



NEMAMIAH

BUSINESS PLAN

FUNDING SUPPORT REQUEST

Registration No : 17573

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EXECUTIVE SUMMARY

1) ORGANISATION DETAILS

| | |
|--|---|
| Name of Organisation | NEMAMIAH |
| Year founded | Year 2022 |
| Legal status | Year 2024 |
| No. : 17573 | Registered association with Registrar of Association |
| No. : Registration Number under process | National Social Inclusion Foundation |
| Core activities of organisation | Sustainable Development Goals (SDG): 1, 4 & 8 in Social and Grassroots by proposing a Day Care Programme for individuals promoting and improve access to holistic programs and professional training to individuals |
| Postal Address | C/O Anncy Riviere NEMAMIAH 25 RUE RENE MAINGARD, Roches Brunes, Beau Bassin |
| Tel | +230 59019449 |
| Email | Nemamiah2022@gmail.com |

| | | Email | Tel |
|---|---|--|----------|
| Learning & Development Consultant responsible for day-to-day management of organisation deliver the trainings and counselling sessions | 1 | Nemamiah2022@gmail.com | 59019449 |
| Project Leader responsible for day-to-day management of organisation | 1 | Nemamiah2022@gmail.com | 59019449 |
| Case Management Officer responsible for contact with the participants in vulnerable situation and follow up of development | 1 | Nemamiah2022@gmail.com | 59019449 |
| Administrative & Marketing Officer assistance for day-to-day management of organisation | 1 | Nemamiah2022@gmail.com | 59019449 |
| Wellness Therapist To deliver wellness sessions | 2 | Nemamiah2022@gmail.com | 59019449 |
| Trainer To deliver professional training | 1 | Nemamiah2022@gmail.com | 59019449 |

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2) MISSION STATEMENT

NEMAMIAH focuses on social and grassroots innovation to promote wellbeing for people in poverty and vulnerability through impactful, sustainable training. We make training accessible to empower communities to change limiting beliefs and break stereotypes. Our holistic training aims to foster a healthy mindset, dignity, self-respect, and love. We work under Social Welfare and Community-Based Activities to support Family Welfare, Gender-Based Violence Protection, and Child Protection.

3) VISION STATEMENT

The vision of NEMAMIAH is 'to be a catalyst for change, driving social inclusion and sustainable development :

- 1.1 to **empower** people by providing trainings, and support to access jobs
- 1.2 to **promote** education and provide assistance to people in need,
- 1.3 to **sensitize** people on the risk of stress and create awareness to reduce stress and to prevent burnout,
- 1.4 to **promote** people's wellbeing and fight against stress and so to be more focus and productive

4) VALUES



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PROJECT DESCRIPTION

5) PURPOSE OF BUSINESS

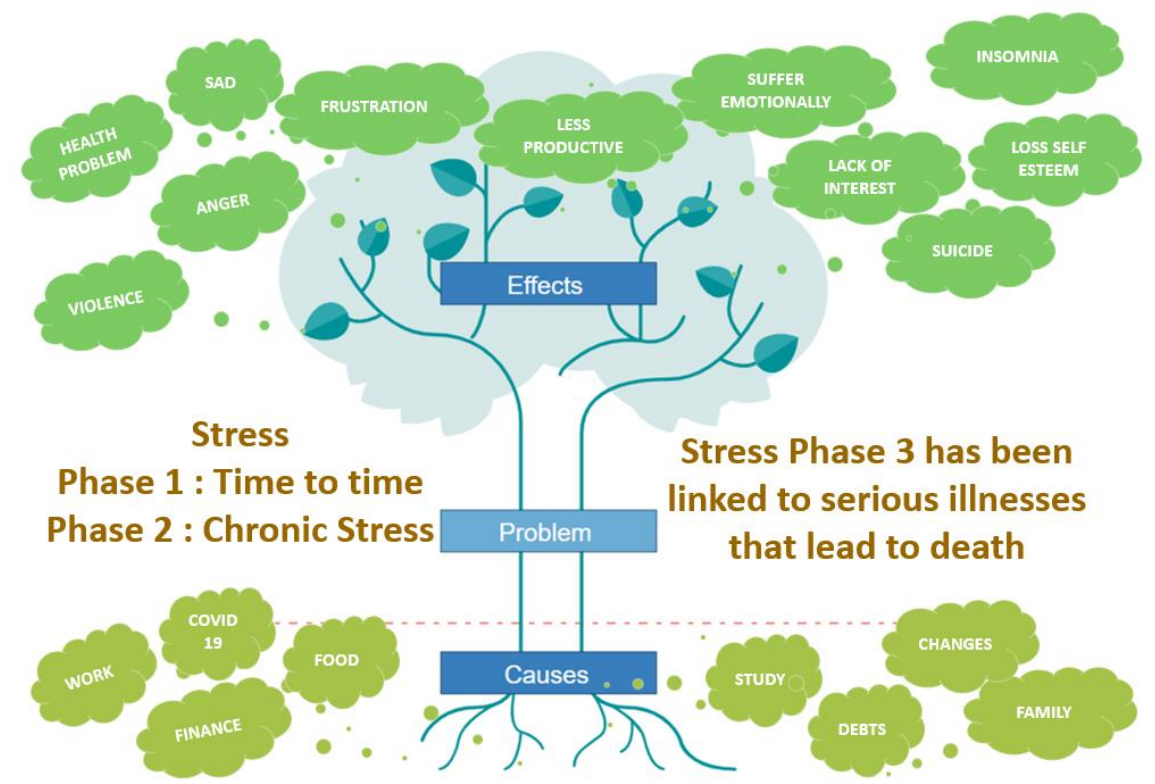
6) Expected Results and Impact

Stress is a growing issue in the 21st century, affecting workplace productivity, family happiness, and overall health in Mauritius and Rodrigues.

The causes of Stress are poverty, hunger, gender equality and unemployment.

The Covid-19 pandemic in 2020 significantly impacted lives, increasing mental health issues and stress. This situation highlighted the need for the 'HEAL YOURSELF' initiative. Inflation and economic challenges have added to people's stress and anxiety. Slow economic growth, hunger, poverty, and disease are driving individuals out of social and economic activities, isolating them from their families and communities.

We use Problem Tree Analysis to clearly understand these issues, their causes, and effects.



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7) PROJECT JUSTIFICATION

Nemamiah focuses on helping individuals from grassroots communities who are suffering from trauma and need support. Our holistic programs are central to assisting these communities. Sustainable development stems from creating spaces for growth and empowerment. Therefore, we propose a daycare with a beneficiary-centered approach to foster improvement and well-being.

The Beneficiary is cared by a pool of trainers who attend his/her needs and monitor his/her progress and achievements

SDG 1 : Ensure healthy lives and promote well-being for all at all ages
GOODHEALTH AND WELL-BEING : Counselling and psychological support

Individuals are provided with counselling, mental health support, psychological support and holistic workshops for the alleviation of stress.

Individuals take part in training that enhance their self-esteem, empower them and teach them about being independent, manage self control and related matters ensuring healthy lives.

SDG 1 & 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

QUALITY EDUCATION : Life skills improvement and quality of life (SDG 1):

Encourage a continuous learning mindset by introducing individual to professional trainings in view to get corporate jobs and socio-economic development as a means of Poverty Alleviation.

SDG 1 & 8 : Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

Decent Work and Economic Growth : Economic empowerment

Individuals are encouraged to join the labor market in order to be financially independent. We provided them with Job Skills training and job profiling services
 Creating quality skilled gender to access quality jobs which will drive sustainable economic growth and societal benefits..

Note : The services offered by NEMAMIAH are not intended to cure any illness or disease, but accompany each person with a holistic approach during their journey with us.

8) TARGET BENEFICIARIES OF PROJECT

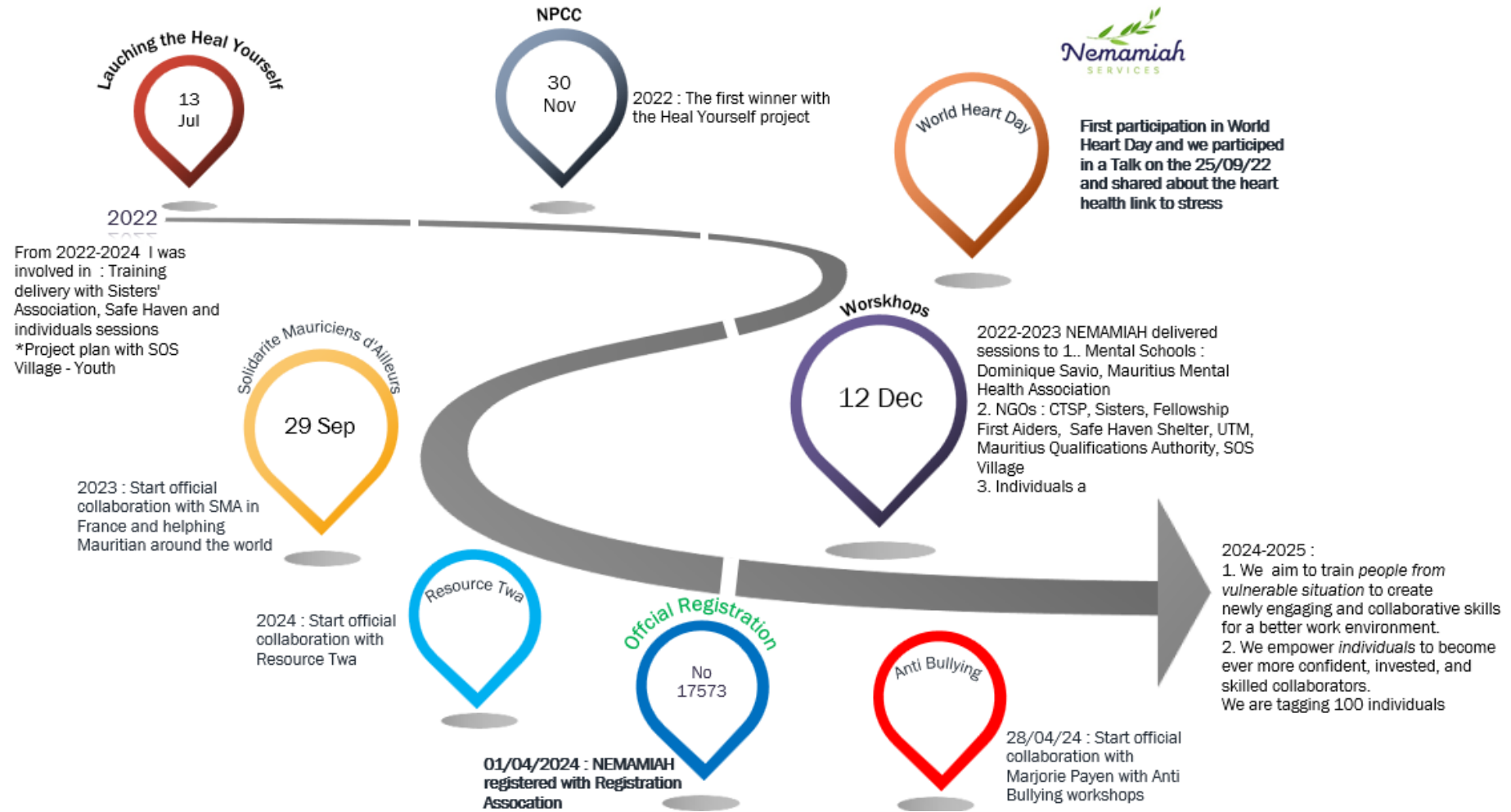
Since 2022, Nemamiah advocates and provides individuals and families recognised as vulnerable groups in Mauritius and Rodrigues with holistic and professional training. The targeted beneficiaries are defined as:

- Adults in vulnerable situation including living below the relative poverty line
- Children and/or adults suffering from substance abuse
- Any adults including Vulnerable elderly suffering from trauma
- Teenage mothers and Single mothers
- Neglected/abandoned children and orphans and children in alternative care
- Street youth including those engaged in violent or delinquent behaviour

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Milenestone 2022-2024



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A. Objectives

HEAL YOURSELF: AWARENESS Program Established in 2022

Awareness Initiatives for emotional management, stress management :

To boost self-esteem by guiding on how to balance work and family life in means of alleviation of emotional and psychological symptoms

- To provide knowledge and techniques to develop and changes in attitudes and behaviours in the daily lives and work .
- To develop self-discipline, positive values and behavioural skills to become a better citizen.
- To develop responsibility and respect/care for other against behavioural problems and to engage a decent living.
- To deliver Awareness sessions on mental health issues in view of early detection
- To deliver Holistic workshops to make them mindful of their action and reactions.
- To provide Stress Management session and solutions to the challenges they are facing or they might face
- To make them mindful in what they do/or going to do.

WE EMPOWER YOU PROGRAM Established in 2022

- To assist/train youth in attaining the knowledge, skills and experiences required to enable them to effectively participate in national development and society as a whole.
- To provide knowledge and techniques to develop skills and changes in attitudes and behaviours in the daily lives and work .
- To Set up Drop-In Self development to be aware of own capabilities.
- To teach them the business skills, Job Skills training
- To provide Integrated Learning in administration, HR, customer service and Microsoft Office training
- To advise on career development
- To teach them how to write CV and how to get prepare for an interview.
- Build their self-confidence and personality.
- Entrepreneurial Workshop : Guide them on the eco-system required for doing/starting a business.
- Service Facilitator for work placement

INDIVIDUAL IN THE ECONOMY

SOLIDARITE DES MAURICIENS D'AILLEURS collaboration established in 2020

- To provide Psycho-Support
- To provide Medical-Support
- To provide In Kind Donations

B. Project Activities

| Project Activities | | GANTT CHART | | | | | | | | | | | | | | | | | | Individual | | | | | | |
|------------------------------|---------------------------------------|---|--------|-----------|---------|----------|----------|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|------|-----------|------------|-----|--------|---------|-------|----------|----------|
| | | Training Program to Beneficiaries 2024-2025 | | | | | | | | | | | | | | | | | | | | | | | | |
| Project Name : HEAL YOURSELF | | July | August | September | October | November | December | January | February | March | Avril | May | June | July | August | September | October | July | September | February | May | August | October | Avril | November | All year |
| | Awareness workshop | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | Art Therapy workshop | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | Games & Activities for youngers | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | Coaching & Development | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | Professional Trainings | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | Employabilité des Jeunes | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6 | Entrepreneurs Program | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | Holistic session on various themes | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | Mindfulness session on various themes | | | | | | | | | | | | | | | | | | | | | | | | | |

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| PROJECT ACTIVITIES | AIM & OBJECTIVES | GOALS & JUSTIFICATIONS |
|--------------------------------------|---|--|
| Stress Management Awareness workshop | Raise awareness Educate on level of stress Learn exercises to fight against stress | Help individual to identify stress and related feelings Develop a change mindset |
| Art Therapy workshop | <ul style="list-style-type: none"> • Using art therapy for promoting creativity and self empowerment • Improve communication skills through art • Create the appreciation of art and culture amongst deprived populations • Instill discipline of artistic professions and concentration required for all learning in life • to express feelings/emotions using art therapy strategies | <ul style="list-style-type: none"> • Help the beneficiaries to better understand their feelings. They can put those into drawings which make it easier to express for them. • Therapeutic and insightful activities which can help start a conversation between a young and Trainer before building an adequate program for the beneficiaries' needs |
| Games and Activities for youngers | <ul style="list-style-type: none"> • Develop's child brain skills through therapeutic games in several ways • To familiarize with several rules and enjoy playing with friends • Provide them with a positive outlet to channel their energy in a positive atmosphere • To learn patience | <ul style="list-style-type: none"> • The Brain gymnastics helps stimulation • Help the beneficiaries to be focused learn how to reflect • To develop analytic skills • To improve balance, agility and hand-eye coordination which is crucial in growth |
| Coaching & Development | <ul style="list-style-type: none"> • A safe and confidential environment where the beneficiary can express his weakness and share about improvements to be a better performer. • Develop Self esteem, self confidence, change mindset • Develop their problem-solving skills • A space to discover, development and nurture the skills, talent and capabilities | <ul style="list-style-type: none"> • To develop analytic skills • Improve balance, agility and self confidence • Develop team spirit mindset • Help to develop social skills, patience, empathy, communication skills, compromise and tolerance |

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| PROJECT ACTIVITIES | AIM & OBJECTIVES | GOALS & JUSTIFICATIONS |
|---------------------------------------|---|---|
| Professional Trainings | <ul style="list-style-type: none"> • Provide them with a skills in order to perform better or to learn new techniques • Discover, develop and nurture new techniques to a better asset | <ul style="list-style-type: none"> • Lays the foundation for learning and develops their technical skills |
| Employabilité des Jeunes | <ul style="list-style-type: none"> • Instilling learning life skills habits including personal care • Provide understanding on culture, ethics, moral values and diversity • Provide them with a positive outlet in order to channel their energy into a positive atmosphere • Develop physical, mental, emotional and social skills • Awareness on Bullying and verbal violence • Awareness about sexuality preventive (STI, teenage pregnancies and related matters) • Awareness about climate change sustainability | <ul style="list-style-type: none"> • The beneficiaries will benefit from an alternative to traditional ways of teaching, making them more responsible to learning and respect others. • To enhance lifeskills capacities • Help to develop social skills, patience, empathy, communication skills, compromise and tolerance • Learn to work as part of a team, therefore creating a sense of belonging • |
| Entrepreneurs Program | <ul style="list-style-type: none"> • Provide beneficiaries with a skills in order to perform better or to learn new techniques to start or to continue business | <ul style="list-style-type: none"> • Suitable programs will be implemented to match the needs and assist the beneficiaries accordingly |
| Holistic session on various themes | <ul style="list-style-type: none"> • Provide them with a positive outlet in order to channel their energy into a positive atmosphere • An environment in which beneficiaries can feel free to express feelings, so they can identify their weakness and get support in those emotional areas | <ul style="list-style-type: none"> • Using more than one sense such as sight, hearing, touch or smell, helps in developing a beneficiary's brain |
| Mindfulness session on various themes | <ul style="list-style-type: none"> • Develop Self-esteem and self-confidence • Changeling of energy in a positive environment, which will empower them in the process of growth | <ul style="list-style-type: none"> • Suitable programs will be implemented to match the needs and assist the beneficiaries accordingly |

Teaching Resources :

- Workshops
- Individual sessions
- Group work
- Role play

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Strategic Goals:

DEVELOPMENTAL

In the short term, the goal is to make Training and Wellness Sessions accessible through free workshop and reach more people. To also touch the Ex-offenders, individual at risk, victims of moral and physical violence in shelters and people with tendency to suicide with the help of Befrienders.

TRANSITIONAL

In the long term, to continue the workshop, We are planning to organise a fund raising and/or request for sponsorship to finance the promotion of the workshops for the needy. We can provide paid workshops for companies which will ensure the sustainability of programmes and operations across the island.

TRANSFORMATIONAL

Our way forward, propose a 2-hours workshop and follow up class for about 20 to 30 minutes and encourage regular practice. We rest assure that it will enhance productivity and economy for a better living for less fortunate people in Mauritius

By integrating these elements, our training and wellness programs can offer a unique and effective approach to personal development and well-being.

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FINANCIAL PROJECT

9) FINANCIAL INFORMATION

NEMAMIAH's financial plan is based on the following underlying assumptions :

In order to make the vision of NEMAMIAH a reality, we are in need of financial support amounting to approximately Rs 342,000. This budget section of the document will provide a transparent breakdown of our budget, highlighting how funds will be allocated to important aspects such rental and maintenance of location, as well as operation costs for temporary housing, youth empowerment programmes, holistic programmes, and sustainable initiatives. We strongly urge all stakeholders to join us in this endeavour by contributing to the financial support of the project. Our goal is to directly impact the lives of a minimum of 250 youths each year through our programmes, while also providing at least 100 adults

NEMAMIAH needs a total amount of **Rs 342,360** to continue operations :

| ESTIMATED EXPENDITURE | Sum of Cost {MUR} |
|---------------------------------|----------------------|
| Labour | 792,000.00 |
| Logistics & Accomodation | 357,000.00 |
| Materials - Office equipment | 228,555.00 |
| Materials - Stationeries | 271,375.00 |
| Miscellaneous | 217,370.00 |
| Grand Total | 1,866,300.00 |

NEMAMIAH ESTIMATED INCOME STATEMENT FINANCIAL YEAR JULY 2024 - JUNE 2027

| | |
|---------------------------|------------------|
| Net Sales | 4,686,000 |
| Less : Cost of Goods Sold | 5,028,360 |
| | - |
| Fundings needed | 342,360 |

The funding will be injected to support the free participants as listed as vulnerable. We are expecting to have a larger space to have 2 trainings rooms and one IT Room

In our commitment to ensuring that no youth is left behind, NEMAMIAH is dedicated to establishing equal educational opportunities. Our vision for the IT Room goes beyond a conventional setting—it's a versatile space that seamlessly transforms into a dynamic training area. This multifunctional space is designed to host a variety of activities, such as

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professional classes, workshops, training sessions for both beneficiaries and staff members, awareness programmes, meetings with parents, and more.

The demand for our programmes has surpassed the available space, prompting the need for a purpose built IT Room that can cater to the diverse needs of our beneficiaries.

Our funds and infrastructure are limited, they are only enough for the basic assets of an indoor activity room, which can be a restraint on the activities we can offer to our beneficiaries although being both physically and mentally active is an important part of one's development

Most of our beneficiaries, survivors of domestic violence, suffer from mild to serious mental challenges and must go through the toll of holistic and wellness sessions

The bounding activities proposed will enable fusion, creativity and mental wellbeing.

Fundings obtained for this project will contribute to the well-being, mental growth and development of 250 beneficiaries by helping us to continue providing training on personal development, professional training and holistic sessions



Projected Cash Flow Statement

| NEMAMIAH ESTIMATED CASH FLOW STATEMENT | | | | | | | | | | | | | |
|--|-----------------|-----------------|----------------|----------------|---------------|---------------|---------------|----------------|----------------|----------------|----------------|----------------|------------------|
| FINANCIAL YEAR JULY 2024 - JUNE 2025 | | | | | | | | | | | | | |
| | July | August | September | October | November | December | January | February | March | April | May | June | Total |
| REVENUES | 80,000 | 12,500 | 155,000 | 168,500 | 84,500 | 58,000 | 65,000 | 160,000 | 170,000 | 158,000 | 185,000 | 165,000 | 1,461,500 |
| EXPENSES | | | | | | | | | | | | | |
| Cost of Services Sold | 138,010 | 138,010 | 138,010 | 138,010 | 138,010 | 138,010 | 138,010 | 138,010 | 138,010 | 138,010 | 138,010 | 138,010 | 1,656,120 |
| Labor | 49,500 | 49,500 | 49,500 | 49,500 | 49,500 | 49,500 | 49,500 | 49,500 | 49,500 | 49,500 | 49,500 | 49,500 | 594,000 |
| Materials Office Equipment | 19,046 | 19,046 | 19,046 | 19,046 | 19,046 | 19,046 | 19,046 | 19,046 | 19,046 | 19,046 | 19,046 | 19,046 | 228,555 |
| Materials Stationeries | 22,615 | 22,615 | 22,615 | 22,615 | 22,615 | 22,615 | 22,615 | 22,615 | 22,615 | 22,615 | 22,615 | 22,615 | 271,375 |
| Logistics & Accomodation | 29,750 | 29,750 | 29,750 | 29,750 | 29,750 | 29,750 | 29,750 | 29,750 | 29,750 | 29,750 | 29,750 | 29,750 | 357,000 |
| Miscellaneous | 17,099 | 17,099 | 17,099 | 17,099 | 17,099 | 17,099 | 17,099 | 17,099 | 17,099 | 17,099 | 17,099 | 17,099 | 205,190 |
| Total Cash Flow | - 58,010 | -125,510 | 16,990 | 30,490 | - 53,510 | - 80,010 | - 73,010 | 21,990 | 31,990 | 19,990 | 46,990 | 26,990 | - 194,620 |
| FINANCIAL YEAR JULY 2025 - JUNE 2026 | | | | | | | | | | | | | |
| | July | August | September | October | November | December | January | February | March | April | May | June | Total |
| REVENUES | 152,000 | 158,000 | 162,000 | 165,000 | 65,000 | 42,000 | 32,500 | 182,000 | 182,000 | 182,000 | 182,000 | 182,000 | 1,686,500 |
| EXPENSES | | | | | | | | | | | | | |
| Cost of Services Sold | 140,510 | 140,510 | 140,510 | 140,510 | 140,510 | 140,510 | 140,510 | 140,510 | 140,510 | 140,510 | 140,510 | 140,510 | 1,686,120 |
| Labor | 49,500 | 49,500 | 49,500 | 49,500 | 49,500 | 49,500 | 49,500 | 49,500 | 49,500 | 49,500 | 49,500 | 49,500 | 594,000 |
| Materials Office Equipment | 10,713 | 10,713 | 10,713 | 10,713 | 10,713 | 10,713 | 10,713 | 10,713 | 10,713 | 10,713 | 10,713 | 10,713 | 128,555 |
| Materials Stationeries | 26,781 | 26,781 | 26,781 | 26,781 | 26,781 | 26,781 | 26,781 | 26,781 | 26,781 | 26,781 | 26,781 | 26,781 | 321,375 |
| Logistics & Accomodation | 29,750 | 29,750 | 29,750 | 29,750 | 29,750 | 29,750 | 29,750 | 29,750 | 29,750 | 29,750 | 29,750 | 29,750 | 357,000 |
| Miscellaneous | 23,766 | 23,766 | 23,766 | 23,766 | 23,766 | 23,766 | 23,766 | 23,766 | 23,766 | 23,766 | 23,766 | 23,766 | 285,190 |
| Total Cash Flow | 11,490 | 17,490 | 21,490 | 24,490 | - 75,510 | - 98,510 | -108,010 | 41,490 | 41,490 | 41,490 | 41,490 | 41,490 | 380 |

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Innovative

Innovative aspects of a training and wellness business can focus on unique approaches to personalized care, technology, community, and sustainability.

1. Personalized Professional Programs

- **Personalization** to tailor development plans based on individual data and preferences.
- **Adaptive Training:** Adjust programs in real-time based on participant progress.

2. Holistic Wellness Integration

- **Mind-Body Practices:** Combine physical activities like yoga with mental health techniques like CBT.
- **Multi-Disciplinary Services:** Offer nutrition, fitness, mental health, and social well-being support.

3. Community and Social Connection

- **Support Networks:** Build communities for participants to share experiences and support each other.
- **Peer Mentoring:** Facilitate peer coaching programs for mutual growth.

4. Gamification and Motivation

- **Rewards and Incentives:** Use gamification to motivate participants with points and badges.
- **Progress Tracking:** Provide tools to visualize and track progress.

5. Mindfulness and Leadership Integration

- **Mindful Leadership:** Combine mindfulness with leadership training for empathetic leadership.
- **Stress Management:** Teach techniques for managing stress in personal and professional life.

6. Sustainability and Social Responsibility

- **Eco-Friendly Practices:** Ensure programs are environmentally sustainable.
- **Community Outreach:** Engage in outreach to offer wellness programs to underserved populations.

7. Flexible and Accessible Delivery Models

- **Hybrid Options:** Provide both in-person and online program options.
- **On-Demand Resources:** Offer video tutorials, guided meditations, and workout plans accessible anytime.

8. Continuous Improvement and Feedback

- **Regular Feedback:** Conduct assessments and gather feedback to improve programs.
- **Adaptive Learning Paths:** Allow participants to choose their learning paths based on their interests.

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MARKETING STRATEGIES

10) MARKETING ANALYSIS

The SWOT Analysis helps us to identify the project Strengths, Weaknesses, Opportunities, and Threats. It guides me to build on what I do well, seize new openings, and minimize risks: The today's societal problems can be addressed as a business opportunities. 80% of our participants came from vulnerable family facing social issues

MAJOR CLIENTS

The main clientele of NEMAMIAH consists of members of the ONG, Shelters, Specialised schools, companies and individuals over the whole year. Our customised workshop and training have different pricing. While some of our clientele will be from social grassroots, we aim to have training accessible for all. Our sales funnel will be based on what the paid clients will be needed.

PROSPECTIVE CLIENTS

NEMAMIAH main prospective clients will be found through our existing network. Our prospective clients are our clients customers and social media such as Facebook, and related source.

Other avenues to find prospective clients include partnering with training centres, as well as hotels.

COMPETITION

Competitive analysis through online searches, noting training advertisers in popular magazines such as Business Magazine, and through activity on numerous online astronomy forums and communities indicates one main competitor in this marketplace: RTC

11) MARKETING PLAN

Advertisements: Our most expensive marketing involves advertising through our 6 months of advertising on Media. This will help build brand awareness as the leader in astronomy-themed promote our Wellness and Trainings programs.

Content Marketing: We are planning to have a website and we will use our site to write and produce content provide training and workshops details. We will then enter the client into the sales funnel by linking to related content on the site. Once a client signs up for a resource, their email will be added into our newsletter and our sales funnel.

Facebook Group: We have started a FB group named NEMAMIAH SERVICES. Our marketing strategy mainly aims to find leads our audience and provide helpful resources that we can market to.

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CODE OF ETHICS

'NEMAMIAH' Code of Ethics

Effective: July 2022

Last Updated: 08 October 2022

This Policy describes the privacy rights with respect to the information we collect and how they are protected. This Policy is subject to and incorporated within NEMAMIAH Team

CONFIDENTIALITY :

Every member is subject to treat with request confidentially. In accordance with this, no details of participants' health issues or positions, or any other confidential or sensitive information may be either discussed or disclosed outside the project.

Subject to the General Data Protection Regulation (the "GDPR"), Informations we Collect from third parties are kept and used in line with the project.

We may collect, store and use your information for any purpose relating to our project in forms of data

This includes, for example: Analyzing our audience behaviour and usage patterns to inform

NEMAMIAH team will never sell data to any third party under any circumstances and will only share or disclose the data.

We will only retain the data for as long as reasonably necessary to fulfil the purposes helping our clients, including that of satisfying reporting requirements.

When we receive formal written complaints, it is our policy to contact the person regarding his or her concerns. You also have the right to make a complaint at any time to the appropriate regulatory authorities, including local data protection authorities, to resolve any issues regarding the transfer of personal data. We would, however, appreciate the chance to deal with your concerns before you approach any regulatory authorities so please contact us in the first instance.

THANK YOU FOR YOUR INTEREST IN OUR PROJECT
THANK YOU FOR YOUR TIME IN READING OUR WORK

With kind regards,
Anncy Riviere

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