

Informal & microenterprise market growth

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GAP IN THE MARKET

Underserved informal and microenterprise subsectors

A marketing platform to reach them

Opportunities for large enterprise growth

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4 opportunities

1. **Grow & diversify financing business**

Market and sell microenterprise and side-hustle loans
& transactional accounts (informal traders)

2. **Sell products to informal and microenterprises**

Marketing reach for wholesalers & retailers

3. Improve repayment rates

with information on business administration

4. Participate in value creation

for a vital national initiative: *National Informal Economy, Start Ups & Entrepreneurship Policy – in development*

INCLUDED IN LARGE ENTERPRISE PARTICIPATION

A client site targeting informal and microenterprises

Monthly update on offers and news (including PDF for download)

1 X client site update monthly

N\$500 Facebook boost monthly (est 30,000 – 35,000 impressions)

1 X annual mail subscription competition (N\$1,000 Meta boost)

1 X initial mail list cleaning

1 X email developed monthly

1 X email address on site

1 X mobile enabled telephone number (mobile site)

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COSTING

N\$60,000 once-off for 12 months

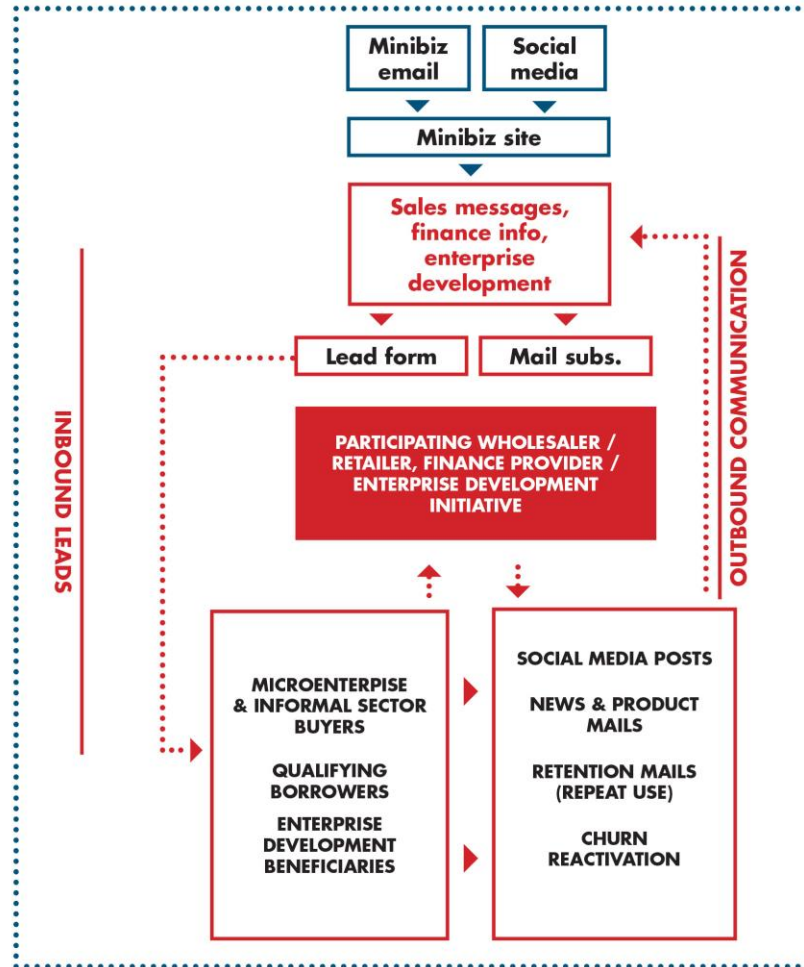
OR

N\$72,000

(monthly payment of N\$6,000) *

** Excludes social media email recruitment.*

The model



Benefits

Active

A market that wants a stream of information using active media channels

Flexible

Change and respond at very short notice

Affordable

For the base monthly cost of approximately single half-page newspaper ad

Take a look

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WEBSITE & CLIENT WEBSITE

www.minibiz7.com & Minibiz7 client sites

Marketing offer downloads & news

Marketing events & calls-to-action

Company information

Hosting of co-branded Minibiz and client ED sheets

Hosting of company ED sheets

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SOCIAL MEDIA

Monthly boosted social media posts drive microenterprise and informal enterprise to member offers, events & downloads

Facebook selected as primary (largest Namibian) social medium (570,000 + users)

Boost reach to all major Namibian centres and larger villages

Boost reach to Instagram

EMAIL MARKETING

Recruit to email through social media competition
(email sign-up form on site)

Possible use of customer email database

Customer email cobranded with Minibiz identity

ED SHEETS & CLIENT INFORMATION

ED to improve quality of lending (repayment rates)

Standard Minibiz ED sheets with individual clients' visual ID
ED sheets to be cobranded (Minibiz & client)

ESG application (value creation)

Wide range of topics planned

Hosting of client information (PDF downloads & links)

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CONTACT

Growth makes sense.

Take part!

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