

MUSHILA WRITES GLOBAL PRESS

FUNDING & STRATEGIC PARTNERSHIP PROPOSAL

Publishing Capacity, Catalogue Development and Distribution Project

Publishing • Bookselling • Digital Content • Literary Development

Applicant information

Item	Details
Registered business name	MUSHILA WRITES GLOBAL PRESS
Business number	BN-V*****R
Legal structure	Sole proprietorship
Proprietor	Victor Isaacs Mushila
Registration date stated on certificate	9 October 2026
Website	https://mushilawrites.com
Email	info@mushilawrites.com
Telephone	+254 722 711 684
Physical address	Westlands, Nairobi, Kenya
Postal address	P.O. Box 14930-00800, Westlands, Kenya
Project duration	12 months
Proposed funding request	KES 1,500,000
Primary funding priority	Publishing capacity and distribution

1. Executive summary

MUSHILA WRITES GLOBAL PRESS is a registered Kenyan sole proprietorship operated by Victor Isaacs Mushila. Through its online platform, Mushila Writes, the business presents books, literary content, articles and publishing-related resources covering areas such as African literature, fiction, poetry, faith, leadership, health, environmental conservation, governance and personal development.

The business seeks KES 1,500,000 in project support over 12 months to strengthen its publishing capacity, improve the organisation and discoverability of its publication catalogue, develop appropriate distribution partnerships and enhance the digital systems supporting its publishing activities.

The proposed project will focus on practical improvements across the publishing process, from reviewing publication records and rights to improving editorial and production workflows, preparing selected titles for suitable distribution channels and strengthening the presentation of publications to readers and potential partners.

A structured monitoring and reporting framework will document project activities, outputs, expenditure and relevant performance indicators. Numerical targets will be established after the initial catalogue assessment and validation of the project budget.

MUSHILA WRITES GLOBAL PRESS welcomes financial support and appropriate in-kind contributions, including editorial services, book production, software, equipment, technical assistance and distribution support.

2. Applicant background and business profile

MUSHILA WRITES GLOBAL PRESS operates as a sole proprietorship under the business name identified in the registration information supplied for this proposal. The supplied certificate states a registration date of 9 October 2026 and identifies the business number as BN-V*****R. The original certificate will be provided for due diligence and verification.

The business operates through the Mushila Writes website, which presents an online book catalogue and publishing environment. The supplied website content includes publication descriptions, subject categories, listed prices, articles, author information and reader-facing features.

The business's activities and development priorities include:

- **Publishing and bookselling:** Presenting and selling books and e-books where available and subject to applicable rights and distribution arrangements.
- **Digital-content distribution:** Making authorised publications available through appropriate online channels.
- **Writing and editorial services:** Providing publishing-related writing, editing and other services according to the business's available capabilities.
- **Literary resources:** Presenting books, articles, author information and related written content.

- **Digital publishing infrastructure:** Developing and maintaining website functions that support publication discovery, presentation and distribution.
- **Related digital services:** Website development and associated digital services where offered.

The website and supplied materials indicate an existing body of published work. The precise number of titles, their publication status, rights position, sales performance and audience reach will be documented in a verified catalogue and supporting evidence register before final funding submission.

3. Vision and mission

Vision

To develop a trusted and accessible publishing platform that connects books, ideas and literary creativity with readers in Kenya and beyond.

Mission

To publish, promote and distribute literary and digital content through professional publishing activities, accessible online services and collaborative relationships that support authors, readers and the wider literary ecosystem.

4. Project rationale and need

A sustainable publishing operation requires more than a collection of titles. It needs reliable editorial and production workflows, accurate publication records, clear intellectual-property rights, effective distribution channels and a professional digital presence.

Improvements in these areas can help publications become easier to discover, prepare titles for suitable markets, strengthen relationships with booksellers and publishing partners, and support more effective commercial and institutional collaboration.

MUSHILA WRITES GLOBAL PRESS proposes a structured project to assess its current publishing position and address the most important operational gaps. The initial assessment will establish the verified catalogue, identify priority titles, review available rights documentation, assess distribution opportunities and obtain supplier quotations.

The final work plan and expenditure will be based on that assessment. This approach is intended to ensure that funding supports defined publishing needs rather than unverified assumptions about catalogue size, demand or production costs.

5. Overall objective

To strengthen the publishing, catalogue-management and distribution capacity of MUSHILA WRITES GLOBAL PRESS over a 12-month period.

Specific objectives

1. Review and document the current catalogue, publication status, author attribution and relevant publishing rights.
2. Improve editorial, design, production and publication-management workflows for selected titles.
3. Improve the accuracy, consistency and discoverability of publication information.
4. Develop and pursue appropriate publishing, bookselling and distribution partnerships.
5. Improve the digital platform's support for publication discovery, presentation and distribution.
6. Establish a practical monitoring and reporting framework for project activities, outputs and expenditure.

6. Intended beneficiaries and stakeholders

The project has a mixed stakeholder focus.

Readers and customers: People seeking to discover, purchase or access available publications.

Authors and writers: Creators who may benefit from appropriate editorial, publishing, promotional or distribution arrangements.

Publishers and distribution partners: Organisations that may collaborate on authorised publication distribution, catalogue development and market access.

Educational and literary institutions: Potential partners for suitable literary activities, publication access and educational collaborations.

MUSHILA WRITES GLOBAL PRESS: The business itself, through stronger operational capacity, improved publishing processes and potential new distribution opportunities.

The number of people or organisations expected to benefit will be established once the project scope, selected titles and measurement methods have been confirmed. No specific beneficiary total is claimed at this stage.

7. Project activities and implementation plan

Phase 1: Baseline assessment and planning — Months 1–2

Activities:

- Compile a master catalogue of published and planned titles.
- Verify publication status, author attribution and relevant rights or permissions.
- Review publication descriptions, metadata, categorisation and presentation.
- Identify priority titles and their editorial or production requirements.
- Review existing distribution arrangements and potential opportunities.
- Obtain supplier quotations and validate the implementation budget.
- Establish baseline indicators and reporting procedures.

Expected outputs: A verified catalogue register, baseline assessment, prioritised work plan and validated budget.

Phase 2: Publishing and production improvements — Months 3–6

Activities:

- Select titles for clearly defined publishing or production improvements.
- Undertake approved editing, proofreading, design or formatting activities.
- Improve publication descriptions and supporting catalogue information.
- Prepare selected titles for suitable print or digital distribution channels.
- Document production stages, deliverables and associated costs.

Expected outputs: Selected titles completed to agreed production milestones, supported by appropriate editorial, design and production records.

Phase 3: Catalogue and distribution development — Months 4–9

Activities:

- Improve catalogue organisation and publication discoverability.
- Prepare publication information and promotional materials.
- Identify suitable booksellers, distributors, publishing platforms and institutional partners.
- Initiate partnership discussions and submit relevant proposals.
- Formalise arrangements where terms are agreed and applicable rights permit.

Expected outputs: An improved catalogue and a documented pipeline of distribution and publishing opportunities. Discussions will not be represented as confirmed partnerships unless agreements are in place.

Phase 4: Digital-platform improvements — Months 5–10

Activities:

- Implement prioritised improvements to publication presentation and discovery.
- Review the reader journey from catalogue browsing to purchase or access.
- Test relevant online purchasing and content-delivery functions.
- Improve the accuracy and consistency of book information.
- Document technical changes and test results.

Expected outputs: Completed and documented improvements to agreed platform functions, subject to the approved scope and available resources.

Phase 5: Monitoring, evaluation and sustainability — Months 11–12

Activities:

- Assess completed activities against the approved work plan.
- Record titles supported and production milestones achieved.
- Document partnership discussions and signed agreements, where applicable.
- Compare available platform and sales indicators with the baseline.
- Reconcile expenditure against the approved budget.
- Prepare a final narrative and financial report.
- Develop a follow-on sustainability plan.

Expected outputs: A final project report, financial reconciliation, supporting evidence and recommendations for continued development.

8. Proposed project budget

The following is a **provisional planning budget** for the 12-month project. The figures have not yet been validated by supplier quotations and must be confirmed before final submission.

Budget category	Proposed amount (KES)
Editorial, proofreading and manuscript preparation	250,000
Book design, typesetting and digital/print production preparation	250,000
Catalogue audit, metadata, descriptions and publication records	150,000
Printing and production for selected titles	250,000
Distribution development, promotional materials and market access	180,000
Digital-platform improvements supporting publishing and distribution	170,000
Project monitoring, documentation and reporting	100,000
Project coordination and administration	100,000
Contingency, subject to funder approval	50,000
TOTAL PROPOSED REQUEST	1,500,000

Budget assumptions and controls

- All amounts are estimates for planning purposes, not confirmed market prices.
- Printing quantities, specifications and unit costs will be determined through supplier quotations and selection of the relevant titles.
- Editorial, design and production costs will be tied to specific deliverables.
- Distribution and promotional costs will be linked to a documented activity plan.
- Digital-platform expenditure will be restricted to agreed project tasks.
- Contingency will be used only if permitted by the funding partner and subject to the agreed approval process.
- Expenditure will be supported by appropriate quotations, invoices, receipts or other accepted financial records.
- Any material budget changes will follow the funding agreement and required approval procedures.

The final budget may be adjusted to reflect verified costs, funder requirements, confirmed co-funding and any in-kind contributions.

9. Proposed outputs and performance indicators

The following indicators are proposed for monitoring. Numerical targets will be agreed after the baseline assessment.

Project area	Proposed indicator	Means of verification
Catalogue verification	Completion of one master catalogue register	Dated catalogue and rights register
Publishing workflow	Priority titles assessed and assigned production plans	Title-level work plans
Production improvements	Number of titles completed to agreed milestones	Editorial, design and production records
Catalogue quality	Number of publication records reviewed or improved	Before-and-after catalogue audit
Distribution development	Number of documented partner approaches and agreements	Correspondence and signed agreements
Digital improvements	Completion of agreed platform tasks	Test records and change documentation
Financial accountability	Expenditure reconciled against the approved budget	Financial records and reconciliation
Project reporting	Completion of one final project report	Narrative and financial report

Targets for titles, partner approaches, agreements and production volumes will be set once the catalogue, project scope and budget have been verified. Proposed targets will not be presented as achieved results.

10. Monitoring, evaluation and accountability

MUSHILA WRITES GLOBAL PRESS intends to maintain a practical monitoring framework based on documented activities, deliverables and expenditure.

Records may include:

- A master catalogue and title-level publication records.
- Rights, licences and permissions relevant to supported titles.
- Editorial, design and production records.
- Supplier quotations, invoices and approved expenditure records.
- Documentation of distribution discussions and agreements.
- Website analytics and publication engagement indicators where available.
- Sales and transaction records where relevant and verifiable.
- Records of completed digital-platform improvements.
- Progress updates and a final financial reconciliation.

Where analytics are used, the reporting period, metric definition and data source will be stated. Website views will not be treated as proof of purchases, reading completion or unique readers unless supported by appropriate evidence.

The business will seek to ensure that project claims are proportionate to the evidence available and that expenditure is traceable to approved activities.

11. Sustainability strategy

The project is intended to strengthen the business's capacity to continue publishing and distribution activities beyond the funding period.

Potential sustainability mechanisms include:

- Revenue from book and e-book sales.
- Publishing, writing and editorial services.
- Authorised distribution arrangements.
- Commercial partnerships and bookselling opportunities.
- Appropriate digital-content services.
- Further eligible business-development or project-based support.

The business will seek to maintain accurate publication records, develop suitable distribution relationships and prioritise future production and promotional expenditure according to demonstrated demand and available resources.

Any future subsidised or sponsored reader-access initiative will be separately scoped, funded and evaluated.

12. Risk management

Risk	Proposed mitigation
Production costs exceed estimates	Obtain quotations and approve title-level budgets before committing expenditure.
Rights or permissions are unclear	Verify ownership, licences and distribution permissions before production or distribution.
Distribution partnerships do not materialise	Diversify approaches and document opportunities without treating discussions as confirmed agreements.
Demand is lower than anticipated	Use available analytics, customer feedback and verifiable sales records to guide decisions.
Technical improvements exceed scope	Prioritise defined tasks and test changes before acceptance.
Evidence or reporting is incomplete	Establish recordkeeping and reporting procedures at project commencement.
Funding programme is not open to sole proprietorships	Confirm applicant eligibility before preparing or submitting a formal application.

13. Applicant capacity and due diligence

The applicant intends to provide appropriate supporting documentation to demonstrate its legal status, publishing activity and readiness to implement the proposed project.

The evidence pack may include:

- A copy of the business registration certificate.
- A verified catalogue of published titles.
- Representative publication samples and publication links.
- Evidence of relevant rights, licences or distribution permissions.
- Website screenshots and appropriate technical or platform records.
- Available analytics exports with dates, definitions and sources.
- Supplier quotations and title-level production estimates.
- A detailed project work plan and reporting framework.

The exact catalogue size, publication rights, sales figures, audience reach and distribution arrangements must be supported by appropriate records before they are presented as verified claims.

MUSHILA WRITES GLOBAL PRESS is a sole proprietorship. It does not present itself through this proposal as a registered charity, nonprofit organisation or tax-exempt entity.

Each prospective funding opportunity must be checked to establish whether businesses of this legal structure are eligible.

14. Funding request and partnership opportunities

MUSHILA WRITES GLOBAL PRESS seeks KES 1,500,000 in project support for the 12-month Publishing Capacity, Catalogue Development and Distribution Project.

The proposed funding would support the approved publishing, production, catalogue-management, distribution, digital-platform, monitoring and coordination activities set out in the validated budget.

The business welcomes discussions with appropriate partners concerning:

- Project-based financial support.
- Editorial, design and book-production services.
- Printing and production partnerships.
- Software, equipment and technical assistance.
- Bookselling, distribution and market-access arrangements.
- Publishing and co-publishing opportunities.
- Corporate sponsorship of defined publishing activities.
- Educational and literary collaborations.
- Other appropriate in-kind contributions.

The nature of any collaboration will be agreed in writing, including objectives, responsibilities, deliverables, budget, intellectual-property rights and reporting requirements.

The final funding request and proposed activities will be adjusted to reflect verified costs, the requirements of the funding partner and any confirmed co-funding or in-kind contributions.

15. Closing statement

MUSHILA WRITES GLOBAL PRESS seeks to strengthen the processes that bring publications from development to production and from publication to the reader.

Through the proposed project, the business intends to improve publishing workflows, strengthen catalogue quality, prepare selected works for appropriate distribution, pursue publishing partnerships and enhance the digital infrastructure supporting its activities.

We invite prospective funding partners, publishers, booksellers, technology providers, institutions and other appropriate organisations to review the project and explore collaboration based on clear objectives, realistic costs, respect for publishing rights, documented outputs and responsible reporting.

Applicant: MUSHILA WRITES GLOBAL PRESS

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Document purpose: Funding applications, institutional introductions, publishing partnerships, sponsorship enquiries and preliminary project-support discussions.