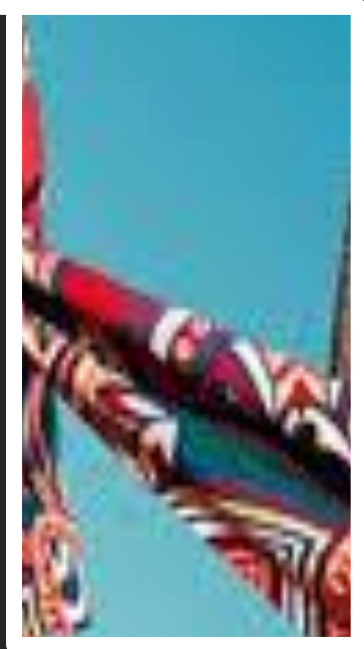


# Shakarfab.com Ecommerce Platform



A BUSINESS INVESTMENT  
PROPOSITION



# The Background

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The Nigerian fashion industry is a an untapped multi billion dollar industry.

Currently, the industry players are sole entrepreneurs who deal with customers on a one on one basis and provide tailor made clothing. These players represent over 97% of the industry. This means that sales are dependent on (i) existing customers; (ii) referrals; and (iii) walk in customers. The remaining 3% are made up of well known A-list fashion designers who serve the upper class and a fraction of these make and sell ready-made African clothing.

# The Demand

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The demand side is huge.

This is an estimated 150 million Nigerians and people of African descent, who need African clothing and an undefined number of Nigerians in diaspora and other Africans who from time to time purchase African clothing.

There is also an increasing attention being paid to African apparel by well-known African American public figures who are drawn to African music and clothing. One leading example, is Beyoncé who has recently been advocating for African clothing and culture in her music and performances. It is expected that this will influence an appetite for African culture in the near future.

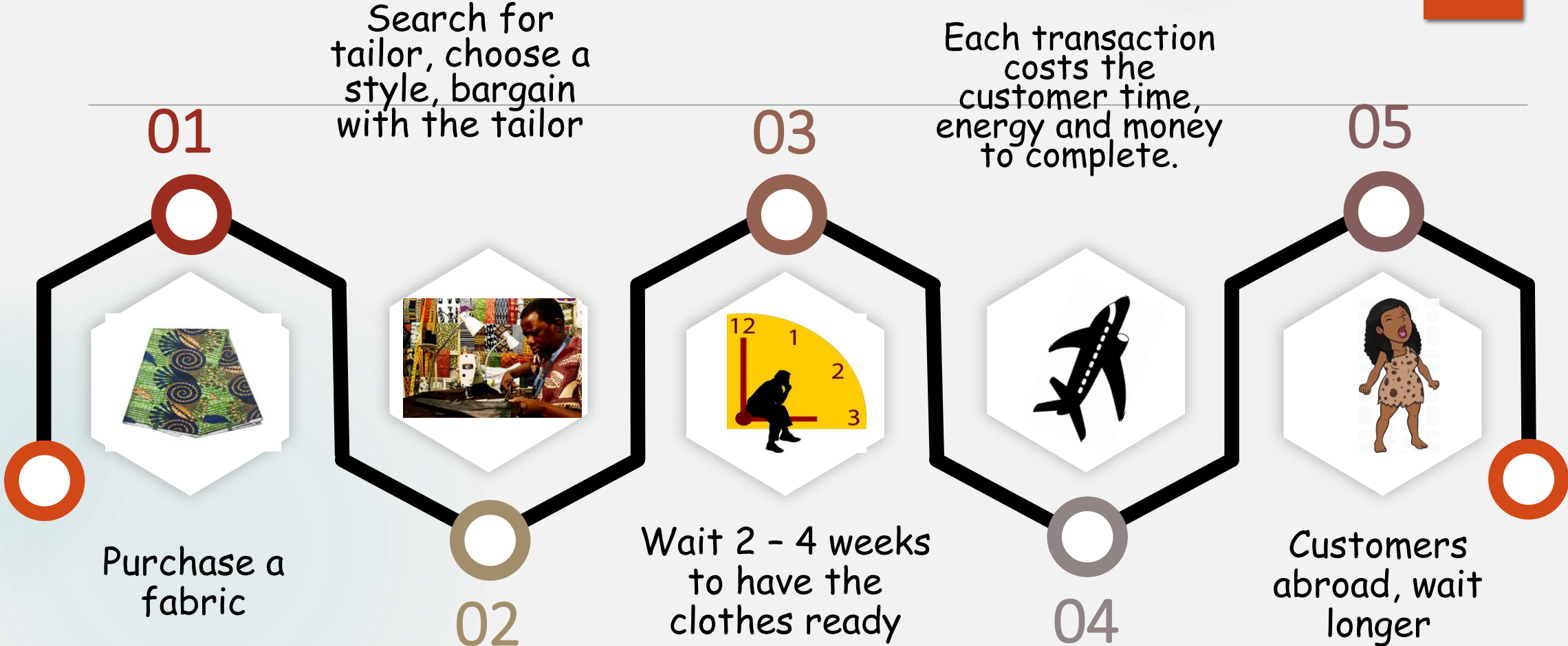
# The Problem

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African products are not easily or widely accessible and the process of purchasing of African clothes can be cumbersome and time consuming.

Potential customers who live outside Nigeria do not always have the luxury of getting a multiplicity of tailors to choose from. They can search for tailors abroad (an expensive option) who may or may know the latest styles. Or they may rely on a family member or friend with uncertain measurements to design or sew African clothing on their behalf. Each transaction costs the customer time, energy and money to complete.

# Africa's cut and sew process



# The Solution

## Save time

Provide an online platform that opens access qualitative African clothing

## Save money

Bring African clothing into the global mainstream

## Save energy

Disrupt the current culture around “cut & sew” fashion



# Shakara

FOB

Be African. Do Shakara



Shakara  
FOB

# The Solution

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We are pleased to introduce our latest innovation - ShakaraFab. A new revolutionary in the Nigerian fashion industry.

ShakaraFab is emerging in an era of a growing consciousness for African culture and provides the platform where African products are brought into the global mainstream – for the first time in a concerted way.

- ❖ Disrupt the current culture around “cut & sew” fashion
- ❖ Expand opportunities for SMEs small/micro businesses like tailors and other artisans.
- ❖ Bring African clothing into the global mainstream
- ❖ Provide an online platform that opens access qualitative African clothing
- ❖ Transform the fashion industry in Nigeria, export African culture and contribute to a growing culture consciousness

# A well defined strategy



## Production

- ShakaraFab has signed a Memorandum of Understanding with LASTFADAN, a 7000-strong tailor membership
- ShakaraFab registers existing fashion designers as sellers on the platform on a daily basis



## Quality assurance

- ShakaraFab through training, standard setting addresses concerns in quality deficits which predominantly limits the participation of the fashion industry in a global marketplace.



## Display and Market

- Bring African clothing into the global mainstream
- Provide an online platform that opens access qualitative African clothing



## Sell and deliver African products

Meeting market demands globally



# What has happened so far

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- ❑ Platform has been built – [www.shakarafab.com.ng](http://www.shakarafab.com.ng). Launched in December 2018.
- ❑ In February 2019 alone, over 3000 visitors from 58 countries (*evidence can be provided during meeting*)
- ❑ Top three countries visitors are Nigeria, US, UK,
- ❑ 38 designers are currently registered on the platform.
- ❑ 7 man team have been setting up the platform since 2017
- ❑ Shakarafab has a strong potential to draw in foreign customers

# Target Market

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**Shakarafab.com will be targeting**

- People of African descent or persons who are not of African descent but have developed an appetite for the culture
- Aged 18-45 who have online shopping skills
- Urban dwellers in Nigeria and globally

# Capital Requirement

ShakaraFab will require an investment of N39,892,044 in order to complete

- The acquisition and setup of the platform
- Operation costs in the next two years

Operating costs	FY1	FY2
Design & Production	1,862,000	672,000
Selling & Marketing	546,620	1,194,873
Shipping & Fulfillment	153,878	438,834
General & Administrative	17,565,419	17,458,421
<b>Total Operating Expenses</b>	<b>20,127,917</b>	<b>19,764,128</b>
<b>TOTAL (FY1 + FY2)</b>	<b>39,892,044</b>	

# Financial projections

	FY 1 (Naira)	FY 2(Naira)	FY 3(Naira)	FY 4(Naira)
Total Units	6,389	18,946	47,364.91	94,729.82
Avg Selling Price	6,102.41	6,195.59	7,434.70	8,921.65
<b>Net Revenue</b>	<b>33,226,673</b>	<b>94,608,326</b>	<b>141,912,489.00</b>	<b>269,633,729.11</b>
Yearly Growth	N.A.	185%	150%	200%
<b>Gross Profit</b>	<b>21,160,385</b>	<b>62,574,287</b>	<b>105,249,950.60</b>	<b>177,872,416.51</b>
Gross Margin	63.68%	66.14%	74.17%	65.97%
Total Operating Expenses	20,127,917	19,764,128	39,892,044	59,656,172
EBITDA	1,032,468	42,810,159	65,357,906	118,216,245
EBIDTA Margin	3.1%	45.2%	46.1%	43.8%

Company projects that gross revenues will total N366,857,039 over 4 years according to the forecast from financial plan

# Current investment gaps

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- ❑ **Marketing:** ShakaraFab needs a **powerful marketing machinery** to give it its rightful position as a **pioneer and catalyst** of the fashion industry
- ❑ **Quality:** To sell Nigerian products, quality assurance needs to be priority.
- ❑ **Logistics:** Meeting an emerging global demand needs a **seamless delivery process.**
- ❑ **Expertise:** Our current dedicated team needs an injection of **industry expertise.** Shakarafab needs a recruitment of experienced personnel especially marketers and IT.

# Exit Strategy

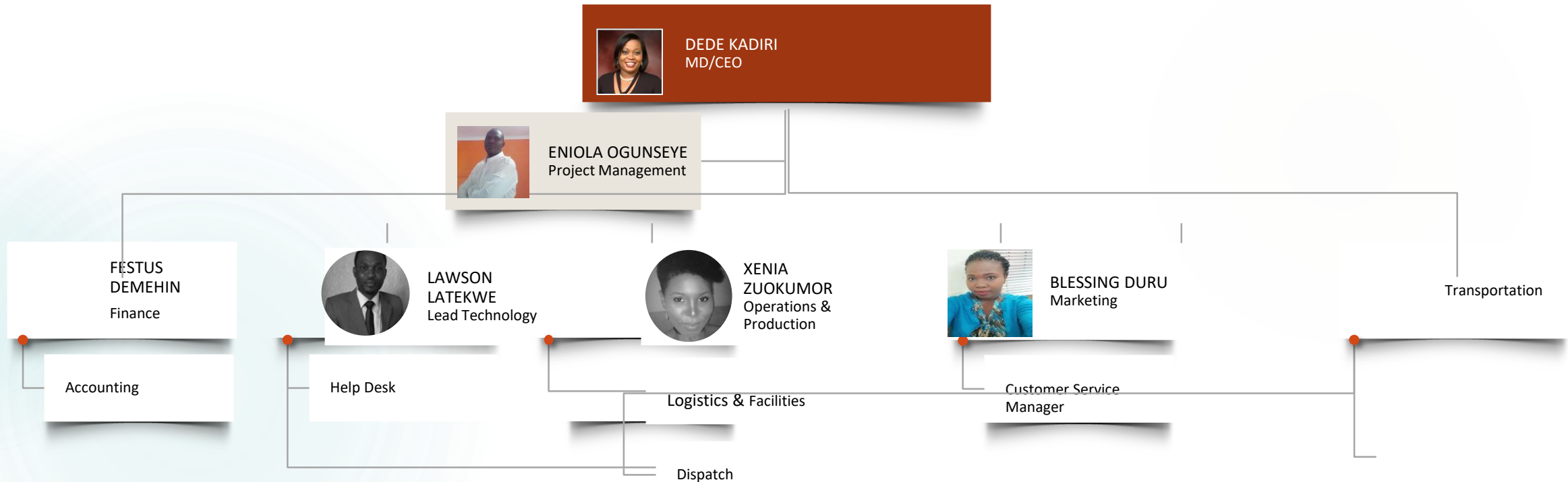
ShakaraFab will develop excess cash flow that will make it attractive to financial buyers generate at least 50% ROI



Acquisition most likely exit option for ShakaraFab especially from contemporary and major online platforms



# Management Team



# Target Market

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# For More Information contact:

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