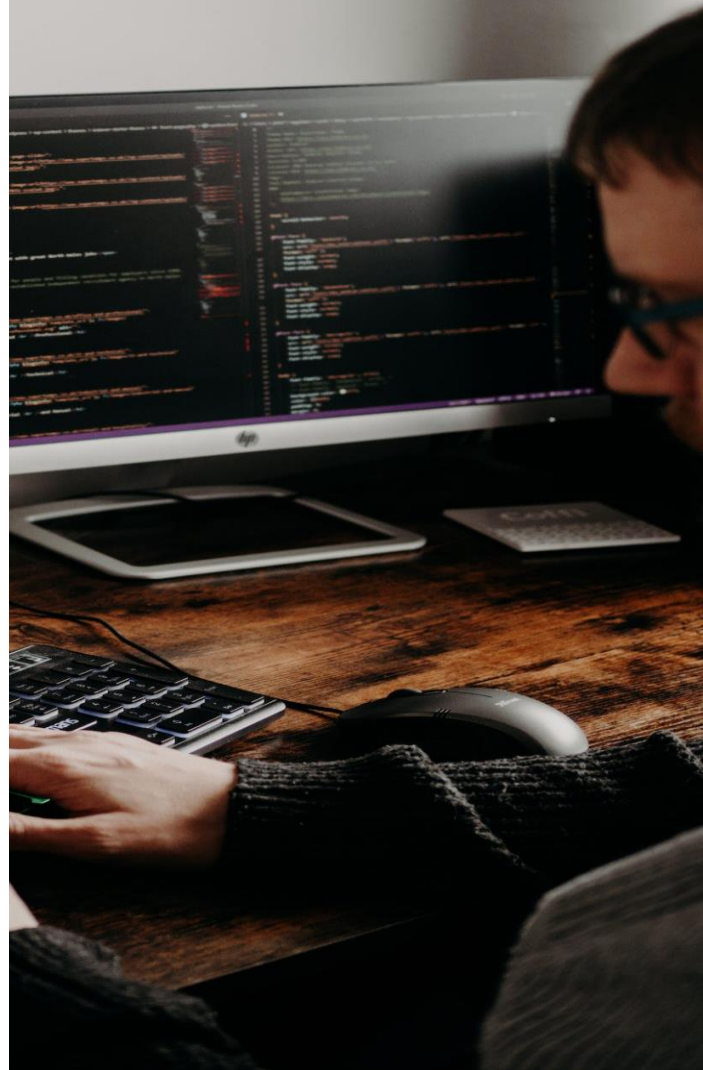


WEBSITE DESIGN AGENCY BUSINESS PLAN



PRIMER SYSTEMS AGENCY
Authored by: DonJohn





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1.0 Executive Summary

Tech Top Digital Services is a Nigerian based web design agency founded by John Doe, A web developer and entrepreneur with over 6 years' experience in website design and internet marketing. We are a Limited Liability Company, set to transform the internet marketing space by helping businesses and brands to build websites that will attract visitors and convert them to loyal customers.

Our goal is to start small with focus on helping small businesses to grow. As they grow, we also will grow to be the go-to website design and internet marketing company not just in Nigeria but in the global space.

We intend to offer web design services and other complementary services like graphic design, Print Media Design, internet Advertising, Corporate Branding and Logo Design, Video Editing as well as Cartoons and Animations.

As we plan to become one of the leading web design companies in Nigeria and globally, we will make sure that every website we design is of the highest quality in reference to the user interface and user experience (UI & UX). This will ensure that visitors to the site will spend more time browsing and possibly get them to take an action on the website, thereby becoming a lead.

In order to achieve this, we have gathered the best workforce within the limit our resources. Our workers are selected from a pool of talented and highly creative web designers and graphic/ creative artists in and around our city. We intend to expand our hiring to different parts of the country as we grow. Furthermore, we ensure that all the members of our workforce are thoroughly trained in line with the expectation of the company to compete with leading web design companies in Nigeria and around the globe.



Before deciding on starting this agency, we conducted a thorough feasibility study and market survey for the business. This study revealed that this industry is growing and is projected to grow at a rate of 4.8% over the next 5 years. Notwithstanding, the market seems to be saturated with freelancers accounting for the greatest market share.

However, there is no scarcity of clients in the market. Gaining a significant market share will depend on our marketing strategy, superior services and offering added value through complementary services like copywriting and search engine optimization, SEO.

Consequently, our marketing and sales team critically examined the web design market and analyzed our chances in the industry. They were able to project that based on the location of our business and the wide range of our services and target market, we will still make good revenue from the business. Their projection is as follows;

- **First Year** - ₦10,000,000
- **Second Year** - ₦ 30,000,000
- **Third Year** - ₦ 75,000,000

N.B-: This projection is done based on indices in the industry. It is also assumed that the economy will remain as it was during the time of the analysis. Lastly, it should be noted that real revenue might be slightly lower or higher.

We intend to achieve this revenue by implementing a rock-solid marketing strategy.

Our marketing and publicity strategy includes:

- Sending out introduction letters and to individuals, corporate organizations, religious organizations and key stake holders in our city.



- Promptly bidding for web design and related contracts from the government and other cooperate organizations.
- Advertising our business in relevant business magazines, newspapers, TV stations, and radio station.
- Listing our business on yellow pages ads (local directories).
- Attending relevant international and local events, seminars, and business fairs.
- Creating different packages for different category of clients in order to work with their budgets and still deliver excellent design and services.
- Leveraging on the internet to promote our business.
- Using direct marketing approach.
- Encouraging word of mouth marketing from loyal and satisfied clients.

We are confident that if we implement our plan faithfully, our business will start small and grow to become one of the most impactful and profitable company in our city.



2.0 Products and Services

Tech Top Digital Services was borne out of an idea to help small businesses overcome new customer acquisition challenges. This has led to the management creating services that will ultimately solve this problem.

Notwithstanding, we still bear in mind that we need to be profitable and scale our business overtime. Therefore, we try to blend high quality service with profitability, as well as outshining our competitors.

With all these considerations, we developed the following services to help us achieve our purpose:

- Website Design for corporate organizations and individuals
- Custom Website Development
- Mobile App Development
- Word Press Web Development
- UI and UX design
- Search Engine Optimization Services
- Web Graphic Design
- Branding and Logo design services
- Other web design related services
- Local Listing in web directories
- Digital advertising
- Copywriting services
- Other complementary services