

## **METLIFE VENTURES THERAPY EXPANSION**

Location of the investment: **Moi Avenue, Nairobi, Kenya**

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### **What is your idea / business and to whom is it addressed?**

SUBJECT: REQUEST FOR BUSINESS DEVELOPMENT LOAN - METLIFE VENTURES EXPANSION IN NAIROBI CITY This has reference to METLIFE VENTURES Healthcare established in December 2019 by Quincy Musembe. We offer a range of services that contribute to the improvement in quality of life and wellbeing. More importantly, by providing our excellent products and solutions value-ensured and reliable through alternative healthcare treatment principles which constitute the embodiment of the Thermal Therapy process (Thermal Massage Therapy). As service has increasingly become an important differentiator against competitor's offerings, the importance of maintaining control over customer relationship engagement has become even more apparent and compellingly challenging. More importantly, we have realized and determined that digital marketing offerings constitute better access to and service for end users. The foregoing business need calls for an effective and sustainable marketing strategy that is intended to improve the design of products and services while linking resource allocation to value creation. We believe that the primacy of the marketing solution should aim at delivering content to our target customers in a cost-effective manner through carefully selected online platforms. We are further convinced that the execution of the marketing strategy should be designed to accelerate revenue generation, product adoption and customer retention. Given the above market opportunity and business growth potential, we write to seek for a business loan to enable us pursue the successful execution of our healthcare agenda. We seeking capital injection to the tune of \$75,000 to enable the successful execution of our Healthcare vision for the Kenyan people. I remain looking forward to receiving your most valuable consideration and support going forward. Our Location: MOI AVENUE. NAIROBI. KENYA. Our website Presence: [www.metlifeventures.com](http://www.metlifeventures.com) Email: [quincymusembe@metlifeventures.com](mailto:quincymusembe@metlifeventures.com) Telephone: +254716493250 Kind regards Quincy Musembe Executive Director METLIFE VENTURES

### **How should the idea/business earn money?**

Please see the Overview captured under Question 1 above.

### **At what stage is the idea / business at the moment?**

Please see the Overview captured under Question 1 above.

### **What do you need?**

Please see the Overview captured under Question 1 above.