

Mission

To provide good, valuable, quality information on ICTs to the rural people in Murombedzi, village in Zimbabwe.

Marketing mix

Product

Make people aware of ICTs e.g. telephone, fax, cellphone, Internet and computers and also encourage them to use ICTs.

Place

At a school which is central to the rural people.

Pricing

Affordable prices to the rural people so as to have them and get them interested in ICTs.

Promotion

Word of mouth and posters in the village. I will also call for a meeting at the chief's house.

Market research

- People have already shown some interest especially the youth
- The market is not saturated, it is still growing so there are positive prospects in the village.

Aspirations (short term)

To spend to other villages at first, then with assistance and also more funds spread to other villages and then to the whole country.

Aspirations (long term)

To spread regionally with countries like Namibia, Malawi, Swaziland, etc.

Capital

1 computer, 1 cellphone, 1 telephone.

Labour

I am still working alone because this is still starting.

Entrepreneurship

I am trained in IT, business management, economics, and accounts.
