

# MERIDIAN CONCEPTS

Money Transfer

Services

Business Plan

## **Preamble**

Meridian Concepts is a business entity that has existed for the last 10 years doing business within Rusinga Island. The business has been dealing mainly in offering computer services within Rusinga and its environs. The services involve Cyber Café, typesetting, printing, photocopying and other computer related consultancy services.

The business got registered officially in 2019 vide certificate No. **BN-X2CKYPV** under the Registration of Business Names Act (Cap, 499, Section 14) thus having a legal status of doing operations within the Republic of Kenya.

In order to expand operations and improve its revenue, the enterprise wishes to launch into the money transfer business under the same trade name.

## **Vision**

Be a business entity of choice in facilitating efficient money transfer services within Mbita Region and beyond.

## **Mission**

Build the best one-stop money transfer agency in Mbita region.

## **Market Description**

Mobile money transfer services have picked so well in the country since the launch of M-Pesa services. Till now it has expanded in most parts of the country and still remains lucrative. The initial plan was to be a super-agent where I can be able to issue/aggregate Mpesa tills to agents hopefully it will come to pass.

Statistics have it that Kenyans transact over Kshs 18 billion daily with average of 2 transactions daily for every phone user in Kenya. The Safaricom subscriber base stands at approximately 28.3 million in Kenya. This makes Safaricom a key player in the money transfer business as the revenue streams associated with its coverage is high.

The proposed money transfer agency will involve acting as an agent for Mpesa Services. At the same time with the rolling out of agency banking for the mainstream banks like KCB Bank and Equity bank, acting as an agent- all under the same roof will also be a major boost to the venture. The services will include:

1. Cash withdrawals

2. Cash deposits
3. Sale of Airtime (All networks)

### **Target Audience**

The main target is the peri-urban population residing within the Rusinga Island catchment area. This includes the households, small business owners etc.

Another target audience is the vulnerable group of people who are in the government roll under social protection funds transfer programme. This is a group of people who receive government support bi-monthly and the business will be strategically positioned to allow them make withdrawals whenever the money is deposited into their accounts.

Parents to high school and college going students. We will be handy in offering the banking services especially for the institutions with Equity and KCB bank accounts.

### **Personnel**

The business shall be and managed on sole proprietorship model. However an assistant will be recruited who will be on a monthly stipend to help in the day's activities. At the end of the day's work, tallying of the cash at hand and the float balance is done to ensure no gap in transactions is left.

### **Competition**

Presently Mpesa agency kiosks are all over. It is therefore true that competition will have to be stiff. However, the strategy to beat my competitors is laid down. I intend to use their weaknesses to my advantage. For example, most shops do not have enough funds either on float or cash to serve customers. Therefore most customers are turned away disappointed. I will ensure that enough money is available for the customers whenever they come calling. Having a variety of services under one roof will also be a plus and this will add a good network and publicity. I intend to use whichever weakness my opponents will exhibit to my advantage.

### **Marketing Strategies**

Special attention will be given to beautiful branding of the premises, a waiting bay in case of high volume of customers, friendly reception and efficient service delivery to the customers.

## Risks and Mitigation Strategies

- **Fraudsters:** To avoid this, there will strict adherence to the Mpesa modes of operations without compromise and being very vigilant.
- **Robbery and theft-** The shop will operate within the hours deemed not isolated and security of the premises ensured. The cash at hand will be under key and lock, dealing with one customer at a time.

## Financial Projections

### Average monthly income/Expenditure analysis

Income		Expenditure	
Description	Amount	Description	Amount
Commissions Mpesa transactions (Deposits & Withdrawals)	15,000	Wages	7,000
Commissions on KCB agency transactions (Deposits & Withdrawals)	8,000	Electricity	200
Commissions on Equity bank transactions (Deposits & Withdrawals)	8,000	Insurance	1,500
Sale of airtime vouchers (All networks)	1,000	Miscellaneous	2,000
<b>Totals</b>	<b>32,000</b>		<b>10,700</b>
<b>Projected monthly profit Kshs.21,300***</b>			

## Assumptions

- All licenses are secured
- Operation is done on owned premises.
- The current market rates on commissions remains the same

## Start-up budget

NO	Item	Amount
1.	Construction of a mobile kibanda	30,000
2.	Branding of premises	5,000
3.	Licenses	5,000
4.	Mpesa, KCB Mtaani & Equity Agent agency Application and operational deposit (Float)	70,000
5.	Cash at hand for operations	30,000
6.	Airtime stock for all networks	10,000
	<b>Total</b>	<b>150,000</b>

## **Sustainability and Expansion Plan**

The profits from the business will be saved into the business bank account and over a period of approximately one year, the business shall have been able to have one more branch opened. Additional capitation shall be sourced from other sister businesses like the Meridian Computers and probably loans from the financial institutions. This will in turn increase the revenue stream which will eventually help in applying for the super-agency with Safaricom Mpesa, thereby aggregating and managing other mpesa shops/tills.

### **Account Details:**

<b>Account Name:</b>	Meridian Concepts
<b>Banker:</b>	KCB Bank
<b>Branch</b>	Mbita Branch
<b>A/C No:</b>	1287378846

# SINGLE BUSINESS PERMIT

31-12-2021  
YEAR: 2021

Permit No: 525816/2021



## HOMABAY COUNTY GOVERNMENT MBITA

GRANTS THIS SINGLE BUSINESS PERMIT TO

Business Name: <b>MERIDIAN CONCEPTS</b>	Business No: <b>BC525816</b>
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Certificate of Registration No/ID No: <b>21397643</b>	Pin No:	VAT No:
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Customer Name: <b>MR. NICHOLAS OTIENO ABICH</b>
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To engage in the activity/business/professional of occupation of :

**Business Activity:**

Medium traders shops and Retailing Services

**Activity Code: 110 - (COMPUTER SERVICES)**

**Ksh (In Words): Four Thousand Shillings Only (4,000.00/=)**

**Business under this SINGLE BUSINESS PERMIT shall exclusively be conducted at the address as indicated below :**

P.O Box: <b>16</b>	Postal Code: <b>40300</b>	Physical Address: <b>RUSINGA OLD TOWN</b>
Plot No: <b>ISOLATED</b>	Phone: <b>0725395193</b>	Email:

**Valid From:**

Date of Issue:  
**13-06-2021**

Licensing Officer

**Moses Onong**

Expiry Date:  
**31-12-2021**

**MBITA SUB COUNTY  
REVENUE OFFICER**

**14 JUN 2021**

**HOMABAY COUNTY GOVERNMENT  
P.O. Box 347-40305, MBITA**

**(HOMABAY COUNTY GOVERNMENT)**

**NOTICE : Granting this SINGLE BUSINESS PERMIT DOES NOT EXEMPT the business identified above from complying with regulations on Health and Safety as established by the Government Of Kenya and the HOMABAY COUNTY GOVERNMENT.**

BUSINESS NO. **BN-X2CKYPV**



**THE REGISTRATION OF BUSINESS NAMES ACT**  
(Cap, 499, Section 14)  
**CERTIFICATE OF REGISTRATION**

I hereby **CERTIFY** that, **NICHOLAS OTIENO ABICH** carrying on business under the business name of

**MERIDIAN CONCEPTS**

at **AJWALA BUILDING, RUSINGA RING ROAD, HOMA BAY MBITA DISTRICT, MBITA. P.O BOX 123, 40305 - MBITA**, have/has been duly registered under Number **BN-X2CKYPV** pursuant to and in accordance with the provisions of the Registration of Business Names Act and Rule there under.

Given under my hand at **NAIROBI** on **12-3-2019**

A handwritten signature in black ink, appearing to read 'J. Keetch'.

**Assistant Registrar**

This is a system generated certificate. To validate this document send the word **BRS** to **21546**