



## Entrepreneurship Institute of Africa (EIA)

### One page overview

Company name:

**Company Description:** *[Year of establishment, briefly share what problem your business is addressing and how unique the solution is]*

**Target Market:** *[Describe your target customers and how you reach out to them]*

**Products & Services offered:** *[Briefly describe your Products/services]*

**Value Chain Description:** *(How do you add value to your product and service, and how do you engage with suppliers/buyers?)*

**Marketing and Distribution Activities:** *(How do you market your product and services?) e.g. Radio, door to door, TV, Word of mouth, etc.*

**Management:** *(Management Structure) Briefly share your organogram, and the number of full and part time staff.*

**Growth Plans & Investment Need:** *(How the company plans to expand and grow) Briefly share next growth Milestones or opportunities, e.g Automation of production process, Measuring impact, Diversifying product lines, expansion plans*

**Key Partners** *(Who do you work with?) E.g. Suppliers, financiers etc.*