

OPERATIONS

Daily Tasks / Day-to-day Activities

Customer Engagement:

- Engage in potential borrowers about loan products and responding to inquiries.
- Helping clients by answering their queries.

Loan Processing:

- Verifying documents submitted.
- Conducting risk assessments and client creditworthiness through credit checks and financial analysis.
- Approving/rejecting loan application

Loan Disbursement & Collections:

- Ensuring that approved loans are disbursed promptly, and collecting payments from customers.
- Monitoring loan repayments and proactively addressing overdue accounts.

Marketing:

- Running marketing campaigns, managing customers, and analyzing business performance.

Compliance & Reporting:

- Ensuring that the business adheres to all relevant laws, regulations, industry standards, and compliance reports.



Key Performance Indicators (KPIs)



Loan Disbursement Volume

Number and value of loans disbursed per period.



Loan Default Rate

Percentage of loans that become delinquent or default, and write-offs.



Customer Acquisition

Number of new clients onboarded.



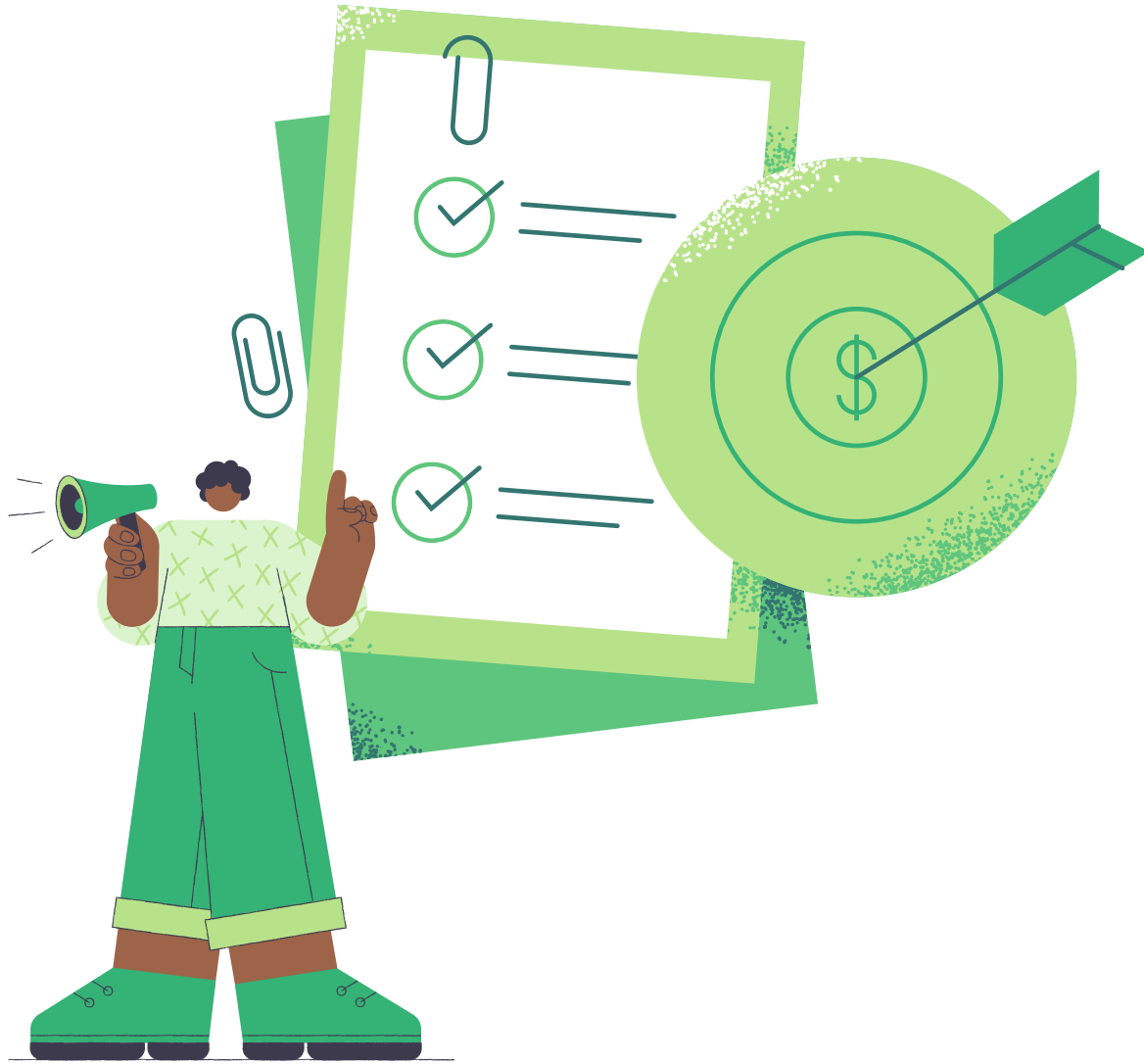
Customer Retention / Customer Loyalty

Number of customers who continue to avail or renew the service over time.



Revenue

Total revenue and overall financial performance.



Key Actions to Achieve Goals

- Developing strong credit policies with clear guidelines for assessing applications to minimize risk.
- Building a customer-centric culture focusing on fast, easy, hassle-free, and transparent services to retain clients.
- Investing in technology and automation to be able to procure digital platforms for online applications, automated loan processing, fraud detection, and data security.
- Continuous training and development to up-skill on the latest lending practices, technology, and customer service approaches

Position and Job Description

As I will be managing my own business independently, I will be assuming all roles during the first three years of business operation and do not plan to hire any employees at this time. This includes:

Loan Officer

Evaluate loan applications, verify documentation, assess creditworthiness, and approve/reject loans.

Customer Service

Guide clients through the process, answer queries, and assist with loan-related issues.

Credit Analyst

Perform financial risk assessments and determine appropriate loan limits for clients.

Collections Officer

Follow up on overdue payments, negotiate repayment plans, and reduce default rates.

Operations Manager

Oversee daily activities, optimize processes, and ensure KPIs are being met.

Compliance Officer

Ensure adherence to legal and regulatory requirements, monitor changes in laws, and mitigate risks.

Finance Manager

Monitor the financial health of the business, manage funds, and forecast cash flow.

Implementation



| Date | Step | Action/Description |
|-------------------|--|--|
| Jan. 20 - Apr. 20 | <i>Create a Business Plan</i> | Set up a website outlining business goals, target market, marketing plan, financial plan, operational and implementation plan. |
| Apr. 21 - 25 | <i>Secure Office Space</i> | Set up an office space or remote business setup at home. |
| Apr. 26 | <i>Register the Business</i> | Register the business and acquire all required licenses and permits. |
| Apr. 27 | <i>Open a Business Bank Account</i> | Set up a separate business bank account for initial capital and all financial transactions. |
| Apr. 28 | <i>Build a Loan Management System</i> | Develop a system to handle loan applications, tracking, and repayments. |
| Apr. 29 | <i>Set Up Operational Procedures</i> | Create SOPs for loan approval, terms, disbursement, collections, and customer service. |
| Apr. 30 | <i>Launch Marketing & Customer Acquisition</i> | Start advertising to attract customers. |
| May. 01 | <i>Launch the Business</i> | Officially launch the business and start accepting loan applications. |