



Oja-Okò Global Services Limited

Digitalizing local Nigerian food commerce, giving the vendors a voice and enabling control.

Executive Summary

Empowering our markets with seamless & affordable access today, finally for the Nigerian household encountering options that give them control. And connection, with a face now to their local vendors personalizing this customer engagement over real conversations bringing their own results. Results discovered at-will and over time, with real-time market updates and access for a service they can control - providing freedom and giving our customer the experience they deserve.

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Glossary

Client	Local vendors using our product & services
Competitor	Our competition to the identified local vendors
Customer	Market customers transacting with their local vendors using our product & services
Vendor	Our client selling goods for sale in market

Company Description

Provide a few sentences describing a summary to what you see:

- Digitalized local food and farm produce markets services
- Vendor assistance securing their livelihood
- Customer portal exposing their options
- Market service optimizing system interfaces & transactions

Service

Application summary points:

- Has market categories: Well organized in sub-markets (Users can see Oyingbo market, Mile 12 market, Ile-epo e.t.c)
- Vendors can update their stock and real-time price
- Customers can negotiate prices with Vendors
- customers can see updates on their order and estimated delivery time
- Make payment and sync immediately without updating the payment receipt

Market Appeal for our Service:

- Real-time experiences like physical shopping
- Perfect competitive market structure. Hence, clients have options
- Access to different markets in the comfort of your abode
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Market Gaps or Mistakes for this Service Now:

- Awareness - most people don't even know what is in their local markets! Their needed solution could be next door and they will miss out, or they will miss the competition and settle for lower quality & increased prices
- Accessibility - People are busy with their own schedules! Find it difficult to go to the local market
- Confidence - Customers don't trust online services will deliver
- Curiosity - Giving options at ease, with varieties & locations local to the customer connecting them to the service and engaging their participation

Markets

Current Vendor Methods for Marketing:

- Social media
- influencers
- Email Ads
- YouTube ads
- Social media ads

Current Vendor Methods for Sales:

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Inefficiencies for Current Vendor Methods:

- Market is restricted to face-to-face customers who typically are just resellers - larger market visibility
- Stabilizes perishable good sales with reliable low-latency
- Enforces protection for local vendors with business transactions
- Customer visibility of options & market coverage

Estimated Market Anticipation or Desire for Our Services:

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Competitive Analysis

How does the Market Do This Service Now:

- Traditional! direct cash
- Local farmers sell their product at the market, typically B2B
 - Restaurants & Resellers
 - Local population
 - Field B2C typically

Roadmap

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Strategy

How do you want to get started?

- free service charge
- free food voucher
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Method

How will you secure your entry into operations?

- TikTok marketing
- Instagram and Facebook marketing
- Billboard at strategic spots
- Content marketing
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Team

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Finance

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Bottom Line

With our impact the local markets to Nigeria change, to a dynamic empowering both the vendor & client with options finally yielding them awareness, safety & control. Dangerous gaps in our local markets now, established through practice where limited options & fear had relegated control - this worked.

But does not have to stay and with options today, of our empowering IoT era they now have a chance and it is time to get their control back.

If We Succeed

On Oloko's success we become a household name, empowering all sectors of the common market control & awareness to their local purchases not visible yet. Personalizing this service where you not only have control you now have a seat, this service is for you & by your side.

Easy pickup empowering control!

Development Notes

Payment settlement of vendors is one of their fears (We need to consider this)

Accessibility of software to vendors is another challenge. Vendors must be able to communicate with their customers through the technology.

How do we make money?

Thinking of running free service charge or delivery for market entry

Organizing events like food festivals in collaboration with brands as a marketing strategy

How do we make the delivery affordable?

Have order and pickup boots in local environments for easy access to all classes and groups of users

One of the advantages we have over competitors is the connection to the local market close to the customer which saves delivery time and cost. It is a decentralized market

Instead of partnering with a logistics company, work with individuals with cars, tricycles, and motorcycles— The app has to have a feature for the delivery guys. Call the guy who delivered food to you from Chowdec 08112687963-Emmanuel

Appendix

Reference

- [Parts of a Business Plan: 7 Essential Sections](#)
- [The 4 Key Components of a Business Plan](#)
- [Top 10 Components of a Business Plan](#)
- [Main Components of a Business Plan](#)