



**Zaytoun Freelance  
Business Plan**

## TABLE OF CONTENTS

---

Purpose of the Business Plan .....	4
1 Executive Summary .....	5
1.1 Keys to Success .....	7
1.2 Mission Statement.....	8
1.3 Our Vision .....	8
1.4 Business Objectives.....	8
1.4.1 Non-financial Objectives .....	8
1.4.2 Financial Objectives.....	9
1.5 Business Model Canvas.....	10
2 Company Summary .....	12
2.1 Company Details.....	12
2.2 Company Location.....	12
3 Services Description.....	13
3.1 Pricing Strategy .....	13
3.2 Regulatory Requirements.....	13
3.3 Management Team .....	14
3.4 Growth Plan .....	15
4 INDUSTRY ANALYSIS .....	17
4.1.1 Freelancing Platform Industry .....	18
4.2 Porters' Five Forces Of Profitability.....	21
4.2.1 Threats of New entrants .....	21
4.2.2 Threat of Substitutes .....	21
4.2.3 Competitive Rivalry .....	22
4.2.4 Bargaining power of Buyers.....	22
4.2.5 Bargaining power of suppliers .....	22
4.3 Competitive Advantages .....	23
5 Marketing And Sales Plan.....	23
5.1 Marketing Objectives .....	23
5.2 Marketing Strategies And Implementation.....	23
5.3 Sales Strategy.....	28

6	Risk Analysis.....	29
7	SWOT Analysis.....	31
7.1.1	Strength.....	31
7.1.2	Weaknesses.....	31
7.1.3	Opportunities.....	31
7.1.4	Threats.....	31
7.1.5	Weaknesses and Threats Mitigations.....	32

## **PURPOSE OF THE BUSINESS PLAN**

---

This business plan is written to describe the business activities of **Zaytoun Freelance** under the management of Leonardo Zaytoun and to secure substantial funding. The acquired funds will provide adequate capital for our expansion and also to finance our business operations. We will also put adequate marketing strategies in place to ensure that a large part of our target market are informed about the availability of our consulting services and the benefits of allowing us to serve them.

The business plan is also intended to:

- Provide a blueprint for the business and provide details of its activities.
- Provide market insights that aid the feasibility study of the business and brew a new market area.
- To highlight our operational plan, our vision and mission statements, the business objectives, our products and services, market analysis, among other contents of the business plan.

# 1 EXECUTIVE SUMMARY

---

A freelancing career is a highly rewarding and desirable career for many people. As the business world has developed and adapted over the past few years, freelance careers have really taken off as a desirable and worthwhile pursuit.

Freelancing, which is a term used to describe a career in which a person works for themselves and is hired on a project-by-project basis by different organizations, is becoming a more popular career choice.



Freelance work has grown immensely over the past decade and is expected to further increase in the coming years. With such growth it is predicted that freelancers will account to as much as 80% of the entire workforce worldwide by 2030. Previously considered as mere side gigs and extra jobs, freelance work has now become a major employment option.

The pressures that small and medium-sized business owners face can be intense.

Starting, taking over, or learning to manage a business is hard enough as it is, but such owners also often find themselves having to play the roles of VP Finance, Head of HR, Director of Sales, Marketing Specialist, and many more, all at once. With so many hats to wear, small business owners can quickly run out of capacity and mental strength as well. For businesses small, medium, or large, hiring a consultant can be a huge time-saver, and a real asset to growth, while removing direct pressure from business owners.

Business consultants can provide expertise and an objective eye to help guide a business, with different consultants specializing in various industries and areas, including strategy and management, operations, human resources, finances, funding opportunities, IT, and sales and marketing.



Consultants work closely with business owners and managers to help identify challenges, offer advice, and propose practical solutions. You might think of consultants as doctors who diagnose the problem and prescribe a remedy that alleviates pain hence the emergence of our business.

**Zaytoun Freelance** is a Germany-based consultancy business that provides freelance services for different persons, companies, tasks, and jobs.

We offer bespoke project management consulting and commercial transactions, marketing, customer care, etc., to meet unique client's expectations with a focus on cost-effective solutions and project improvement.

Nurturing a project to fruition in this modern day is often seen as a tasking job. The success or failures of projects and programmes can be linked to many factors that every entrepreneur must know if they desire to be successful and not be forced out of business in no time. Often times, a touch of professional advice from qualified and competent experts is all that stands between a successful project and career and the not too successful ones. And as a company with vast expertise and experience in consulting services, we clearly cannot be a bystander and allow an individual's career, businesses, and corporations to crumble; hence, the establishment of our company, **Zaytoun Freelance**.

**Zaytoun Freelance** has come to provide freelance professional services to entrepreneurs and organizations and provide them with excellent project management and delivery service. As a freelance consulting firm, we provide optimum attention and satisfactory services to our clients as we are well-focused on our service-offering. Our primary purpose is to see to the success of businesses and firms. We also have a good understanding of deficiencies within the team structure and other factors and resources required for efficient consultation and delivery.

**Zaytoun Freelance's** target market is categorized into individual, entrepreneurs and small to large corporate organizations in EU and Middle East in addition to English speaking countries. We would be helping them plan for evolving competitive and regulatory landscapes, manage risks, translation services, and marketing, find innovative ways to optimize processes and reduce back-office costs, among many other services.

Leonardo Zaytoun is the lead driving force of the company. He will be in charge of the management and operation of the company with a host of other experienced staff. Our

management team is made up of dedicated professionals who will bring the latest technology and skills in the management consulting industry into use.

We are quite optimistic that our values and the quality of our service offering will help us drive **Zaytoun Freelance** to enviable heights and also help us attract clients that will make the business highly profitable. We will be dedicated to establishing good business relationships with our clients, giving them value for their money and reasons to hire our services. We will also leverage word-of-mouth marketing and referrals alongside online marketing to keep clients in our location informed about our services.

## 1.1 KEYS TO SUCCESS

- **Excellent Management and Staff:** We have a host of experienced professionals who are experts in their various niches and industries. They are well trained and informed of the latest developments in the freelance business consulting industry, and we are confident of their excellent delivery of assigned tasks and responsibilities.
- **Market Focus:** We are strategically focused on Germany, which is a country with a huge potential in customer support and services, Real estate follow-up and management and available escort during meetings and for translations as it houses many entrepreneurs, aspiring entrepreneurs, and business organizations with more future investments.
- **Staying Updated:** we ensure to stay updated on the latest trends and technologies in the freelance consulting industry to ensure that our clients are well trained and equipped for successful ventures and are never disappointed in their expectations for excellent project delivery and management service.
- **Marketing:** We put adequate effort into our marketing and advertisements to be edged above all other competitors in the industry. Our marketing means will be mainly traditional and digital media campaigns, with a special focus on word-of-mouth advertisements.
- **Versatility:** With our vast array of skills, experience, and technical know-how, we serve diverse sectors of industries and market niches. We provide expertise in every particular field to improve performance and impact the bottom line of our clients. We have an eye for business and personal improvement. Hence, our team is reinforced

through ample and continuous in-house training and development that works in the industry.

- **Quality Assurance:** Our business process is augmented by our flair for 100% service quality. In so doing, our quality assurance team assiduously ensure best practice, adherence to business process, ascertain high performance and drive process improvements.

## **1.2 MISSION STATEMENT**

Our mission is to provide individuals and corporate organizations with quality consulting services that border on customer support and services, Real estate follow-up and management and available escort during meetings and for translations. We want to build a cost-effective consulting company with the highest standard in terms of quality, principles, performance, and customer satisfaction.

## **1.3 OUR VISION**

Our vision is to wake up the request and reach the persons, from everywhere, looking for our services. We hope to become a top company offering nothing short of quality in freelance consulting services as we help individuals and corporate entities actualize their dreams.

## **1.4 BUSINESS OBJECTIVES**

### **1.4.1 Non-financial Objectives**

- To build a freelance consulting company that will be a force to reckon with in the industry.
- To represent clients in Germany, the Arabic countries and the European Union in a serious and successful matter.
- To provide quality and expertise for our clients' consulting needs.
- To provide economically viable solutions in a bit to improve productivity and impact the bottom line of our clients.
- To offer top quality and highly skilled staff to meet the client's unique needs.
- To create a work environment that fosters talents and inspires innovation.



- To keep abreast of the changing pulse of the niche market.
- To leverage advanced technology to offer cost-effective solutions and make our service offering more comprehensive.
- To achieve 100% customer satisfaction and ensure project continuity for our clients.
- Continuously measure, monitor, and evaluate marketing metrics, loyalty programs, and Sales KPIs to make tweaks, improvements, and refine processes.

#### **1.4.2 Financial Objectives**

- To raise substantial amount in capital funding.
- To achieve substantial revenue in the current year.

## 1.5 BUSINESS MODEL CANVAS

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITION	CUSTOMER RELATIONSHIP	CUSTOMER SEGMENTS
<ul style="list-style-type: none"> <li>▪ Banks/Financial lenders</li> <li>▪ Investors</li> </ul>	<ul style="list-style-type: none"> <li>▪ Top-quality freelance services</li> <li>▪ Professional consulting services</li> <li>▪ Advertising and marketing activities with relevant agencies</li> </ul> <p><b>KEY RESOURCES</b></p> <ul style="list-style-type: none"> <li>▪ <b>Human resources:</b> Experienced management team</li> <li>▪ <b>Other resources:</b> Employee Management System Zoom, Webex, Skype and Webinars CRM Systems</li> </ul>	<ul style="list-style-type: none"> <li>▪ Top-notch project business freelance services</li> <li>▪ A good collection of competent staff to be deployed on service request</li> <li>▪ Timely delivery of services</li> <li>▪ Excellent customer service</li> </ul>	<ul style="list-style-type: none"> <li>▪ Office facility in Bochum, Germany.</li> <li>▪ Company's website</li> <li>▪ Social networks: Facebook, Twitter, Instagram, Snapchat, etc.</li> </ul> <p><b>CHANNELS</b></p> <ul style="list-style-type: none"> <li>▪ Direct sales in our office facility</li> <li>▪ Webinars, and other online platforms</li> </ul>	<ul style="list-style-type: none"> <li>• Individual entrepreneurs</li> <li>• Corporate organizations</li> <li>• EU and Middle East in addition to English speaking countries</li> </ul>

	<p>Computers Website Mobile Phones Social media presence Internet access.</p>			
<p><b>Cost Structure</b></p> <ul style="list-style-type: none"> <li>▪ Marketing</li> <li>▪ Equipment and software purchase</li> </ul>		<p><b>Revenue Streams</b></p> <ul style="list-style-type: none"> <li>▪ Consulting services</li> </ul>		

## 2 COMPANY SUMMARY

---

### 2.1 COMPANY DETAILS

Name of Company: **Zaytoun Freelance**

Address: Viktoriastr. 41-44787 Bochum, Germany

Owner: Leonardo Zaytoun

Website Address: [www.zaytoun.de](http://www.zaytoun.de)

Email Address: [info@zaytoun.de](mailto:info@zaytoun.de)

Phone: 0049 151 124 158 36

### 2.2 COMPANY LOCATION

The company is a German-based registered company whose headquarters is located at Viktoriastr 414478 Bochum, Germany.



### **3 SERVICES DESCRIPTION**

---

We offer Business Freelance services for different persons, companies, tasks and jobs. Our services include;

- Business consulting
- Representation of individuals and companies
- Sales
- Commercial distribution
- Business coaching for entrepreneurs and sales people
- Export representation and international communication
- Property Management
- Legal Matters
- Product management

We would like to represent your company and your concerns in the Arabic speaking countries and the European Union.

We are a team that is at home in the business areas of business, marketing, trusteeship, management and trade fair appearances. We have over 25 years of experience in these areas. Our aim is to facilitate private and business sector transactions between Arab countries and European Union countries. Our services help clients save a lot of time and money when doing business in other countries.

#### **3.1 PRICING STRATEGY**

We offer value-based price for each service by charging clients and individuals a cost effective and flexible prices for each service based on the capability of our team to deliver.

#### **3.2 REGULATORY REQUIREMENTS**

**Zaytoun Freelance** have secured all the necessary permits and requirements needed to operate as a Freelance Business Consulting company under the law and regulations of Germany.

### **3.3 MANAGEMENT TEAM**

The founder, Leonardo Zaytoun, has been working as a service company in the business service sector for 35 years. Of these 25 years on the German market and in the European Union. He endeavors to represent the interests of foreign companies as well as the interests of foreign private individuals in Germany and in the countries of the European Union. Our network of consultants has expertise in the luxury goods and fiduciary sectors as well as real estate and consumer goods.



### 3.4 GROWTH PLAN

<b>TIME PERIOD</b>	<b>MARKET OBJECTIVES</b>	<b>ACTIVITIES</b>	<b>STRATEGIES</b>	<b>TARGET GOAL</b>
<b>Year 1 &amp; 2</b>	<ul style="list-style-type: none"> <li>● Initial funding and Investments</li> <li>● Securing necessary permits and licenses needed to operate</li> <li>● Develop a unique database of key leads across our target market</li> <li>● Pitch service to potential clients</li> <li>● Focus on Germany and EU Market</li> </ul>	<ul style="list-style-type: none"> <li>● Market Penetration</li> </ul>	<ul style="list-style-type: none"> <li>● Seek private investments</li> <li>● Perform the required activities to obtain needed license and professional accreditation</li> <li>● Carry out market research, trends, industry reports and KPIs to build unique database</li> <li>● Training staff in service competencies</li> <li>● Conduct effective online and offline marketing strategies</li> <li>● Develop a well optimized and localized website and portal</li> </ul>	<ul style="list-style-type: none"> <li>● Financing through private funding</li> <li>● Build client base from 3 – 12</li> <li>● Gain a remarkable market presence</li> </ul>

---

<b>Year 3 &amp; 4</b>	<ul style="list-style-type: none"> <li>● Increase income</li> <li>● Improve the quality and delivery of service</li> <li>● Improve efficiency of employees</li> </ul>	<ul style="list-style-type: none"> <li>● Service Expansion</li> </ul>	<ul style="list-style-type: none"> <li>● Improve on existing processes</li> <li>● Conduct regular training to improve skillset of employees</li> <li>● Reaching out to more potential clients</li> <li>● Gain a remarkable market presence through aggressive marketing strategies</li> </ul>	<ul style="list-style-type: none"> <li>● Ensure proper functioning of our website</li> <li>● Ensure increased workforce</li> <li>● Ensure excellent service delivery</li> <li>● Establish a brand/network</li> </ul>
<b>Year 5 &amp; up</b>	<ul style="list-style-type: none"> <li>● Increase sales</li> <li>● Increase customer segment</li> <li>● Expand into more countries</li> </ul>	<ul style="list-style-type: none"> <li>● Market development</li> <li>● Diversification</li> </ul>	<ul style="list-style-type: none"> <li>● Reaching out to more service areas</li> <li>● Conduct market research to determine the market needs</li> <li>● Increasing our customer base</li> <li>● Training staff in service competencies</li> </ul>	<ul style="list-style-type: none"> <li>● Increase our customer segment</li> <li>● Expanding to new markets</li> </ul>

---



## 4 INDUSTRY ANALYSIS

---

Over the past years the global consulting market has booked year on year growth, although growth rates differ between the more mature markets and emerging economies. With a total value of around \$250 billion, the global consulting sector is one of the largest and most mature markets within the professional services industry.

The global management consulting services market is expected to grow from \$891.88 billion in 2021 to \$973.67 billion in 2022 at a compound annual growth rate (CAGR) of 9.2%<sup>1</sup>. The growth in the management consulting services market is mainly due to the companies rearranging their operations and recovering from the COVID-19 impact, which had earlier led to restrictive containment measures involving social distancing, remote working, and the closure of commercial activities that resulted in operational challenges. The management consulting services market is expected to reach \$1320.94 billion in 2026 at a CAGR of 7.9%.

### **What is the Global Management Consulting Services Market?**

The management consulting (MCS) market consists of the sales of MCS and related goods by entities (organizations, sole traders and partnerships) that provide a range of services providing advice and assistance on organizational planning, financial budgeting, marketing strategies, human resource practices, administration policies and production and logistics scheduling. Such services include solutions for administrative management issues, strategic and organizational planning, business process improvement, human resource and personnel policies, developing marketing planning and strategy, productivity improvement, quality assurance and quality control. Management consulting providers undertake processes where human capital is the major input. They make available the knowledge and skills of their employees, often on an assignment basis, where an individual or team is responsible for the delivery of services to the client.

### **What drives the Global Management Consulting Services Market?**

Many clients of the management consulting services market are expanding globally and thus require more sophisticated and internationally-oriented services. Globalization is expected to pave the way for more joint ventures, foreign investments, global expansion and multi-national companies setting up facilities in high growth regions. Companies are increasingly forming joint ventures with firms in other countries, to test the market. Similarly, some companies are looking

---

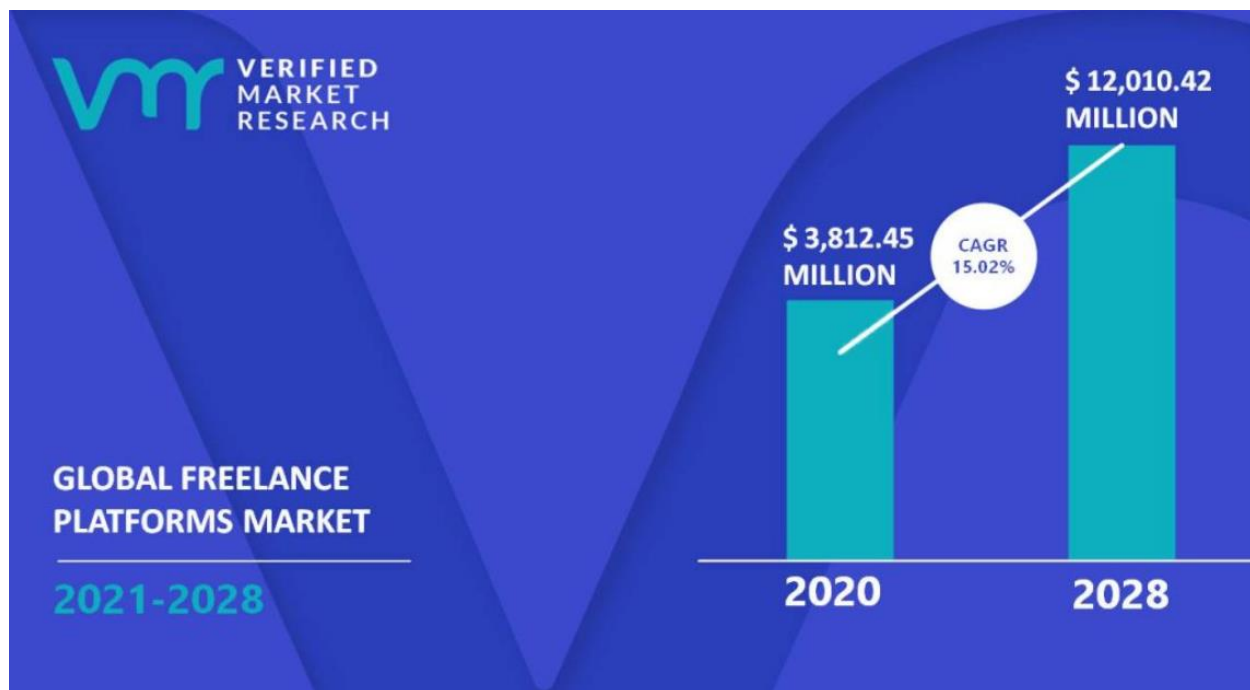
<sup>1</sup> <https://www.thebusinessresearchcompany.com/press-release/global-management-consulting-services-market-2022->

to acquire an established company in new market, to minimize the risk. Furthermore, globalization in the management consulting services industry is gaining momentum due to rapid growth in internet, automation of consultancy processes and developments in data security. In response to this, many domestic management consultancies have entered into new markets, collaborating with foreign groups to offer services in a wider range of countries.

#### 4.1.1 Freelancing Platform Industry

Freelance Platforms Market size was valued at USD 3,812.45 Million in 2020 and is projected to reach USD 12,010.42 Million by 2028, growing at a CAGR of 15.02% from 2021 to 2028<sup>2</sup>.

Corresponding growth and sophistication of freelance platforms are a few of the factors fueling the growth of this market. The Global Freelance Platforms Market report provides a holistic evaluation of the market. The report offers a comprehensive analysis of key segments, trends, drivers, restraints, competitive landscape, and factors that are playing a substantial role in the market.



Freelance platforms can be considered multi-sided platforms (MSP) since they provide technology, product, or service that creates value by enabling direct interactions between two or more different sides, i.e. in this case, between freelancers and clients. Freelance platforms typically consist of three key actors: platform owners who provide the infrastructure for

<sup>2</sup> <https://www.verifiedmarketresearch.com/product/freelance-platforms-market/>

intermediating work, freelance workers who undertake and submit work for compensation and buyers who require tasks to be completed for compensation.

These platforms offer either high skilled or low skilled services. As high-skilled freelance platforms are mediating complex knowledge work, the projects tend to be relatively demanding and specialized, such as software development, data science, consulting and web design, which are often well paid. These services are customized, mostly used for business purposes. Upwork is currently one of the largest freelance platforms in the market mediating a wide range of expertise in fields such as software development, design and accounting. Upwork is also probably the most referenced high-skilled freelance platform.

Freelancing activities have seen an upsurge in the recent past owing to several benefits associated with the same. Freelancing enables individual can choose the type and number of clients they want to work with. According to a survey conducted by FlexJobs' of over 1,000 freelancers networking (56%) and job sites like FlexJobs, upwork (47%) are the two most common ways that freelancers connect with clients. Furthermore, freelancing provides flexibility in terms of time and duration. Freelancing in the age of digital transformation has upturned the nature of employment and talent management in many ways. As freelancers gain a better understanding of industries and the labor markets, they have leveraged this knowledge with decisive strategies to market their talents. The result is that they are earning more, are happier at work and in their private and social lives in general, and scale work and pay anytime they want or need

Freelancing not only provides benefits to an individual but also to the organization. It is convenient for companies to work with freelancers at remote locations. They do not need to be provided with jobs, office equipment, consumables, they have no vacations, they are not late for work and do not complain that there is no time for privacy. Due to changes in labor markets and the rise of freelance economy, there is a growing demand for high-skilled freelancers. This can also be seen in increasing number of larger and more complex projects mediated through freelance platforms that take longer time to complete and require specialist skills and knowledge. Furthermore, intense competition is observed in the global freelancing platforms market. The companies operating in the market have to constantly stand outweigh the services against those provided by other freelancers. The prevailing competitive atmosphere results in an overall reduction in both rates and quality.

Based on Type, the market is bifurcated into Web Based and Cloud Based. Cloud-based segment is anticipated to grow at the fastest rate over the forecast period. Cloud-based is a term that refers to applications, services or resources made available to users on demand via the internet from a cloud computing provider's server. Freelancers typically utilize cloud-based computing as a way to increase capacity, enhance functionality or add additional services on demand without having to commit to potentially expensive infrastructure costs or increase/train existing in-house support staff. The segment is highly propelling due to the factors like it has been at the forefront of the self-starter movement, giving independent professionals the ability to operate remotely, communicate freely and navigate the financial complexities of freelancing with dexterity and ease. There are five cloud-based services available in the market that are considered to be the top cloud-based services using by freelancers to work remotely along with every tool required, they are namely AWS, Keeper Tax, All About PDFs, The Mayo App, and Delivery Apps.



## 4.2 PORTERS' FIVE FORCES OF PROFITABILITY

We will assess the nature of the industry's competitiveness using Porter's Five Forces and develop unique strategic decisions to operate a profitable business.



### 4.2.1 Threats of New entrants

The threats of new entrant are considerably **MINIMAL** as the industry requires professionalism and experience in delivering best practice while it requires low capital investment on a low scale. However, advances of artificial intelligence with a potential to replace management consultants and potential of digital platforms and AI in the training landscape will pose a low threat of new entrants in the niche market. We will stay informed in the market to maximize the opportunities in trends.

### 4.2.2 Threat of Substitutes

Threats of substitutes is considered **MINIMAL** because the only possible substitute comes from internal in-house training and consulting. This is, however, considered to be expensive and affect business core competencies. We will differentiate our business in the industry by offering highly skilled staff and trainings affording our clients the opportunity to focus on their core competencies and customer-centric service through creativity and good use of modern

technologies. Apart from these, we will offer competitive prices, excellent customer approach, and dynamic sales strategies, among others.

#### **4.2.3 Competitive Rivalry**

The competitive rivalry is considered **HIGH** owing to growing urbanization and increasing disparity of skills and jobs which has resulted in a growing number of competitors and their fierceness. This has caused reduction in business profitability. **Zaytoun Freelance** will differentiate its business in the niche market through professionalism, quality service delivery, unique methodologies i.e. market research and market insights, employing advanced technology in the industry to offer services to our ideal customers, employ effective marketing strategies to stay ahead in the niche market, stay abreast with information about the competitors and their strategies, employ dynamic business model, offer flexible payment model and highly skilled staff to increase retention rate and subsequently revenue, etc.

#### **4.2.4 Bargaining power of Buyers**

The bargaining power of buyers is quite **MINIMAL**, but it is increasing because of low switching costs between training and consulting firms. Large buyers have strong buying power because they have the option of offering sustained business to the consulting firms. **Zaytoun Freelance** will employ smart business strategies to stay on top of our business domain, turning our customers into effective advocates for our brand. Also, we will ensure to have competitive pricing to win the interest of our potential clients.

#### **4.2.5 Bargaining power of suppliers**

Bargaining power of suppliers is considerable **LOW** as there is diffusion of suppliers and the will power of the suppliers is limited with low switching costs.

### 4.3 COMPETITIVE ADVANTAGES

- Onsite and remote work options
- Professionalism
- Unique methodologies
- Variety of recruitment options – fixed price contract and interim and permanent resourcing
- Best practice and quality assurance
- Innovative and cost-effective solutions
- Unparalleled service delivery

## 5 MARKETING AND SALES PLAN

---

### 5.1 MARKETING OBJECTIVES

- To build brand awareness
- To increase sales at a significant margin
- To grow and improve client base
- To enhance customer relationship

### 5.2 MARKETING STRATEGIES AND IMPLEMENTATION

To achieve our business objectives, we will employ and implement sustainable online and offline marketing strategies to enhance visibility, productivity and business growth. **Zaytoun Freelance** will use the following strategic plans to attract and retain clients while increasing sales and revenues;

OFFLINE	ONLINE
<ul style="list-style-type: none"><li>• Partnership and network</li><li>• Event Marketing</li><li>• Word of Mouth Marketing</li><li>• Print Media</li></ul>	<ul style="list-style-type: none"><li>• Website Improvement</li><li>• Search Engine Optimization (SEO)</li><li>• Social Media Marketing</li><li>• Content Marketing</li><li>• Email Marketing</li></ul>

		<ul style="list-style-type: none"> <li>• Targeted Ads</li> </ul>
<p><b>ACTION: Partnership and Networking</b></p> <p><b>TIMEFRAME: This should be constantly.</b></p>		
CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> <li>• Partnership and Networking</li> </ul>	<ul style="list-style-type: none"> <li>• Spur strategic partnership with corporate organizations, businesses, schools, etc. who require our services</li> <li>• Build and maintain a sustainable relationship capacity</li> <li>• Increase network on social media</li> <li>• Attend relevant international and local conferences expos, seminars, and business fairs to network, learn new technologies and participate in workshops.</li> <li>• Join relevant associations to acquire valuable information on industry trends and also share personal progress</li> </ul>	<ul style="list-style-type: none"> <li>• Reach more clients and increase client base</li> <li>• Drawing on a wider pool of technical expertise</li> <li>• Make presentations that will outline our service deliveries</li> <li>• Give clients an avenue to connect with us, make inquiries and make assessment based on our pitch.</li> <li>• Achieving genuinely earned organizational reputation and greater credibility</li> </ul>
<p><b>ACTION: Online Presence</b></p> <p><b>TIMEFRAME: This should be done at least within the first four (4) weeks of plan execution.</b></p>		
CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> <li>• Website</li> <li>• Social Media Accounts</li> <li>• Listings and Directories</li> </ul>	<ul style="list-style-type: none"> <li>• Develop an optimized company website with direct WhatsApp and inquiry form which will serve as a vital marketing outlet allowing us to describe our services, outline business process and provide</li> </ul>	<ul style="list-style-type: none"> <li>• Build a stronger brand</li> <li>• Increase credibility</li> <li>• Brand visibility</li> <li>• Increase communication and interaction</li> <li>• Increase sales leads</li> </ul>



	<p>contact information</p> <ul style="list-style-type: none"> <li>• Integrate it with appealing designs, features, and contents for massive traffic</li> <li>• Creating and maintain active Social Media platforms on – Facebook, Instagram, Twitter, YouTube, etc.</li> <li>• Creation of Business to Business using LinkedIn</li> <li>• Listing on online directories and listings such as Google My Business, Finelib, etc.</li> <li>• Build an email list</li> </ul>	<ul style="list-style-type: none"> <li>• Increase sales revenue</li> <li>• Boost website traffic</li> <li>• Faster word of mouth</li> <li>• Accumulate emails from regular clients to promote email marketing.</li> </ul>
--	--	---

**ACTION: Content Creation**

**TIMEFRAME: This should be done at least twice a week**

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> <li>• Website</li> <li>• Social Media Accounts</li> <li>• Listings and Directories</li> </ul>	<ul style="list-style-type: none"> <li>• Creative use of keywords that match our service offering</li> <li>• Testimonials from organizations we have worked with will be added on the website</li> <li>• Regular update our pages with educating information and contents about the culture of our company and benefits in outsourcing for potential clients</li> <li>• Use a social media integration platform to organize all our media accounts to promote effective engagements</li> </ul>	<ul style="list-style-type: none"> <li>• Increase brand awareness</li> <li>• Improved brand loyalty</li> <li>• Higher conversion rate</li> <li>• Better ranking of website.</li> <li>• Better visibility through organic searches on search engines.</li> <li>• Increased traffic on website</li> <li>• Better customer satisfaction</li> </ul>

--	--	--

**ACTION: Email Campaigns**

**TIMEFRAME: This should begin after the first month of marketing plan execution.**

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> <li>Across contact points.</li> </ul>	<ul style="list-style-type: none"> <li>Build an email list from our existing clients and purchase relevant list of our target clients from dealers</li> <li>Gathering database and emails of website visitors and customers.</li> <li>Develop intriguing contents and progress updates</li> <li>Keep subscribers up to date with the latest happenings and promote events</li> <li>Integrating social sharing buttons into emails</li> </ul>	<ul style="list-style-type: none"> <li>Better participation</li> <li>Improved engagement</li> <li>Reinforced credibility</li> </ul>

**ACTION: Google Ads; Social Media Ads; Online Reviews.**

**TIMEFRAME: This should be done quarterly and be reviewed constantly.**

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> <li>Google page.</li> <li>Social Media Accounts.</li> <li>Other Web pages as suggested by Google.</li> </ul>	<ul style="list-style-type: none"> <li>Setting up a Google Ads account/grants</li> <li>Creating Ads (Video, Image or text).</li> <li>Post Ads on platforms.</li> </ul>	<ul style="list-style-type: none"> <li>Build strong brand awareness</li> <li>Increased engagement.</li> <li>Improved visibility of the brand.</li> <li>Targeted contents to specific demographics</li> </ul>

**ACTION: Print Materials; Signage.**

**TIMEFRAME: This should be done continuously and subject to review at least, twice a year.**

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> <li>• Signage</li> <li>• Brochures</li> <li>• Flyers</li> <li>• Flex banner</li> </ul>	<ul style="list-style-type: none"> <li>• Printing of materials with company's name, logo, contact information and description.</li> <li>• Mailing of print materials to target audience.</li> <li>• Distribution and placement of materials at strategic points.</li> </ul>	<ul style="list-style-type: none"> <li>• Convey the uniqueness, professionalism and competence of our service</li> <li>• Establish business authority and credibility</li> <li>• Increase brand awareness</li> <li>• Improved brand popularity</li> <li>• Business visibility</li> <li>• Build Trust</li> <li>• Increased website traffic.</li> </ul>

**ACTION: Word of Mouth/Referral**

**TIMEFRAME: This should be done continuously and subject to review at least quarterly in a year**

CHANNELS	WHAT IS INVOLVED	EXPECTED RESULTS
<ul style="list-style-type: none"> <li>• Online.</li> <li>• Offline.</li> </ul>	<ul style="list-style-type: none"> <li>• Website visitors will be requested to make referrals</li> <li>• Craft a compelling narrative</li> <li>• Keep clients satisfied by delivering excellent jobs and satisfying service.</li> <li>• Providing quality service from highly experienced and dedicated staffs</li> </ul>	<ul style="list-style-type: none"> <li>• Increase brand awareness and reputation</li> <li>• Increase marketing reach</li> <li>• Improved brand exposure</li> <li>• Increased number of returning clients and new clients from referrals</li> </ul>

### 5.3 SALES STRATEGY

- **Referral** - We will improve brand awareness, attract prospective clients and increase retention rate by adopting referral programs; there will be a special incentive for every client that recommends our services to their networks.
- **Direct Mail and E-Mail Campaigns** – this will be done through our email list to ensure that our target market are aware of our presence
- **Discount** - we will offer discounted rates to increase awareness about our business and also attract the needed clients to our business i.e. early bird discounts, loyal customer discounts, custom offer for retargeting visitors, new visitors with special offer, seasonal discounts, holiday discounts etc.
- **Customer Loyalty Programs:** We will offer customer loyalty programs, such as a certain percentage for every order when prospective clients enter their email on the company website, extend special offerings for large amounts, offer discounts for first order and referrals etc.
- **Service Delivery** – we will reply to messages from clients promptly as well as carry out projects efficiently and effectively to translate into repeat business

## 6 RISK ANALYSIS

This section identifies and analyses the likelihood of potential risks that may impede the growth of **Zaytoun Freelance** in the course of its business operation. We will proactively and constantly examine potential challenges and manage them through thorough risk management approach to ensure that we achieve our key business initiatives.

Risk Type	Description	Mitigation Strategy
Market Risk	Low brand recognition and low conversion rate (low acquisition of users) of our service to reach its potential target audience.	<ul style="list-style-type: none"> <li>• Recruiting expert and professional consultants versed in the latest and various skill sets.</li> <li>• Enter new markets to acquire more clients and promote the brand</li> <li>• We will provide a wide range of solutions for our clients</li> </ul>
Competitive Risk	The likelihood of not reaching our goals (declining sales revenue and margin) due to competitive forces in the marketplace. Competition may be from direct or indirect competitors from either emerging and major players in the industry both globally and in Germany	<ul style="list-style-type: none"> <li>• Tapping into the needs of the target market; understanding their specific needs and developing a unique selling proposition for differentiation</li> <li>• Improved customer service to build loyal clients</li> <li>• Employ effective marketing strategies to attract new clients</li> <li>• Conduct regular competitor analysis</li> <li>• Base decisions on robust research and figures</li> <li>• Adopt diversification of strategy in a volatile market situation</li> <li>• Build networks and spur strategic partnership</li> <li>• Employ advanced technology</li> </ul>

Operational Risk	This is the likelihood of not meeting the expectation of corporate clients and private individuals such as inadequate resources, lack of information, lack of motivation, budget overrun, etc.	<ul style="list-style-type: none"> <li>• Employing high quality, experienced and expert consultants. Background check, employment history verification etc. will be conducted for new employees</li> <li>• Improved communication to build good relationship with clients and individuals</li> <li>• Increase focus on compliance to stakeholders</li> <li>• Modularization of services</li> <li>• Full disclosure and estimation of costs and all charges during contract negotiation</li> <li>• Adopting efficient quality assurance standards to ascertain the company is working at an optimum level and producing top notch results</li> </ul>
Financial Risk	Insufficient funding to operate at an expected level and maintain a solid business operation. Loss of profit, poor cash flow, low sales	<ul style="list-style-type: none"> <li>• Maintain a higher degree of flexibility</li> <li>• Adopt diversification strategies</li> <li>• Practice proper and strategic cash flow management</li> <li>• Create a budget that factors in overhead costs and reduce expenses</li> <li>• Adopt ideal pricing strategy</li> </ul>

## 7 SWOT ANALYSIS

---

**Zaytoun Freelance** will conduct a thorough SWOT analysis in the competitive environment to build the organization's strengths, maximize opportunities, reverse weaknesses, and overcome threats by acquiring vital information to develop strategic planning for a thriving and sustainable business.

### 7.1.1 Strength

- Expertise
- Integrity
- Innovation
- High-quality service
- Excellence
- Multiple revenue streams
- Adoption of technology and system for cost-effectiveness

### 7.1.2 Weaknesses

- Limited fund for business operation and expansion

### 7.1.3 Opportunities

- Growing diversity in learning requirements at the workplace
- The growing urban and working population
- The focus of companies on enhancing the skills of employees
- Growing urbanization and freelance services
- The increasing disparity of skills and jobs
- The emergence of cost-effective e-learning training modules
- The need for operational efficiency, compliance with regulations, and technological advancements

### 7.1.4 Threats

- Government policies
- Economic downturn: This may shrink the spending behaviour of the target market and as a result leads to low sales and profitability

- Emergence and growth of other freelance consulting industry and in-house consulting groups
- Legal and regulatory issues
- Democratization of knowledge
- The emergence of new and giant competitors

#### **7.1.5 Weaknesses and Threats Mitigations**

- Seek substantial investment funding to cover for marketing, working capital, etc.
- Modularization of services
- Adoption of value-oriented revenue model
- Increased focus on technology advisory
- Focusing on expanding portfolio through collaborations
- Expanding advisory services to small and medium social enterprises
- Expanding in other strategic locations and emerging markets