

ABOUT DEA.

Advertising agency project is the business idea project based on establishing a digitized medium in auto-marketing technology, based on AUDIO, GPS and GPRS technologies.

This new formats and innovations method in advertising marketing industry, aim to reach a diverse set of individuals (audience) around public location, this method can reach a large variety of people at short period of time, due to the variety of demographics exposed in public in daily basis.

The method is programmatic allows the easiest way of advert and message delivering to the audience.

BUSINESS PARTNERS

1. ADVERTISING AGENCY

This is the owner of the system is the one who run the system of advertising.

2. ADVERTISERS (CUSTOMERS)

These are business owner/s companies or individuals who bring their adverts to us for advertisement, are the one who pay for the advertising services.

3. ADVERTISING PLATFORMS.

These are the one who their location/places or properties are incorporate with our devices ,for tracking and deliver our adverts. Their areas/properties or places are used as our platform for advertisement, they will be paid as the agreement is concerned.

.....END OF AN IDEA.....

INCOMER GENERATION FROM THIS PROJECT.

The main source of our income generation is an advertisements from our clients, in order to advertise we need active audience in promising number.

Our system by default will assure us with 100 to 300 people with whom will be reached by an advert per day for single decoder installed.

This means if 100 of devices installed we will have 10,000 to 30,000 number of people who reached by an advert per day (active audience).

Per month,assurance of an active audience will be $10,000 \times 30 = 300,000$ (minimum) to 900,000 (maximum).

Advertisement price per day per *single advert may be set to Tsh 3/- per single person within an audience.

In this case our Clients will pay Tsh per person within an audience,in this case income will be as follows.

MINIMUM INCOME GENERATION PER MONTH

Single advert will be pricing Tsh 900,000/- per month.

This means in order for the advert to be transmitted with our system the owner of an advert (company or an individual) must pay 900,000/- per month, for his advert to reach default of 300,000 to 900,000/- active people per month.

MINIMUM INCOME GENERATION IN MINIMUM AUDIENCE

*Decoder Installed = 100

*Active audience = 300,000 people (per month).

*Minimum target adverts are 50 (per month)

*Price for advert Tsh 3/-

Therefore

3tsh x 300,000 people = Tsh 900,000/-

Minimum number of adverts per month is 50 x 900,000/-

Tsh =45,000,000/- of income.

MAXIMUM INCOME GENERATION IN MINIMUM AUDIENCE

*Decoder Installed = 100

*Active audience = 300,000 people (per month).

*Minimum target adverts are 100 (per month)

*Price for advert Tsh 3/-

Therefore

3tsh x 300,000 people = Tsh 900,000/- per month.

Maximum number of adverts per month is 100 x 900,000/-

Tsh =90,000,000/- of income.

TOTAL RUNNING COST FOR SIX MONTH (minimum).

*Total running cost for 6 months for a Company is

Tsh 35,800,000/- (USD 15,000/-)

*For one month is approximated to Tsh 6,000,000/- (USD 2500).

*Both investment cost and running cost comprise of Tsh

150,000,000/-

approximately to Tsh 150,000,000/- , or USD 60,000/-

NOTE: Running cost projected within 6 months.

1. PROJECT CAPITAL INVESTMENT AND MANAGEMENT.

(i) Only one investor can invest in this project, if the capital of the main investor is not enough to start-up or run this project, more capital for investment of this project may be generated from selling shares for stakeholder with whom interested with the project.

(i) There must be main investor who hold more than 50% of a company shares, this is the owner of the company.

(ii) The main investor will register a company with their names, and other investor remain as shareholders of a company.

(iii) Each shareholders will earn profit according to their percentage of investment, if the project has one investor, with whom invested capital in project for 100%, will earn 100% of Net profit generated.

2. SHARES DISTRIBUTION AND PROFIT ANALYSIS.

(i) Project capital = Tsh 150,000,000/-

(ii) Main investor shares must not be less than 50% = Tsh 75,000,000/-

(iii) Only 10 shares is for sell, this means each share will cost Tsh 7,500,000/-

(iv) For 7,500,000 = 5% of total capital, therefore 5% of Net profit will be distributed for each shareholder.

3. MANAGEMENT

(I) Chief executive Director (C.E.O), this is the main investor with more than 50% of shares within the company.

(II) Managing Director (M.D), Project Manager

(III) Shareholders

(IV) Staffs

NOTE: Initiation of this project can start slow, with the availability of capital,

PROJECT BUILDING AND COST ANALYSIS(With audience or target individuals of 720,000 to 1,000,000 per month)

SYSTEMSYSTEM INVESTMENT COST

A. COMPANY REGISTRATION

No.	Item	Cost
1.	Company registration process	2,000,000/-
2	Proposal writing	1,000,000/-
3	Logo Design	100,000/-
4	Open Company Bank account	100,000/-
5	Uniform/T-shirt (buy and printing 50 pc/Tsh50,000/-)	2,500,000/-
6	Banner, flyers and posters printing	2,000,000/-
	SUBTOTAL	7,700,000/-

B. ELECTRICAL AND ELECTRONICS DEVICES

No.	Item	Pc	Description	Price	Total
1.	Decoders	100		200,000/-	20,000,000/-
2.	Decoder Installation	100		50,000/-	5,000,000/-
3	System Saver				15,000,000/-
4	Desktops computer complete	6		500,000/-	3,000,000/-
5	Laptops	2		800,000/-	1,600,000/-
6	Internet routers	4		200,000/-	800,000/-
7	UPS	6		300,000/-	1,800,000/-
8	Stabilizer	1	20Kilowatt	2,500,000/-	2,500,000/-
9	Generator	1	10 KVA	15,000,000/-	15,000,000/-
10	Printer	1	Colored	1,500,000/-	1,500,000/-
11	Table office telephone	6		150,000/-	900,000/-
12	AC	3		1,200,000/-	3,600,000/-
13	Website	1		1,500,000/-	1,500,000/-
14	Electrical and electronics wiring		Material and labor charges		5,000,000/-
				SUBTOTAL	78,600,000/-

C. OFFICE FURNITURE

No.	Item	Pc	Description	Price	Total
1.	Desktops table	5		200,000/-	1,000,000/-
2.	Office chair	6		200,000/-	1,200,000/-
3.	Executive office table	1		600,000/-	600,000/-
4	Executive office chair	1		250,000/-	250,000/-
5	Executive office coach	1		600,000/-	600,000/-
6	Executive coffee table	1		500,000/-	500,000/-
7	Conference table	1		3,000,000/-	3,000,000/-
8	Conference	11		200,000/-	2,200,000/-

	chair				
				Subtotal	9,550,000/-

Total investment material cost for 100 DAGD and company registration is Tsh 70,930,000/-

D. MONTHLY RUNNING COST (PROJECTION FOR 6 MONTHS)

a. STAFF MEMBERS AND SALARIES

No.	Sub	Item	No.	Education Level	Responsibilities	Salary per month
1.		IT staff	3	Certificate	Monitoring system	600,000x3=1,800,000/-
2.		Computer Engineer	1	Certificate	Monitoring system and installation devices	700,000/-
3.		Marketing officer	2	Diploma in marketing	i. Introducing our services to the customer (business companies and individuals). ii. Collect feedback of the market related to our service. iii. Register new customer and maintain the old one iv. Prepare monthly report	500,000 + 20% commission for each new registered advert from the customer she/he recruited. 500,000 x2=1,000,000/-
4		Accountant officer	1	Diploma	i. Managing all transactions	800,000/-

					report and receipt records. ii. Keep on track income and expenditure iii. Managing daily monetary report iv. Settle daily expenditures as it will be signed by Managing director or C.E.O v. Preparing for monthly report	
	5	Office secretary	1	Certificate in Secretariats and office management	i. Perform duties assigned by office ii. Making office clean iii. Accepting visitors etc	400,000/-
					Total	4,700,000 X 6months 28,200,000/-

E. APARTMENT RENTING AND UTILITY BILLS

No.	Sub	Item	Time	Descriptions	Cost per month	Total
1.		Apartment rent (with three room/partition i. Staff room ii. Management room iii. Meeting room	6 months	Renting for 6 months,each month cost 1,000,000/-	1,000,000x6	6,000,000/-
2.		Water bill	6 months		100,000x6	600,000/-

3.		Electrical bill	6 months		400,000x6	2,400,000/-
4		Fuel bill	6 months		500,000x6	3,000,000/-
5		Emergency bill	6 months		500,000x6	3,000,000/-
6		Transportation bill	6 months		400,000/-	2,400,000/-
7		Internet bill	6 months		500,000/-	3,000,000/-
8		Cleaning bill	6 months		200,000/-	1,200,000/-
					Subtotal	19,600,000/-

***Both investment cost and running cost comprise of Tsh 143,650,000/- approximately to Tsh 150,000,000/- , or USD 60,000/-**

NOTE: Running cost projected within 6 months.

1. PROJECT CAPITAL INVESTMENT AND MANAGMENT.

- (i) Only one investor can invest in this project, if the capital of the main investor is not enough to start-up or run this project, more capital for investment of this project may be generated from selling shares for stakeholder with whom interested with this project.
- (i) There must be main investor who hold more than 50% of a company shares, this is the owner of the company.
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- (iii) Each shareholders will earn profit according to their percentage of investment, if the project has one investor, with whom invested capital in project for 100%,will earn 100% of Net profit generated.

2. SHARES DISTRIBUTION AND PROFIT ANALYSIS.

- (i) Project capital = Tsh 100,000,000/-
- (ii) Main investor shares must not be less than 50% = Tsh 50,000,000/-
- (iii) Only 10 shares is for sell, this means each share will cost Tsh 5,000,000/-
- (iv) For 5,000,000 = 5% of total capital, therefore 5% of Net profit will be distributed for each shareholder.

3. MANAGEMENT

- (I) Chief executive Director (C.E.O),this is the main investor with more than 50% of shares within the company.
- (II) Managing Director (M.D),Project engineer
- (III) Shareholders

(IV) Staffs

NOTE: Investment of this project can start slow, with the availability of capital,

PHASES OF PROJECT IMPLEMENTATION.

PHASE		Descriptions
1	Logo design	Company identification
2	Business proposal writing	The guide to our business journey
3	Company registration	Legal identification
4	Meeting with the member of TABOA (Tanzania Bus Owner Association)	Introducing ourselves to them, and services that will be provided with us.
5	Finding for investors (selling shares)	
6	Order for decoders from China	Few/all devices will be ordered depending on availability of budget
7	Office Renting	Depending on the budget office may start with One or two rooms.
8	Furniture and Electronics devices	Few/all devices will be ordered depending on availability of budget
9	Installation of electrical and electronics device	
10.	Employ staff to start the	Few important staff may be

	business	employed at the beginning
11.	Marketing	Marketing for our business

***Business project proposal will, comprise all information and more clarification.**