



AN APPLIED BUSINESS SCHOOL FOR CREATIVE PEOPLE



DISCOVER YOUR CAREER PATH WITH US!



[ENROLL NOW](#)

100% TUTION
FREE EDUCATION

WELCOME MESSAGE

In 2010 I received a Tuition Scholarship to study Pastoral Leadership at Valor Christian College Ohio, USA. Without this Tuition free educational gesture, it would have been impossible to embark on this course. Fast forward 12 years later, I have decided to extend this same gesture to 100 students every year by setting up a Tuition Free College for creative people across Africa who are exceptionally talented but lack the financial ability to further their education.

As a Creative Director, I have taken the initiative to establish a School of Excellence and an Applied Business School for Creative People; where creatives are not only taught creative subjects but are also mentored by industry professionals and taught applied business and entrepreneurial skills. By doing so, these young creatives are thoroughly equipped to leverage their creative using social media to create a sustainable or multiple streams of income as a freelancer

The inception of The African Freelancers (T.A.F) College is very much an act of reciprocation to impact into the lives of many

as Ellen Parsley whose kind gesture of paying my tuition through college will have a rippling effect on others by offering them a tuition free scholarship. We have therefore setup the Ellen Parsley Scholarship Tuition Program to honour her legacy.

As part of TAF College's effort to make its competency-based training free for all, we have decided to partner with individuals and corporate entities to fund the study for all qualified candidates.



So if you are a Philanthropist, a Company, a non-profit organisation or a Donor Agency willing to partner with us in providing Tuition Free Education please do not hesitate to call us; we ask for a life changing contribution of \$750.00 which will educate a student for a whole year, in order for them to achieve a National Vocational Technical Institute (N.V.T.I Ghana) Certified Qualification and A Freelancers Diploma (C.P.D Qualification from the U.K).

TAF College will absorb fifty percent (50%) of the tuition fee of Seven Hundred and Fifty US Dollars (US\$750.00) and our funding partner(s) will also be required to fund Seven Hundred and Fifty US Dollars (US\$750.00) equivalent to 50% of tuition fees for each enrolled student.

At TAF College, we are developing a new breed of transformational and radical thinkers, who are Creative in their thinking but are savvy and astute businessmen and women in their reasoning; Creatives who are fully equipped to monetize their creative potential by taking advantage of the digital age and taking their position on a global stage.

So when the going gets tough and the tough gets going, just come to TAF College and will lighten your burden and change your perspective with a Tuition Free Alternative.

Rev. Johnnie Oquaye
(President of T.A.F College)

EXECUTIVE SUMMARY

WHO WE ARE

The African Freelancers College (T.A.F College) is a Specialist Business School for Creative People to help them develop into World-class Freelancers; we specialise in Entrepreneurship, Music Tech, Fashion, Cosmetology and Digital Media Training. We are piloting our initiative in October 2022 in Accra, Ghana with other campuses soon to be established in other African countries.

OUR AIM

Our Aim is to train students across Africa to become Internationally Recognized Freelancers, fully equipped to compete on a Global stage in their chosen industries.

OUR VISION

Our Vision is to develop a new breed of transformational and radical innovative thinkers, who are Creative in their thinking but are astute businessmen and women in their reasoning; Creatives who are fully equipped to monetize their creative potential by taking advantage of the digital age and taking their position on a global stage.

OUR MISSION

The United Nations Academic impact project initiative states "Capacity building is about the skills, motivation and knowledge of people to be successful. If they don't have the degree of skills, knowledge, and education they have low capacity".



Therefore, at TAF College, our mission is to build capacity. We are building the freelancing capacity of our learners to enable them to accomplish more in a shorter space of time with a greater level of depth. This will be achieved by developing and strengthening the skills, instincts, abilities, processes, and resources that our students require to survive, adapt, and thrive in a fast-changing globalised world dominated by internet activities.

An essential ingredient of our FreelancersCapacity-buildingcourses is the power of transformation that will be generated and sustained over time from within; transformation of

this kind goes beyond performing tasks to changing the mindsets and attitudes of our learners.

We believe we are the first Business School specifically catering for Creative People with the aim to develop them into fully fledged freelancers. We are devout education evangelists, because we believe education is the only vehicle that can transport an individual from their seat on a village stool to a seat in the White House or Flagstaff House in Ghana. Education helps in securing a higher income, developing critical thinking and problem-solving skills, improving the economy through innovative approaches and collaboration with stakeholders.



**MADAM MAWUSI
NUDEKOR AWITEY**

Director-General Technical and Vocational Education and Training (TVET)



**H.E. DR. MIKE
AARON OQUAYE JNR**

C.E.O, Ghana Free Zones Authority



**DR. DOMINIC
ODURO ANTWI**

President of Ghana India Trade Advisory Chamber



ENYONAM MANYE

Director, The Ghanaian Farmer TV and Co-Founder Of Count On Crops Hub



ADVISORY BOARD



MANDY LOUIS

CEO, Decorsign Trade Expo



MRS. NOSISA DOE

GM/Director of Dominion Television



HENRY KULAYA

Senior International Education Consultant/Researcher/Institutional Support Expert

OUR DEPARTMENTAL MENTORS

SCHOOL OF MUSIC PRODUCTION
AND ENGINEERING

Hammer

SCHOOL OF MOTION AND
GRAPHIC DESIGN

TBC

SCHOOL OF PHOTOGRAPHY

Twins Don't Beg

SCHOOL OF VIDEO PRODUCTION

TBC

SCHOOL OF DIGITAL MEDIA

Wode Maya

SCHOOL OF COSMETOLOGY

TBC

SCHOOL OF TEXTILES, FASHION
DESIGN AND ILLUSTRATION

Elikem The Tailor

SCHOOL OF INTERIOR DESIGN

Decor signs Mandy Louis

SCHOOL OF REAL ESTATE

Augustine Ewuah

SCHOOL OF WEB DESIGN

Nour Tribal House

SCHOOL OF AGRIPRENEURSHIP

Enyonam Manye

SCHOOL OF AUTO MECHANICS

TBC





AGENDA-5 INITIATIVE

01

BECOME AN ACCREDITED UNIVERSITY IN 5 YEARS

We will diligently work hard to attain the status of An Applied Business School for Creative People with campuses in other African Countries.

02

TRAIN & DEVELOP A 1000 STUDENTS INTO PROFESSIONAL FREELANCERS IN 5 YEARS

- Year 1: 100 Students
 - Year 2: 100 Students
 - Year 3: 200 Students
 - Year 4: 300 Students
 - Year 5: 300 Students
-

03

GIVING OUT A 1000 BOATS

- When give someone a fish, they will ask you for another fish tomorrow but when you give someone a boat they will feed their family, friends and community
 - Create a 1000 Companies in 5 Years
 - We will registering a company for each student upon successfully completing our program and pair them with business mentors.
-

04

DEVELOP THE AFRICAN FREELANCERS ASSOCIATION (T.A.F.A)

- An eco-system where creativity has no barriers
 - An online platform where African Freelancers can be contacted and contracted to professionally develop projects at the fraction of the cost of major advertising agencies and companies.
-

05

EXPANDING INTO A BIGGER CREATIVE CAMPUS,

A campus also furnished with professional equipment's where freelancers can access industry standard equipment's to produce world class projects.

Want to Sponsor? a Student



Contact Us On:

Tel: +233 57 006 6000 / +44 20 8144 0242

Email: admin@tafcollege.com

T.A.F College
Blohum,Road,Dzorwulu,
Accra - Ghana
Tel: +(233) 57 006 6000, 05000 19498
Email: admin@tafcollege.com
Web: www.tafcollege.com

Dear Sir/Madam,

PROPOSAL FOR EDUCATIONAL SPONSORSHIP

We write to introduce to you an educational sponsorship opportunity in our bid to contribute to making education and competency-based training and development accessible to all who are willing and ready to build a career.

The African Freelancers College (T.A.F College) is an Applied Business School for Creative People to develop them into World-class Freelancers; and we specialise in Entrepreneurship, Music Tech, Fashion, Cosmetology and Digital Media Training. We are piloting our initiative in January 2023 in Accra, Ghana with other campuses soon to be established in other African countries.

Our Aim is to train students across Africa to become internationally recognized freelancers, fully equipped to compete on the global stage in their chosen industries. As part of our long-term mission and vision, we are introducing a free-access educational opportunity to Africans, with Ghanaians as our primary target. A special opportunity is available to citizens from other African countries to also enrol on our programmes and develop skills to become a certified freelancer in entrepreneurship, music, information technology, fashion design, cosmetology, and digital media training.

Our Vision:

Our vision is to develop a new breed of transformational and radical thinkers, who are creative in their thinking but are astute businessmen and women in their reasoning; creatives who are fully equipped to monetize their creative potential by taking advantage of the digital age and taking their position on a global stage.

Our Mission:

The United Nations Academic impact project initiative states “Capacity building is about the skills, motivation and knowledge of people to be successful. If they don’t have the degree of skills, knowledge and education they have low capacity”.

Therefore, at TAF College, our mission is to build capacity. We are building the freelancing capacity of our learners to accomplish more capacity in a shorter time with a greater level of depth. By developing and strengthening the skills, instincts, abilities, processes and resources that our students require to survive, adapt, and thrive in a fastchanging globalised world dominated by internet activities.

THE BIG IDEA

This initiative was born out of the tuition-free our President, Rev. John Nii Oquaye, had received from the Valor Christian College Ohio, USA through the Ellen Parsley Scholarship programme to study An Associate Degree in Pastoral Leadership in 2010. It is against this backdrop that he decided to extend this same gesture to 100 students every year by setting up a Tuition Free College for creative people across Africa who are exceptionally talented but lack the financial ability to further their education. Hence, The African Freelancers (T.A.F) College initiative as an act of reciprocation to impart into the lives of many. We have therefore set up the Ellen Parsley Scholarship Tuition Program to honour her legacy.

Gender Balance:

With our gender balance initiative, we intend to reserve 50% of the scholarships/intake to women, because we believe when the girl child is educated, the family and the community tends to benefit more. Carol Bellamy puts it this way "Girls' education is the single best investment any society can make." We will prioritise empowering the girl child with the requisite education and tools to help transform herself which will go a long way in transforming her family and the society at large.

Second Chance Campaign:

We are of the strong conviction that each one of us humans deserve a second chance opportunity hence we have in view to offer 10% of our intake to these target groups who need a second chance to make life better for themselves but do not have anyone to help them do so. Our second chance campaign is therefore aimed at giving ex-convicts an opportunity to learn a skill to enhance their career prospects.

THE SKILLS

Our School of Excellence and Applied Business for Creatives will teach creative people and also mentored them by qualified industry professionals on applied business and entrepreneurial skills. Hence they are thoroughly equipped to leverage their creativity using social media to create a sustainable or multiple streams of income as freelancers.

Programme Duration and Fees:

PROGRAMME DURATION:

One year (split into two semesters)

SPONSORED TUITION FEE:

\$750.00 PER STUDENT

Enrolment Plan:

A total of one hundred students will be enrolled across all ten study programmes. Each study programme will have a maximum of 10 students. Our aim is to maintain a small class size per programme, so as to have ample time to develop each student adequately to become efficient freelancers in their chosen fields of training.

11 Creative Programmes:

- Motion & Graphic Design
- Photography
- Video Production
- Digital Marketing
- Cosmetology
- Textiles, Fashion Design & Illustration
- Web Design
- Music Production
- Interior Design
- Real Estate Management
- Auto Mechanic

Freelancers Course: (13 Modules)

- **Module 01:**
Introduction to Brand Management
- **Module 02:**
Introduction to Time Management

- **Module 03:**
Introduction to Entrepreneurship and Financial Independence
- **Module 04:**
Introduction to Emotional Intelligence
- **Module 05:**
Introduction to Social Media Marketing
- **Module 06:**
Introduction to Sales and Negotiations
- **Module 07:**
Introduction to Business Formation and Management
- **Module 08:**
Introduction to Principles of Marketing
- **Module 09:**
Introduction to Principles of Accounting
- **Module 10:**
Customer Service Relations
- **Module 11:**
Critical Creative Thinking
- **Module 12:**
Problem Design Solving
- **Module 13:**
Business Law and Contracts

Details of Sponsorship Request:

As part of TAF College's effort to make its competency-based training free for all, we have decided to partner with individuals and corporate entities to fund the study for all qualified candidates.

TAF College will absorb fifty percent (50%) of the tuition fees and one hundred percent (100%) of admission fees and graduation fees for each enrolled student. Our funding partner(s) will be required to fund Seven Hundred and Fifty US Dollars (US\$750) per student, equivalent to 50% of tuition fees for each enrolled student.

CONCLUSION

TAF College seeks to partner with you to fund the tuition fees of five students or more in its maiden enrolment window. The cost of tuition for five students for example is US\$3,750, of which TAF College

is 50%. Thus, an amount of US\$1,875 is requested as sponsorship from as funding for the remaining 50% of tuition fee for five students. We look forward to having your sponsorship as we aim at developing industrious freelance entrepreneurs whose businesses will create employment for many people in future and minimise unemployment on the African continent.

In appreciation of your sponsorship, we will mention you as our sponsor/partner on our media tours (radio/tv), mention you on our social media platforms and feature your logo on our official website as our partner. We shall record a mini video documentary of the beneficiary students acknowledging your institution for sponsoring them to take the course without paying a penny. This documentary shall be shared across our social media platforms as well as on our official website.

We hope you are able to contribute to this laudable initiative, and we appreciate your continuous support in enriching and changing the lives of our students. A sponsorship from you will help assure the success of these campaigns.

Our January 2023/2024 admission is currently on-going and we would appreciate a prompt response from you to enable us to accept more applications and vet them.

To make a contribution, we have included our bank account details below;

Bank Name:

Consolidated Bank of Ghana (CBG).

Account Name:

The African freelancers College.

Account Number:

211 702 110 0001.

Branch:

Labone Branch.

For more information, call our admissions office on +233 57 006 6000 or send us an email on admin@tafcollege.com. You can visit our website at www.tafcollege.com and our social media handles for more.

Many thanks in advance for your sponsorship!
We look forward to hearing from you soon.

Sincerely,

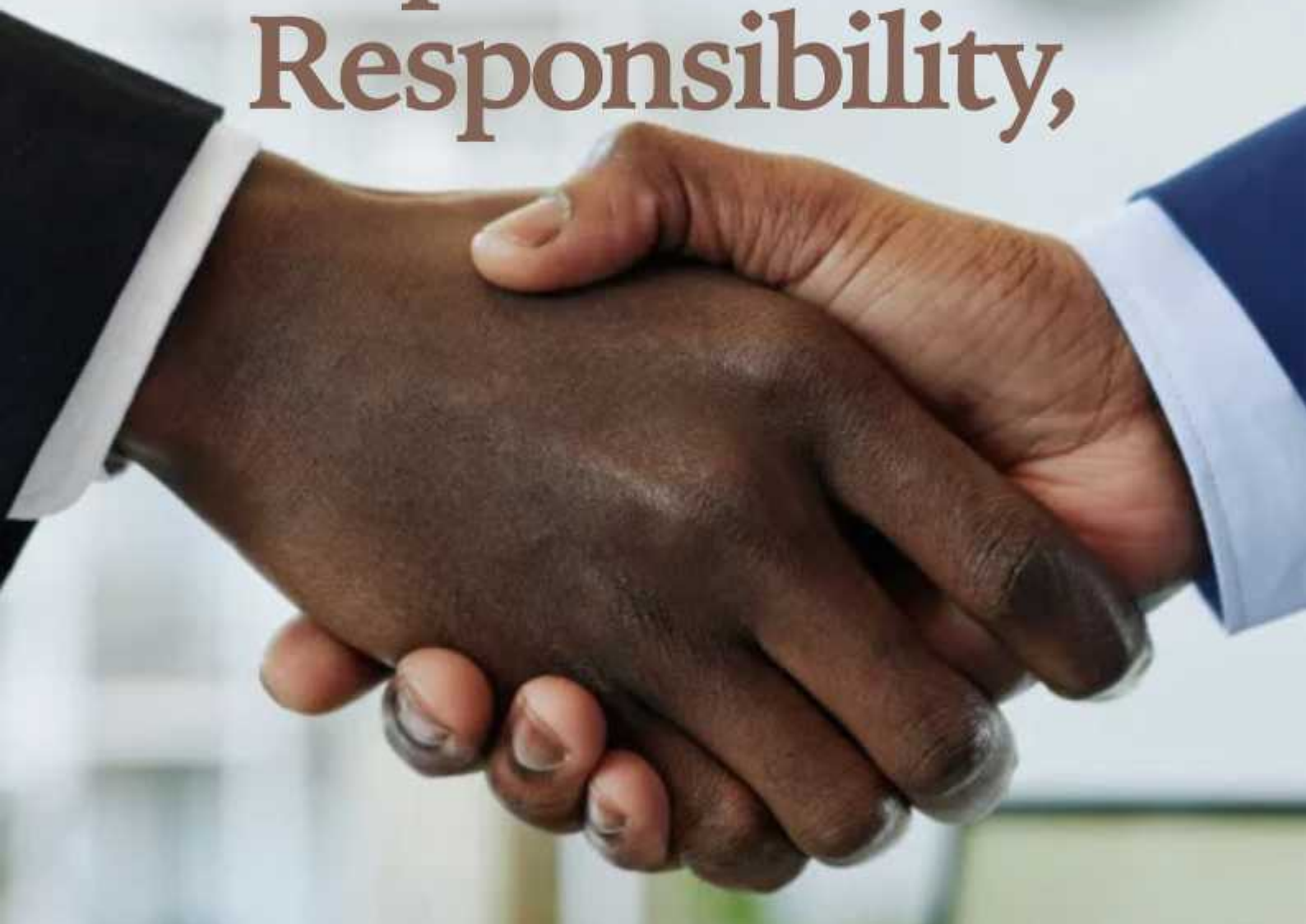
Rev. Johnnie Oquaye

(President of T.A.F College)



If you are a Philanthropist, A Donor Agency, A Corporate Organisation looking for a viable and impactful project to fulfil your

Corporate Social Responsibility,



Please partner with us on

Tel: +233 57 006 6000 / +44 20 8144 0242

Email: admin@tafcollege.com

Website: www.tafcollege.com



PROPOSED COURSE LIST



MOTION & GRAPHIC DESIGN

1 YEAR COURSE
STARTS JANUARY, 2023.

Become a Master of Adobe Creative Suite

CAREER PROGRESSION

Successful completion of course, paves the way for a series of exciting and thriving job opportunities, such as a Freelance Animator, Creative Director, Photo Editor, Multimedia Artist, Illustrators, Digital Artists, Logo Designers, Banner Designers.

VIDEO PRODUCTION

1 YEAR COURSE.
STARTS JANUARY, 2023.

Shoot and Edit like a Pro.



CAREER PROGRESSION

Once you complete this Video Production Course - How to Create Talking Head Videos Course, you can embark on a career or begin the next phase of your career in this field. This course will empower you to command a position of respect and dignity over your competitors. Upon completion, the learner will receive a certificate that will help boost their CV.



PHOTOGRAPHY

1 YEAR COURSE.
STARTS JANUARY, 2023.

Shoot, Retouch and Produce
Breathtaking Photos.

CAREER PROGRESSION

The Photography course will help you get the information, skills and all you need to know to be a successful industry ready Photography Freelancer upon completion.

DIGITAL MARKETING

1 YEAR COURSE.
STARTS JANUARY, 2023.

Become a Digital Nomad,
By Leveraging Social Media
Platforms

CAREER PROGRESSION

Upon completion, you will gain a solid understanding of digital media and marketing and be able to apply the acquired knowledge in the real world either for your business or for your clients.

TEXTILES, FASHION DESIGN & ILLUSTRATION

1 YEAR COURSE.
STARTS JANUARY, 2023.

Become the next Textile,
Fashion Design and
Illustration Icon

CAREER PROGRESSION

Upon successful completion of this course, candidates benefit from a variety of industry-specific skills, talents and knowledge including:

- A detailed understanding of the contemporary fashion industry
- How to work with the most important elements and principles of design
- Advanced understanding of colours in fashion design
- Important fashion forecasting skills
- Improved sewing skills for practical application
- The confidence to pursue a career as freelancing fashion designer

WEBSITE DESIGN

1 YEAR COURSE.
STARTS JANUARY, 2023.

Become a sought after Website Designer

CAREER PROGRESSION

By the end of the course, you will have the experience, confidence and practical knowledge to work with different typographic scales, generate your own grids, and much more.

INTERIOR DESIGN

1 YEAR COURSE.
STARTS JANUARY, 2023.

Be Creative and Entrepreneurial

CAREER PROGRESSION

Upon successful completion of this course, students are trained to master everything about interior design becoming industry ready and launching a successful career



REAL ESTATE MANAGEMENT

1 YEAR COURSE.
STARTS JANUARY, 2023.

Become A Luxury And Affordable Realtor

CAREER PROGRESSION

Upon successful completion, Students will be equipped with all the skills and knowledge of real estate and provide you with a valuable certificate to kickstart their careers in the real estate industry.

COSMETOLOGY



**1 YEAR COURSE.
STARTS JANUARY, 2023.**

**Become an edge cutting
cosmetologist**

CAREER PROGRESSION

By completing the Cosmetology course, you will gain a new understanding of beauty and makeup treatments. This will be highly beneficial training for those looking to freelancers in a salon or provide personal cosmetic services.

MUSIC PRODUCTION

1 YEAR COURSE.
STARTS JANUARY, 2023.

Explore And Become An
Expert In Music And
Sound Making

CAREER PROGRESSION

By completing the Music Production course, students explore audio production and know how music production works. They become well equipped with the technical know - how to produce music and create a solid “foundation” of music and its tools.

AGRIPRENEUSHIP

1 YEAR COURSE.

STARTS JANUARY, 2023.

Become a great and successful
entrepreneur in Agriculture

CAREER PROGRESSION

This Agripreneurship course will assist you to get your desired job in the relevant field. The course will also progress your career, regardless of your present job status and you could become a great entrepreneur in agriculture



AUTO MECHANIC

1 YEAR COURSE.
STARTS JANUARY, 2023.

Ultimately Repair and Take
Good Care of Automobiles

CAREER PROGRESSION

This Auto Mechanic course will prepare you to ultimately repair and take good care of your cars and that of your clients'.

THE AFRICAN



SWOT ANALYSIS

FREELANCERS

COLLEGE

At TAF College, we are building A School of Excellence that will stand the test of time that is why we have decided to subject our business concept to SWOT Analysis.

STRENGTH:

The African Freelancers College is centrally located business centre in the heart of Dzorwulu, Accra, Ghana.

- A densely populated neighbourhood which boasts of great transport networks
- Our strategic location is in fact one of our major strengths and it possess the right demography for our business to thrive.
- Our research and development team have carefully studied the economy and seen the necessary subjects that most entrepreneurs need to be successful. .
- We have therefore partnered with One Education, A CPD and IAO accredited course provider of the highest quality along with renowned awarding body courses and QLS Endorsed certifications in the United Kingdom. All our courses will be fully CPD accredited courses, designed, marked and certification will be issued from the United Kingdom. One Education have trained over 10,000 + learners worldwide and businesses such as the NHS UK, KFC, British Library, Lancaster University, University of East Anglia, Currys PC World etc. They have all entrusted One Education with upskilling their workforce and students.
- One Education has designed our flagship Bespoke Course Content; the name of the course is “The

Freelancers Diploma Course” which is fully CPD accredited with all exam papers marked in the United Kingdom.

- We have partnered with Household names such as Wode Maya, Hammer from Last 2, Gus Cameo, Ambassador Mike Oquaye, Min. of State Hon. Freda Prempeh etc to provide masterclass sessions or give pep talk on completion of their courses..
- Another strength that counts for us is the power of our team. We have collaborated with team of skilled instructors we called the TAF Team, who are dedicated and committed to excellence, and we believe will be able to deliver the vision of TAF College. .

WEAKNESS:

The African Freelancers College is a new business which is owned by an individual and we may not have the financial muscle to project the kind of publicity we want to give our business. With limited resources, we will have to gradually develop and procure resources for teaching and learning.

OPPORTUNITIES:

We are privileged to be located in one of the busiest areas in Accra and we are open to all the available opportunities that the city has to offer.

- Our business concept and staff strength also positioned us to accommodate over 100 students per semester.
- We do not have any direct competition because we are the first business school that focuses on creative people; Hence, we will be able to exploit the potential of monopolizing the marketplace.

- By partnering with NGO's & Donor funders, we intend, in the medium term, to become a fully-fledged accredited University with campuses across Africa.

THREAT:

Some of the threats that are likely going to confront The African Freelancers College are

unfavourable government policies, seasonal fluctuations, demographic / social factors, downturn in the economy which is likely going to affect consumers spending and of course emergence of new competitors within the same location where our Institution is located. Someone stealing our idea with more capital and replicating our concept.





MARKET ANALYSIS

MARKET TRENDS

Definition: A Freelancer is an independent contractor who pursues a profession without a long-term commitment to any one employer or earns wages on a per-job or per-task basis, typically for short-term work.

In 2019, an MBO Partners Survey that nearly 41.1 million Americans identified themselves as freelancers, whether it was a few hours a month or a full-time arrangement. To break that down a little further, nearly 15 million workers claimed to be part-time freelancers, and 12.4 million called themselves full-time freelancers! There are over 1 billion freelancers in the world.

- Only 38% of independent workers identify themselves as freelancers
- 86% of freelancers work from home
- Over 60% of freelance workers are pursuing a digital nomad lifestyle (Digital nomads are people who live in a nomadic way while working remotely using technology and the internet.
- 67% of interviewed freelancers became independent within the last three years

RACE FREELANCE STATISTICS (AMERICA)

- In 2019, 62% of freelancers in the US were White
- In 2019, 16% of freelancers in the US were Hispanic or Latino.
- In 2019, 12% of freelancers in the US were African or of African descent in 2019.
- Only 5% of freelancers in the US were Asian-American or Asian
- 26% of workers above 55 years old

have freelanced at some point in their lives

- 30% of workers aged between 39 and 54 years old have freelanced at some point in their lives
- 44% of workers aged between 23 and 38 years old have freelanced at some point in their lives
- 50% of workers aged between 18 and 22 years old have freelanced at some point in their lives
- Over half of Generation Z workers are freelancers

With these kinds of alarming statistic, it's imperative to prepare African Freelancer for the great opportunities that freelancing offers when done exceptionally.

OUR TARGET MARKET

Our market segmentation is focused on high school dropouts, unemployed graduates, people looking for a career change or simply looking to develop a talent-based skills for the purpose having multiple streams of income, supplement their income or a hobby.

OUR COMPETITIVE ADVANTAGE

Even though our Creative Courses are already offered by other media training schools, we have positioned ourselves in a way where we can proudly boast of being the first brick and mortar institution in the world, intentionally focusing on the development of creative people into budding businessmen and women by complimenting their creative subjects with the study of the rudimentary principles of business and entrepreneurship.

In essence, we are focusing on the business of creativity, and we are deliberately developing creative people to become savvy freelancers. Most Media & Vocational Training Schools,

focus on the training of students who will be employment ready upon their graduation. However, their bubble is burst due to the high unemployment rate and the lack of job opportunities in the marketplace.

Our differentiation methodology and Unique Selling Proposition (U.S.P) is to focus on Training Creatives and Individuals to become Professional Freelancers by equipping them with the relevant training on how to set up a Business, The Legal and Financial (Accounting) framework in operating a business, Advertising, Sales, Traditional and Social Media Marketing to promote their business, problem solving, critical and creative thinking. We will incorporate mentorship led programs on how to join relevant professional organizations within their field of expertise to enhance their networking potential. It will be mandatory for every student from T.A.F College to register a business and there will be an expectation that they should have also generated at least one freelancing deal before they graduate.





SALES AND MARKETING STRATEGY

SOURCES OF INCOME

The African Freelancers College will generate income by offering the following services:

- Training of Students
- Renting our Photography, Recording Studios, Beauty Salon externally
- Finding Freelancing Jobs for our graduates

MARKETING STRATEGY AND SALES STRATEGY

The marketing strategy for The African Freelancers College is going to be driven by excellent customer service and quality training delivery. We want to drive sales via the output of our jobs and via referral from our satisfied students. We are quite aware of how satisfied students drive business growth especially businesses like computer and media arts training schools.

The African Freelancers College is strategically located, and we are going to maximize the opportunities that are available to us, which is why we are willing to spend more to obtain the current location of the business so it will be visible and accessible to our target market. Our sales and marketing teams will be recruited based on their vast experience in the industry, and they will be trained on a regular basis so they will be well-equipped to meet the overall goal of The African Freelancers College.

Our goal is to grow The African Freelancers College to become the first freelancers' College in Africa that specifically focuses on developing students in computer and media arts training in Accra, Ghana so they become fully equipped freelancers who can make money through their business right after completion of training.

Therefore, we have mapped out strategies that will help us take advantage of the existing market and grow further to become a major force to reckon with in our line of business.

The African Freelancers College is set to make use of the following marketing and sales strategies to attract clients:

- Introduce our computer and media arts training centre by sending introductory letters alongside our brochure to schools, corporate organizations, and other key stake holders in and around Accra, Ghana
- Print out fliers and business cards and strategically drop them in offices, libraries, public facilities etc.
- Make use of the social media applications such as Twitter, Facebook, Instagram, and WhatsApp
- Use friends and family to spread word about our computer and media arts training centre
- Post information about our computer and media arts training centre and the services we offer on bulletin boards in places like schools, libraries, and local coffee shops, restaurants etc.
- Place a small or classified advertisement in the newspaper, or local publication about our computer and media arts training centre and the services we offer.
- Advertise our computer and media arts training centre in relevant entertainment magazines, newspapers, TV, and radio stations.
- Attend relevant expos, seminars, and business fairs et al to market our services.
- Engage in direct marketing approach.
- Encourage the use of word-of-mouth marketing from loyal and satisfied

students.

- Join local chambers of commerce and industry and other relevant groups to market our services.





PUBLICITY AND ADVERTISING STRATEGY

The African Freelancers College is set to create a standard for the computer and media arts training school line of business not only in Accra, but throughout Ghana and eventually Africa, which is why we will go all the way to adopt and apply best practices to promote our business.

Here are the platforms we intend leveraging on to promote and advertise The African Freelancers College:

- Encourage our loyal students to help us use Word of Mouth mode of advertisement (referrals)
- Advertise our business in relevant education cum ICT and media arts magazines, local newspaper, local TV, and radio stations
- Promote our business online via our official website

- Sponsor relevant community programs
- Leverage on the internet and social media platforms like Instagram, Facebook, Twitter, et al to promote our brand
- Install our billboards in strategic locations all around Accra
- Undertake aggressive email marketing
- Distribute our fliers and handbills in target areas
- Ensure that all our staff members wear our customized clothes; all our official cars will be customized and well branded.





SUSTAINABILITY AND EXPANSION STRATEGY

The future of a business lies in the number of loyal customers that they have, the capacity and competence of their employees, their investment strategy and business structure.

One of our major goals of starting The African Freelancers College is to build a business that will survive off its own cash flow without the need for injecting finance from external sources once the business is officially running.

We know that one of the ways of gaining approval and winning customers over is to offer our computer and media arts training services a little bit cheaper (without compromising on quality) than what is obtainable in the market, and we are well prepared to survive on lower profit margin for a while.

The African Freelancers College will make sure that the right foundation, structures, and processes are put in place to ensure that our staff welfare are well taken of. Our company's corporate culture will be designed to drive our business to greater heights and training and retraining of our workforce is at the top burner.

As a matter of fact, profit-sharing arrangement will be made available to all our management staff and it will be based on their performance for a period of three years or more. We know that if that is put in place, we will be able to successfully hire and retain the best hands we can get in the industry; they will be more committed to help us build the business of our dreams.



**EMANCIPATION
CREATIVITY**



**TE YOUR
Y**

JOIN US NOW!

www.tafcollege.com

