



Sekond Chance Business Plan



BUSINESS PLAN | OCTOBER 2022

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Executive summary



Our mission is to position our brand to be seen as safe , well organised and marketed so that African expats from around the globe can be proud of something that represents them and are accustomed to.



Mission Statement



VISION STATEMENT

Sekond Chance is envisioned towards becoming a renowned organisation in the next five years known for impacting lives and re-orientating people about traditional instruments in the African music industry.



BUSINESS OBJECTIVES



BENCHMARKS FOR SUCCESS



KEYS TO SUCCESS



A photograph of two women dancing on a wooden stage. The woman on the left is wearing a patterned short-sleeved shirt and dark pants, and is clapping. The woman on the right is wearing a black t-shirt with a red graphic and light-colored shorts, and is in a dynamic dance pose with one leg lifted. In the background, a large screen displays a blue-toned image of a person. The floor is polished wood, and the background is dark.

OUR CORE VALUES





COMPANY OVERVIEW



The Team



TAFADZWA GAPARA

President



AKEXANDER MHLANGA

Artistic Director



TAKUDZWA MATATA

MusicDirector





TARGET MARKET

TARGET MARKET
STRATEGIES

MARKET TRENDS

MARKET ANALYSIS



Marketing Plan



STRATEGY AND
IMPLEMENTATION



MARKETING
AND SALES
STRATEGY



PRICING
STRATEGY



SWOT ANALYSIS

Strengths, Weaknesses, Threats and
Opportunities

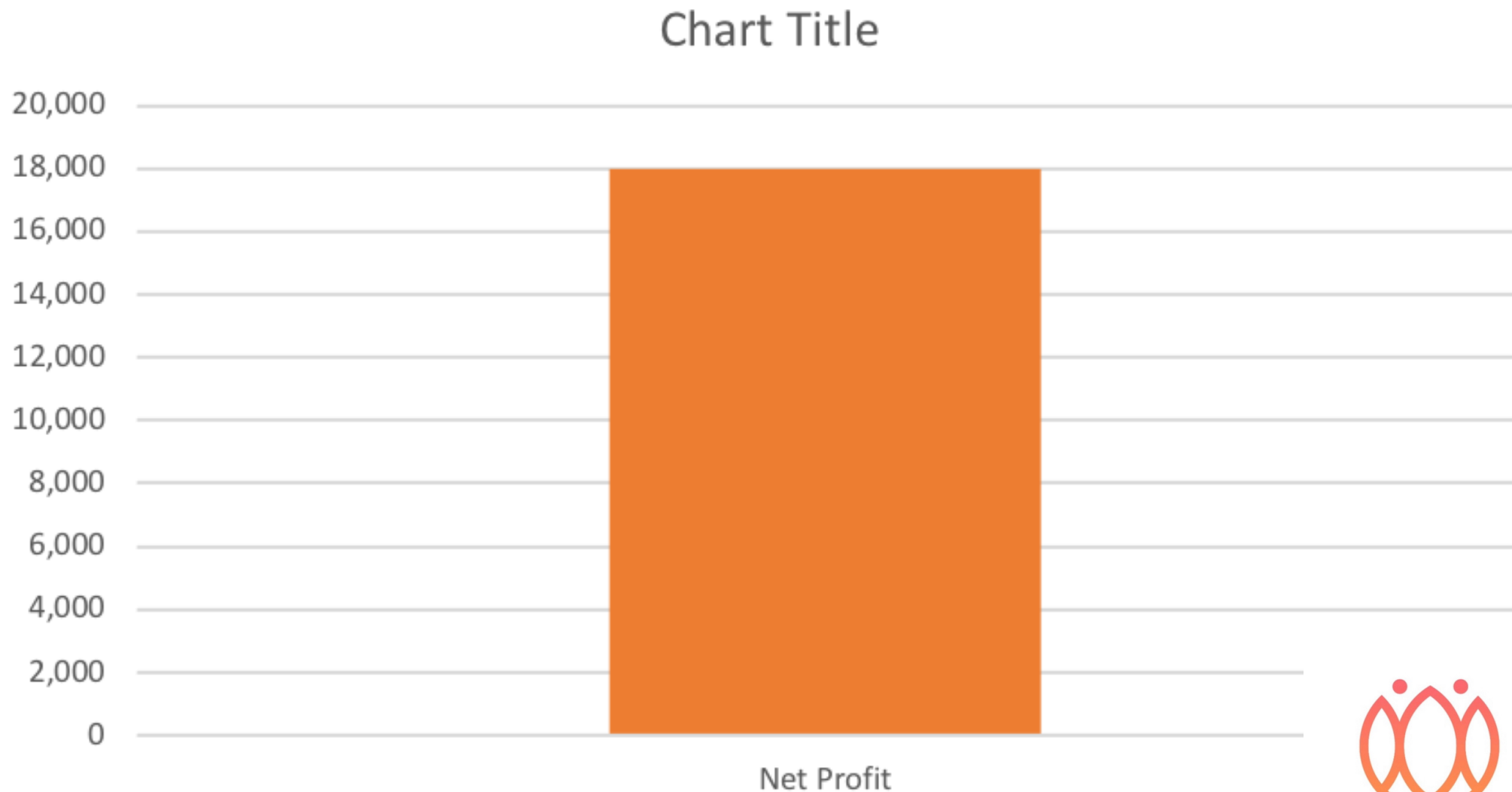


Income Statement
Profit and Loss
Account
Balance Sheet

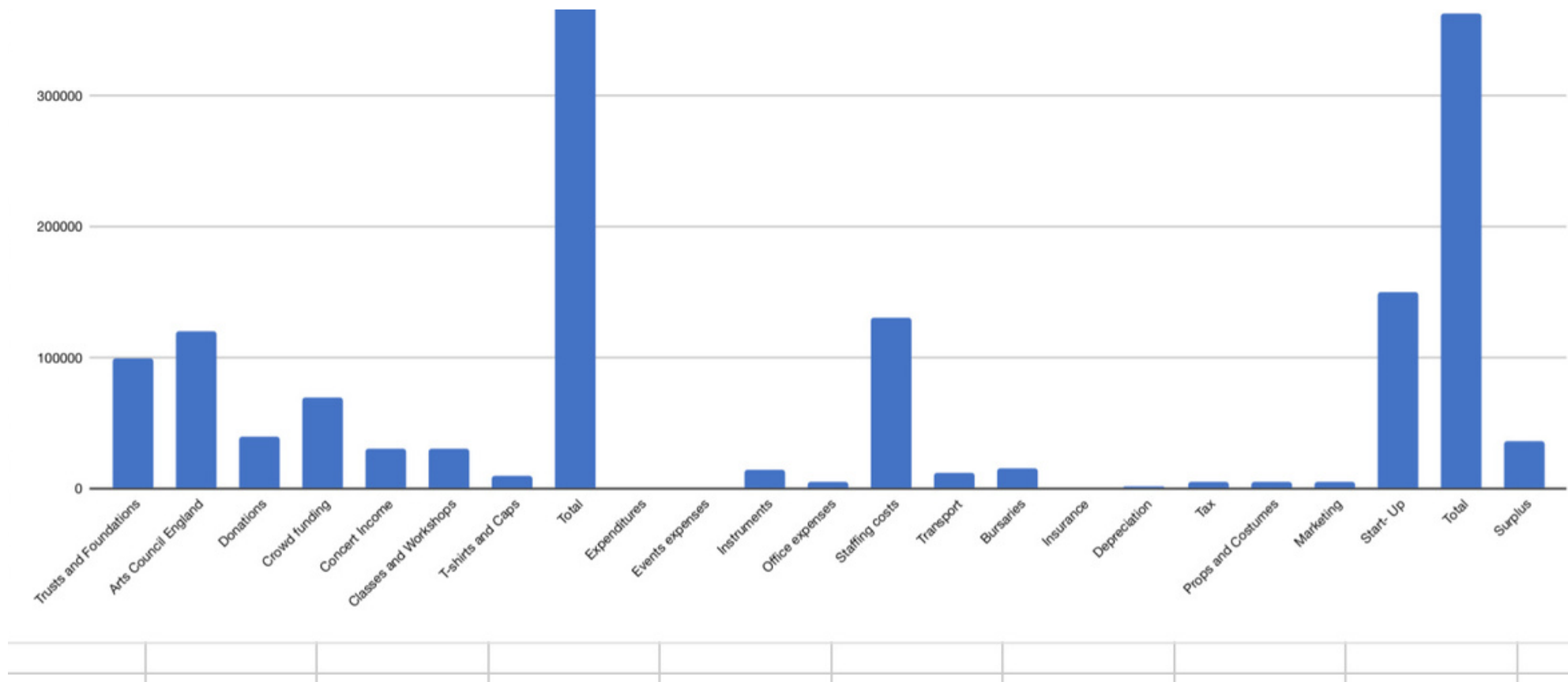
Financial Plan



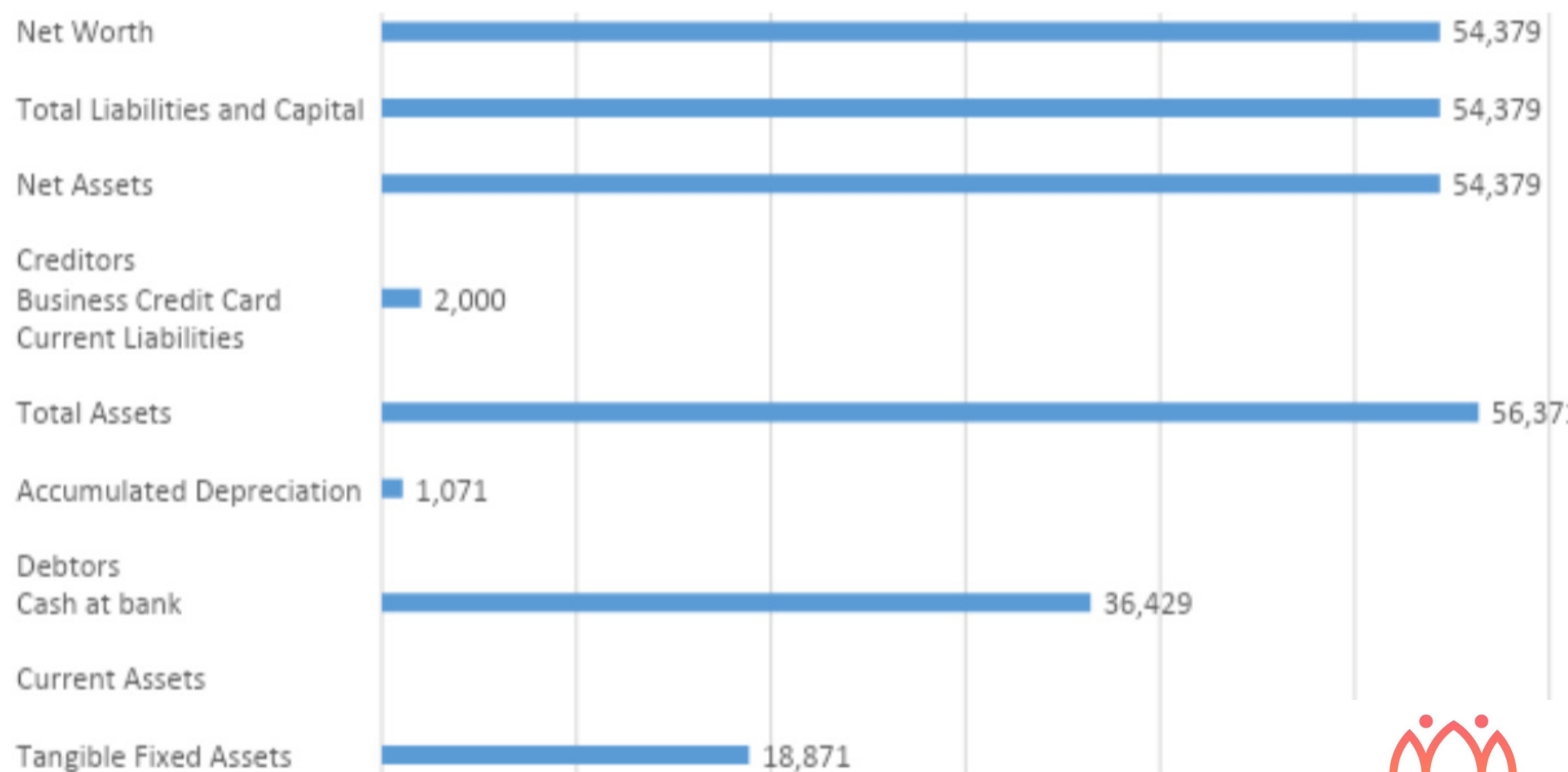
Profit And Loss Account



Income Statement



Balance Sheet



REFLECTION

