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About Us

Yene service provider plc is a new enterprise, which focuses on linking of qualified and experienced professionals to ~~the~~ customers and assisting drivers. We provide best solution maker professionals for ~~the~~ problems which customers ~~faces~~ face as fast as possible. Our strategies are tightly structured and aim for minimization of time consumed to find service providers, security ~~of and~~ transactions, and guaranty ~~issue~~ of professionals ~~and the~~ without ~~exaggerated money inflated quotes asked~~ for the services provided.

The service providers ~~who~~ working under this enterprise are advanced in their field and are licensed or legally registered. ~~or licensed~~. In addition, they have at least five years of experience, which ~~made~~ makes them reliable ~~the and allows~~ customers to become reliable and confident ~~on~~ in the services they get.

Services we provide

1. Linking services providers (SP) with the customers

List of services providers

- Electrician
- Vehicle mechanic
- Mechanic for water related repair
- Tutor~~s~~ ~~providers~~ or educators
- Dish/TV installers
- Psychologist and psychology-based companies

- Furniture house
- Accountants

2. Assisting drivers

List of service

- Phone consultation
- ~~Sending-Dispatch mechanic~~of mechanics
- Locating ~~where to find~~ original ~~spear parts~~spare parts with fair price

Objective

- To match customers with qualified, passionate, ethical and committed professionals.
- To make it easy to get professionals for ~~the~~ customers and to increase ~~the~~ job opportunities for ~~the~~ service providers ~~this can fulfil their~~to ensure maximum satisfaction.

Values

- Strengths based principles: everyone has an opportunity to reach their full potential.
- Quality service.
- Safety.
- Customer commitment: develop a relationship that makes a positive difference in our customers' lives and business.
- Team work: work together to meet our customers' need and help the company win.
- Respect for people.
- Accountability.

Business Model

Yene will develop a partnership with SP and will link them when customers' request through phone call. ~~When-Needy~~ customers ~~got any problem there is~~use a ~~four digit~~four-digit number ~~which used~~ to ~~get reach~~ the phone handlers. ~~These-The~~ phone handlers directly ~~pass-transmit~~ the

message to ~~the~~ nearby SP who will then communicate ~~the~~ with customers and ~~fix the~~ provide a solution to the problem.

Target Market

The primary target market for this enterprise is around 2,000,000 peoples with middle and high income ~~lives~~ residing in Addis Ababa ~~who~~ but needing skilled, disciplined, and committed service providers. ~~on the other half drivers~~ Drivers and car owners are also the target market of this enterprise.

1.1. Economics

The core revenue stream for yene service providers' enterprise will come from individuals who require the services offered by our organization affiliated service providers.

1. The company and the opportunity

2.1 The company

1.1.1. Mission

Our mission is to simplify and make life things easier for ~~the customers's life~~ by providing service providers linking them to services using only through easy-to-phone use phone calls and simplified applications.

1.1.1. Vision

- To become the premiere service providers provider enterprise in Ethiopia.

Opportunity overview

Our service provider enterprise provides a lot of opportunities for individual customers, companies which are in need of qualified, passionate, ethical and committed professionals. Our company came up with the opportunity of providing the best candidates which are screened ~~from various others~~ on the basis of based on experience, ethics and ~~legibility eligibility check~~ checking. ~~since Our service insures close proximity of The~~ addresses of ~~the service~~ professionals ~~is around the~~ with customer's home ~~it makes for a~~ simple and fast service ~~to provided~~ delivery.

2. Marketing plan

2.1. General Marketing Strategies

As a company, Yene service providers' ~~provider-enterprise~~ has a number of strategies to address its service to easily target group of professionals in Addis Ababa within the target market. These strategies include radio and television advertisements and ads placed on various search engines on the Internet, and social media. This is very important since ~~many people~~ millions of individuals use these services, widely nowadays.

Yene will create its own World Wide Web page which will showcase the services offered by service providers, preliminary pricing information, and relevant contact information ~~and which~~ the potential customers can use to easily reach the business.

1.1. Pricing Strategy

The pricing strategy ~~that our enterprise uses is~~ fixed price-point charges on the SP for those who make a deposit on the or a pre-payment ~~pre-payment~~. ~~but the charge fee~~ Fees will vary depends depending on the class of SP. ~~On the other hand~~ The fee the charge fee for the for SP-related for driving is corporate with Ethio telecom.

Pricing to companies

Pricing of companies is different from those of individual SP.

1.1. Advertising and Promotion

Our enterprise mainly uses television, radio and social media to advertise and promote its services because both ~~these Medias~~ have a large number of audience and followers.

We use every radio station we can contact to announce our enterprise and the services s we provide.

We also use ~~the~~ popular social media platforms ~~Medias~~ by creating a page for the enterprise and

posting necessary information about the services we provide and by updating our page ~~in a~~ daily basis ~~by other career related information~~.

1. Resources

1.1. Facilities

The basic facility required for the service that we provide is a well-organized office including internet service where we can administer the SP and an installed hotline office.

1.1. Expansion Plan

3. Finance

~~yene~~ Yene SP providers enterprise will be completely financed by individual investments of ~~the~~ developers. The basic financial needs are:

- Financing to rent the enterprise's office location.
- Financing for the first six months of operation.
- Financing for advertisement and promotion.
- Financing for miscellaneous expenses.

3.1. Start-up and organizational Budget

Projected start-up and organizational costs

Office rental cost	36,000
Working capital	50,000
Administrative staff	20,000

Advertisement and promotion costs	20,000
Miscellaneous and unforeseen costs	10,000