

# Kumalo Tech – Digital Solutions & Software Development Business Plan

Castro Oriba



## **DESCRIBE YOUR BUSINESS:**

Kumalo Tech is a software and digital solutions company that provides website development, mobile and web app maintenance, and digital marketing services such as Google Ads management, graphic design, and social media management. Currently, I maintain over 8 websites and 3 mobile/web apps for different clients. I also manage the Google Ads account for Yuda Bands. If given the loan, I will purchase upgraded computer equipment, pay for better internet, and subscribe to premium cloud-based developer tools. These will improve efficiency and allow me to onboard more clients, which will increase monthly revenue.

## **EXPLAIN THE PROBLEM.**

Many small businesses in Uganda and neighboring countries struggle to establish a strong online presence due to a lack of reliable and affordable web and app support. They often lose customers because their websites are poorly maintained or their digital marketing is ineffective.

**EXPLAIN YOUR SOLUTION.**

Kumalo Tech provides affordable, reliable, and high-quality software maintenance and digital marketing solutions. I offer monthly web and app management plans and ensure that clients' online systems are fast, secure, and optimized for growth.

**BUSINESS MISSION STATEMENT:**

A Mission Statement is a short sentence that tells you what a company does, who it helps, and how it plans to do its work. It explains what the company wants to achieve and the steps it will take to reach its goals.

To empower small and medium enterprises with affordable, high-quality software and digital solutions that help them grow online and reach their business potential.

**HOW LONG HAVE YOU BEEN IN BUSINESS?**

Operating for the past 6 months.

**YOUR NET INCOME**

Income - expenses = Net profit

Average Monthly Revenue: \$950

Average Monthly Expenses: \$870

Net Profit: \$80 per month

By maintaining current revenue levels and successfully implementing the \$50 cost reduction, Kumalo Tech secures an average net profit of \$80 per month, ensuring sustainability and providing a clear capacity to repay the \$37.50 monthly loan installment starting in Month 3.

**SERVICE OR PRODUCT DELIVERABLE:**

### **1. Web Maintenance (\$50 per client/month)**

#### **Production Process:**

Once I set up a website or take over it from a client, I perform a full technical audit to identify needed updates and optimizations. Monthly maintenance includes updating plugins and software, managing security patches, creating backups, and improving loading speed.

#### **End User Result:**

A fast, secure, and fully functional website that runs smoothly, stays online 24/7, and supports the client's business goals.

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### **2. App Maintenance (\$100 per client/month)**

#### **Production Process:**

I monitor mobile and web applications for bugs, downtime, or user experience issues. Our team updates code, integrates new features when needed, and ensures compatibility with the latest systems and devices.

#### **End User Result:**

A reliable and user-friendly app experience that enhances client satisfaction and helps businesses maintain a professional digital presence.

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### **3. Google Ads Management (\$150 per account/month)**

#### **Production Process:**

We begin by researching target audiences and keywords, then create high-performing ad campaigns. Throughout the month, we track conversions, optimize ad performance, and provide reports to the client.

#### **End User Result:**

Targeted and effective digital marketing campaigns that increase website traffic, generate quality leads, and boost client revenue.

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### **4. Graphic Design & Social Media Management (\$100 per month)**

#### **Production Process:**

We design promotional graphics and post to social media platforms. We monitor audience engagement and provide visual and data reports showing reach and growth.

#### **End User Result:**

Visually appealing designs and consistent online branding that help clients connect with their audience, grow their following, and strengthen their brand identity.

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#### **Summary**

Through these deliverables, **Kumalo Technologies** ensures that each client receives measurable value, stronger online visibility, improved system reliability, and professional branding that drives business growth.

#### **DESCRIBE YOUR BEST CUSTOMER:**

My best customers are small to medium-sized companies, organizations and startups such as

churches, NGOs, schools, and entrepreneurs who want a consistent digital presence and reliable online systems.

### **WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS:**

Clients choose Kumalo Tech because I offer reliable maintenance, timely delivery, affordable monthly packages, and responsive support. They trust me because I deliver quality and measurable digital growth.

### **WHAT IS THE MOST COMMON CAUSE FOR A BUSINESS LIKE THIS TO FAIL?**

Poor cash flow management, failure to retain clients, or lack of proper equipment.

### **HOW CAN YOU AVOID THIS PROBLEM?**

Maintain consistent record keeping, save profits, upgrade tools regularly, and maintain strong communication with clients.

### **LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:**

Service	Price (USD)
Web Maintenance	\$50 per client/month
App Maintenance	\$100 per client/month
Google Ads Management	\$150 per account/month
Graphic Design & Social Media Management	\$100 per month

### **HOW DO CUSTOMERS KNOW THAT YOU EXIST?**

Through referrals, LinkedIn networking, website visibility, and partnerships with existing clients like Yuda Bands.

### **WHY DID YOU CHOOSE THIS BUSINESS?**

I have a passion for technology and problem-solving. I started Kumalo Tech to help businesses in Africa succeed online and grow their brands through innovative digital solutions.

### **LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:**

📌 Client referrals

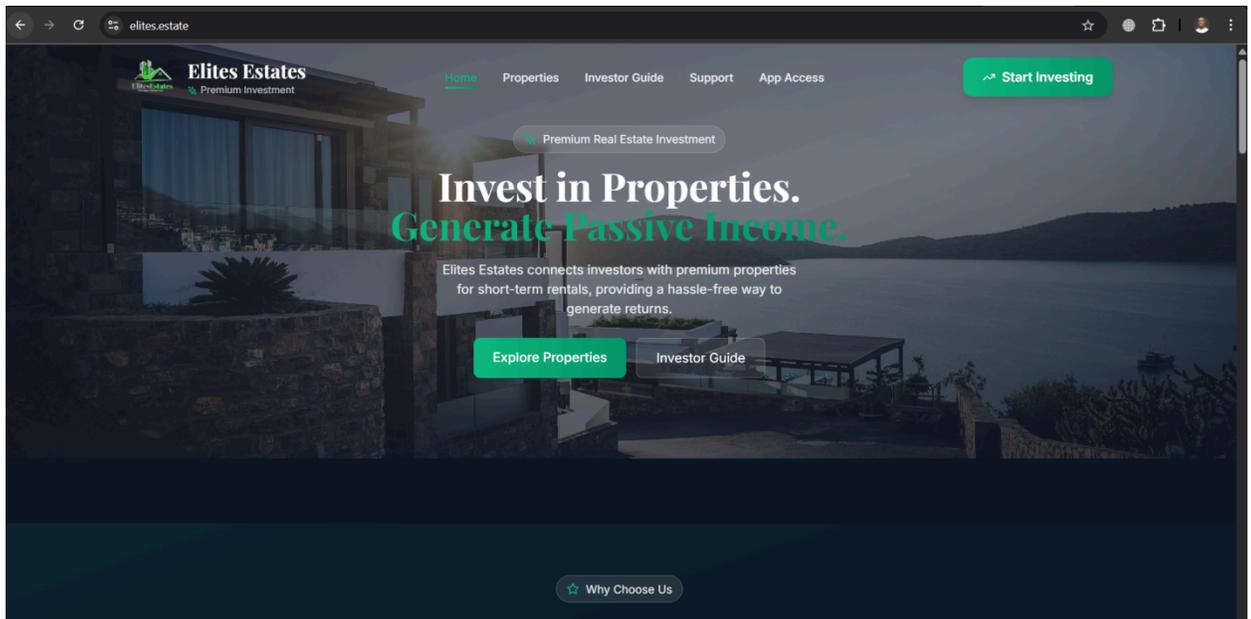
- 🎬 LinkedIn networking
- 🎬 Google Ads campaigns
- 🎬 Cold emailing and partnerships with NGOs and small business groups

**Insert pictures of your business activities here and give a brief explanation of each:**

🌐 Websites Developed & Maintained by Kumalo Tech

1. <https://elites.estate/>

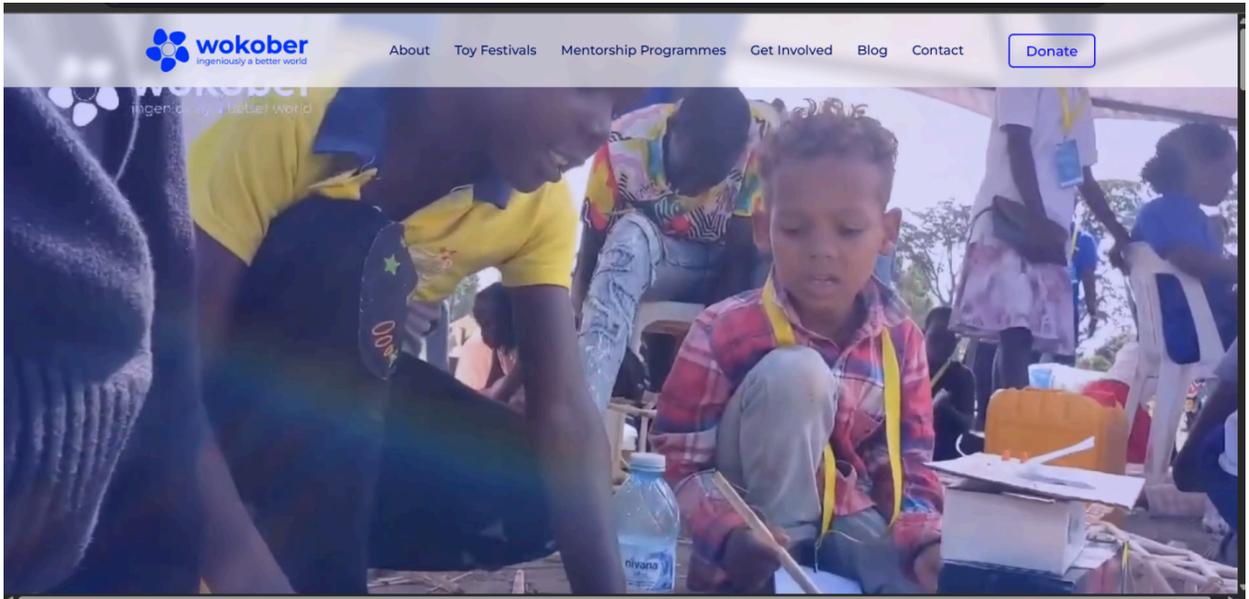
*A modern real estate website* for Elite Estates Uganda, showcasing property listings with an integrated management system for clients to browse, inquire, and book appointments online. Kumalo Tech provides **hosting, backend updates, and SEO optimization.**



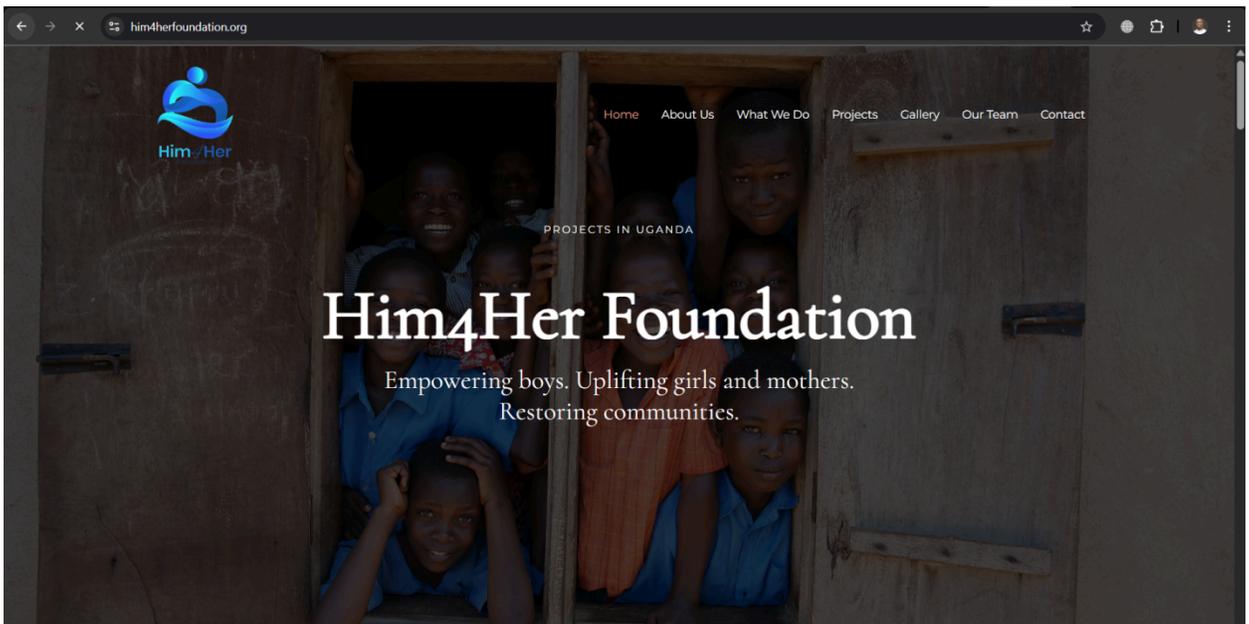
2. <https://www.wokoer.com/>

*A non-profit website* that connects donors and Wokoer Organisation. Kumalo Tech

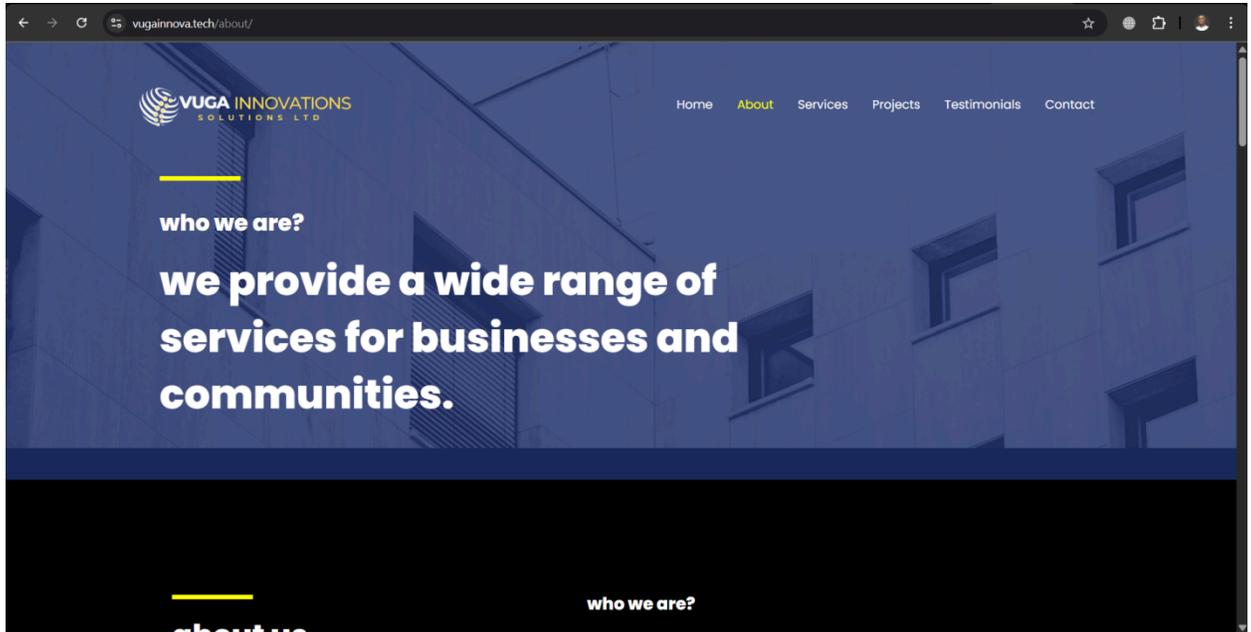
manages their website updates, donation pages, and hosting.



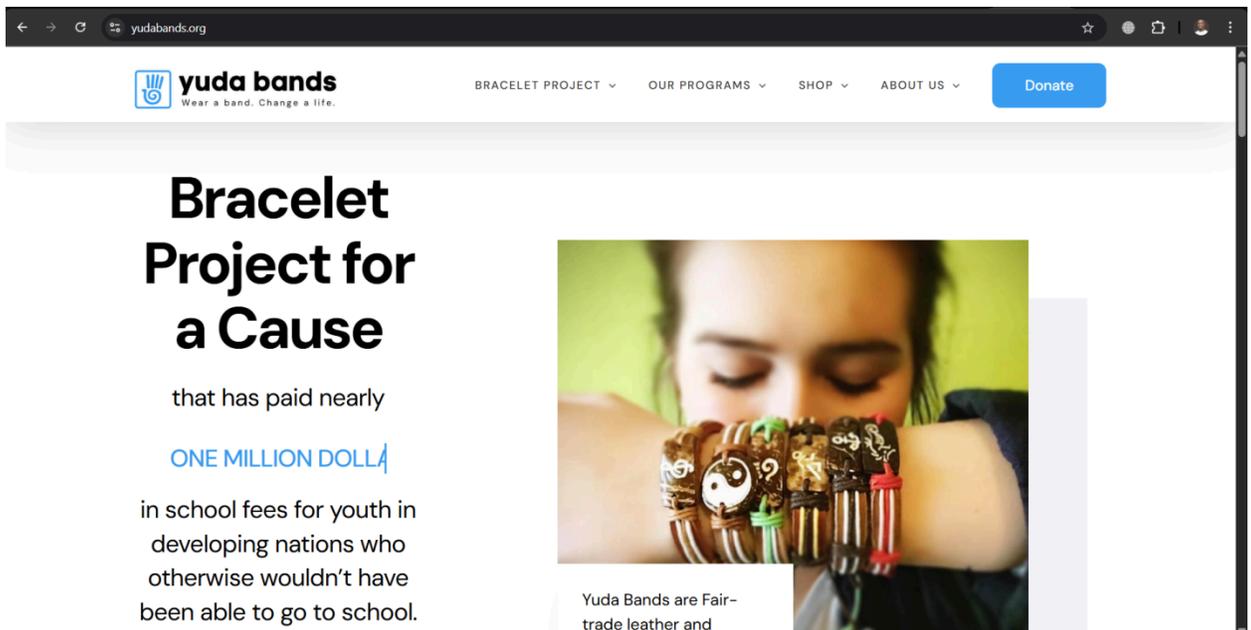
3. <https://him4herfoundation.org/>  
*A nonprofit organization website that raises awareness about gender inclusion and youth empowerment. Kumalo Tech manages their website updates, donation pages, and hosting.*



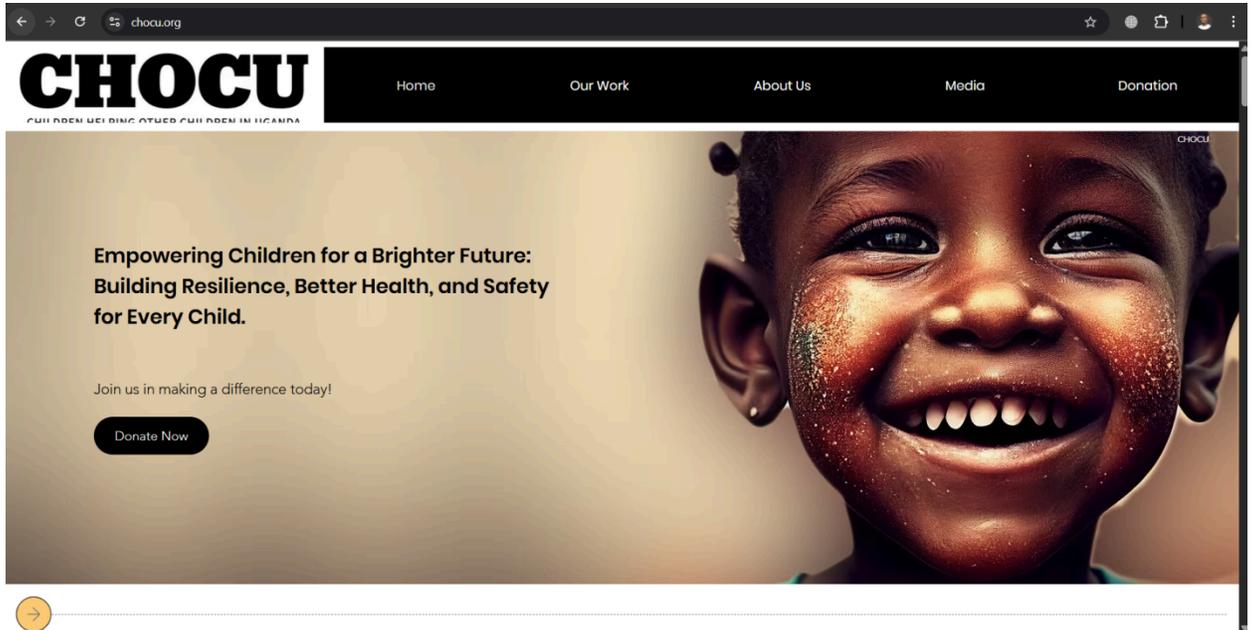
4. <https://vuginnova.tech/>  
*A technology innovation company website created to promote tech startups and digital creativity. Kumalo Tech provides web design, system updates, and server maintenance.*



5. <http://yudabands.org/>  
*An international humanitarian organization website connecting student groups with sponsored students through bracelet sales. Kumalo Tech manages **site edits, updates, and Google Ads campaigns** for visibility.*



6. <https://www.chocu.org/>  
*The *Children of the Nations Uganda* website focuses on child sponsorships and development projects. Kumalo Tech maintains the hosting, security, and updates.*

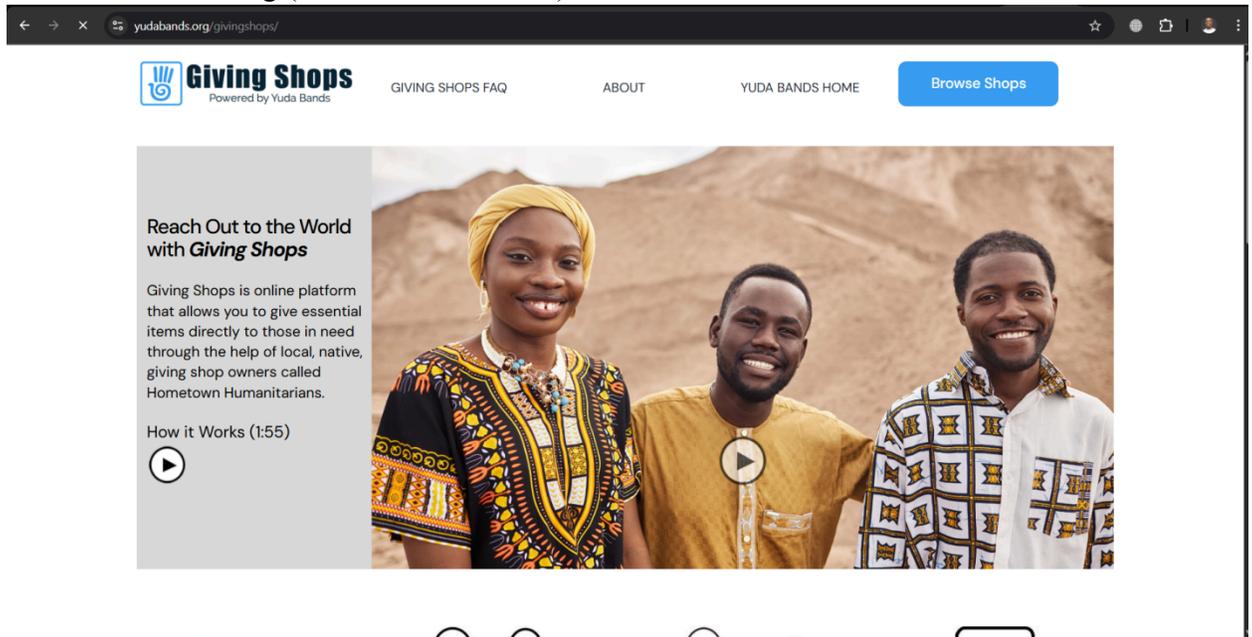


7. <https://hemfoundation.org/>  
*A health and education foundation website that supports community initiatives. Kumalo Tech developed and maintains their digital presence and donation integrations.*



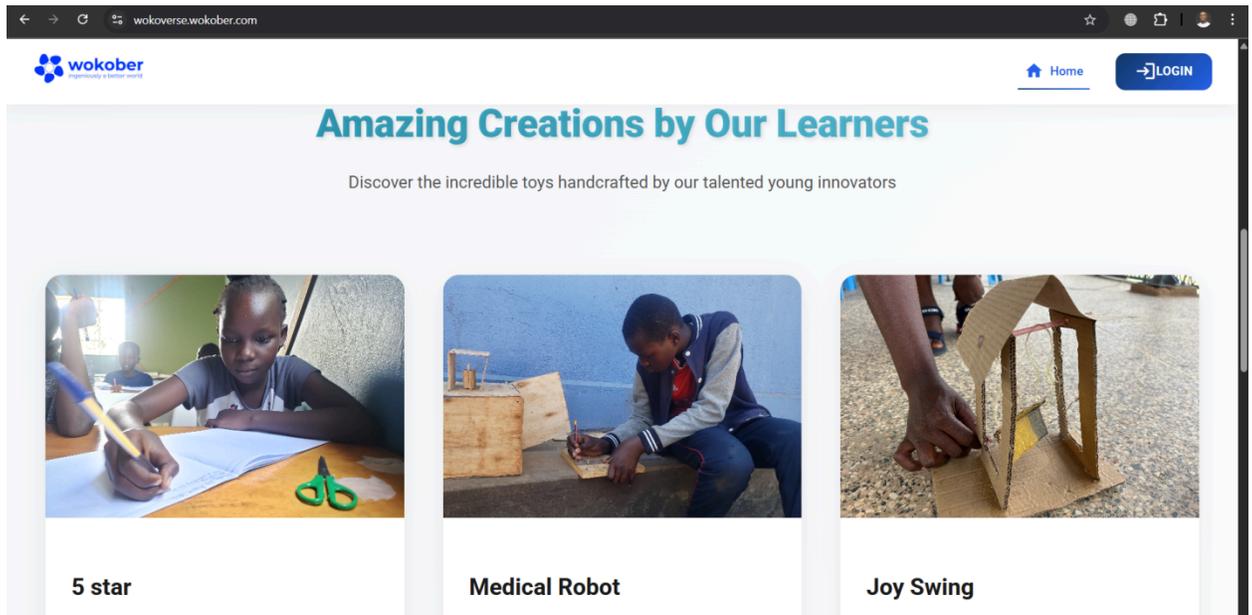
8. <https://givingshops.org/>  
*A humanitarian e-commerce concept connecting local community projects to online donors through virtual giving shops. Kumalo Tech designed and maintains the site for*

Sister Laurie Whiting (Yuda Bands founder).



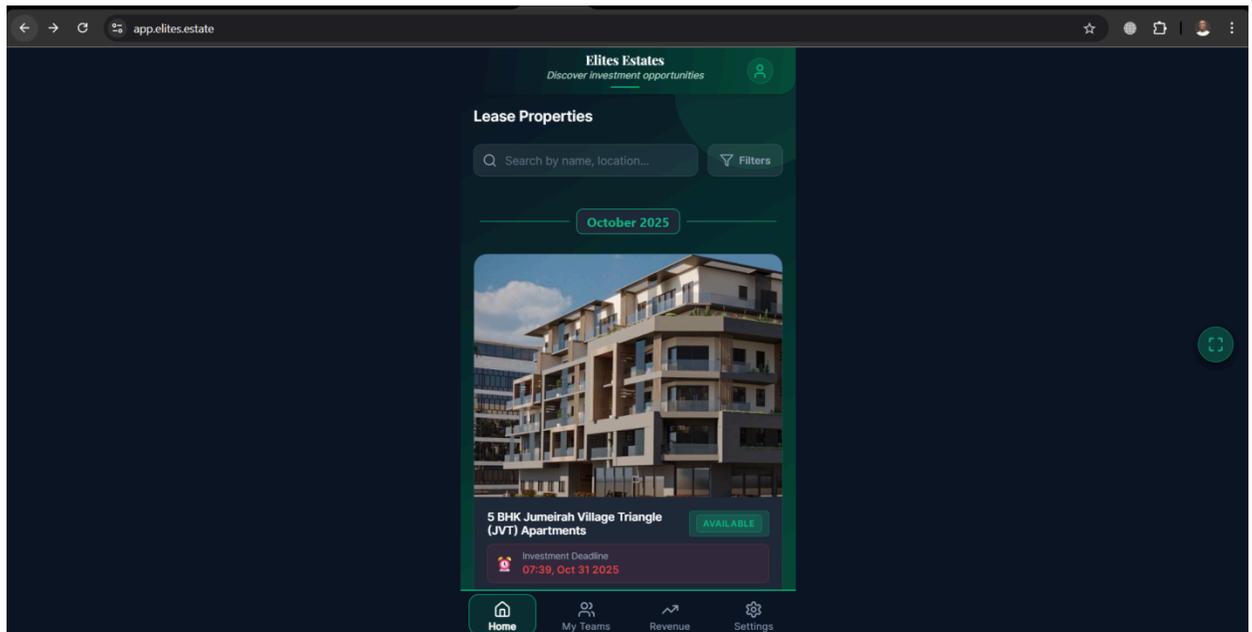
## Web Applications Managed by Kumalo Tech

1. <https://wokoverse.wokoer.com/>  
*A community-driven digital space linked to Wokoer for vendors and influencers to collaborate. Kumalo Tech built and manages the app architecture and server.*



2. <https://app.elites.estate/>  
*A real estate management application for Elite Estates agents and clients to track property availability, payments, and appointments. Kumalo Tech ensures uptime, bug*

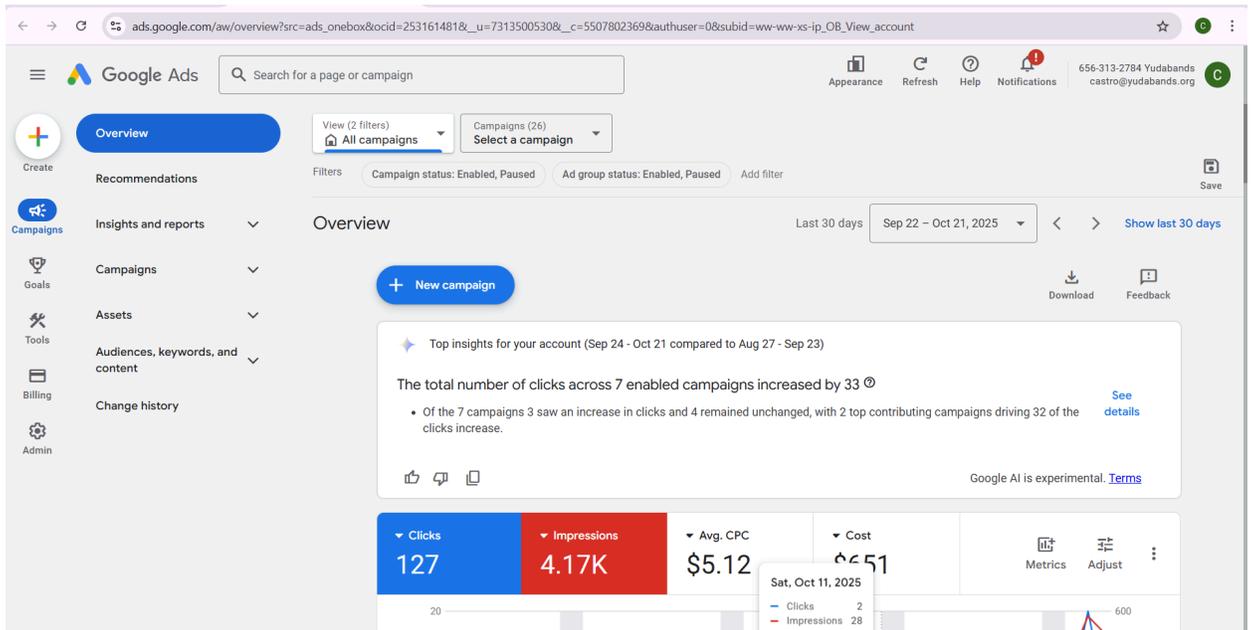
fixes, and user support.



3. <https://partytonight.fun> (under development)  
An entertainment web app for discovering, booking, and managing events and parties in Uganda. Kumalo Tech is developing the full system — both web and mobile versions.
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## Google Ads Management

- [Google Ads Account](#)  
Kumalo Tech manages **Google Ads campaigns** for **Yuda Bands**, handling ad setup, optimization, reporting, and audience targeting to improve engagement and conversions globally.



## Graphic Design & Social Media Management

- **Elite Estates Uganda** – Kumalo Tech creates digital posters, flyers, and social media graphics that promote available properties, staff, and events.



**HOW WILL YOU USE THE MONEY? (Include pictures of the product/service (s))**

Total Amount: \$900

Item	Amount (USD)	Purpose
Laptop upgrade	\$450	Improve development capacity
High-speed Internet (3 months)	\$100	Enhance reliability and speed
Marketing and branding	\$100	Attract more clients
UPS- Uninterruptible Power Supply	\$250	Improve efficiency and constant power supply to avoid service interruptions.



Laptop Upgrade to Dell Vostro 3520 15.6" Laptop - Intel Core i5-1235U, 4GB RAM, 256GB SSD, Ubuntu 20.04, Carbon Black-(Swapping with the current one at \$450)



Apc EASY UPS BV 1000VA, AVR, Universal Outlet, 230V-At \$250

**MTN WakaNet**

Welcome Home to **High-Speed Internet**

**4G+ 5G+ Fiber**

## The deal of deals

**WakaNet Fiber**

<b>100Mbps</b>	<b>200Mbps</b>
<b>UGX 99,000</b>	<b>UGX 129,000</b>
Per month	Per month

Offer valid till 30<sup>th</sup> Nov, 2025

\*Applies to both new and existing subscribers

Visit [www.mtn.co.ug/wakanet](http://www.mtn.co.ug/wakanet) to sign up.  
Use **myMTN App** or **\*100\*23#**

**MTN**

Terms and Conditions: MTN Uganda is regulated by the Uganda Communications Commission, reachable on 0800222777 (Toll Free).

High-speed Internet fiber (3 months)- \$100

Marketing and branding through Social Media.

**KUMALO TECHNOLOGIES**

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Innovate • Create • Transform

# Digital Solutions for Tomorrow's Challenges

Kumalo Technologies specializes in building cutting-edge digital solutions that solve real-world problems and drive business growth.

[Explore Services →](#) [Get in Touch](#)

- Web Solutions**  
Responsive websites & web applications
- UI/UX Design**  
Beautiful, intuitive interfaces
- Custom Software**  
Tailored business solutions
- Tech Consulting**  
Expert technology guidance

## Income statement:

Month	8 Months Ago	7 Months Ago	6 Months Ago	5 Months Ago	4 Months Ago	3 Months Ago	2 Months Ago	Last Month	This Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total
Sales revenue	0	0	0	0	0	0	900	950	950	1,050	1,200	1,250	6,300
Total transactions or units sold	0	0	0	0	0	0	11	12	12	13	14	15	77
Revenue per transaction or unit	0	0	0	0	0	0	82	79	79	81	86	83	82
<b>Expenses</b>													
Self salary	0	0	0	0	0	0	150	150	150	150	150	150	900
Employee salaries	0	0	0	0	0	0	200	200	200	200	200	200	1,200
Software Services	0	0	0	0	0	0	100	100	100	100	100	100	600
Office Rent	0	0	0	0	0	0	150	150	150	150	150	150	900
Technology	0	0	0	0	0	0	75	75	75	75	75	75	450
Advertising	0	0	0	0	0	0	20	25	45	50	50	50	240
Transportation(Gas)	0	0	0	0	0	0	145	160	150	100	100	100	755
Loan repayment	0	0	0	0	0	0	0	0	0	0	0	37.50	37.50
Taxes/Fees	0	0	0	0	0	0	0	0	0	0	0	0	0
Other(Electricity)	0	0	0	0	0	0	50	50	50	50	50	50	300
Total Expenses	0	0	0	0	0	0	890	910	920	875	875	912.50	5,383
Expense per transaction or unit							81	76	77	67	63	61	
Net Income to reinvest	0	0	0	0	0	0	10	40	30	175	325	337.50	918
Net Profit Margin	0%	0%	0%	0%	0%	0%	1%	4%	3%	17%	27%	27%	

## Cash Flow Statement:

8 months ago	last month	this month	month 1 forecast	month 2 forecast	month 3 forecast	month 4 forecast
900	950	950	1050	1200	1250	1300
-600	-600	-600	-600	-600	-600	-600
0	0	0	0	0	-37.5	-37.5
-290	-310	-320	-275	-275	-275	-275
10	40	30	175	325	337.5	387.5
40	50	90	120	295	620	957.5
50	90	120	295	620	957.5	1345

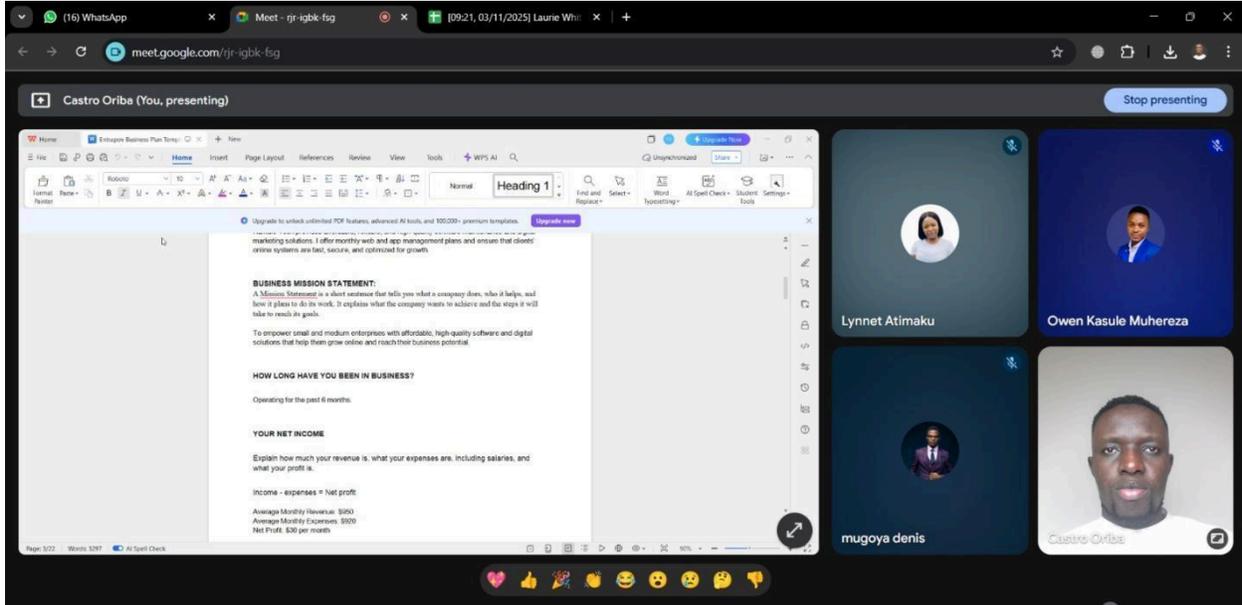
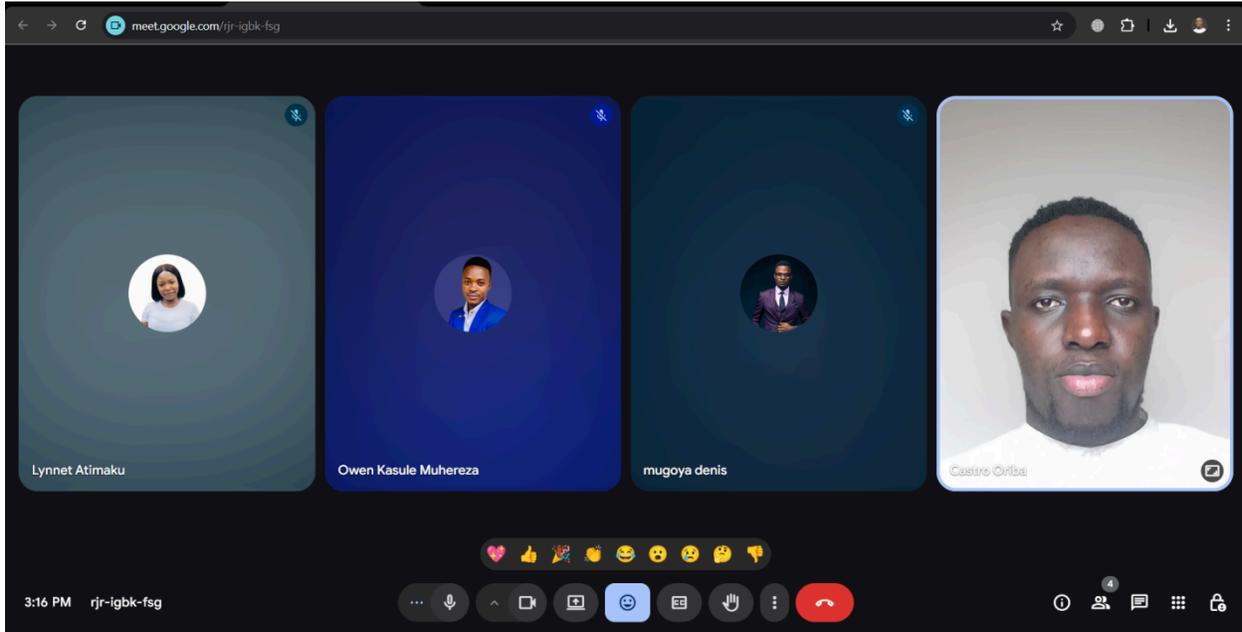
## WHAT HAVE YOU DONE WITH THE PROFITS YOU MADE TWO MONTHS AGO AND LAST MONTH? BE VERY SPECIFIC ABOUT ITEMS PURCHASED AND THE AMOUNT SPENT.

Reinvested profits into software tools, internet, data, and transport for client meetings.

## What did you learn from the practice pitch you gave to your area supervisor's Rotary Club? What was the date of that practice pitch event?

From the practice pitch I gave to my area supervisor's Rotary Club, I learned the importance of being clear, confident, and concise when explaining my business. The Rotarians encouraged me to use simple terms to describe technical services like web hosting and app development so sponsors who are not tech experts could easily understand what I do. They also emphasized showing how the loan will directly improve my business, such as by purchasing a UPS, upgrading my computer, and improving internet reliability to prevent service interruptions. I also learned to share real examples of clients and results, which helps sponsors trust that my business is sustainable and impactful.

Date of the practice pitch event:  
November 01, 2025



- **Share about your family and picture here:**

This picture below is my large extended family casually outdoor. The Standing Row (Back): On the far left is myself (wearing a black and white patterned shirt and dark cargo pants), smiling warmly. Next to me, are my brothers: Walter (dark patterned shirt, dark pants, cap), Okello (grey collared shirt, dark pants), Losike (dark red checkered shirt) and the eldest is my Dad, Fred (brown striped polo shirt, standing tallest on the far right). The women standing in the back row are: Aloyo (black crop top, patterned skirt), Ageno (dark top, white floral patterned skirt), Anita (black and white patterned dress, holding a baby) all are my sisters in law. The front row is composed my nieces, neighbors and children sitting on a mat on the ground are my young cousins.



## **CONTACT DETAILS:**

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