrative cost	8000	8320	8640	8960	9280
Miscellaneous cost	9000	9360	9360	9720	10440
Total Cost					
Page 	900,030	974,235	1,048,079	1,122,284	1,196,848

Project Income statement In USD						
		Year 1	Year 2	Year 3	Year 4	Year 5
Revenue		57,800,000,000	74,530,000,000	89,150,000,000	105,880,000,000	122,610,000,000
Incorporation fees and other legal fees	3,800	3,952.00	4,104.00	4,256.00	4,408.00	
Obtaining of licenses and permits	23000	23690	24380	25070	25760	
Operational cost		49050	51503	53955	56408	58860
Insurance coverage		5200	5252	5304	5356	5408
Marketing and publicity promotion expenses	7800	7878	7956	8034	8112	
Hiring cost - Business consultant	10000	10100	10200	10300	10400	

Setting up manufacturing facility and Equipme	534 180	536180	538180	540180	542180	
--	------------	--------	--------	--------	--------	--

nt						
Raw material and packaging cost	200000	240000	280000	320000	360000	
Distribution cost		50000	78000	106000	134000	162000
Administrative cost		8000	8320	8640	8960	9280
Miscellaneous cost		9000	9360	9360	9720	10440
Profit after Tax						

Project Cash Flow In USD					
	Year 1	Year 2	Year 3	Year 4	Year 5
Cash Inflow	1,350,030	1,525,534	1,579,535	1,620,036	1,660,537
Equity	1,350,030	-	-	-	-
Revenue	57,800,000,000	74,530,000,000	89,150,000,000	105,880,000,000	122,610,000,000
Total Cash Inflow	52,002,700,060	66,001,525,534	78,001,579,535	92,001,620,036	106,001,660,537
Depreciation	0	1,280,800	1,410,303	1,024,484	1,270,773
Total Cash Outflow	51,957,700,060	65,493,025,034	77,475,079,035	91,461,620,036	106,001,107,037
Net Cash Flow	450,000	508,500	526,500	540,000	553500
Cum. Deficit / Excess	450,000	958,500	1,485,000	2,025,000	2,578,500

Prepared and submitted by:
BIT TECH LIMITED
MINDU STREET OPPOSITE UN ROAD, UPANGA
P.O.BOX 13464 DSM
Tell; +255713617878
Email; chetan@bittech.co.tz
DAR ES SALAAM