

# 33 BUSINESSES

## You Can Start in Nigeria With Less Than ₦100,000 This 2026

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*Your Complete Step-by-Step Guide to Starting a Physical Business in Nigeria —  
Even If You're Starting From Scratch*

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## Introduction

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Nigeria is a country of over 200 million people and every single one of them wakes up with needs that a business can solve. Food to eat. Water to drink. Clothes to wear. Hair to style. Cars to clean. Events to celebrate. There is no shortage of demand. What most people lack is the wisdom to start.

This Ebook was written for one person: someone who has less than ₦100,000, a desire to create their own income, and no idea where to begin.

Inside, you'll find 33 real physical businesses, not theories, ideas that can be started in Nigeria right now, in 2026, with the money you may already have sitting in your account. Each business is broken down into a simple, actionable format: what it is, why it works, how to start it step by step, how to get your first customers, what mistakes to avoid, and how much you can realistically earn.

You do not need a degree. You do not need connections. You do not need to have done business before. What you need is one idea that fits your situation and the will to begin.

Read through all 33. One of them will feel like it was written for you. That's the one you start with.

## Before You Start: 5 Things Every Nigerian Entrepreneur Should Know

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### 1. Start Small. Start Now.

The biggest mistake most people make is waiting until conditions are perfect. They never will be. Start with what you have, where you are. The business you start at ₦50,000 today can become the business you run at ₦5,000,000 in three years but only if you start.

### 2. Separate Your Business Money From Personal Money

This is non-negotiable. Open a separate account for your business from day one. Mix the two and you'll never know if you're actually making a profit and you'll spend your capital without realizing it.

### 3. Your Reputation Is Your Business

In Nigeria, word of mouth moves faster than any advert. One satisfied customer tells five people. One disappointed customer tells twenty. Protect your reputation fiercely with quality, reliability, and honesty.

### 4. Reinvest Your First Profits

The temptation to spend your first profit is real. Resist it. Put at least 50–70% of your first three months of profit back into the business. This is how small businesses become big ones.

### 5. Register Your Business Name Early

CAC (Corporate Affairs Commission) business name registration costs ₦25,000–₦30,000 and takes less than a week online. A registered business name opens bank accounts, wins more trust, and positions you for contracts. Do it early.

Now Let's get right into it...



# 1. Mini Importation Reselling

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## □ Business Overview

Mini importation involves buying low-cost products from suppliers (mainly from China via platforms like Alibaba, 1688, or AliExpress) and reselling them at a profit in Nigeria. Products range from fashion accessories to kitchen gadgets, phone accessories, and beauty tools.

## □ Why It's Profitable in Nigeria

Nigerians have a strong appetite for affordable foreign goods. With the right niche, you can buy a product for ₦500–₦1,500 and sell for ₦13,000–₦28,000. Social media has made it easier than ever to reach buyers without a physical store.

## □ Startup Capital Needed

- Sourcing first batch of products: ~~₦30,000–₦60,000~~
- Shipping/clearing (if using a freight agent): ~~₦10,000–₦20,000~~
- Packaging materials: ~~₦3,000–₦5,000~~
- Marketing (data + social media ads): ~~₦5,000–₦10,000~~
- Total estimate: ~~₦50,000–₦95,000~~

## □ What You Need to Start

- Smartphone with good internet access
- Supplier account on Alibaba, 1688, or a local importer contact
- Delivery agent or freight forwarder
- WhatsApp Business or Instagram page
- Bank account or POS for payments

## □ Step-by-Step Setup Guide

1. Choose a niche (e.g. phone accessories, hair tools, kitchen items)
2. Find a reliable supplier on Alibaba or use a local buying agent in Lagos
3. Place a small test order don't buy in bulk until you've tested demand
4. Receive goods, package them neatly with your brand name
5. List products on WhatsApp, Instagram, Jiji, and Facebook Marketplace. Run Ads
6. Take orders, collect payment, and deliver via courier

## □ How to Get Customers

- Post product videos and unboxings on Instagram Reels and TikTok
- Run low-budget Facebook/Instagram ads targeting your city
- Join WhatsApp groups relevant to your niche and share deals
- Offer a 'buy 2 get 1 free' promo to first-time customers
- Ask satisfied customers for referrals and give them a small discount in return

## □ Mistakes to Avoid

- Buying in large quantities before testing the market
- Ignoring import duties and customs charges always factor this into your pricing
- Poor packaging. Presentation matters when competing online
- Not tracking inventory or profit margins
- Selling without a clear return/exchange policy

□ **Estimated Monthly Profit**

**ESTIMATED PROFIT | Estimated monthly profit: ₦40,000 – ₦120,000  
(depending on niche, volume, and marketing spend)**

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□ **Scale-Up Opportunities**

- Expand to multiple product categories
- Build a simple website or Jiji store
- Partner with other sellers as a supplier
- Offer drop shipping to resellers across Nigeria
- Open a small physical store or market stall as demand grows and you begin to expand.

## 2. Perfume Oil Business

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### □ Business Overview

Perfume oil business involves buying concentrated fragrance oils in bulk and repackaging them into smaller bottles for retail sale. You can also blend your own unique scents. Products are sold as roll-ons, sprays, or in small vials to individuals, salons, and boutiques.

### □ Why It's Profitable in Nigeria

Imported perfumes are expensive, but Nigerians love smelling good. Perfume oils give the same or better scent at a fraction of the cost. The margins are excellent. A 100ml bottle of oil bought for ₦3,000 can yield 20 roll-ons sold at ₦500–₦1,000 each.

### □ Startup Capital Needed

- Fragrance oils (starter selection): ~~₦15,000–₦25,000~~
- Roll-on/spray bottles (100 units): ~~₦5,000–₦8,000~~
- Carrier oil (jojoba or sweet almond): ~~₦3,000–₦5,000~~
- Labels and packaging: ~~₦3,000–₦5,000~~
- Total estimate: ~~₦26,000–₦43,000~~

### □ What You Need to Start

- Fragrance oil supplier (Lagos, or online suppliers)
- Empty roll-on or spray bottles
- Carrier oil for dilution
- Funnel and small mixing tools
- Labels with your brand name

### □ Step-by-Step Setup Guide

7. Research popular scents (oud, vanilla, musk, flowery blends)
8. Source your fragrance oils from a reputable supplier
9. Dilute fragrance with carrier oil at 20–30% concentration
10. Fill bottles, label them with scent name and your brand
11. Price each roll-on at ~~₦500–₦1,500~~ depending on scent
12. Sell via Instagram, WhatsApp, and at hair salons or boutiques

### □ How to Get Customers

- Let people smell before they buy. Set up at a busy market or mall entrance
- Gift one free roll-on to salon owners and let them sell on your behalf
- Post scent description videos on Instagram Stories
- Create gift sets for Valentine's Day, birthdays, and festive seasons
- Give bulk discounts to resellers and hair salons
- Run Ads...

### □ Mistakes to Avoid

- Using too little fragrance concentration, customers won't smell anything after an hour
- Not labelling properly... Your brand needs to look professional
- Storing oils in sunlight or heat, which destroys the scent
- Mixing too many random scents without testing them first

- Not having a consistent signature scent to build brand identity around

#### □ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦30,000 – ₦80,000  
depending on volume and sales channels**

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#### □ **Scale-Up Opportunities**

- Create a signature brand with logo and proper packaging
- Sell wholesale to boutiques and salons across your city
- Introduce scented candles, body mists, and room sprays
- Launch on Instagram with a focused brand page
- Attend trade fairs and lifestyle markets

## 3. POS Agent Business

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### □ Business Overview

A POS (Point of Sale) agent provides cash withdrawal, transfer, and airtime purchase services to people in areas with limited bank access. You act as a human ATM, earning a small fee on every transaction.

### □ Why It's Profitable in Nigeria

Nigeria has millions of unbanked and underbanked citizens. Long ATM queues and bank charges make POS agents a daily necessity in most neighbourhoods, markets, and bus stops. With consistent traffic, a busy agent can process hundreds of transactions per day.

### □ Startup Capital Needed

- POS terminal (refundable deposit or outright): ~~₦20,000~~–~~₦30,000~~
- Float/working capital: ~~₦50,000~~–~~₦70,000~~
- Table, chair, canopy (if outdoor): ~~₦10,000~~–~~₦15,000~~
- Total estimate: ~~₦80,000~~–~~₦115,000~~ (float can be reduced to start)

### □ What You Need to Start

- BVN-registered bank account
- POS terminal from a provider (OPay, Moniepoint, PalmPay, etc.)
- Reliable float (cash on hand)
- A good location with foot traffic
- Phone and data subscription

### □ Step-by-Step Setup Guide

13. Register with a POS provider — OPay, Moniepoint, or your bank
14. Collect and set up your terminal after approval
15. Choose a strategic location (near a market, bus stop, or estate gate)
16. Set up your spot with a visible sign showing your services
17. Start with a float of ~~₦50,000~~–~~₦70,000~~ to handle transactions
18. Replenish float regularly and track daily earnings

### □ How to Get Customers

- Position yourself near a bank with long queues
- Put up a bold sign: 'POS — Cash Out, Transfer, Airtime'
- Tell local shop owners and market traders about your service
- Offer slightly lower charges than competitors to attract early customers
- Be reliable.. People return to agents they can trust

### □ Mistakes to Avoid

- Operating with a small float — this limits how many withdrawals you can handle
- Poor location selection — a bad spot kills this business
- Not keeping a transaction record — you'll lose track of earnings and disputes
- Ignoring network downtime — always have a backup SIM from a different network
- Leaving your float unprotected — security matters

### □ Estimated Monthly Profit

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**ESTIMATED PROFIT | Estimated monthly profit: ₦50,000 – ₦150,000+ depending on location and transaction volume**

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□ **Scale-Up Opportunities**

- Add bill payment services (DSTV, electricity, water)
- Open multiple POS points with agents working for you
- Partner with small businesses as their dedicated payment point
- Move into a kiosk or small shop for better visibility
- Add mobile money services as your float grows

## 4. Foodstuff Retail Business

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### □ Business Overview

Foodstuff retail involves buying staple food items — rice, beans, garri, palm oil, semolina, crayfish, and spices in bulk from wholesalers and selling in smaller quantities at a retail markup. You can operate from a market stall, your home, or a roadside shop.

### □ Why It's Profitable in Nigeria

Food is a daily non-negotiable for every Nigerian household. Proximity and affordability drive sales in this business. Because of constant demand, a well-stocked foodstuff seller rarely has slow days, especially in densely populated areas.

### □ Startup Capital Needed

- Initial stock (mixed foodstuff items): ~~₦40,000–₦70,000~~
- Measuring tools (scale, cups): ~~₦2,000–₦3,000~~
- Bags and packaging materials: ~~₦2,000–₦3,000~~
- Stall/table setup: ~~₦5,000–₦10,000~~
- Total estimate: ~~₦49,000–₦86,000~~

### □ What You Need to Start

- A market stall, roadside spot, or home frontage
- Reliable wholesaler contacts in your local market
- Weighing scale
- Storage bags and containers
- Cash float for change

### □ Step-by-Step Setup Guide

19. Identify the most-consumed foodstuff items in your area
20. Visit the nearest wholesale market to source your first stock
21. Set up your display — neatly arranged items attract buyers
22. Price competitively but ensure at least 20–30% markup
23. Offer home delivery to nearby estates to differentiate yourself
24. Restock consistently based on what sells fastest

### □ How to Get Customers

- Introduce yourself to housewives and cooks in your area
- Offer loyal customers small bonuses (extra measure, discount on bulk)
- Accept orders via WhatsApp for home delivery
- Partner with buka owners and small restaurants for regular supply
- Position near a school or church for high foot traffic

### □ Mistakes to Avoid

- Buying too much perishable stock without guaranteed demand
- Not tracking what sells and what sits, this kills your cash flow
- Pricing without knowing your actual cost per unit
- Poor storage leading to spoilage and loss
- Not separating business money from personal money

□ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦30,000 – ₦80,000  
depending on location and range of products**

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□ **Scale-Up Opportunities**

- Add provisions and household consumables to your range
- Supply to schools, restaurants, and event caterers
- Become a sub-wholesaler for your area
- Build a loyal delivery customer base in nearby estates
- Move into a proper shop as revenue grows

## 5. Thrift (Okrika/Bend Down Select) Clothing

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### □ Business Overview

Thrift clothing business involves buying fairly-used imported clothing (popularly called Okrika or bend-down-select) in bales from dealers and selling individual items at a profit. Products include tops, jeans, dresses, shoes, bags, and children's wear.

### □ Why It's Profitable in Nigeria

Quality foreign clothing at affordable prices is always in demand in Nigeria. A bale that costs ~~₦30,000–₦50,000~~ can yield ~~₦80,000–₦150,000~~ in individual sales. The business thrives in markets, social media, and estate communities.

### □ Startup Capital Needed

- First bale (mixed clothing): ~~₦30,000–₦50,000~~
- Hangers, rope, display setup: ~~₦3,000–₦5,000~~
- Laundry and steaming: ~~₦2,000–₦3,000~~
- Total estimate: ~~₦35,000–₦58,000~~

### □ What You Need to Start

- Contact for a bale supplier (Lagos or Onitsha market)
- Space to display —Online, market stall, home compound, or open space
- Hangers, rope, or rack for display
- Steamer or iron for presentation
- Instagram or WhatsApp to sell online. Take Advantage of social media and build your brand.

### □ Step-by-Step Setup Guide

25. Find a reliable bale supplier in your city's main market
26. Start with one bale. Sort, wash, and steam items
27. Grade items by quality and price accordingly (Grade 1 higher, Grade 2 lower)
28. Set up display at a market or sell from home via WhatsApp/Instagram
29. Post photos of best pieces online to attract buyers
30. Reinvest proceeds to buy more bales as you sell out

### □ How to Get Customers

- Post short videos of items on Instagram Reels and TikTok. Show the item, size, and price
- Run Ads...
- Create a WhatsApp broadcast list of interested buyers
- Set up at estate or church sales events
- Offer student discounts to university students nearby
- Let buyers know when new bales arrive and create urgency because it drives sales.

### □ Mistakes to Avoid

- Buying expensive bales without knowing the grade. Always inspect or buy from trusted sources
- Poor washing and presentation — dirty thrift items don't sell
- Pricing everything the same — premium pieces deserve premium prices

- Not sorting before selling — mixed-quality displays reduce buyer trust
- Holding onto slow-moving items too long — do clearance sales to free capital

#### □ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦40,000 – ₦100,000 depending on bale quality and sales speed**

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#### □ **Scale-Up Opportunities**

- Specialize in a niche — kids' wear, shoes, or branded items
- Open an Instagram boutique with a consistent aesthetic
- Attend weekend markets and fashion bazaars
- Source directly from bale importers to reduce cost
- Build a reseller network — sell bales or sorted bundles to others

## 6. Palm Oil Retailing

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### □ Business Overview

Palm oil retailing involves buying palm oil in large quantities (kegs or drums) from producing states and selling in smaller measures to households, food vendors, and restaurants. It is one of Nigeria's most consumed cooking oils. This would sell well especially if you build a brand online and sell quality oil.

### □ Why It's Profitable in Nigeria

Palm oil is a staple in virtually every Nigerian kitchen. Demand never drops. Buying in bulk from Imo, Cross River, or Edo state and retailing locally can yield 30–50% profit margins on every litre sold.

### □ Startup Capital Needed

- First stock (1–2 kegs or small drum): ~~₦50,000–₦70,000~~
- Containers and measuring cups: ~~₦2,000–₦3,000~~
- Transport/logistics: ~~₦5,000–₦10,000~~
- Total estimate: ~~₦57,000–₦83,000~~

### □ What You Need to Start

- Reliable supplier from a palm oil producing region
- Clean storage containers
- Measuring cups (litres, half litres)
- Funnel for dispensing
- A visible location or home-based selling point

### □ Step-by-Step Setup Guide

31. Identify a trusted palm oil supplier, a wholesaler in your local market or someone from a producing state
32. Purchase your first stock at wholesale price
33. Store properly — avoid sunlight and contamination
34. Sell in measures of 1 litre, 2 litres, or more to households and restaurants
35. Keep pricing just below or equal to the nearest supermarket to stay competitive
36. Build a regular customer base by being consistent in quality and measurement

### □ How to Get Customers

- Sell to buka owners and local food vendors who buy weekly
- Offer 'fill your container' service at your home for nearby households
- Tell churches and mosques you supply in bulk for their events
- Work with a caterer who needs large quantities regularly
- Leverage WhatsApp status to announce restocks
- Brand your oil properly and run ads.

### □ Mistakes to Avoid

- Selling adulterated or low-quality oil — your reputation is your business
- Poor storage leading to fermentation or contamination
- Under-measuring to save product.
- Not tracking how much stock you have left before reordering

- Buying from an unreliable supplier who varies quality

#### □ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦25,000 – ₦60,000  
depending on volume and customer base**

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#### □ **Scale-Up Opportunities**

- Supply to schools, hospitals, and canteens in bulk
- Move into other oils — groundnut oil, vegetable oil
- Become a wholesaler for your local market
- Supply to small-scale soap makers who also use palm oil
- Open a small provisions shop with palm oil as the anchor product

## 7. Phone Accessories Business

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### □ Business Overview

Phone accessories business involves selling items like earphones, chargers, phone cases, screen protectors, power banks, USB cables, and pop sockets. You can operate from a kiosk, market stall, or even go mobile selling in offices and schools.

### □ Why It's Profitable in Nigeria

Nigeria has over 200 million mobile phone users. Accessories wear out, break, or get lost constantly making this a repeat-purchase business. Profit margins on accessories can be 100–300%, especially on items sourced from Alaba or imported directly.

### □ Startup Capital Needed

- Starter stock of accessories: ~~₦30,000–₦60,000~~
- Display stand or kiosk fitting: ~~₦5,000–₦15,000~~
- Branding and signage: ~~₦3,000–₦5,000~~
- Total estimate: ~~₦38,000–₦80,000~~

### □ What You Need to Start

- Supplier contact (Alaba International Market, Lagos or local electronics market)
- Display stand, rack, or glass case
- Variety of fast-moving accessories
- A good location near a phone repair shop or market
- WhatsApp Business account for online orders

### □ Step-by-Step Setup Guide

37. Visit Alaba Market (Lagos) or your city's electronics market to source stock
38. Focus on fast-moving items: earphones, cases, chargers, cables
39. Set up a neat display with prices clearly visible
40. Offer phone screen protector installation as a value-added service
41. Market via WhatsApp and Instagram for additional sales
42. Track what sells and restock accordingly

### □ How to Get Customers

- Set up near a phone repair shop — customers there already need accessories
- Offer free screen protector installation with every purchase
- Create a price list and share on WhatsApp broadcast groups
- Offer bulk discounts to phone repair technicians who resell accessories

### □ Mistakes to Avoid

- Stocking too many slow-moving items and tying up capital
- Buying fakes or poor-quality accessories that fail quickly destroy your reputation
- Ignoring the importance of location. Wrong spot means near-zero sales
- Not staying updated with the latest phone models and compatible accessories
- Keeping poor records of stock levels

### □ Estimated Monthly Profit

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**ESTIMATED PROFIT | Estimated monthly profit: ₦35,000 – ₦90,000  
depending on location and stock variety**

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□ **Scale-Up Opportunities**

- Add phone repairs as a service to increase income per customer
- Stock wholesale and supply to smaller kiosks
- Create an Instagram page to sell nationwide with delivery
- Expand into second-hand phones as capital grows
- Open multiple kiosks at strategic locations

## 8. Barbing Salon

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### □ Business Overview

A barbing salon provides hair cutting and grooming services for men and boys. It can be set up in a small space within your home, a rented room, or a kiosk. With a good clipper, skill, and the right location, this business generates daily income.

### □ Why It's Profitable in Nigeria

Men cut their hair every 2–4 weeks. In a densely populated area, a barber can serve 10–20 customers daily at ₦1000–₦5000 per cut. The business has low overhead and consistent daily demand. Skills can be acquired in 1–3 months of training.

### □ Startup Capital Needed

- Professional clippers (2 sets): ~~₦15,000–₦25,000~~
- Mirrors, chairs, and shop setup: ~~₦20,000–₦40,000~~
- Accessories (combs, towels, sprays): ~~₦5,000–₦8,000~~
- Rent for small space (first month): ~~₦10,000–₦20,000~~
- Total estimate: ~~₦50,000–₦93,000~~

### □ What You Need to Start

- Barbing skill (training takes 4–12 weeks)
- 2 professional clippers + backup
- Large mirror and barbing chair
- Spray bottle, combs, brushes, and cape
- A good location near residential areas or schools

### □ Step-by-Step Setup Guide

43. Get trained under an experienced barber for at least 4–6 weeks
44. Purchase your tools and set up your space
45. Start cutting for friends and family to build confidence and get reviews
46. Open officially and announce on WhatsApp, Instagram, and via handbills
47. Charge competitive rates to attract initial customers
48. Build a loyal clientele through consistency and good conversation
49. Build a brand online and offer Home Services.

### □ How to Get Customers

- Set up near a school, estate, or busy road with high male foot traffic
- Offer a loyalty card; every 5th haircut is free.
- Post before/after photos of your best haircuts on Instagram
- Introduce yourself to mothers in your area who bring their sons for cuts
- Partner with clothes shops or fashion stores nearby for referrals

### □ Mistakes to Avoid

- Using cheap clippers that pull hair.
- Not keeping the shop clean — hygiene is a dealbreaker
- Being inconsistent with opening hours — customers need to rely on you
- Not learning new styles — keep up with trending cuts

- Ignoring customer conversation — men value the barbershop experience as much as the cut

#### □ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦60,000 – ₦150,000  
depending on location and number of daily customers**

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#### □ **Scale-Up Opportunities**

- Add a second barber to double capacity
- Introduce beard grooming and facials
- Sell grooming products (hair cream, beard oil)
- Open a second branch or franchise your setup
- Train apprentices and charge for training

## 9. Hair Braiding Business

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### □ Business Overview

Hair braiding involves styling women's natural hair into braids, twists, cornrows, and weaves. This service can be offered from your home, a rented salon space, or as a mobile stylist who visits clients. It requires skill, patience, and good interpersonal communication.

### □ Why It's Profitable in Nigeria

Nigerian women are deeply invested in their hair. Braiding is a recurring service. Clients return every 2–6 weeks. Even at modest prices, a skilled braider can earn ₦3,000–₦15,000 per client. Weekend bookings alone can cover monthly living expenses.

### □ Startup Capital Needed

- Braiding training (if needed): ~~₦25,000–₦40,000~~ (depending on location)
- Starter accessories (combs, clips, thread, gel): ~~₦5,000–₦10,000~~
- Cushioned stool and mirror: ~~₦5,000–₦8,000~~
- Attachments and extensions (stock): ~~₦10,000–₦15,000~~
- Total estimate: ~~₦50,000–₦83,000~~

### □ What You Need to Start

- Braiding skill (especially box braids, cornrows, knotless braids)
- Rat-tail combs, edge brush, hair gel, clips
- Good lighting for your workspace
- Attachments and extensions in various colors
- Phone to take bookings and display portfolio

### □ Step-by-Step Setup Guide

50. Learn braiding — enroll in a short training course or apprentice under a skilled braider
51. Practice on friends and family until your speed and quality improve
52. Set your price list and take portfolio photos of your work
53. Announce your services on WhatsApp and Instagram with your portfolio
54. Take bookings and confirm with a small deposit to avoid no-shows
55. Deliver quality work and ask every satisfied client for a referral

### □ How to Get Customers

- Post braiding videos and time-lapses on Instagram Reels and TikTok
- Offer a referral discount; bring a friend, get ₦500 off
- Join WhatsApp groups for women in your area and introduce your services
- Reach out to offices and offer to come during lunch breaks
- Attend women's events and hand out cards with your portfolio link

### □ Mistakes to Avoid

- Braiding too tightly — this damages edges and drives clients away permanently
- Not taking a deposit before starting — some clients cancel last-minute
- Posting only finished results — behind-the-scenes videos attract more attention
- Being slow without communicating — manage client expectations on timing
- Not having a fixed price list — inconsistent pricing looks unprofessional

□ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦50,000 – ₦120,000  
depending on client volume and services offered**

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□ **Scale-Up Opportunities**

- Add other hair services: weaves, wigs, treatments
- Hire an assistant to handle simple styles while you do the complex ones
- Sell hair products to clients (oils, gels, treatments)
- Build a brand page and take clients beyond your locality
- Open a small salon space as your clientele grows

## 10. Wig Revamping & Installation

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### □ Business Overview

Wig revamping involves restoring old, tangled, or frizzy wigs back to their original state or a new style. Wig installation involves fitting and styling a wig on a client's head professionally. Both are highly in-demand beauty services in today's Nigerian market.

### □ Why It's Profitable in Nigeria

Wigs are expensive. A quality wig can cost ₦30,000–₦500,000. Most women would rather pay ₦10,000–₦15,000 to restore an old wig than buy a new one. Installations command even higher fees. This business has low material costs and high perceived value.

### □ Startup Capital Needed

- Wig revamping products (shampoo, conditioner, detanglers): ₦5,000–₦10,000
- Styling tools (flat iron, curling wand, blow dryer): ₦15,000–₦25,000
- Wig stand, mannequin head, pins: ₦3,000–₦5,000
- Lace glue, melt band for installations: ₦3,000–₦5,000
- Total estimate: ₦26,000–₦45,000

### □ What You Need to Start

- Wig styling skill (can be self-taught via YouTube)
- Flat iron, blow dryer, or curling wand
- Shampoo, conditioner, and oil sheen spray
- Wig head and stand for styling
- Good lighting and phone camera for portfolio shots

### □ Step-by-Step Setup Guide

56. Learn wig restoration and installation techniques online or under a mentor
57. Build a portfolio by working on your own or friends' wigs
58. Price your services: revamping ₦3,000–₦8,000; installation ₦5,000–₦15,000
59. Announce on Instagram with clear before-and-after photos
60. Take bookings via WhatsApp with a deposit upfront
61. Deliver consistently and on time to build your reputation

### □ How to Get Customers

- Before-and-after photos are your strongest marketing tool. Post every single job
- Partner with thrift wig sellers, they can refer buyers to you for styling
- Offer a pick-up and drop-off service for clients who can't come to you
- Target working-class women who don't have time to style their own wigs
- Run a 'wig spa day' promo where clients bring multiple wigs for a flat rate

### □ Mistakes to Avoid

- Using the wrong heat setting and burning the wig — always test on a small section first
- Not communicating realistic expectations — some wigs cannot be fully restored
- Underpricing because you're new — quality work deserves fair pay
- Not taking deposits — clients who don't pay upfront often don't show up
- Skipping the portfolio stage — no one books what they can't see

□ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦40,000 – ₦100,000  
depending on volume and service range**

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□ **Scale-Up Opportunities**

- Add wig making to your services
- Sell wigs as a product line alongside your services
- Teach wig installation — offer paid training
- Partner with makeup artists for joint bridal packages
- Build an online reputation and take postal service clients

## 11. Small Chops Business

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### □ Business Overview

Small chops refers to bite-sized party snacks including puff puff, spring rolls, samosas, chicken lollipops, and mini sausage rolls. This business primarily serves events like weddings, birthdays, and corporate gatherings, though daily sales spots also work.

### □ Why It's Profitable in Nigeria

Every Nigerian event involves food, and small chops are a staple. An event order can fetch ₦30,000–₦200,000+ per booking. The ingredients are inexpensive but the finished product commands strong pricing. Consistent quality leads to referrals from event planners.

### □ Startup Capital Needed

- Cooking equipment (deep fryer or pot, tongs, trays): ₦15,000–₦25,000
- First batch of ingredients: ₦10,000–₦15,000
- Packaging (trays, foil, boxes): ₦5,000–₦8,000
- Branding (stickers, flyers): ₦3,000–₦5,000
- Total estimate: ₦33,000–₦53,000

### □ What You Need to Start

- Small chops recipes and cooking skill
- Deep fryer or large pot and stove
- Mixing bowls, rolling pin, and cutting board
- Branded packaging and serving trays
- A phone to receive event bookings

### □ Step-by-Step Setup Guide

62. Perfect your recipes — puff puff, spring rolls, samosas, and sausage rolls are the core
63. Do a test run for friends and family and ask for honest feedback
64. Create a price list per portion or per 100 pieces for events
65. Photograph your products beautifully. Use good lighting...
66. Share on WhatsApp and Instagram with pricing and contact
67. Deliver for a small event and use the success to get referrals

### □ How to Get Customers

- Reach out to event planners directly, they order repeatedly
- Post video content of your small chops being made.
- Offer free tasting at church events, office gatherings, or estate occasions
- Partner with a decorator or MC who can refer your services
- Create event packages (e.g. 'Small Chops for 50 guests') with clear pricing

### □ Mistakes to Avoid

- Underpricing and not factoring in gas, oil, and your time
- Inconsistent product quality from one event to the next
- Not confirming orders with a deposit.
- Poor packaging. Presentation is half the product at events
- Attempting large orders before you've mastered your capacity

□ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦50,000 – ₦150,000  
depending on number of events and sales volume**

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□ **Scale-Up Opportunities**

- Add full event catering to your offerings
- Supply to restaurants, lounges, and fast-food spots
- Hire kitchen assistants for large event orders
- Introduce a daily delivery service for corporate offices
- Package and sell frozen small chops in bulk to retail stores

## 12. Home Catering / Local Food Vendor

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### □ Business Overview

Home catering involves preparing and selling home-cooked Nigerian meals like rice, beans, soups, stews, and swallows to individuals, office workers, or event clients. You can operate from your kitchen and deliver or have customers pick up.

### □ Why It's Profitable in Nigeria

Cooking is one of Nigeria's most bankable skills. Office workers, students, and bachelors pay daily for good food. A food vendor serving 20 people per day at ₦500–₦1,000 per plate earns ₦10,000–₦20,000 daily before expenses. The margins on local food are strong.

### □ Startup Capital Needed

- Cooking pots, trays, and utensils: ₦10,000–₦20,000
- First week ingredients: ₦15,000–₦25,000
- Food flasks and packaging: ₦5,000–₦8,000
- Branding and flyers: ₦2,000–₦3,000
- Total estimate: ₦32,000–₦56,000

### □ What You Need to Start

- Strong cooking skill (especially rice dishes, soups, and swallows)
- Large pots, cooker, and storage containers
- Food flasks and takeaway packs
- Clean water and hygienic preparation space
- WhatsApp Business for orders

### □ Step-by-Step Setup Guide

68. Decide on your menu — specialize in 2–3 dishes to start
69. Cook a test batch, share with neighbors, colleagues, or friends for feedback
70. Create a weekly menu and share on your WhatsApp Status daily
71. Accept orders by 9 AM and deliver between 12–2 PM
72. Collect payment on delivery or in advance via bank transfer
73. Expand your customer base weekly through referrals and consistency

### □ How to Get Customers

- Target office workers in your area, post your daily menu on WhatsApp every morning
- Offer subscription meal plans (₦15,000 for 5 lunches per week)
- Partner with a dispatch rider for delivery beyond your immediate area
- Cook for small office meetings or departmental lunches
- Attend community events and offer samples of your best dish.
- Run Ads and target people in your immediate surroundings.

### □ Mistakes to Avoid

- Cooking more than orders confirm, this leads to food waste and losses
- Ignoring food hygiene. This can end your business
- Not having a fixed closing time for orders, late orders disrupt your cooking schedule
- Undercharging because you feel awkward pricing your cooking

- Being inconsistent. Customers stop ordering when food quality varies

#### □ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦60,000 – ₦150,000  
depending on customer volume and meal pricing**

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#### □ **Scale-Up Opportunities**

- Add weekend party catering
- Supply to a school or company canteen
- Introduce a weekly meal prep service for families
- Build a brand — name, logo, and proper packaging
- Open a small bukateria as demand grows

## 13. Shawarma & Grills Stand

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### □ Business Overview

A shawarma and grill stand sells shawarma wraps, grilled chicken, suya, and sausages to hungry customers, especially in the evenings. It can be set up with a small grill, a generator, and a visible spot in a busy area.

### □ Why It's Profitable in Nigeria

Nigerians love roadside grills. It's one of the most consistent food businesses in urban areas. A shawarma can cost ~~₦1000–₦2,000~~ to make and sell for ~~₦3,500–₦7,000~~. The business thrives at night near schools, markets, and entertainment spots.

### □ Startup Capital Needed

- Shawarma grill/press and rotisserie: ~~₦30,000–₦50,000~~
- First stock of ingredients (bread, chicken, veggies, sauce): ~~₦15,000–₦20,000~~
- Generator (small, for lighting and grill): ~~₦30,000–₦50,000~~ OR share/rent
- Setup and signage: ~~₦5,000–₦10,000~~
- Total estimate: ~~₦80,000–₦130,000~~ (can reduce by hiring generator or skipping rotisserie initially)

### □ What You Need to Start

- Shawarma making skill (can be learned in 1–2 weeks)
- Grill press, charcoal or gas grill, knife set
- Tortilla/flat bread, chicken, vegetables, sauces
- Good outdoor lighting
- Visible location near evening foot traffic

### □ Step-by-Step Setup Guide

74. Learn shawarma making from a trainer or via YouTube
75. Purchase equipment and set up your stand
76. Choose a strategic evening location — near a school, estate, or busy road
77. Operate primarily from 5 PM – 10 PM when demand peaks
78. Offer clean, well-presented wraps with generous filling
79. Post photos of your shawarma on Instagram and WhatsApp to attract hungry followers

### □ How to Get Customers

- Set up where people gather at night near cinemas, eateries, or pedestrian traffic
- Offer free taste at launch. Crowds attract crowds
- Take orders via WhatsApp for pre-orders and pickups
- Create a combo meal (shawarma + drink) for added value
- Work with food delivery platforms like Chowdeck or Glovo when volume grows

### □ Mistakes to Avoid

- Skimping on fillings. Thin shawarma drives customers to competitors
- Poor hygiene or using day-old chicken.
- Setting up in a location without evening foot traffic
- Not having consistent opening hours, customers won't come if they can't predict you

- Ignoring presentation. Well-wrapped shawarma with a branded wrapper stands out

#### □ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦60,000 – ₦150,000  
depending on location and nightly volume**

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#### □ **Scale-Up Opportunities**

- Add drinks and sides (chips, coleslaw, sauce packs)
- Open a small sit-down spot alongside your stand
- Introduce a delivery service with a dispatch rider
- Train others and open second stands in other areas
- Create a franchise model once the brand is established

## 14. Popcorn Business

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### □ Business Overview

The popcorn business involves making fresh flavoured popcorn and selling it in branded bags to individuals, event attendees, schools, cinemas, and market customers. It is a low-cost, high-margin snack business with a very simple production process.

### □ Why It's Profitable in Nigeria

Popcorn has a cost-to-sale ratio that's hard to beat. A bag that costs ₦100 to produce can sell for ₦300–₦500. Events, school canteens, and roadside spots all generate consistent demand. The colourful flavoured varieties — caramel, cheese, spicy — command even better prices.

### □ Startup Capital Needed

- Popcorn machine: ~~₦40,000–₦55,000~~
- First batch of corn, oil, sugar, flavourings: ~~₦5,000–₦10,000~~
- Packaging bags with labels: ~~₦5,000–₦8,000~~
- Display stand or cart: ~~₦5,000–₦10,000~~
- Total estimate: ~~₦75,000–₦93,000~~

### □ What You Need to Start

- Popcorn machine (electric or gas)
- Corn kernels, vegetable oil, sugar, salt, flavour powders
- Branded packaging bags or cups
- A display stand, cart, or stall
- Heat sealer for packaging (optional but professional)

### □ Step-by-Step Setup Guide

80. Buy a popcorn machine and practice making multiple flavours
81. Source packaging bags and create simple branded labels
82. Test flavours with friends and family to identify your bestsellers
83. Choose your selling point; school canteen, market, event venue, or roadside
84. Package freshly made popcorn daily and display attractively
85. Supply to cinemas, schools, and event vendors as a wholesale channel

### □ How to Get Customers

- Position yourself at school gates. Children are your most loyal customers
- Supply to cinema halls, waiting lounges, and salons
- Sell at events as a vendor, birthday parties, weddings, fairs
- Create branded party packs for children's birthdays
- Use Instagram to show your flavour variety with close-up shots

### □ Mistakes to Avoid

- Using poor quality kernels — cheap corn gives small, hard results
- Inconsistent flavoring — customers expect the same taste every time
- Selling unbranded bags — packaging is part of the product
- Making too much stock at once — popcorn goes stale quickly if not sealed
- Not diversifying flavors — caramel, spicy, cheese, and plain cover most preferences

□ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦30,000 – ₦80,000  
depending on sales channel and volume**

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□ **Scale-Up Opportunities**

- Supply wholesale to shops, canteens, and cinemas
- Introduce branded gift bags for events
- Launch online. Instagram and WhatsApp orders with delivery
- Expand flavour range and seasonal specials
- Add other snacks like peanuts and chin chin to your product line

## 15. Zobo & Smoothie Sales

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### □ Business Overview

Zobo is a popular Nigerian drink made from dried hibiscus petals, spiced and sweetened. Smoothies are fruit-based blended drinks. Both are in high demand as healthy, affordable beverage options. They can be sold in branded bottles from home, a stand, or via delivery.

### □ Why It's Profitable in Nigeria

Health-consciousness is growing in Nigeria, especially among young urban consumers. A litre of zobo that costs ₦200 to make can sell for ₦500–₦2000 especially when branded properly. Smoothies at ₦800–₦1,500 per cup have excellent margins. Repeat buyers and subscription models make this business sticky.

### □ Startup Capital Needed

- Dried hibiscus (zobo) and spices: ~~₦5,000–₦8,000~~
- Blender for smoothies: ~~₦10,000–₦15,000~~
- Fruits (bananas, watermelon, pineapple): ~~₦8,000–₦12,000~~
- Branded bottles and cups: ~~₦5,000–₦8,000~~
- Fridge/cooler for storage: ~~₦15,000–₦25,000~~
- Total estimate: ~~₦43,000–₦68,000~~

### □ What You Need to Start

- Recipes for zobo with different flavour additions
- Blender and strainer
- Branded bottles with labels
- Cooler or small fridge
- WhatsApp Business for orders and delivery

### □ Step-by-Step Setup Guide

86. Perfect 2–3 zobo flavours and 2–3 smoothie combinations
87. Bottle and label your products consistently
88. Price competitively — zobo ~~₦300–₦500~~ per bottle, smoothies ~~₦800–₦1,500~~ per cup
89. Post daily on WhatsApp Status and Instagram
90. Accept pre-orders and deliver same day or next day
91. Sell at your gate, at a market stall, or via a delivery model

### □ How to Get Customers

- Post nutritional benefits alongside product photos. Educated customers buy more
- Supply to offices as a daily wellness drink option
- Target gyms, yoga studios, and health-conscious communities
- Offer a weekly subscription something like 5 bottles per week at a slight discount
- Supply to canteens and school tuck shops

### □ Mistakes to Avoid

- Not maintaining consistent quality or flavor, customers want predictability
- Using plastic bottles that affect taste or look unprofessional
- Not refrigerating stock. These drinks spoil quickly
- Selling at too low a price and running at a loss

- Neglecting hygiene during production.

#### □ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦30,000 – ₦80,000  
depending on volume and sales channels**

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#### □ **Scale-Up Opportunities**

- Add other beverages — ginger shots, tiger nut milk, soy milk.
- Supply to restaurants and eateries in bulk
- Build a recognizable brand with proper label design
- Introduce larger family-size bottles
- Register as a food/beverage brand and scale into retail

## 16. Sachet Water Distribution

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### □ Business Overview

Sachet water distribution involves buying bags of pure water (sachet water) from a factory and reselling to households, shops, schools, and events. You operate as a middleman between the factory and the end consumer, often using a tricycle or van for delivery.

### □ Why It's Profitable in Nigeria

Clean drinking water is a daily need for millions of Nigerians. The markup per bag is small but the volume makes up for it. A distributor selling 50–100 crates daily can build steady, predictable income. The business runs itself once you have a reliable supply and delivery route.

### □ Startup Capital Needed

- First stock of water (5–10 bags): ~~₦2,500~~–~~₦5,000~~
- Tricycle for delivery (hire or second-hand): ~~₦50,000~~–~~₦80,000~~ OR use logistics on demand
- Working capital for ongoing stock: ~~₦20,000~~–~~₦30,000~~
- Total estimate: ~~₦72,500~~–~~₦115,000~~ (lower if you partner with a tricycle owner)

### □ What You Need to Start

- Supply agreement with a local sachet water factory
- Tricycle or reliable delivery method
- Storage space (dry, shaded area)
- Crate count tracking system
- Regular customers or pre-established routes

### □ Step-by-Step Setup Guide

92. Identify 2–3 sachet water factories in your area and compare pricing
93. Negotiate a credit or COD supply arrangement with your preferred factory
94. Map out your distribution routes — schools, estates, shops, restaurants
95. Make first deliveries and collect payment on delivery
96. Build a regular customer list for daily or weekly orders
97. Track orders carefully.

### □ How to Get Customers

- Visit shops, restaurants, event centres, and schools to introduce your supply
- Offer free first delivery to new customers
- Guarantee morning delivery before 9 AM to estates and offices
- Be the most reliable distributor in your area. Consistency is everything
- Build a WhatsApp group for regular customers to place orders the night before

### □ Mistakes to Avoid

- Buying more stock than you can distribute before it expires or gets dirty
- Not accounting for the cost of the tricycle when calculating profit
- Neglecting new customer acquisition and relying on just a few buyers
- Distributing poor quality water. Check your factory's NAFDAC certification

□ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦30,000 – ₦70,000  
depending on volume and delivery routes**

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□ **Scale-Up Opportunities**

- Add table water (bottle water) to your product range
- Take on multiple factories to supply different sizes
- Hire a second delivery person to expand your route
- Supply to events and parties as a dedicated water vendor
- Move into pure water production as capital grows

## 17. Laundry & Ironing Service

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### □ Business Overview

Laundry and ironing services involve washing, drying, and pressing clothes for busy individuals, professionals, and families. You can operate from your home or a small rented space, offering wash-and-fold or wash-and-iron packages.

### □ Why It's Profitable in Nigeria

Urban Nigerians especially working professionals, bachelors, and single parents don't have time to do their own laundry. A consistent laundry service with quick turnaround and clean results builds a loyal customer base that pays monthly. Pricing per piece, per kilo, or per bag makes billing simple.

### □ Startup Capital Needed

- Small washing machine (optional but efficient): ~~₦30,000–₦60,000~~ OR handwash to start
- Steam iron and ironing board: ~~₦8,000–₦12,000~~
- Washing powder, softener, starch: ~~₦3,000–₦5,000~~
- Hangers, laundry bags, delivery bags: ~~₦3,000–₦5,000~~
- Total estimate: ~~₦74,000–₦82,000~~ (lower if handwashing to start)

### □ What You Need to Start

- Clean water source
- Iron and ironing board
- Washing area with drainage
- Drying line or rack
- WhatsApp Business for order and delivery management

### □ Step-by-Step Setup Guide

98. Define your service: home pickup, drop-off at your location, or both
99. Price clearly. Per piece or per bag (e.g. ~~₦1,500~~ per bag, ~~₦200~~ per shirt ironed)
100. Start with neighbors, colleagues, and WhatsApp contacts
101. Offer a weekly or monthly subscription for regular customers
102. Deliver on time and in neat, sealed bags
103. Ask for referrals from every satisfied customer
104. Run ads to people in your immediate surroundings.

### □ How to Get Customers

- Target bachelors in nearby estates. They're your most consistent customers
- Knock on doors in your compound or street and offer a free trial wash
- Post on estate WhatsApp groups with clear pricing
- Partner with tailors, garments after alterations often need pressing
- Offer office pickup and delivery on Mondays and Thursdays

### □ Mistakes to Avoid

- Losing or mixing up customers' clothes, label every bag clearly
- Delaying delivery, reliability is the product
- Using harsh chemicals that damage fabric. Stick to mild, quality detergents

- Not separating whites from colors
- Overloading your capacity. Don't take more than you can deliver on time

□ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦40,000 – ₦90,000  
depending on customer volume and pricing model**

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□ **Scale-Up Opportunities**

- Add dry cleaning service in partnership with a dry cleaner
- Purchase a second washing machine and hire an assistant
- Introduce same-day express service at a premium
- Expand delivery radius using a dispatch rider
- Build a brand — uniforms, branded bags, professional receipts

## 18. Cleaning Services Business

### □ Business Overview

Cleaning services involve professional cleaning of homes, offices, and commercial spaces. Services include deep cleaning, post-construction cleaning, carpet washing, and regular scheduled cleaning. This can be offered as a one-time or recurring service.

### □ Why It's Profitable in Nigeria

As more Nigerians move into professional and corporate lifestyles, demand for cleaning services has surged. A single deep-cleaning job can earn ₦10,000–₦50,000+. Regular scheduled clients provide predictable monthly income. Startup costs are low since most clients prefer you to use their cleaning materials.

### □ Startup Capital Needed

- Basic cleaning supplies (mops, brushes, sponges, gloves): ~~₦5,000–₦8,000~~
- Cleaning chemicals (disinfectant, bleach, surface cleaner): ~~₦5,000–₦8,000~~
- Branded apron and uniform: ~~₦3,000–₦5,000~~
- Transport for first few jobs: ~~₦2,000–₦5,000~~
- Total estimate: ~~₦15,000–₦26,000~~

### □ What You Need to Start

- Mops, brooms, scrubbing brushes, microfiber cloths
- Cleaning chemicals; disinfectant, bleach, surface sprays
- Gloves and protective gear
- A professional-looking uniform or branded apron
- Phone for bookings and WhatsApp communication

### □ Step-by-Step Setup Guide

105. Identify your service type: residential, office, post-construction, or all three
106. Create a simple price list: 1-bedroom ₦8,000, 2-bedroom ₦12,000, office per sq metre, etc.
107. Start with friends, family, and neighbours as your first clients
108. Do every job excellently, the quality speaks for itself in referrals
109. Build a portfolio of before-and-after photos
110. Promote on WhatsApp, estate groups, and Instagram
111. Run Ads to people in your immediate environment.

### □ How to Get Customers

- Join estate resident association WhatsApp and facebook groups and introduce your service
- Target newly rented apartments, new tenants always need a clean start
- Partner with real estate agents who manage properties, they need regular cleaners
- Reach out to offices, banks, and schools for contract cleaning
- Offer post-party cleaning services at a premium after weekend events

### □ Mistakes to Avoid

- Arriving without proper supplies and expecting the client to have everything
- Not agreeing on pricing before starting a job — disputes happen.

- Skipping areas that weren't explicitly mentioned — clients notice everything
- Not presenting yourself professionally — first impressions open contracts
- Doing poor work just to finish quickly — this business lives on referrals

#### □ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦50,000 – ₦150,000  
depending on number of jobs and contract clients**

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#### □ **Scale-Up Opportunities**

- Build a team of 2–3 cleaners to handle multiple jobs simultaneously
- Introduce contract cleaning for offices on a monthly retainer
- Add specialized services like carpet cleaning, AC duct cleaning
- Register the business and pursue government or corporate tenders
- Franchise your model to other cities

## 19. Car Wash (Manual Setup)

### □ Business Overview

A manual car wash involves washing, rinsing, and drying vehicles by hand using basic equipment. It's one of the most accessible physical businesses you can start with minimal capital. A good location near a traffic chokepoint or estate gate can generate dozens of customers daily.

### □ Why It's Profitable in Nigeria

Nigerians are attached to their cars. A clean car is a point of pride. At ₦1,500–₦3,000 per wash, serving 10–15 cars a day generates strong daily income. Manual washing also allows for attention to detail that automated systems miss and customers appreciate this.

### □ Startup Capital Needed

- Pressure washer or water pump: ₦15,000–₦30,000
- Hose, buckets, sponges, and wash mitts: ₦5,000–₦8,000
- Car shampoo, tire shine, polish: ₦5,000–₦8,000
- Water access/connection: ₦5,000–₦10,000
- Signage and setup: ₦5,000–₦8,000
- Total estimate: ₦35,000–₦64,000

### □ What You Need to Start

- Reliable water source (borehole, tanker access, or tap)
- Pressure washer or hose with good pressure
- Car shampoo, polish, microfiber cloths
- Drainage for water runoff
- Space for at least 2 cars at a time

### □ Step-by-Step Setup Guide

112. Secure a location with space, drainage, and water access
113. Purchase your basic equipment
114. Open in the morning — 7 AM is ideal as people go out before work
115. Charge fairly — exterior wash ₦1,500, full wash ₦2,500–₦3,500
116. Offer a loyalty card — 5th wash is free
117. Keep the area clean and professional to attract repeat clients

### □ How to Get Customers

- Set up near a residential estate, filling station, or shopping plaza
- Offer early morning express wash for commuters going to work
- Create a loyalty card to keep customers coming back
- Post before-and-after car photos on WhatsApp and Instagram
- Offer fleet washing deals to businesses, schools, or car hire companies

### □ Mistakes to Avoid

- Using rough sponges that scratch paint. Invest in microfiber cloths
- Wasting water through poor technique — this increases operating costs
- Opening without adequate water supply — running dry mid-wash is unprofessional
- Undercharging and working hard for minimal profit

- Poor drainage setup leading to flooding and this drives customer away

#### □ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦60,000 – ₦150,000  
depending on daily car volume and pricing**

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#### □ **Scale-Up Opportunities**

- Add interior vacuuming as an upsell service
- Introduce car polish, waxing, and engine bay cleaning at premium prices
- Open a second wash bay to double throughput
- Introduce a monthly wash subscription plan
- Partner with car hire companies for contract washing

## 20. Car Interior Cleaning

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### □ Business Overview

Car interior cleaning is a specialized service focusing on vacuuming seats, cleaning dashboards, sanitizing carpets, conditioning leather, and deodorizing the car interior. It's a premium service that goes beyond regular car washing.

### □ Why It's Profitable in Nigeria

Most car washes only do exterior washing. Interior cleaning is a gap in the market that commands premium pricing like ~~₦5,000~~–~~₦15,000~~ per car depending on the level of detail. Car owners especially professionals and rideshare drivers pay willingly for this service.

### □ Startup Capital Needed

- Wet/dry vacuum cleaner: ~~₦15,000~~–~~₦25,000~~
- Interior cleaning chemicals (dashboard spray, leather conditioner, deodorizer): ~~₦8,000~~–~~₦12,000~~
- Brushes, microfiber cloths, detailing tools: ~~₦5,000~~–~~₦8,000~~
- Foam extractor (optional): ~~₦10,000~~–~~₦20,000~~
- Total estimate: ~~₦38,000~~–~~₦65,000~~

### □ What You Need to Start

- Wet and dry vacuum cleaner
- Interior cleaning sprays and conditioners
- Detailing brushes and microfiber cloths
- Odour eliminator and air fresheners
- Space for 1–2 cars

### □ Step-by-Step Setup Guide

118. Learn interior detailing techniques (YouTube has excellent tutorials)
119. Purchase your cleaning kit and practice on a family vehicle first
120. Price your service: basic interior ~~₦5,000~~, full detail ~~₦8,000~~–~~₦15,000~~
121. Promote via WhatsApp and Instagram with before-and-after photos
122. Offer mobile service — go to the client's location at a slight premium
123. Combine with a regular car wash business for extra income

### □ How to Get Customers

- Target Uber and Bolt drivers who need clean interiors for good ratings
- Reach out to car hire companies for fleet interior cleaning contracts
- Promote in car owner Facebook groups and Instagram pages
- Offer a monthly subscription for professionals who value a clean car
- Partner with a regular car wash business and offer interior cleaning as their upsell

### □ Mistakes to Avoid

- Using the wrong chemicals on leather, this causes cracking and staining
- Rushing the job and leaving dirty corners the customer will definitely notice
- Not using a proper vacuum before applying wet cleaning products
- Ignoring odour treatment.
- Underpricing detailed work that takes 2–3 hours

□ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦50,000 – ₦120,000  
depending on volume and service level**

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□ **Scale-Up Opportunities**

- Add paint correction and exterior detailing for a full-service model
- Offer car PPF (paint protection film) consultations with a detailing partner
- Build a mobile detailing kit and visit high-end estates and offices
- Create a monthly car care subscription package
- Train others and take a cut from their work

## 21. Mobile Car Wash Service

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### □ Business Overview

Mobile car wash is a premium version of the regular car wash where you go to the customer's home, office, or parking lot with your equipment. It removes the need for a fixed location and targets convenience-seeking customers who pay more for on-site service.

### □ Why It's Profitable in Nigeria

Urban professionals and middle-class Nigerians are paying more for convenience. A mobile car wash at ₦3,000–₦6,000 per car serves people who don't have time to drive to a wash. With zero rent and the ability to cover multiple estates per day, margins are strong.

### □ Startup Capital Needed

- Portable pressure washer: ₦20,000–₦35,000
- Water tank (portable, 50–100 litres): ₦5,000–₦10,000
- Hose, sponges, microfiber cloths, car shampoo: ₦5,000–₦8,000
- Generator or rechargeable inverter for the washer: ₦20,000–₦35,000
- Transportation (bicycle, okada, or on foot for nearby estates): ₦0–₦15,000
- Total estimate: ₦50,000–₦103,000

### □ What You Need to Start

- Portable pressure washer
- Water-carrying tank
- Cleaning chemicals and tools
- Reliable transportation method
- WhatsApp Business for booking management

### □ Step-by-Step Setup Guide

124. Assemble your mobile kit; washer, water tank, chemicals, cloths
125. Test your setup on a family car to perfect your technique
126. Price clearly: exterior wash ₦3,000, exterior + interior ₦5,500
127. Target one or two estates in your area to build a regular route
128. Post booking slots on WhatsApp daily — 'available slots for today: 9 AM, 11 AM, 2 PM'
129. Deliver clean results and upsell interior cleaning on every visit

### □ How to Get Customers

- Post in estate WhatsApp groups with your pricing and availability
- Offer to wash the estate chairman's or manager's car for free — their endorsement opens doors
- Give loyalty cards; book 4 washes, get the 5th free
- Partner with security guards who can recommend you to residents
- Create a simple booking system via WhatsApp to manage appointments
- Run ads an offer. with

### □ Mistakes to Avoid

- Running out of water mid-job. Always carry more than you think you need
- Overcommitting to too many jobs in a day.

- Not confirming appointments the morning before wasted trips cost time and money
- Charging less than a stationary car wash without calculating your transport cost
- Using a noisy generator in quiet residential areas invest in a quiet model or better spray hose.

#### □ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦60,000 – ₦130,000  
depending on daily bookings and pricing**

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#### □ **Scale-Up Opportunities**

- Hire a second mobile washer and expand to more estates
- Add interior detailing to each booking at an upsell price
- Partner with property management companies for fleet washing contracts
- Introduce a monthly subscription for recurring clients
- Build a brand and website to attract premium clients

## 22. Photography Business (Using Smartphone Initially)

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### □ Business Overview

Smartphone photography business involves offering photography services for events, products, and portraits using a high-quality smartphone and good editing skills. With modern smartphones producing near-DSLR quality, you can build a professional portfolio before investing in a camera.

### □ Why It's Profitable in Nigeria

Events happen every weekend in Nigeria; birthdays, weddings, graduations, naming ceremonies, business launches. A photographer charging ₦20,000–₦80,000 per event can build serious income. Starting with a smartphone removes the ₦300,000+ barrier of a professional camera while you learn and earn.

### □ Startup Capital Needed

- Tripod and phone mount: ~~₦5,000–₦10,000~~
- Ring light or portable LED light: ~~₦8,000–₦15,000~~
- Editing app subscriptions (Lightroom, Snapseed): ~~₦2,000–₦5,000/year~~
- Portable hard drive for storage: ~~₦8,000–₦12,000~~
- Portfolio printing/digital portfolio design: ~~₦3,000–₦5,000~~
- Total estimate: ~~₦26,000–₦47,000~~

### □ What You Need to Start

- Smartphone with good camera (preferably an iPhone)
- Tripod and phone mount for stability
- Lighting (natural or ring light)
- Photo editing apps
- Instagram or portfolio site to showcase work

### □ Step-by-Step Setup Guide

130. Practice shooting portraits, food, events, products, everything builds skill
131. Build a portfolio of 20+ diverse shots
132. Offer to shoot a small event for free or discounted to build confidence
133. Price your services based on event type and duration
134. Post your best shots on Instagram consistently
135. Network with event planners, decorators, and makeup artists who need photographers

### □ How to Get Customers

- Build a strong Instagram page, this is your primary portfolio and booking channel
- Offer product photography to small businesses who sell on Instagram
- Join local events communities and introduce yourself as a photographer
- Collaborate with makeup artists and fashion stylists on shoot days
- Approach small churches, christenings, anniversary shoots, and thanksgiving events

### □ Mistakes to Avoid

- Posting low-quality edits — bad editing can ruin a sharp photo
- Not delivering photos on time — this kills your reputation faster than anything
- Undercharging because you're using a phone — your skill has value, not just your equipment
- Ignoring lighting — bad lighting is the number one killer of phone photography quality
- Not backing up photos — losing a client's event photos is catastrophic

#### □ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦50,000 – ₦150,000  
depending on number of events and product shoots**

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#### □ **Scale-Up Opportunities**

- Invest in a DSLR or mirrorless camera as revenue grows
- Expand into videography for events
- Offer monthly content creation packages for businesses
- Add aerial photography with a drone as a premium service
- Build a full photography studio

## 23. Event Decoration Business

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### □ Business Overview

Event decoration involves designing and setting up decorative displays for parties, weddings, corporate events, and naming ceremonies. Services include balloon arches, table centerpieces, backdrops, draping, and themed setups.

### □ Why It's Profitable in Nigeria

Nigerians celebrate everything and they celebrate big. Event decoration is one of the most booked services in the events industry. A decorator can charge ₦50,000–₦500,000 per event depending on size. Starting small with balloon work and simple draping, you can earn well from the first month.

### □ Startup Capital Needed

- Balloon pump and starter balloons: ~~₦5,000–₦8,000~~
- Fabric, drapes, and tulle: ~~₦15,000–₦25,000~~
- Centerpiece materials (vases, flowers, candles): ~~₦10,000–₦15,000~~
- Backdrop stand: ~~₦10,000–₦15,000~~
- Tool kit (tape, twine, scissors, hooks): ~~₦3,000–₦5,000~~
- Total estimate: ~~₦43,000–₦68,000~~

### □ What You Need to Start

- Basic decoration materials — balloons, fabric, flowers, centerpiece props
- A backdrop stand (portable)
- Balloon pump (hand or electric)
- Creative eye and design sense
- Good phone camera for portfolio documentation

### □ Step-by-Step Setup Guide

136. Learn decoration basics via YouTube or apprenticeship under a decorator
137. Build a portfolio by decorating for free for one or two events
138. Price by service type, balloon arches, table decor, full setup, etc.
139. Create an Instagram page with your portfolio
140. Network with caterers, photographers, MCs, and event planners
141. Get a deposit before every event at least 50% upfront

### □ How to Get Customers

- Post decoration setup videos and before-afters on Instagram and TikTok — this content goes viral
- Partner with event planners who need a reliable decorator on call
- Attend weddings and events, hand out cards and introduce yourself
- Offer a themed birthday package for children. Parents in estates will share your number everywhere
- Join event vendor groups on Facebook and WhatsApp

### □ Mistakes to Avoid

- Underquoting on events without factoring in transport, labor, and setup time
- Not taking a deposit — some clients cancel and you lose your materials cost

- Promising styles beyond your current skill — deliver what you can execute well first
- Poor Instagram presence — event decorating is a visual business
- Not documenting your work — every event is portfolio content

#### □ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦60,000 – ₦200,000  
depending on event volume and service range**

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#### □ **Scale-Up Opportunities**

- Add complete event coordination to your services
- Invest in larger backdrops, neon signs, and luxury decor items
- Build a team of setup assistants
- Hire out decoration equipment to other decorators
- Create décor packages for corporate events and product launches

## 24. Plastic Chair & Canopy Rentals

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### □ Business Overview

This business involves buying plastic chairs, canopies (tents), and tables and renting them out to people hosting events, parties, meetings, religious gatherings, and funerals. It is a passive income model once your inventory is built up.

### □ Why It's Profitable in Nigeria

Rental businesses make money while you sleep. Once purchased, a set of chairs and canopies can be rented out dozens of times before replacement is needed. At ~~₦500–₦1000~~ per chair per day and ~~₦5,000–₦10,000~~ per canopy, a single event can generate ~~₦50,000–₦100,000+~~ in revenue.

### □ Startup Capital Needed

- 50 plastic chairs: ~~₦75,000–₦95,000~~
- 2 canopies (3x3 or 4x4): ~~₦30,000–₦50,000~~
- 5 foldable tables: ~~₦15,000–₦20,000~~
- Storage space (home or rented): ~~₦0–₦10,000~~
- Total estimate: ~~₦100,000–₦150,000~~ (start with fewer chairs if needed)

### □ What You Need to Start

- Storage space for equipment
- Tricycle or van for delivery and pickup (rent one initially)
- Inventory tracking system (simple notebook works)
- WhatsApp Business for bookings
- Ropes and covers for protecting equipment in transit

### □ Step-by-Step Setup Guide

142. Purchase your starter inventory 50 chairs and 2 canopies is a solid beginning
143. Store items neatly at home or a small rented space
144. Set your rental rates and availability calendar
145. Announce via WhatsApp and to neighbors, churches, and community leaders
146. Deliver on time and collect immediately after the event
147. Charge a security deposit on every rental to cover damage

### □ How to Get Customers

- Introduce yourself to churches and mosques, they host events constantly
- Talk to event decorators and caterers who get asked for chair recommendations
- Post your inventory list and pricing on WhatsApp and Facebook Marketplace
- Be the most reliable rental in your area, this builds repeat business fast
- Offer free delivery within a short radius to attract first bookings

### □ Mistakes to Avoid

- Not charging a damage deposit — broken chairs reduce your inventory and profit
- Lending without written confirmation of quantity — disputes are common
- Poor storage causing chairs to fade, stack badly, or get stolen
- Not tracking your inventory after each rental — missing chairs add up
- Trying to do delivery yourself without a vehicle — factor in logistics cost

□ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦40,000 – ₦120,000  
depending on how often inventory is booked**

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□ **Scale-Up Opportunities**

- Expand inventory — 100, 200 chairs as revenue grows
- Add event tables, coolers, and generators to your rental catalogue
- Hire a driver and assistant for delivery and setup
- Partner with event venues as their preferred rental supplier
- Build a full event equipment rental company

## 25. Makeup Artist Business

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### □ Business Overview

Makeup artistry involves applying professional makeup for events, photoshoots, weddings, graduations, and everyday glam. It can be done from your home, at a studio, or as a mobile service going to the client's location.

### □ Why It's Profitable in Nigeria

Every bride, birthday girl, and event guest wants to look their best. A professional MUA (makeup artist) can charge ₦15,000–₦100,000+ per client depending on the event. Weddings alone, bridal makeup plus bridesmaids can earn ₦100,000–₦300,000 in a single day.

### □ Startup Capital Needed

- Starter makeup kit (foundation, palettes, brushes, lashes): ₦30,000–₦60,000
- Ring light for Instagram content and client viewing: ₦8,000–₦15,000
- MUA training (if needed): ₦15,000–₦30,000
- Portfolio shoot (styled photos): ₦10,000–₦20,000
- Total estimate: ₦63,000–₦125,000 (can start lower with a focused starter kit)

### □ What You Need to Start

- Professional makeup products (invest in quality, it shows on the face)
- Set of makeup brushes
- Ring light for clear work and content creation
- Makeup chair or stool
- Instagram page for portfolio

### □ Step-by-Step Setup Guide

148. Train under an experienced MUA or enroll in a professional course
149. Build your kit with versatile products that work on all skin tones
150. Offer free or discounted makeup to friends and models to build your portfolio
151. Create an Instagram page and post consistently
152. Set your price list and offer different packages
153. Network with photographers, decorators, and event planners

### □ How to Get Customers

- Instagram is your most powerful tool, post before-and-after transformations daily
- Reach out to photographers for collaboration shoots that both parties can post
- Join bridal and events WhatsApp groups in your city
- Offer early bride discounts to get your first 5 wedding clients
- Attend events and hand out cards. Your own makeup is a walking advertisement

### □ Mistakes to Avoid

- Using wrong foundation shades — mismatched skin tone is visible in photos and drives away clients
- Not sanitizing tools between clients — unhygienic practice spreads infections
- Undercharging for wedding makeup — weddings command premium pricing
- Not building a diverse portfolio that shows you can work on various skin tones

- No-showing or being late — event makeup has strict timelines

#### □ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦60,000 – ₦200,000  
depending on events booked and pricing tier**

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#### □ **Scale-Up Opportunities**

- Add bridal packages that include hair and gele
- Train other artists and take a percentage of their bookings
- Launch a makeup training school
- Create your own cosmetics line or sell curated products
- Build a beauty studio with multiple service stations

## 26. Nail Technician Business

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### □ Business Overview

Nail technician services include manicures, pedicures, acrylic nails, gel nails, nail art, and press-on nail application. It can be offered from a dedicated workspace at home, a salon, or as a mobile service visiting clients at their location.

### □ Why It's Profitable in Nigeria

Nigerian women get their nails done regularly every 2–4 weeks. A nail tech charging ₦5,000–₦20,000 per client can serve 3–5 clients daily and build strong monthly income. Nail art and luxury extensions command premium pricing. The repeat customer rate is one of the highest in the beauty industry.

### □ Startup Capital Needed

- Nail training (if needed): ~~₦15,000–₦25,000~~
- Starter gel/acrylic nail kit: ~~₦20,000–₦30,000~~
- UV/LED lamp: ~~₦8,000–₦15,000~~
- Nail table and client chair: ~~₦10,000–₦15,000~~
- Nail art tools, files, buffers: ~~₦5,000–₦8,000~~
- Total estimate: ~~₦58,000–₦93,000~~

### □ What You Need to Start

- Nail training (especially gel and acrylic application)
- UV/LED curing lamp
- Gel polish set, acrylic powder and liquid, nail tips
- Nail prep tools: buffer, file, cuticle pusher, drill
- Good lighting at your workspace

### □ Step-by-Step Setup Guide

154. Train under a nail tech or through an online/in-person course
155. Build your kit and practice on friends before charging
156. Create a clear price list — mani/pedi, gel, acrylics, nail art
157. Post portfolio on Instagram and WhatsApp
158. Take bookings and manage your schedule efficiently
159. Upsell nail art and nail accessories on every appointment

### □ How to Get Customers

- Instagram nail content performs extremely well. Post close-up shots of every set you create
- Offer a loyalty reward: every 5th nail appointment is 50% off
- Target working women in offices, banks, and hospitals who want professional-looking nails
- Partner with hair braiders and makeup artists for referrals
- Offer home visits at a slightly higher rate for clients who prefer convenience

### □ Mistakes to Avoid

- Rushing sets to squeeze in more clients — bad nails end your business faster than anything

- Not prepping the nail properly — poor prep causes lifting and unhappy clients
- Using cheap, low-quality gel that chips within days
- Neglecting nail health — some clients need natural nail care advice, not just extensions
- No-showing appointments — always reschedule with adequate notice

#### □ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦60,000 – ₦150,000 depending on client volume and services offered**

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#### □ **Scale-Up Opportunities**

- Add pedicure services and foot spa treatments
- Sell nail products — press-ons, gel kits, nail tools — as a side income
- Train others and earn from your courses
- Open a dedicated nail bar in a salon
- Build a brand with a signature nail style you're known for

## 27. Tailoring / Clothing Adjustment Service

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### □ Business Overview

Tailoring and clothing adjustment services include sewing new outfits from scratch, adjusting ill-fitting clothes, repairing torn garments, adding embroidery, and altering bought clothes for a better fit. Can be done from a small home studio or a market stall.

### □ Why It's Profitable in Nigeria

Nigerians buy clothes constantly from Aso-ebi fabric for every occasion to ready-made clothes needing adjustment. A tailor who is fast, affordable, and reliable never lacks work. Aso-ebi season (wedding season) alone can generate ₦100,000–₦300,000 in a month.

### □ Startup Capital Needed

- Portable sewing machine: ₦30,000–₦50,000
- Thread, needles, buttons, zips: ₦3,000–₦5,000
- Measuring tape, scissors, marking chalk: ₦2,000–₦3,000
- Table and workspace setup: ₦5,000–₦10,000
- Total estimate: ₦40,000–₦68,000

### □ What You Need to Start

- Tailoring skill (sewing, pattern cutting, finishing)
- Electric sewing machine
- Thread, pins, needles, scissors
- Measuring tape and tailor's chalk
- Space for cutting and sewing

### □ Step-by-Step Setup Guide

160. Learn tailoring from a master tailor or fashion school
161. Set up your workspace with your machine and tools
162. Start with simple jobs: adjustments, repairs, and hems before moving to full outfits
163. Build a portfolio by sewing for friends and photographing results
164. Promote via WhatsApp and Instagram, especially ahead of wedding and festive seasons
165. Take Aso-ebi orders well in advance and deliver on schedule

### □ How to Get Customers

- Market yourself heavily before wedding season post your best stitching on Instagram
- Partner with fabric sellers who can refer their buyers to you
- Offer school uniform sewing to parents in your estate
- Accept Aso-ebi bulk orders from event organizers. Just one wedding can give you 10+ clients

### □ Mistakes to Avoid

- Taking more orders than you can complete by deadline. Lateness destroys your reputation in tailoring
- Poor finishing (rough edges, loose threads) on what appears to be a good outfit
- Not taking accurate measurements.

- Underpricing your work, good tailoring is skilled labor
- Not collecting full payment before handing over finished items

□ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦40,000 – ₦120,000  
depending on volume, skill level, and season**

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□ **Scale-Up Opportunities**

- Hire apprentices to handle simpler jobs while you focus on premium work
- Introduce a ready-to-wear line sewn in advance
- Supply uniforms to schools and companies
- Build a fashion brand with your own label
- Expand into bridal wear as the premium end of the market

## 28. Soap & Detergent Production

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### □ Business Overview

Soap and detergent production involves making bar soap, liquid soap, dishwashing liquid, floor cleaner, and laundry detergent using locally available raw materials. Products are sold to households, shops, hotels, and institutions.

### □ Why It's Profitable in Nigeria

Soap is used in every Nigerian home every day. Locally produced soap at affordable prices undercuts big brands while maintaining quality. With the right formulas and packaging, you can sell to individuals, market traders, schools, and cleaning companies at strong margins.

### □ Startup Capital Needed

- Raw materials (caustic soda, oils, perfume, colour): ~~₦15,000–₦25,000~~
- Production equipment (bowls, molds, gloves, mixing sticks): ~~₦5,000–₦8,000~~
- Bottles and packaging: ~~₦5,000–₦8,000~~
- Labels and branding: ~~₦3,000–₦5,000~~
- Total estimate: ~~₦28,000–₦46,000~~

### □ What You Need to Start

- Soap making recipe and training (available in short courses)
- Caustic soda, palm kernel oil or coconut oil, sodium silicate
- Mixing bowls, molds, weighing scale
- Bottles and dispensers for liquid soap
- Branding; labels and product names

### □ Step-by-Step Setup Guide

166. Attend a soap-making training (very affordable)
167. Source raw materials from a chemical supplier in your city
168. Produce test batches and get feedback from friends and family
169. Package neatly and label professionally with NAFDAC number (get this as you scale)
170. Start selling to neighbors, Laundry shops, and market traders
171. Approach schools, hotels, and cleaning companies for bulk orders

### □ How to Get Customers

- Give free samples to shops and market traders first let the product sell itself
- Sell directly to cleaning service businesses who need large volumes
- Target estate housewives who prefer locally made products at lower prices
- Partner with laundry services who need bulk detergent supply
- Sell at trade fairs and local exhibitions
- Brand properly and run ads

### □ Mistakes to Avoid

- Incorrect caustic soda measurement. Too much causes skin burns; too little means soap won't clean
- Poor packaging. Homemade products need to look professional to justify purchase
- Not testing pH before selling — soap should be skin-safe

- Producing too much stock before establishing consistent sales
- Ignoring NAFDAC registration — this is required for selling consumable products commercially

#### □ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦30,000 – ₦80,000  
depending on product range and sales volume**

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#### □ **Scale-Up Opportunities**

- Expand product range: fabric softener, air freshener, surface spray
- Supply to cleaning companies, schools, and hotels in bulk
- Get NAFDAC certification and move into retail distribution
- Build a recognizable brand for your soap line
- Export to neighboring West African countries as quality improves

## 29. Snail Farming

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### □ Business Overview

Snail farming involves rearing African Giant Land Snails (*Achatina* species) for sale as food. Snails are sold live to restaurants, food vendors, hotels, and households. It can be done in a small backyard using wooden pens or old car tyres.

### □ Why It's Profitable in Nigeria

Snail meat is high in protein and low in fat, demand is growing, especially in South-South and South-West Nigeria. A mature snail sells for ₦1500–₦2500 depending on the season. With 100 snails multiplying over time, this is a business that pays you more the longer you run it.

### □ Startup Capital Needed

- Starter snails (50–100 snails): ~~₦5,000–₦15,000~~
- Pen construction (wood, wire mesh, old tyres): ~~₦10,000–₦20,000~~
- Feed (leaves, fruits, calcium supplements): ~~₦3,000–₦5,000~~
- Soil and substrate: ~~₦2,000–₦3,000~~
- Total estimate: ~~₦20,000–₦43,000~~

### □ What You Need to Start

- A shaded outdoor space (backyard, garden, or small plot)
- Snail pen constructed from wood, wire mesh, or old tyres
- Starter colony of 50–100 healthy snails
- Food sources: papaw leaves, banana, leftover vegetables
- Calcium source (crushed eggshells or snail chalk)

### □ Step-by-Step Setup Guide

172. Construct your pens in a shaded, humid area
173. Purchase healthy starter snails from a reputable breeder
174. Set up feeding and watering schedule, snails eat morning and evening
175. Monitor for pests (rats, ants) and protect the pen accordingly
176. Harvest mature snails after 6–9 months and sell
177. Reinvest profits to expand your colony

### □ How to Get Customers

- Sell to local restaurants and buka owners who serve pepper soup and snail dishes
- Supply to hotels with Nigerian cuisine restaurants
- Connect with other snail farmers to supply large bulk orders together
- Post availability on WhatsApp and local food groups
- Target catering companies that serve traditional Nigerian events

### □ Mistakes to Avoid

- Overcrowding snails in the pen — they need space to grow properly
- Poor humidity management — snails need moisture to thrive
- Neglecting calcium in the diet — this stunts shell growth
- Attempting to sell too early before snails reach market size
- Not protecting the pen from predators. Rats and ants can wipe out a colony overnight

□ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦20,000 – ₦60,000  
after initial growth period (6–9 months to first harvest)**

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□ **Scale-Up Opportunities**

- Expand pen capacity as your colony multiplies
- Sell snail eggs (clutches) to other farmers as a revenue stream
- Process and sell smoked or frozen snail for longer shelf life
- Supply consistently to a restaurant or hotel on a monthly contract
- Train others in snail farming and charge for the knowledge

## 30. Poultry Business (Small Scale)

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### □ Business Overview

Small-scale poultry farming involves raising 50–200 broiler chickens or layers for sale as meat or egg supply. It can be done in a small backyard or rented cage space and is one of the most profitable agribusiness models at a small scale in Nigeria.

### □ Why It's Profitable in Nigeria

Chicken is the most consumed meat in Nigeria. Broilers raised for 6–8 weeks can be sold for ₦7,000–₦15,000 each depending on size and market. A batch of 100 birds at a net profit of ₦3,000–₦7,000 per bird after costs yields over ₦200,000 per cycle.

### □ Startup Capital Needed

- Day-old chicks (50–100 birds): ~~₦55,000–₦75,000~~
- Feed (starter + finisher): ~~₦30,000–₦50,000~~
- Drugs and vaccines: ~~₦5,000–₦8,000~~
- Simple pen or cage setup: ~~₦15,000–₦25,000~~
- Total estimate: ~~₦100,000–₦200,000~~

### □ What You Need to Start

- Small cage or pen (corrugated iron + wire mesh works)
- Day-old chicks from a hatchery
- Broiler feed starter (0–4 weeks) and finisher (4–8 weeks)
- Nipple drinkers and feeders
- Basic drugs and vaccines (follow vet schedule)

### □ Step-by-Step Setup Guide

178. Build or rent a small pen and set it up with feeders and drinkers
179. Purchase day-old chicks from a reliable hatchery
180. Follow a proper vaccination and medication schedule
181. Feed and water daily, consistency is critical
182. Sell at 6–8 weeks for broilers when birds reach 2–3 kg
183. Reinvest proceeds into a larger next batch

### □ How to Get Customers

- Sell live birds to neighbors, market women, and event caterers
- Supply to restaurants, pepper soup joints, and fried chicken spots
- Announce each harvest on WhatsApp at least 2 weeks in advance for pre-orders
- Partner with a butcher who slaughters and sells on your behalf
- Supply frozen chicken in bulk to food vendors

### □ Mistakes to Avoid

- Skipping vaccines — one disease outbreak can wipe out your entire flock
- Poor ventilation in the pen — chickens need fresh air to grow well
- Overfeeding or underfeeding — follow recommended feed quantities
- Not accounting for mortality in your profit calculations
- Buying feed in small quantities — bulk purchasing reduces costs significantly

□ **Estimated Monthly Profit**

**ESTIMATED PROFIT | Estimated monthly profit: ₦40,000 – ₦120,000 per cycle (every 6–8 weeks for broilers)**

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□ **Scale-Up Opportunities**

- Increase flock size with each cycle
- Add layers for steady egg income alongside meat birds
- Supply hatching eggs to other farmers
- Move into feed production or reselling
- Build a proper poultry house with automated feeders and drinkers

## 31. Catfish Smoking & Sales

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### □ Business Overview

Catfish smoking involves buying fresh or live catfish, smoking them using a traditional or improved kiln, and selling the dried smoked fish to markets, households, restaurants, and food vendors. Smoked catfish has a longer shelf life and commands better pricing than fresh fish.

### □ Why It's Profitable in Nigeria

Smoked fish is a staple ingredient in Nigerian soups and stews. Demand never stops. A fresh catfish bought at ₦1,500–₦2,500 can be smoked and sold for ₦3,000–₦5,000. The business works both in fish-producing states and urban markets where smoked fish is always in demand.

### □ Startup Capital Needed

- Smoking kiln (local drum kiln or clay kiln): ₦10,000–₦20,000
- First batch of fresh catfish: ₦20,000–₦40,000
- Firewood or charcoal for smoking: ₦3,000–₦5,000
- Packaging (nylon bags, cartons): ₦2,000–₦3,000
- Total estimate: ₦35,000–₦68,000

### □ What You Need to Start

- Smoking kiln (can be constructed locally from old drums)
- Fresh catfish supply (from fish farms or markets)
- Firewood or charcoal
- Wire mesh racks for smoking
- Packaging materials

### □ Step-by-Step Setup Guide

184. Source a reliable catfish supplier. A fish farm near you is ideal for freshness
185. Build or buy a smoking kiln.
186. Smoke fish at 60–80°C for 4–6 hours for optimal preservation
187. Package in clean nylon bags or cartons, sized for different buyers
188. Sell at local markets, to food vendors, and via WhatsApp
189. Build a supply relationship with restaurants and soup ingredient sellers

### □ How to Get Customers

- Sell at the local market where smoked fish is bought for soup making
- Supply to restaurants and buka owners who cook catfish pepper soup
- Target food vendors who fry and sell at markets and events
- Announce restocks via WhatsApp status to build a loyal customer base
- Sell in bulk to wholesale traders in fish markets for faster volume movement

### □ Mistakes to Avoid

- Under-smoking fish — poorly smoked fish spoils quickly and loses its value
- Poor hygiene during processing — this introduces bacteria and reduces shelf life
- Not having a consistent catfish supply — irregular stock means irregular income
- Pricing below market rate and cutting into margins

- Storing smoked fish in humid conditions — this causes mold

#### □ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦40,000 – ₦100,000  
depending on volume and sales channels**

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#### □ **Scale-Up Opportunities**

- Add other smoked fish types; tilapia, mackerel, herring
- Supply frozen smoked fish to supermarkets and grocery stores
- Move into catfish farming to control your own supply chain
- Introduce vacuum-sealed packaging for longer shelf life and premium pricing
- Export smoked fish to Nigerians in the diaspora via food export channels

## 32. Recharge Card & Data Reselling Kiosk

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### □ Business Overview

A recharge card and data reselling kiosk sells mobile airtime and data bundles for all Nigerian networks (MTN, Airtel, Glo, 9mobile) to individuals. This can be done from a fixed kiosk, a roadside table, or even electronically from your phone using a VTU platform.

### □ Why It's Profitable in Nigeria

Every Nigerian with a phone buys airtime or data regularly. A busy recharge kiosk in the right location processes dozens of transactions daily. The margin per sale is small (5–15%) but the volume makes it consistent. It also pairs perfectly with other businesses like provisions, phone accessories, or POS.

### □ Startup Capital Needed

- VTU registration and wallet funding: ₦10,000–₦20,000
- Physical recharge cards (starter stock if selling cards): ₦10,000–₦20,000
- Kiosk or table setup: ₦5,000–₦15,000
- Signage (bold, visible network logos): ₦3,000–₦5,000
- Total estimate: ₦28,000–₦60,000

### □ What You Need to Start

- VTU account or sub-dealer registration with a network
- Funded wallet for instant top-ups
- Phone or tablet for processing transactions
- Physical stock of recharge cards (optional for digital sellers)
- Visible signage with network names and denominations

### □ Step-by-Step Setup Guide

190. Register on a VTU platform (or sub-dealer with MTN, Airtel, etc.)
191. Fund your wallet with your starting capital
192. Set up your kiosk or selling point in a high-traffic area
193. Display prices clearly and be fast. Speed matters in this business
194. Offer instant transfers and data bundles for all networks
195. Pair with another product (POS, phone accessories) to maximize income from the same location

### □ How to Get Customers

- Set up where people are always in a hurry, bus stops, markets, school gates
- Offer slightly cheaper data bundles than mainstream shops even ₦50 less attracts buyers
- Advertise your location on the estate WhatsApp group
- Serve corporate offices by selling in bulk data subscriptions to employees
- Partner with a phone repairer who can refer customers

### □ Mistakes to Avoid

- Running out of wallet balance mid-transaction. Always maintain a healthy float
- Selling at too low a margin and not covering your expenses
- Not keeping transaction records.

- Choosing a location without regular foot traffic
- Relying on only one VTU platform, diversify in case of downtime

□ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦25,000 – ₦70,000  
depending on location and transaction volume**

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□ **Scale-Up Opportunities**

- Add bill payment (DSTV, electricity, water) for more transaction types
- Become a super-agent and onboard sub-dealers below you
- Open a second kiosk at another location
- Combine with a provisions shop for maximum foot traffic income
- Build a small tech accessories section alongside the data kiosk

## 33. Fruits & Vegetables Supply Business

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### □ Business Overview

This business involves sourcing fresh fruits and vegetables directly from farms or wholesale markets and selling them to households, restaurants, hotels, and food vendors. You can operate from a roadside display, home delivery model, or supply directly to commercial kitchens.

### □ Why It's Profitable in Nigeria

Fresh produce is bought by every household, every week. The markup from farm-gate to retail is significant. Tomatoes bought at ₦5,000 per basket in a wholesale market can be retailed at 2–3x that value. A consistent supply model with the right buyers creates steady weekly income.

### □ Startup Capital Needed

- First stock purchase (mixed fruits and vegetables): ~~₦20,000–₦40,000~~
- Transport from wholesale market: ~~₦3,000–₦5,000~~
- Display table, baskets, and trays: ~~₦3,000–₦5,000~~
- Packaging (small bags, rubber bands): ~~₦2,000–₦3,000~~
- Total estimate: ~~₦28,000–₦53,000~~

### □ What You Need to Start

- Reliable wholesale market source (Mile 12, Bodija, or your state equivalent)
- Display table or roadside setup
- Transport for restocking (tricycle or bus)
- Fresh stock — tomatoes, peppers, onions, leafy greens, fruits
- WhatsApp Business for pre-orders and delivery management

### □ Step-by-Step Setup Guide

196. Visit the nearest wholesale vegetable market and map out your sourcing prices
197. Identify which items sell fastest in your area
198. Set up your display point near a road, estate gate, or market
199. Restock every 2–3 days to maintain freshness
200. Offer home delivery via WhatsApp orders for nearby households
201. Build a reliable supply relationship with restaurants and caterers for weekly bulk orders

### □ How to Get Customers

- Knock on doors in your estate and introduce your daily vegetable supply
- Set up a WhatsApp group for regular customers share daily availability and pricing every morning
- Supply to buka owners and small restaurants who buy fresh produce daily
- Partner with a foodstuff seller who doesn't stock fresh produce refer each other's customers
- Offer a weekly vegetable box delivery to households at a slight premium for the convenience

### □ Mistakes to Avoid

- Buying more than you can sell before produce spoils. Start small and scale based on actual demand
- Poor storage. Fruits and vegetables need ventilation and shade, not direct sunlight
- Mixing old and new stock customers will always pick the freshest items
- No price consistency — irregular pricing confuses customers and reduces trust
- Ignoring the quality of your produce — one rotten batch destroys your reputation with household customers

#### □ **Estimated Monthly Profit**

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**ESTIMATED PROFIT | Estimated monthly profit: ₦30,000 – ₦80,000  
depending on volume, variety, and sales channels**

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#### □ **Scale-Up Opportunities**

- Move into direct farm sourcing to reduce cost of goods
- Supply to hotels, restaurants, and supermarkets in bulk on contract
- Add a cold storage unit to extend your shelf life and stock larger quantities
- Introduce packaged vegetable sets (soup packs, salad packs) as a premium product
- Build an agro-supply brand and explore export of select produce items

## Conclusion: Your First Step Starts Today

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You've just read through 33 real, proven businesses that can be started in Nigeria with less than ₦100,000. Some of them excited you. One or two of them probably made you think: 'I could actually do that.'

That is your starting point.

The businesses in this Ebook are not complicated. They don't require special connections, overseas degrees, or years of experience. What they require is a decision. The decision to start. The decision to be consistent. The decision to learn from every mistake and keep going.

Nigeria rewards the bold. Every successful business owner you admire today started exactly where you are with limited money, uncertain conditions, and more questions than answers. What separated them was action.

Pick one business. Just one. Start learning what you don't yet know. Take the first practical step this week not next month, not when conditions improve. This week.

***Your business story starts with the very next thing you do.***

Make it count.

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### **BONUS: Where to Source Startup Materials Cheaply in Nigeria**

Lagos: Alaba International Market (electronics, accessories), Trade Fair Complex (general goods), Mile 12 (food/produce), Tejuosho (fashion, fabric, perfume oils), Balogun Market (fabrics, ready-made clothes).

Onitsha: Main Market (clothing, provisions, food items — one of the largest in West Africa).

Kano: Kurmi Market and Fagge (textile, food, household items at wholesale prices).

Abuja: Wuse Market, Utako Market (provisions, food, fashion, accessories).

Benin City: Oba Market, New Benin Market (food, provisions, household goods, fashion items).

Port Harcourt: Mile 1 and Mile 3 Markets (seafood, produce, provisions, clothing).

Online sourcing: Alibaba.com, 1688.com (Chinese wholesale), Jiji.ng, Facebook Marketplace (local suppliers), and Instagram (direct suppliers for beauty, fashion, and food items).