



# Fortie Mart.

[www.fortiemart.com](http://www.fortiemart.com)



## Project Concept Note

Powered By: **HATEL TECHNOLOGIES** © 2023





## **FORTIEMART ONLINE ADVERTISING PLATFORM**

### **INTRODUCTION**

Hatel Technologies Ltd is pleased to submit this proposal for the world changing digital marketing product in Uganda.

Fortiemart is a web/mobile portal (Business Directory) powered by Hatel Technologies, a software company based in Uganda

### **Our mission is:**

To provide reliable, professional, profitable, innovation cutting-edge ICT solutions, to organizations, businesses and individuals in any industry. By doing this, we are providing an enabling environment for the different individuals, companies and businesses to quickly ascertain and realign their scarce resources to attain their intended objectives in the 21st Century.

More so it will be a platform that will ease access to information pertaining the Uganda's growing economy ahead of the fourth industrial revolution. Uganda is blessed with a number of growing businesses, we deem it as platform that will sell out both growing and grown businesses mostly for the Start-ups as well as employing majority youth as

they venture listing their own products, uploading information, sale, mapping businesses also give them access to usage, discovery and other innovations while using the available and accessible Fortiemart ICT resource room.

Fortiemart under Hatel technologies aims at providing preeminent and most innovative ICT to its clients to enable them stay at the competitive edge of their business. Specifically, Fortiemart provides a platform where clients and service providers access its users in any place in Uganda, east Africa and entire continent, be it rural or urban. This Web Portal was designed in such a way that it can accommodate more than 2 Million businesses in form of products and services

These include; Farmers, tourism sites, production factories, supplying agents, Real Estate companies, beauty Parlours, Restaurants, Fashion And Designs, Hotels & bars, Movie Libraries, Super markets, Car Specials, Lorries & trucks, Happening Places, Pharmacies, Pizza and coffee, Cyber Cafes, Garages, Schools, Dairies, Online Doctors, and in the end completing the business circuit of 360 degrees since the science of business is like a cobweb, each business feeds the other. Creating an easy to use platform using A.I ahead of the world of internet.

## Rationale

A study conducted by Hatel Technologies Limited in 2016 revealed two important aspects: First that people residing or visiting Uganda did not have any easy way to access business information that is real time apart from asking pedestrians and few old books written that some even had expired information about areas and their resources.

Secondly, that 35% of the people including residents and visitors in Uganda found it difficult to get the desired facilities/services and yet they owned smart phones with internet which products would avail the required information when used appropriately. For institutions that had done business listings, they only catered for the big companies like mtn, mukwano and other medium enterprises yet these big firms need the small ones because they are the feeders.

Technology improves production and access market through exposure to the internet (Robertson, 2017), business entities including commercial farms, value addition entities, suppliers, manufacturing entities, lack global market visibility for the growing global economy, connection for their goods and produce respectively (Taylor, 2014), therefore we intend to install and popularize Fortiemart and enable business entities get clients and also clients get required service providers in quickest time possible with the available resources without hustles.

Unlike other marketing platforms, Fortiemart values all small and big businesses and is willing to have them all listed on the world wide web and advertise them on web and social Media platforms using impressive works like videos and digital fliers. Fortiemart web portal uses web based app, and yet to up finish mobile application from the Google play store and Apple store. Fortiemart once installed for smart phones users, will enable them to quick access to the nearest service providers for the thought service/product. This works in a way that it makes it easier for service seekers to have all the required information for quick decision-making.

## Our Aim

To connect the service seekers to service providers on one web platform known as [www.fortiemart.com](http://www.fortiemart.com) for ease access and internet marketing which is taking over the Globe through;

- Website business listings (no need to spend millions on a website)
- Change the module of work/ product presentation from mere camera pictures that are not appealing always shared on social media to top notch digital graphical impressions (no need to hire a graphical designer)
- Share the digital graphical impressions on Fortiemart social media platforms as well as client is since social media has more traffic than websites, and information moves so fast (no need to hire expensive social media handler)
- Avail an online shop in the names of the real business name/owner where products are only picked from owner/ supplier when order has been made (No need of holding clients products for months just because order has not been made, gives chance to service/product seeker to directly deal with the supplier without blockage and prices hikes).

## Our Objectives

- a) To create an environment that ensures quick and effective business growth through adoption of appropriate technological site which;
- b) Saves the companies/enterprises time and money on marketing challenges while increasing their opportunities globally.
- c) Caters for those left behind in digital marketing because of expertise, resources and reach i.e those without know how but own products and services needed by the world.
- d) Increases interaction between service providers and service seekers with potential customers through online and offline support
- e) Maps all iconic regional products for easy access and promotion of trade through online reach and exchanges.
- f) Completes a business circuit on one platform without hustle hence ease on communication
- g) Fills a %age gap on unemployment of learnt youths in Uganda in areas of ICT, marketing, sales and administration through job creation.



## **Methodological Approach**

### **Joining Fortiemart**

This will require the client /Fortiemart officer to Log on to [www.fortiemart.com](http://www.fortiemart.com) on the Google engine with mobile application. The client has to only be able to use the internet. For those with less or no expertise on their smart phones and general internet use, will either call for technical assistance or use WhatsApp to contact Fortiemart team to have their information uploaded.

### **Technical Methodology**

The Fortiemart technical personals carries out filtration of the business content to be uploaded on the platform, this is done in line with the laws and regulations pertaining the use of internet. The manager in-charge of quality determines the quality whether it requires the redesign in order to attract the client and comply with the standards required. It is our obligation as Fortiemart to disseminate client information from the website ([www.fortiemart.com](http://www.fortiemart.com)) to all social media platforms like Facebook, twitter, Instagram and you-tube. This will keep social.

### **Financial Projections ([www.fortiemart.com](http://www.fortiemart.com))**

According to the Uganda investment authority by 2008, Uganda had over 800,000 SMES located in both urban and rural areas and contribute 90% of private sector production. (Hetega,2007). of this Fortiemart is to pick minimally 100,000 businesses, this is an.

The web portal was designed in the methodological manner whereby it is very easy for the client to attach the content of the business at any point. Basically enables the client to provide feedback at any time. Client / service provider that complies with the terms and conditions of the project are expected to pay a fee of UGX 70,000/ (Seventy thousand Uganda shillings) or USD 18 on a monthly basis. A total of 100,000 clients a cross Uganda are expected to subscribe, resulting into UGX 7,000,000,000 (Seven Billion shillings only) paid. This is before expenses. However the internet had made things cheap enough with the use of Human ability and (Artificial intelligence and business intelligence) A.i for confiscated commands.

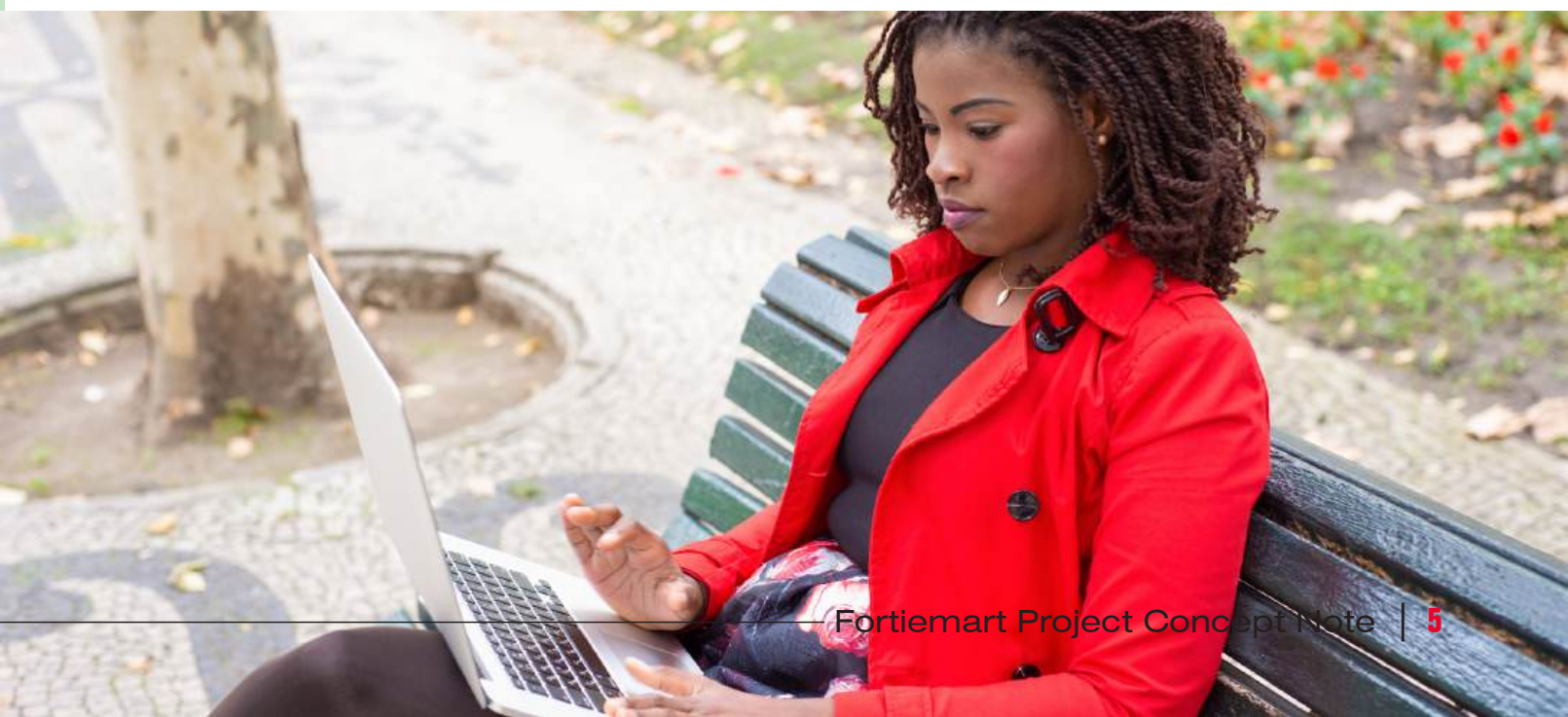
## Estimated Project Budget

- Phase one (Lighting up & expanding Fortiemart)

The project has been running for the last four years since 2018 though on no budget since it has been running on small peanuts from other company sources as the upcountry market is low, slow on appreciating technology and innovations. With the Vision of tapping in the Uganda's strongest economy of Kampala city, Fortiemart is sticking a minimum budget of 244,500,000/= at least for 1 year months thereafter can sustain its self.

### FIRST PHASE BUGDET

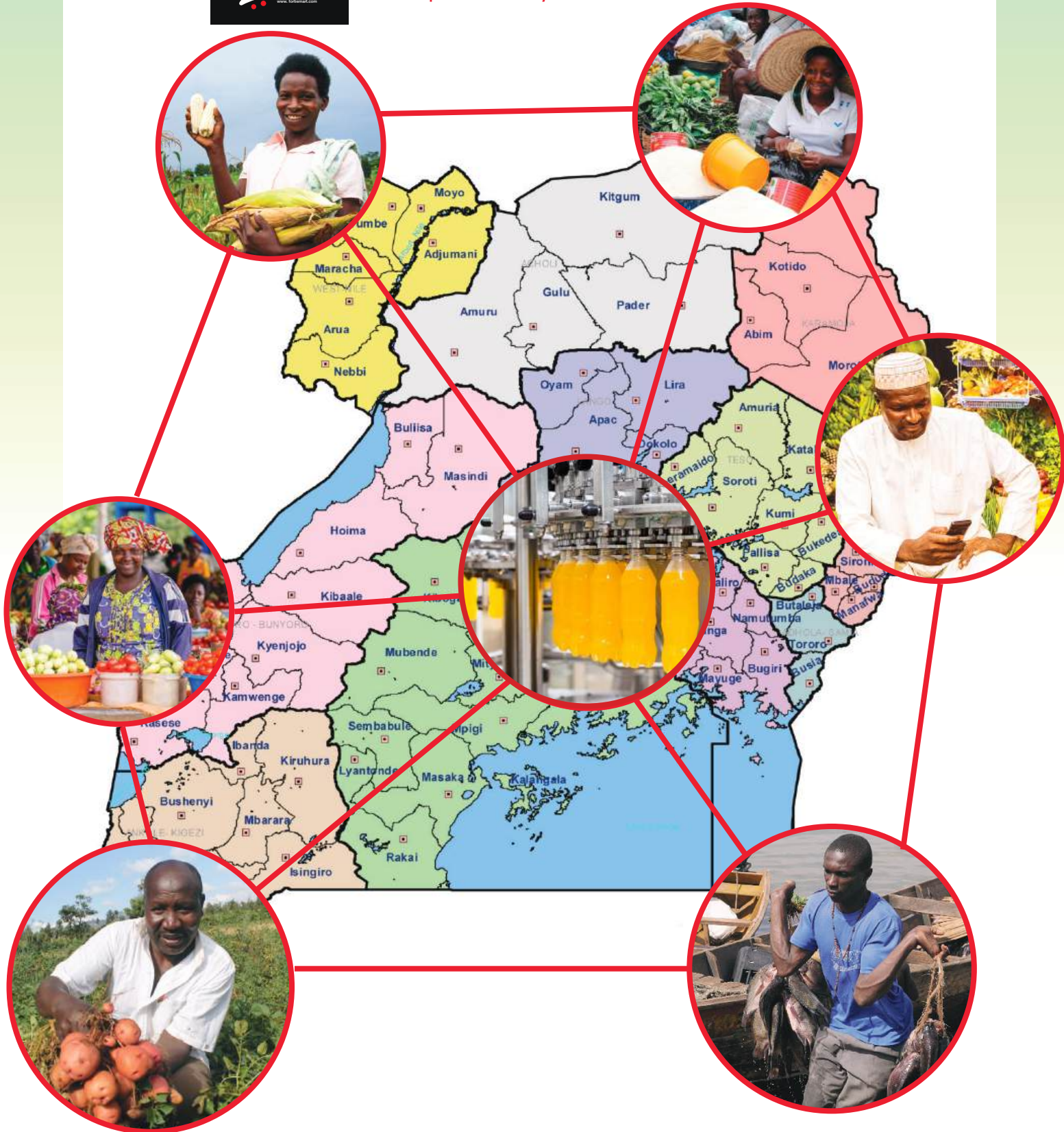
No.	Item	Qty	Unit Cost	Total Cost	Description
1	Rent	6	1,000,000	6,000,000	Minimal Shared Space
2	Application/Web App	3	50,000,000	50,000,000	Standard Web App, IOS &Android Mobile
3	License	1	250,000	1,000,000	KCCA License
4	Computer	3	1,500,000	4,500,000	High Speed Desktop Computers
5	Internet		3,000,000	3,000,000	
6	Marketing				
7	Advertising Clients			15,000,000	Through Fliers on Events and Possible
8	Branding			5,000,000	Pushing Out the Brand to People
9	Sales			5,000,000	Real Conversion to Cash Flow
10	Consultancy			5,000,000	Getting Technical Guidance on Legal, Equity
11	Marketing A Strategy	1		70,000,000	Hiring A Good Expert in Marketing to Push
12	Sales Head	1		10,000,000	Hiring A Good Expert in Sales to Push Sales
13	Sales Agents	5		15,000,000	Team To Reach Out Clients and Convert to Sales
14	Service Car	1	40,000,000	40,000,000	To Aid in Movement in The City
15	Others			15,000,000	Administration
<b>TOTAL</b>				<b>244,500,000</b>	



# UGANDA'S BUSINESS CIRCUIT



Completed By Fortiemart



# OUR PREVIOUS PROJECTS



During The Rwenzori Investment Expo I



During The Rwenzori Investment Expo I



H.E. President On Fortiemart Stall During The Rwenzori Investment Expo I



General Manager And Marketing Manager Show Case Delivery Approach

**Fortie mart**  
www.fortiemart.com

Giving back to society with **30% Discount** on business listings and Online shopping & Deliveries

Business listings      Online shopping Deliveries

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Advertise, Sell, Buy, Search & Find Businesses in Uganda

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# OUR PREVIOUS PROJECTS



Peninah Fortiemart Icon



Slyvia Fortiemart Ambasoder



Fortiemart Offices Streamed Live On Nbs

# OUR PREVIOUS PROJECTS



Nbs Story On Delivery



Nbs Story On Delivery

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 Enjagi   Ebiserere

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**Covid-19 2020 Fortiemart team delivering products during lock down using bicycles to avoid populations mixing up to avoid the spread the of covid**



### **OUR NEED**

However, for Hatel technologies to realize this there is need for financial support to promote, market, update its Fortiemart product to a modern Web Portal, mobile App structure. This will help. Numerous clients including tourists, locals who seek services and products to easily access information needs and other necessities. The upgraded Fortiemart will enable locals, visitors and tourists to quickly navigate to the desired pages that describe the services that may be in need within localities they are in 24/7

**SOCIAL** **ADVERTISING** **DIGITAL**

**MARKETING**

**SEO** **BRANDING** **MEDIA**



**Kampala Offices: Kanjokya House Level 4, Hive Colab Workspace Kanjokya Street Kampala Ug.**

**Fort-Portal Offices: Magambo Street, EK Down Town Building Behind Bank of Africa**

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