AUGUST 2022

BUSINESS PLAN

MOBILE APPLICATION "ABAVUBI FISHER MOBILE APP (AFMA)"

BY Federation Of Fisheries Organizations Uganda (FFOU)

INTRODUCTION TO FFOU

The Federation of Fisheries Organizations Uganda (FFOU) was established in 2016 and works to promote responsible fishing. The Federation is a legal entity, which has helped them to be recognized by MAAIF and donor organizations. FFOU is a Non-profit making, Nonpartisan body, which's working goal is to promote networking, and understanding, knowledge and action among different value chain actors. It's a national umbrella body for most of legally registered fisheries organizations to. It currently has one hundred thirty-one (131) members association that include, Fisheries & Aquaponics Associations and Co-operative Societies which bring together the vast majority of the Community Fisheries Businesses. The membership of all these organizations indicates the basis of their existence as they are a member based.

The federation aims to;

- Promote efficient use of fisheries resources in Uganda

- Ensure well-coordinated fisheries activity owned and governed by its members

- Educate its members to observe fishing standards, laws and ethical conduct

- Increase negotiation power of the fisher folks

- Ensure self-monitoring in relation to quality and compliance to local and regional market demands,

- Protect the environment around the lake shores,

- Promote sanitation and increase the safety of waterbodies in that respect

- Promote responsible fishing as well as sustainable development goals (SDGS).

The Federation has its Head Offices based at Namboole Stadium, Kampala. The office has standard operating procedures on Human Resource management, Procurement & Finance which can be found in the relevant manuals. FFOU has member-based programs implemented through a combination of activities such as capacity Building, situational analysis, networking, advocacy, membership representation, Policy engagement and development, information/coordination and training. In the field, FFOU rents offices in ten districts and has been granted the use of the offices from the member associations in the remaining.

Fishing pressure coupled with the use of destructive fishing methods and drastic environmental changes have led to a decline in the lake's productivity. As a result, Lake Victoria's fish production continuously declined over the last decade. Over the same period, Uganda's fish export has dropped by nearly 50%, leading to a considerable loss of revenue and source of livelihoods. Several measures have been put in place to curb on the rate of illegalities in the fisheries sector such as the deployment of the paramilitary unit for surveillance on the lake, registration and licensing, adoption of bigger boats to fish in deeper water, to mention but a few.

The increasing fishing pressure and some of the measures currently implemented have led to an increase in investments and operating costs. In such an environment, business management and accounting are crucial for economically viable and profitable businesses. It was noted that fishers as well as traders rarely keep business records let alone analyze them to evaluate their business performance. Data collection only happens for research purposes. Mobile apps developed for data collection and information exchange focuses on main stream agriculture with no attention for the fisheries.

Without business data, fisher folks are not aware whether they are making profit or not and are unable to improve or upscale their business. Additionally, to that without data Investors both local and foreign have no interest in their business. Last but not least, without better understanding of the fishery and their role in it fisher-folk are unable to participate fully in the co-management of the lake and its resource. A need to develop and train fisher folk/ fishing communities on business development and management through digitalization and automation of operations was identified under which an application deemed as Abavubi Fisher app on google play store was developed. This was an immediate remedy to the rudimental business management skills that existed. Inspired by the Abalobi App which was developed in South Africa, the Federation decided to develop a similar application for use by the fishermen in Lake Victoria. The application allows the fisher folk to easily and securely collect, store and analyze business and fisheries data. Additionally, to that, the app will also give the user access to weather forecasts, market information and navigation data. All these aspects are aimed at building stronger fish businesses, improve market access and strengthen the role   co-management

With support from GIZ-RFBCP, FFOU developed Abavubi Fisher Mobile Application (AFMA). The project commenced in 2019 September and is still ongoing. The project was implemented in phases 1, 2, and 3. Phase 1 involved initial development stages of the App with consultations form the users. Phase 2 involved consumer acceptance tests carried out among the various fishing communities to determine the feasibility of the app suiting its intended purpose. And lastly phase 3 which looked at the capacity building process of fishing communities to equip them with skills and knowledge on the how to use the app. This also elaborates practical adaptation of the digital knowledge into day to day operations by the fisher folk.

Over 70 capacity building trainings have been carried out across landing sites of L. Victoria with over 53 coaching and mentoring visits trainings to enhance capacity of fisher folk on using the app.

Currently the App has over 1089 active users (840 males and 249 females) for 2022 with 28, 432 downloads for the app from Google play store.
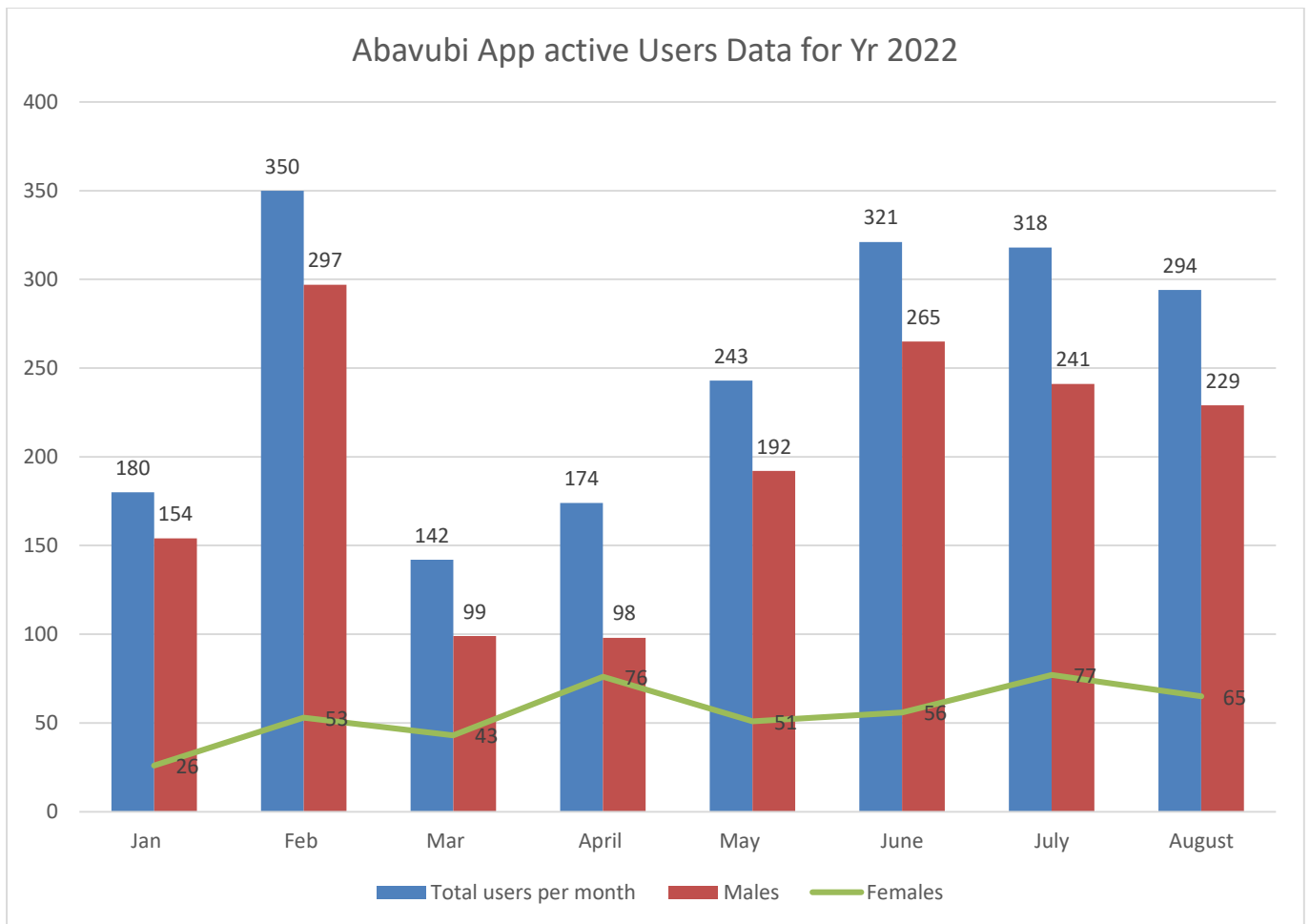
All trainings have been targeted in fish market areas, fish landing sites and any value chain actors who contribute to the fisher of Uganda.

The app records currently indicate over 6780Kg (6.78) tonnes of fish availability in fisher stores ready for sell. The constitute of various fish supply includes 4250 Kg (4.25) tonnes-Nile Perch, 1530 Kg (1.53) tonnes-Nile perch and 1000 Kg (1 tonne) for all other species.

The App is key in developing a sustainable and reliable streamlined market place for all fishery products all accessible at one joint online market.

The project at its initial stages has been scaled to 15 districts surrounding L. Victoria and envisaged to reach out to all 5 great lakes of Uganda.

Project Statistics

Abavubi App active Users Data for Yr 2022

Month	Total users per month	Males	Females
Jan	180	154	26
Feb	350	297	53
Mar	142	99	43
April	174	98	76
May	243	192	51
June	321	265	56
July	318	241	77
August	294	229	65

Abavubi Fisher Mobile App has recorded an average of 253 total active users (197 males and 56 female) for the 8 months of the Year 2022.

SWOT ANALYSIS

STRENGTH/ADVANTAGES

1. Large target audience i.e. Fisher folk, fish consumers including domestic and exporters, medical institutions
2. Potential consistent fish supply chain backed by the massive fresh water resources
3. Minimal competition
4. Low project budget
5. Willing ness and support by the fisheries sector mother ministry

WEAKNESSES/DISADVANTAGES

1. Possible system errors
2. High illiteracy levels
3. High reach out investment requirements
4. Seasonality of fish
5. Quality assurance issues on the available fish supplies

OPPORTUNITIES/Perspectives

1. Lack of competition
2. Constant introduction of new features on the App
3. Potential drive for digitalization of the fisheries sector
4. Ongoing Business Skills Development (BDS) trainings ongoing on financial literacy and digital literacy
5. The consistent growth of digitalization in the food sector of Uganda for-example Jumia foods and favorable digital environment

THREATS

1. High illiteracy levels
2. Resistance from the local communities
3. Fear for manipulation by the fisher folk who are potential app store suppliers
4. Fear of taxes by the fisher folk
5. Bais about projects by the fishing communities
6. Preference of onsite fish and products purchase compared to online orders.
7. Poor network at landing sites that hinder App usage

Consumer Analysis

Analyzing consumers of a mobile application, we get the following data.

Fisher folk

Fisher folk are the primary targets of the project given that they constitute the first contributors to the fisheries value chain. These include actual fishers, boat owners, and value chain addition actors. The category actually contributes to the overall stock availability to the app in terms of fish supplies available at the market. These include fresh fish supplies, processed products, fish bi-products and fisheries inputs.
The group is considered to contribute to 65% of the active ness of the App

Consumers

The category constitutes the potential buyers and consumers of the fish. This includes the general population, hotels, restaurants, processors and any other secondary handler of fish across the value chain. This involves the category that gets fish to the plate.

Middle men/Transporters and traders

The category contributes to transit of fish from the primary producers to the secondary consumers. The category plays a key role in supply chains, market drive and control and market sustainability. The category further plays a key role in quality assurance and maintenance of fish from supply to consumers. These are potential app users and supply maintainers.

COMPETITOR ANALYSIS

Analyzing mobile applications for the fish supply, we highlight no major App directly operating as a fish marketing app despite the existing food supply chain apps like

Jumia foods App, a lucrative app however not fish related

Analyzing competitors, we can come to some conclusions:

==*COMPETITION IS THE BEST THAT CAN HAPPEN TO YOU.*==
==*COMPETITION BIRTHS GENIUS*==

After conducting a detailed analysis of competitors, I can summarize.

All of the above applications have obvious disadvantages in various aspects. This is functionality, design, plot.

Also, the main problem of such applications is the banal provision of reference material, without the ability support our existing fisheries sub sector.

Abavubi fisher mobile App will outperform all competitors in the market by an order of magnitude.

Since the interface will use colorful animations, and graphic. All this will be accompanied by interesting voice acting and music.

Prerequisite for the approach of upscaling impact of the Abavubi Fisher application is the highest quality approach to each point.

TEAM

Development Team

The App has an onsite team who will ensure contant update, rectification, improvement and any app dvelopments as deemed important for the App success

Team of methodologists

The task of the methodologists is to create a compact and a capacious tutorial that will be packaged into a script and embedded ina mobile application

The team looks at market pitching, entry and maintenance strategies for the app. Further market channel mainstreaming and bondages

Script team

For an interesting and engaging application to work, it is necessary to develop a script that will provide the study of the business environment for better outreach and awareness creation for the App

Advertising

Professional marketing agency will be hired to carry out persuasive marketing of the app across all potential users of the App.

TECHNICAL JUSTIFICATION

- For the application to work correctly, the developers are obliged to actively monitor, control the processes on a daily basis and, in case of errors, instantly eliminate
- them.
  At this stage, it is necessary to use target users to test the beta versions of the application.

  Weekly update

Platforms

Application « Abavubi Fisher Mobile App» is available fordownload on:

App Store

Play Market

FINANCIAL PLAN

From a financial point of view, we have the following data:

NO.	LIST	PRICE(UGX)	USD
1	Annual Application stabilization and upgrade	48,000,000.00	12,631.58
2	App server payment	36,000,000.00	9,473.68
3	Tutorial development	6,000,000.00	1,578.95
4	Script writer	5,000,000.00	1,315.79
5	Advertising(for 1 year)	300,000,000.00	78,947.37
6	Staff salaries	96,000,000.00	25,263.16
7	Financial credit support integration		
7.1	Behavior Change & Communication Module Design	3,500,000.00	921.05
7.2	BDS Finance Support Module	2,500,000.00	657.89
7.3	Local Server Configurations for App data Storage and Replication	300,000.00	78.95
7.4	Field Consultations	800,000.00	210.53
7.5	App/ Financial float / Credit for the App	76,000,000.00	20,000.00
	Total costs (per year)	**574,100,000.00**	**151,078.95**

PROJECT BUDGET
Total UGX 498,100,000
USD 230,263.16

Budget+Term

1. Annual Application stabilization and upgrade

To implement a complex project in terms of graphics and animations, you need 12,632 USD.. The responsibilities of developers include:

    a. Creating more app version designs

    b. Preparation of technical specifications

    c. Server account maintenance of the mobile application

    d. System monitoring and troubleshooting

    e. Server maintenance

Implementation period: 12 months where this is done at a monthly basis

2. App server payment

This will be done for the server space to be secured to ensure efficient and effective application operation. Implementation for period: 1 year

3. Tutorial development

This will involve development of short user videos for display on the app and circulation through advert channels

4. Script

Development of the script and voice acting Implementation period: 1 month

5. Advertising

The annual advertising budget will be USD 78,947 per year.

The marketing strategy includes contextual advertising on YouTube, as well as targeted advertising on social networks and fisher community areas.

6. **Staff salaries / Technical costs include:**

Publishing the application on the platforms per year - App store $ 99 Play Market 25%

- Server maintenance 9473USD per year
- Then finally project staff salaries will cost; 25,263.

7. **Financial support inclusion in the app**

The Federation of Fisheries Organizations Uganda is implementing Business skills development trainings across 7 districts of Mpigi, Mukono, Masaka, Kampala, Kalungu, Kyotera and Kalangala. The scope has covered thematic areas of financial management and literacy, record keeping, linkage to financial institutions and local group strengthening. As an output/ impact of trainings, a favorable environment has been created in the fisheries societies with prepared minds of financial acquisition, usage and management. More strong grass root groups have also been created thus strong co-management groups for resource management.

Therefore, FFOU is securing approximately USD 20,000 to be available on Abavubi Fisher Credit platform to be readily accessed by fisher folk as credit support service.

Strategy target

7.1 Business development Services (BDS) Trained groups

Total groups: 31
Districts: 7
Average persons per group: 20 persons
Total Target Trainees: 31 * 20 (620 persons)

7.2 Financial returns potential

Target Potential persons: 10 members per group: (10 * 31 groups) = 310 persons

Total amount to release per disbursement: 80,000 * 310   = Ugx **24,800,000**

Return period: **10 days** at a maintenance fee/interest rate for App sustainability of **Ugx. 15,000.**

Collection after 10 days: 15,000 * 310 = **4,650,000**(weekly) and (**Shs.13, 950,000 monthly**).

7.3   Implementation Strategy

7.3.1   BDS trainers (Allocated at the 7 Districts);

Roles:

Registration of Loan Applicants

Identification of Guarantors

Verification of Loan Applications

7.3.2   The Abavubi App

Apply and validation through Abavubi App

Re-payment through App

7.3.4   BDS trainees (across all Districts);

Roles:

Apply for the loans

Provide all necessary requirements for the loans

Potential clients

7.3.5   FFOU, Guarantor and applicant obligations

a)   Requirements Guarantor and Applicant

i.National ID from Applicant, Next of Kin and Guarantor

b)   Obligations by FFOU

i.Float worth $20,000

ii.Standby Toll & Call Services

iii.Development & Integration of the Loan Module into the App

Financial breakdown for the Financial Inclusion in the App

Item	Cost (UGX)
Behavior Change & Communication Module Design	3,500,000
BDS Finance Support Module	2,500,000
Local Server Configurations for App data Storage and Replication	300,000
Field Consultations	800,000
App/ Financial float / Credit for the App	76,000,000.
Total Cost	**83,100,000**

7.4 Existing strength

- ➢ High business potential among the fisher folk operation fish value chain businesses and alternative income sources (AIS)
- ➢ Ready business environment for small scale loans
- ➢ The existing businesses being smale and medium scale thus operator cannot afford high profile loans but rather small operation loans to buy basic operational need
- ➢ Ever growing fisheries sector
- ➢ Organized groups established through our BDS implementation structures

Monetization

For convenience and testing of the abavubi application, users will be offered a free annual use version

After this time, deductions will be made from online transfers made through the app. The app will be used also for advertising other fishery products through push notifications and enticing messages for interested subscribers who will make monthly payments for the app advertising space.

The cost of the annual use and advert subscription will be chosen chosen taking into account the capabilities of all consumers, my task is to enable each user to access the Abavubi application and use it to the fullest.

Abavubi Fisher App credit Facility will provide a sustainability and maintenance fee of 15% per credit applied thus facilitating the continuous operation and support of the app and loan module facilities.

Pay-back

Having identified the target audience, their preference and quantity, it is necessary to calculate the profit and payback

With an audience of 37 million people in the first year of full scale app launch, advert and marketing the application, having received 1% of downloads, we will cover - 370,000 people

50% will purchase an annual subscription - 185,000 people, taking into account the cost of the application in the first month, the planned profit is 9,737 dollars from transfer charges, and at 10% advert subscription, 18,500 people advertising with the app at a cost of 79 dollars per month, an annual total revenue turnover of 1,460,526 dollars is expected.

In the first year, we are targeting 2 million downloads.

"ABAVIBI FISHER MOBILE APPLICATION (AFMA)"

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