

Quick Marketing Solution, Cameroon

Bamemda, CameroonBamenda, Cameroon



Numfor Alenwi



Organization type:

nonprofit/ngo/citizen sector

Project Stage:

Idea

Budget:

\$1,000 - \$10,000

Website:

<http://numforalenwicourse.blogspot.com/>

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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

Quick Marketing Solution (QMS) is an experiment in mobile marketing, an opportunity for real economic growth and an innovation in social enterprising. We are creating a marketplace where corporate social responsibility gives enterprises access to an unlimited market. QMS has the power to spur economic growth anywhere in the world.

About Project

Problem: What problem is this project trying to address?

In times of global economic crisis, it hurts to see capital poorly invested and small businesses closed down even in communities where over 50% of the people's daily needs are unmet. Quick Marketing Solution (QMS) Cameroon is an experiment in mobile marketing, an opportunity for real economic growth and an innovation in social enterprising. We are creating a marketplace where corporate social responsibility gives enterprises access to an unlimited market. QMS has the power to spur economic growth anywhere in the world.

Solution: What is the proposed solution? Please be specific!

QMS Cameroon is a mobile marketing service which combines the 2-ways SMS Services with the 1-way Bulk SMS to ease business research, advertising and campaigns in Cameroon. Unlike normal capitalist businesses, the QMS serves enterprises, corporations and individuals in exchange for donations to a community development cause. The QMS Cameroon project to be launched by the end of 2012 has as specific objective to:

- Plant the SMS Platform from Cytech Ltd in Cameroon.
- Create a phone contact data-base that can allow enterprises reach over 80% of their prospective customers by sms.
- Raise unlimited funds for the socio-economic welfare of the vulnerable population in Cameroon.

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

Research and Promotion in any business are as important as the Product, Place and Price. Our solution is to create a marketplace where research and promotion can be done as quick and effective as possible. Businesses in Cameroon like many parts of the world with low familiarity with the internet have long depended on face-to-face surveys to do marketing research. Promotion is traditionally done via the TV, Radio, Newspapers, Posters and Fliers. These are very costly, time consuming and one-way. The QMS comes to replace these cumbersome and hard-to-measure marketing approaches with a ubiquitous SMS platform that can send and receive feedback from the millions of phone users. About 4 in 5 adults in Cameroon own mobile phones. In partnership with the Mobile Network Operators, our solution will link up these phone users with marketing researchers, advertisers and campaigners. Mindful that we are a social enterprise, the cost of using our QMS will be paid in the form of donations to a social cause which directly or indirectly impact on the lives of the customers these client are trying to reach. This corporate social responsibility builds a cordial relation between our clients and their customer, assured sustainability and enhances community development 200 mots ou moins.

Sustainability

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

So far, pre-marketing in Cameroon is done by interpersonal communication. This is often too costly, time consuming and covers a small range of the market. Our project covers the whole market in a minute. Publicity is currently done via the traditional media (Radio, television, Newspapers and Fliers). These channels cover the population in patches and often have less influence on the consumers' purchasing power. Besides, using the traditional media to cover the population we can reach by SMS in one day will entail advertising on the over 30 TV channels, 45 Radio channels and 62 Newspapers. This is far more costly than donating \$1000 for family planning services in Batomo. The internet social media would have also been a competitor but mindful of the fact that the Wik100 mots ou moins.

Team

Founding Story

I was inspired by J.C. Shukla, a classmate in the 2012 Executive Leadership Coaching Program offered by Ashoka Changemakers. He talked about his vision to end poverty via ICT enabled barter trade. His solution didn't really apply to our Cameroon context but inspired me to think on possibilities. In my reflection time, this idea emerged and got me crazy that I began to write it down. The process led to consultations with mobile marketing services providers across the world and the local market. The results gave me the courage and conviction to give live to this solution and change the world. Numfor Alenwi, 28 years, is a seasoned Social Entrepreneur with over 5 leadership awards to his name. He is the founder and CEO of Cameroon Agenda for Sustainable Development.

About You

Organization:

Cameroon Agenda for Sustainable Development (CASD)

About You

First Name

Numfor

Last Name

Alenwi

Twitter URL

<https://twitter.com/#!/AlenwiNumfor>

Facebook URL

<http://www.facebook.com/numforalenwi>

About Your Organization

Organization Name

Cameroon Agenda for Sustainable Development (CASD)

Organization Country

, NOT, Bamenda

Country where this project is creating social impact

, NOT, Bamemda

Age of Innovator

18-34

Gender of Innovator

Male

How long has your organization been operating?

1-5 years

The information you provide here will be used to fill in any parts of your profile that have been left blank, such as interests, organization information, and website. No contact information will be made public. Please uncheck here if you do not want this to happen..

Innovation

How long have you been in operation?

Operating for 1-5 years

Social Impact

What solution(s) does your initiative address to help emerging entrepreneurs and small businesses grow and thrive in underserved communities? (select all applicable)

Access to financing, Access to technology, Access to economic opportunity.

What has been the impact of your solution to date?

This project is about to be launched. However, the SMS Platform from Cytech Ltd. which we plan to use is currently implementing mobile marketing services in Kenya, Greece, Thailand and Guam. Locally, mobile marketing has so far been experimented in mobile health programs especially in anti-natal care. We are involved but using phone to phone SMS which are very costly. The social marketing approach here has been successful in the Unstoppable Women Project and Drinking Water for all Project we do.

Our solution is easy to use, most affordable and ubiquitous than any marketing service in Cameroon. Every enterprise will have the opportunity to reach their customers in a few minutes, thereby boosting economic growth.

Companies are now challenged by stakeholders including customers, employees, investors and activists to develop a blueprint for how they will sustain economic prosperity while taking care of their employees and the environment. Our solution puts an end to this challenge.

What is your projected impact over the next 1-3 years?

As the first ubiquitous Mobile Marketing Service in Cameroon, we have the potentials to become a giant in no time. In 3 years, QMS should be a budget line on every major company’s annual strategic plan. Many nations especially in Africa shall invite us to help them get started.

On the humanitarian agenda, this solution shall become the largest and most sustainable local resource mobilizer for humanitarian causes in Cameroon. We can see community based organization posting changeshops for fund raising via our solution.

What barriers might hinder the success of your project? How do you plan to overcome them?

1. Conflict of interest with the Mobile Network Operators considering we are doing social marketing and they are doing commercial business. This will be moderated by the understanding we have with Charity foundations of these companies. Whatever the outcome, it will be budgeted under fixed costs.
2. Start-up capital. It will cost us approximately EURO 20 000 to start the project. Thanks to the clear vision, the project is already attracting many investors via crowd funding. The \$10 000 to be received here will also support the process.

Winning entries present a strong plan for how they will achieve and track growth. Identify your six-month milestone for growing your impact

Get the QMS completely running in Cameroon

Identify three major tasks you will have to complete to reach your six-month milestone

Task 1

Raise the remaining \$10 000 to start the business.

Task 2

Legalize the memorandum of understanding with all partners involved.

Task 3

Launch the 5 mobile marketing projects using our solution.

Now think bigger! Identify your 12-month impact milestone

Concretize our position as the only quick marketing solution in Cameroon.

Identify three major tasks you will have to complete to reach your 12-month milestone

Task 1

Propagate our presence to all the major prospective clients.

Task 2

Design a decentralization plan for our project

Task 3

Raise at least \$50000 to donate to community projects.

Sustainability

Tell us about your partnerships

We have 4 major partnerships. Firstly, Cytech Ltd is the SMS Platform Technology provider. We need close ties with them to manage the technology.

Secondly, the Mobile Network operators are needed to provide communication credit to send and receive SMS. They also have the contacts we need for bulk messaging.

Thirdly, we have to partner with community based organizations that will design and execute the social projects funded by this solution.

Lastly, the government ministries concerned with our activities. We are indirectly under their supervision as the constitution stipulates

Please elaborate on any needs or offers you have mentioned above and/or suggest categories of support that aren't specified within the list

Normally, we have designed our solution in a way that, each time a client uses it, we offer financial donations to a community project.

On needs, we will need changemakers to provide a space for community based organisation to compete for our fundings. we will also need changemakers for networking and mentorship on social marketing.

Source URL: <https://www.changemakers.com/powerofsmall/entries/quick-marketing-solution-cameroon>