

HenriAfrique AgriTech & Digital Solutions Business Plan

Henry Asamoah



DESCRIBE YOUR BUSINESS:

HenriAfrique AgriTech and Digital Solutions is a lean, agile Virtual Assistance firm based in Kumasi, specializing in providing high-quality administrative, innovative, and technical support to busy entrepreneurs and small businesses. We bridge the gap between international standards and local expertise, offering services such as agriculture-related digital solutions, social media management, email handling, data entry, research, calendar management, etc.

EXPLAIN THE PROBLEM.

In many local communities in Kumasi, busy professionals, smallholder farmers, and local agribusinesses are being left behind in the digital age. Despite being the backbone of the economy, they face critical challenges: limited access to real-time information, overwhelming administrative burdens, and poor market access.

EXPLAIN YOUR SOLUTION.

HenriAfrique AgriTech and Digital Solutions bridges the digital divide for smallholder farmers, agribusinesses in Kumasi, and busy professionals by providing human-powered virtual assistance that makes technology simple and accessible. We address critical information gaps by delivering real-time weather updates, market prices, and pest alerts directly to farmers via SMS and voice notes in local languages such as Asante twi, which is widely spoken in the region. We reduce administrative burdens by digitizing disorganized paper records and managing farmer registrations, enabling cooperatives to operate more efficiently. Finally, we improve market access by managing digital directories and communication channels that connect farmers directly with local buyers—such as schools, hotels, and restaurants—reducing reliance on middlemen and ensuring fairer prices.

BUSINESS MISSION STATEMENT:

To empower smallholder busy professionals, farmers, and local agribusinesses in Kumasi and beyond by providing accessible, human-centered digital solutions, including

virtual assistance, real-time information delivery, and administrative support that bridge the technological divide, increase productivity, and connect them to fair markets.

HOW LONG HAVE YOU BEEN IN BUSINESS?

2 Months

YOUR NET INCOME

During February, the business generated total revenue of \$371. Total expenses \$269, resulting in a net profit of \$102.

SERVICE OR PRODUCT DELIVERABLE:

Administrative: Virtual Assistance, Data Entry, Business Registration, Research

Educational: Tertiary Enrollment, Scholarships, Grants, CV Preparation

Digital media: Social media management

AgriTech; AgriTech Primary Services, Environmental Documentation

Technical: Windows Installation, Software Setup

DESCRIBE YOUR BEST CUSTOMER:

Opoku Baffour is a hardworking, young, and ambitious farmer in the Kumasi area with little to no digital experience. He needs a trusted virtual assistant to set up and manage his farm's social media presence, allowing him to focus on what he does best: farming.

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

Customers in Kumasi have options, but they choose HenriAfrique AgriTech and Digital Solutions because we offer a unique combination of local understanding, human touch, affordability, client-inclusive decision making, and comprehensive services that competitors simply cannot match.

We communicate in English and Twi, a local language widely spoken in Kumasi, and in future plans of adding the Chinese language to our language portfolio since the Chinese market is actively dominating our market. Offering real human support via calls and WhatsApp, and providing the ever-evolving digital needs of my clients and prospects.

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

Many virtual assistance and service-based businesses start strong by doing everything manually, but without proper digital tools, client tracking, and time management, they quickly become overwhelmed. This leads to missed deadlines, unhappy clients, and eventually, burnout of the founder.

HOW CAN YOU AVOID THIS PROBLEM?

Avoid failure by using simple digital tools to track clients, utilization of AI systems, automating repetitive tasks, focusing on monthly retainers for steady income, and knowing when to hire help before burnout sets in.

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

Virtual Assistance – \$96 per month (price may vary for time-intensive tasks)

Data Entry – \$10– \$30 – \$100 per task (large volumes may attract a price range)

Business Registration – \$60– \$100 per registration

Research – \$50–\$1000 per task (depending on time and complexity)

Tertiary Enrollment – \$35 –\$70 per student

Scholarships Assistance – \$40–\$70 per application (based on requirements)

Grants Assistance – \$70–\$390 per application (time-intensive)

CV Preparation – \$20–\$200 per CV (depending on revisions)

Social Media Management – \$40–\$2,000 per month (depending on workload)

AgriTech Primary Services – \$50–\$170 per month (depending on scope)

Environmental Documentation – \$50–\$100 per document (based on length)

Windows Installation – \$25 per device

Software Setup – \$20–\$350 per device (depending on software)

HOW DO CUSTOMERS KNOW THAT YOU EXIST?

Customers know us through trusted word-of-mouth, local partnerships with cooperative leaders, and a strong community presence at markets and gatherings, social media presence, WhatsApp Business, LinkedIn, and Facebook.

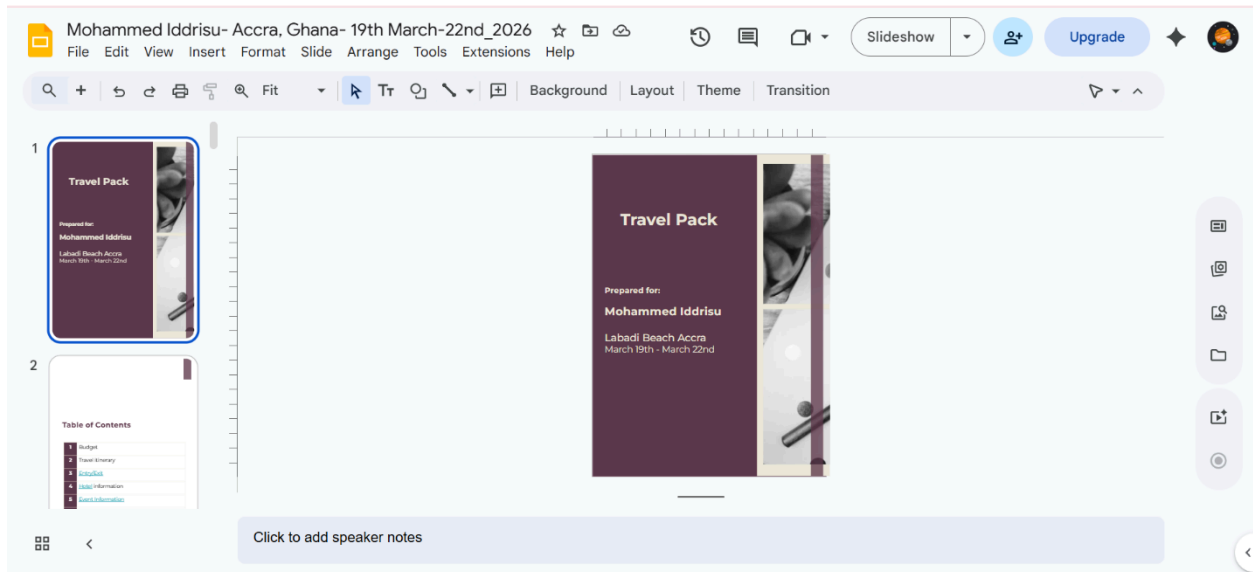
WHY DID YOU CHOOSE THIS BUSINESS?

I chose this business because I saw hardworking farmers, students, and small business owners in my community being left behind simply because they lacked access to digital support. I wanted to be the bridge between their potentials and the opportunities they were missing. Growing up in Kumasi, I witnessed my own parents struggle with paperwork, miss out on grants, and lose income to middlemen. HenriAfrique is my way of utilizing my skills to lift up my community, helping them save time, access funding, and connect to fair markets. This is not just a business for me; it is a mission to empower my own people.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

Our customer acquisition strategy combines community engagement, partnerships, and referrals. We offer loyal clients a small discount for every new customer they refer. We partner with cooperative leaders who promote our services to farmers in exchange for commission or free support. We attend markets and churches to connect face-to-face with potential clients. WhatsApp Business helps us share success stories and updates with past clients and their networks. Our referral chain program rewards every person who brings in a new client, creating ongoing, community-driven growth.

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



Travel Pack

Prepared for: *Mohammed Iddrisu*, Destination: *Labadi Beach, Accra*

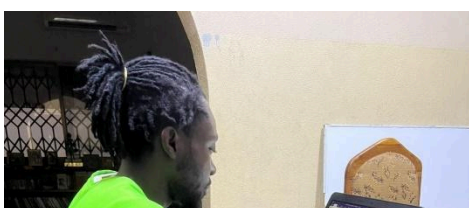
Travel Dates: *19th – 22nd March, 2026*.

This slide introduces the travel pack and sets a professional, welcoming tone for the client's trip.



As a virtual assistant, my setup is designed for productivity, comfort, and flexibility. My workspace includes a reliable laptop where I handle all client, and I keep a trusty notebook nearby for jotting down quick notes, to-do lists, and important reminders. This balanced setup helps me stay organized, responsive, and energized, allowing me to deliver

reliable and efficient support to my clients, no matter the task.



This image shows me handling data entry and administrative tasks for families mentoring families (FMF).



As a virtual assistant, I provide reliable remote support that helps businesses stay organized and run efficiently.

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

Total Amount: \$900.00

✓ Immediate Costs

- HP Laptop ProBook – \$342.30
- Stable Internet router – \$65.00
- Wireless Microphone – \$22.00
- Desk – \$65.00
- Office Chair – \$58.30
- Stationery & Office Supplies – \$25.00

Total Immediate Cost: \$577.60

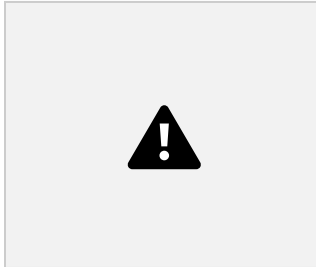


🕒 Future Costs

- Portable Power Station 300W 296Wh Battery Bank with 110V Pure Sine Wave AC Outlet; \$150.20
- Ring Light – \$47.20

- External hard drive 2TB– \$125.00

Total Future Cost: \$322.40



Income Statement :

Month	9 Months Ago	8 Months Ago	7 Months Ago	6 Months Ago	5 Months Ago	4 Months Ago	3 Months Ago	2 Months Ago	Last Month	Month 1 Forecast	Month 2 Forecast	Month 3 Forecast	Total
Sales revenue	0	0	0	0	0	0	0.00	362.00	371.00	462.00	501.00	583.60	2,279.60
Total transactions or units sold	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.00	9.00	11.00	75.00	100.00	200.00
Revenue per transaction or unit	0.00	0.00	0.00	0.00	0.00	0.00	0.00	72.40	41.22	42.00	6.68	5.84	11.40
Expenses													
Self salary	0.00	0.00	0.00	0.00	0.00	0.00	0.00	140.00	140.00	140.00	190.00	190.00	800.00
Employee salaries	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Raw Materials	0.00	0.00	0.00	0.00	0.00	0.00	0.00	140.00	90.00	96.00	83.60	76.60	486.20
Store Rent	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Technology	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15.00	15.00	15.00	4.20	13.40	62.60
Advertising	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Transportation	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15.00	10.00	10.00	0.00	2.80	37.80
Loan repayment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	37.50	37.50
Taxes/Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	32.80	7.00	5.00	5.00	0.00	49.80
Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.00	7.00	4.00	0.00	0.00	16.00
Total Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	347.80	269.00	270.00	282.80	320.30	1,489.90
Expense per transaction or unit	0.00	0.00	0.00	0.00	0.00	0.00	0.00	69.56	29.89	24.55	3.77	3.20	7.45
Net Income to reinvest	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.20	102.00	192.00	218.20	263.30	789.70
Net Profit Margin	0%	0%	0%	0%	0%	0%	0%	4%	27%	42%	44%	45%	34.6%

Cash Flow Statement:

	2 months ago	last month	this month	month 1 forecast	month 2 forecast	month 3 forecast	month 4 forecast
Income	362.00	371.00	420.00	462.00	501.00	583.60	643.60
- Fixed expenses	-280.00	-230.00	-230.00	-230.00	-230.00	-230.00	-230.00
- Loan payment	0.00	0.00	0.00	0.00	0.00	-37.50	-37.50
- Variable expenses	-67.80	-39.00	-42.00	-40.00	-52.80	-52.80	-52.00
= Profit (or loss)	14.20	102.00	148.00	192.00	218.20	263.30	324.10
Starting cash	250.00	264.20	366.20	514.20	706.20	924.40	1187.70
Available cash	264.20	366.20	514.20	706.20	924.40	1187.70	1511.80

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.

Currently, I am using my sister’s laptop, which she brings for me when needed. I have been able to use my post 2 months profit to make a partial down payment with the agreement that when I am fully done paying for the laptop, it will be given to me by the shop owner.

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 to my area supervisor’s Rotary Club, I learned the importance of presenting my idea clearly, confidently, and within a limited time. The feedback helped me refine my value proposition, simplify my message for a non-technical audience, and better highlight the social impact of my work.

Share about your family and picture here:



In one quiet moment, our family comes together: my eldest sibling Grace, my younger brother Kelvin, and I, surrounded by the laughter and curiosity of my three young nieces

Ewura Ama, Maa Adjoa, and Maa Efia. In that simple living room, the love we share speaks louder than words, reminding us that family is not just who we are born with, but who we grow, laugh, and stand strong with every day.



From left: me, followed by my aunt, Mercy Asamoah, and my cousin Victoria, who was traveling to Amsterdam for health-related issues.

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