



Zanziholics **Annual Report**

Executive **Summary**

Zanziholics Digital Agency, officially registered on **May 5th, 2023**, has experienced a year of significant growth and transformation. What began as an idea in the directors' living room has blossomed into a full-fledged digital agency offering a wide range of services to our clients. Initially focusing on **social media management**, we have expanded our portfolio to include **web services, content creation, business consultancy, and business management**.



We envision ourselves evolving into a **360 Marketing Agency**, offering a comprehensive suite of services that address all facets of digital marketing. We are excited about our ambitious plans for the future, including the launch of a **hotel management software** and a **maternal and pediatric app**, both of which have the potential to revolutionize their respective markets.

Company Overview

Zanziholics Digital Agency is a dynamic, full-service digital marketing agency based in Zanzibar. We pride ourselves on being **the first Zanzibar-based digital agency**, offering affordable, reliable, and innovative marketing solutions to businesses of all sizes. Our mission is **to equip businesses with the necessary tools and strategies to engage their target audience, establish meaningful connections, and drive sustainable growth.**



Branding

We help businesses define their identity, create impactful brand assets, and tell their unique story in a way that resonates with their target audience



Social Media Management

We create, manage, and optimize social media campaigns to boost brand awareness, engage audiences, and generate leads.



Web Services

Our team designs and develops responsive websites that deliver a seamless user experience and maximize search engine visibility



Content Creation

We produce high-quality, relevant content that drives customer engagement and supports our clients' marketing objectives.



Business Consultancy

We provide strategic guidance to help businesses make informed decisions, optimize operations, and achieve their goals.



Business Management

We offer comprehensive business management solutions to streamline processes and improve overall efficiency.

Operational Highlights

Zanziholics Digital Agency has experienced a transformative first year of operations, achieving several key milestones that reflect our commitment to growth, innovation, and client satisfaction.

A Expansion of Services

We successfully broadened our services beyond our initial focus on social media management to include branding, marketing campaign management, web services, content creation, business consultancy, and business management. This expansion has allowed us to better meet the evolving needs of our clients and position ourselves as a comprehensive digital marketing solution.

B Growth in Client Base

We have had the privilege of serving over 20 clients within our first year, spanning various sectors, including travel and hospitality, law, healthcare, and education. Some of our esteemed clients include Urban Care Clinic, Utupoa Zanzibar, Foodsasa Zanzibar, and BaraBara Boutique.

C Team Expansion

Our team has grown from the founding directors to a team of 12, including eight full-time staff and four part-time professionals. This growth has significantly boosted our capacity to serve our clients and deliver on our commitments.

D Product Development

We have embarked on ambitious projects that are poised to disrupt the market, including the development of a hotel management software and a maternal and pediatric app. In addition, we are currently testing a new delivery service, Fumba Fast.

E Community Involvement and Partnerships

Zanziholics is a proud member of the Zanzibar Association of Tourism Investors, demonstrating our commitment to community growth and business-to-business platforms that focus on building the Zanzibar Island.

These achievements underscore our commitment to our mission and our relentless pursuit of excellence. We remain dedicated to our journey towards becoming a 360 Marketing Agency and look forward to achieving more milestones in the coming years.

Marketing & Sales Highlights

Zanziholics Digital Agency's marketing and sales strategies have yielded impressive results over the past year, contributing significantly to our growth.

Client Growth



We experienced exponential client growth, starting with three clients and growing to a total of twenty clients within a year. We now serve an average of seven clients monthly, a testament to the effectiveness of our marketing efforts and the high-quality services we offer.

Sales Performance



Despite three changes in the sales department, we demonstrated remarkable resilience and growth, expanding from three clients generating \$450 monthly to an estimated monthly revenue of \$2,500. Our total income for the year leading up to December 2022 was \$15,000.

Marketing Campaigns



We launched three successful marketing campaigns for Zanziholics. Our "First Customer Sign Up" campaign ran from February to April 2022, our "Sign Up for Web Services" campaign, and our "Social Media Management Service" campaign attracted a total of 17 clients, including Issam Tours, Grassroots Traveller, Zansail Sanjeeda, and Kilosas Conservation and others.

Partnerships and Collaborations



Our strategic partnerships have played a crucial role in our marketing and sales success. We have partnered with an overseas investor to run Fumbafast.com, a delivery service currently under testing. Other significant partnerships include collaborations with Speedy Print Dar ssalaam, Route Africa International, The Zanzibar App, Khan Consultants, InnerWorks Consultants, and Zannet.

Customer Success Stories

At **Zanziholics Digital Agency**, we measure our success by the success of our clients. Here are a few highlights of how we've helped businesses thrive in the past year:



Kwetu Kwenu

Kwetu Kwenu, a local restaurant, community events venue, and beach club, needed professional social media management and branding. Our team provided a short-term solution by rebranding and resynchronizing their social media profiles. We took over constant monitoring of their social media presence. As a result of our efforts, their social media reach grew by an impressive 140%, reaching a combined total of 180,000 on Facebook and Instagram.



Issam Tours

Issam Tours, a travel company and destination management company in Zanzibar, sought reliable web services. We provided a short-term solution by re-registering their domain and redesigning their website. For the long term, we undertook a complete web overhaul with Pesapal payment integration. This provided Issam Tours with uninterrupted, affordable, and reliable web services, allowing them to focus on their core business.

Financial Summary

The financial year 2022-2023 has been a period of growth for Zanziholics Digital Agency, reflecting our success in expanding our client base and developing our services.



Revenue Growth

Our revenue has shown substantial growth over the year. Starting with a monthly income of \$450 from three clients, we expanded our income to an estimated \$2,500 monthly from a diverse client base, totaling up to \$15,000 by December 2022.



Operational Costs

Our monthly expenses include office rent (\$252), staff housing (\$1,100), salaries and allowances (\$1,500), internet (\$110), transport (\$300), telephone (\$50), and reseller hosting (\$80), totaling \$3,392. We are working on reducing our costs, particularly by finding cheaper accommodation for staff and by increasing our monthly subscriber clients from 7 to at least 15.



Investments

While we do not have tangible investments, we have secured an agreement for six months of funding, worth \$4,000, to aid in the development of our Fumba Fast Delivery Service from May 2023 to October 2023. Directors also contribute up to 50% of their salaries, amounting to about \$500 monthly, to the business. We additionally reinvested our 2022 net profit of \$4,900 back into the business.



Net Profit

| Our net profit for the year leading up to December 2022 was \$4,900, which was reinvested into the company

Looking Ahead: **Goals for the Next Year**

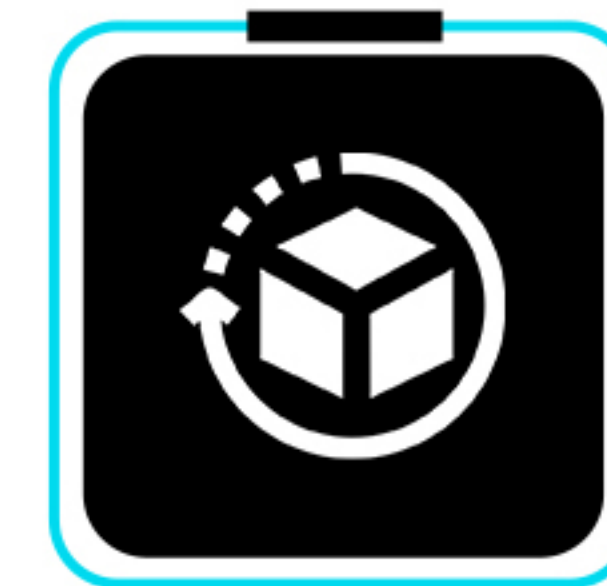
As we reflect on our achievements over the past year, we are excited about the potential for further growth and development in the coming year. Our goals for the next year include:

Expand Client Base



Our primary objective is to increase our monthly subscriber clients from 7 to at least 15. This will not only help us meet our financial obligations but also strengthen our position in the market.

Product Development



We plan to continue the development of our Fumba Fast Delivery Service, leveraging the six-month funding we have secured. Additionally, we aim to secure funding for other initiatives, such as our hotel management system and other programs.

Cost Efficiency



We aim to significantly reduce our operational costs, particularly through finding more affordable accommodation for our staff. We will also explore other cost-saving measures to increase our financial sustainability.

Partnerships and Collaborations



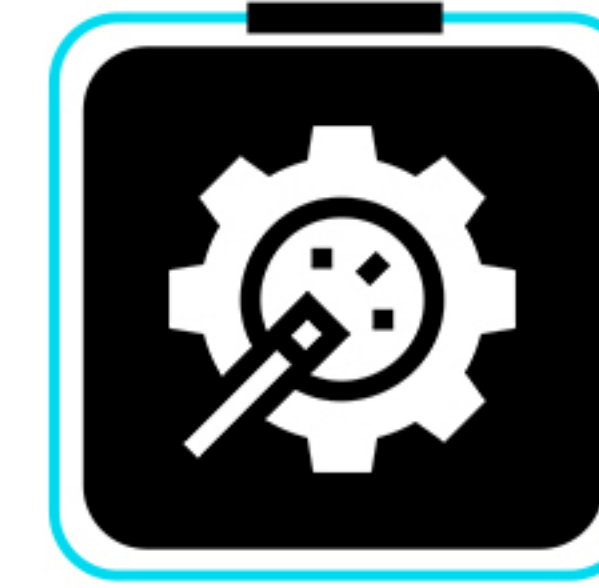
We will seek to cultivate more strategic partnerships and collaborations to expand our reach and capabilities. These partnerships will be integral to our growth and service diversification strategy.

Community Involvement



We will continue to be actively involved in community initiatives and business-to-business platforms that focus on building the Zanzibar Island, such as the Zanzibar Association of Tourism Investors and the Startup Zanzibar movement.

Enhance Service Offerings



We will work on expanding our service offerings to cater to the evolving needs of our clients, focusing on emerging technologies, trends, and platforms. This will help us stay ahead of the curve and maintain our competitive edge in the market.

Strengthening Internal Operations



We will invest in improving our internal processes and systems, including sales, project management, and communication, to streamline our operations and enhance our efficiency. This will enable us to better serve our clients and deliver consistent results.

Team Development



We believe that our team is our greatest asset, and we will continue to invest in their growth and development through training, mentorship, and opportunities for professional advancement. A skilled and motivated team is crucial for our continued success.

With these goals in mind, we are excited to embark on another year of growth, innovation, and success. We are grateful to our clients, partners, and team members for their unwavering support, and we look forward to making an even greater impact in the coming year