

# BUSINESS NAME

## Ideas Pack

*200+ Name Ideas Across 6 Business Categories — Plus Naming Tips and CAC  
Registration Guide*

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**BONUS MATERIAL | Included with 33 Businesses You Can Start with Less Than ₦100K**

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## **Why Your Business Name Matters More Than You Think**

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A good business name does three things: it tells people what you do; it builds trust, and it sticks in memory. A bad business name makes people unsure, uninterested, or unable to find you online.

In Nigeria, many business owners use their own name or something random they thought up at midnight. The result is a business that's hard to market, hard to remember, and hard to scale beyond the owner's personal network.

Use this guide to pick a name that works and then register it.

## 5 Rules for Choosing a Strong Business Name

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1. Keep it short. 1 to 3 words maximum. Long names get shortened by customers anyway.
2. Make it easy to spell and pronounce. If people can't say it, they can't recommend it.
3. Avoid generic names. 'Best Quality Ventures' tells no one anything. Be specific.
4. Check availability. Search the CAC portal ([search.cac.gov.ng](http://search.cac.gov.ng)) before falling in love with a name.
5. Think about growth... Pick a name that won't box you in if your business expands.

A note on using Pidgin or Nigerian words: names like 'Chop Chop', 'Iya Basira's Kitchen', or 'OkrikaGold' connect emotionally with a Nigerian audience and are memorable. Don't shy away from cultural resonance, it's a marketing advantage.

## Food, Catering & Produce Businesses

For bukas, home caterers, food vendors, produce sellers, zobo/smoothie brands, and agro-food businesses.

<b>Mama's Pot</b> <i>Warmth, homeliness, trust</i>	<b>FreshMart Nigeria</b> <i>Fresh produce, retail feel</i>
<b>Naija Kitchen Co.</b> <i>Local pride, food culture</i>	<b>The Daily Pot</b> <i>Consistent, everyday food</i>
<b>The Chop House</b> <i>Casual, approachable, Nigerian</i>	<b>Grandma's Recipe</b> <i>Heritage, homemade quality</i>
<b>Taste of Home</b> <i>Nostalgia and comfort</i>	<b>Nourish Lagos / Abuja</b> <i>Health-forward, modern</i>
<b>Iya Basira's (your name) Kitchen</b> <i>Authentic, local character</i>	<b>SavorHaus</b> <i>Premium, stylish food brand</i>
<b>Goodfood Supply</b> <i>Simple, trustworthy, direct</i>	<b>Chop Chop Deliveries</b> <i>Speed, fun, Nigerian energy</i>

## Fashion, Clothing & Thrift Businesses

For Okrika/thrift sellers, tailors, clothing resellers, Ankara boutiques, and fashion brands.

<b>Aso Revival</b> <i>Nigerian fabric, modern spin</i>	<b>The Bale House</b> <i>Thrift business identity</i>
<b>ThreadWorks Nigeria</b> <i>Tailoring &amp; textiles</i>	<b>StyleMart</b> <i>Fashion + retail feel</i>
<b>The Curve Edit</b> <i>Plus-size inclusive fashion</i>	<b>Lagos Closet</b> <i>City-based fashion brand</i>
<b>OkrikaGold</b> <i>Premium thrift brand feel</i>	<b>The Heritage Stitch</b> <i>African prints, heritage</i>
<b>Naija Drip</b> <i>Streetwear, youth market</i>	<b>Fresh Fit Nigeria</b> <i>Casual, active wear</i>
<b>Satin &amp; Thread</b> <i>Elegant tailoring/fashion</i>	<b>Abuja Wardrobe</b> <i>Regional, aspirational</i>

## Beauty, Hair & Personal Care Businesses

For makeup artists, nail techs, hair braiders, wig sellers, perfume oil businesses, and skincare brands.

<b>Glow Empire</b> <i>Aspirational, beauty-focused</i>	<b>Bloom Cosmetics</b> <i>Growth, femininity, elegance</i>
<b>Radiant Roots</b> <i>Natural hair &amp; skin care</i>	<b>GlowUp Nigeria</b> <i>Transformation, relatability</i>
<b>SkinLab Nigeria</b> <i>Science-backed skincare feel</i>	<b>Velvet Touch Beauty</b> <i>Premium, tactile appeal</i>
<b>The Beauty Bar</b> <i>Premium salon/product vibe</i>	<b>The Melanin Shop</b> <i>Skin tone inclusive brand</i>
<b>Aura by [Name]</b> <i>Personal brand, luxury feel</i>	<b>Bare &amp; Beautiful</b> <i>Natural beauty positioning</i>
<b>NaturalEdge Beauty</b> <i>Natural products, modern</i>	<b>Queens Vanity</b> <i>Female empowerment, luxury</i>

## Service Businesses

For laundry services, car washes, cleaning businesses, detailing, tailoring alterations, and home services.

<b>SwiftFix Services</b> <i>Speed, reliability, service</i>	<b>CrispFold Laundry</b> <i>Clean, fresh, precise</i>
<b>HomeBase Pros</b> <i>Home services, professional</i>	<b>Fix &amp; Finish</b> <i>Repairs, alterations, service</i>
<b>CleanSweep Nigeria</b> <i>Cleaning services brand</i>	<b>Spotless Pro</b> <i>Cleaning, perfectionism</i>
<b>The Detail Studio</b> <i>Car/interior detailing</i>	<b>The Shine Co.</b> <i>Car/cleaning, polished brand</i>
<b>SparkWash</b> <i>Car wash, cleaning services</i>	<b>DriveFresh Detailing</b> <i>Mobile car wash brand</i>
<b>Pressroom Laundry</b> <i>Premium laundry feel</i>	<b>HomeCare Nigeria</b> <i>Broad home services brand</i>

## Trade, Reselling & Import Businesses

For mini-importation, phone accessories, foodstuff retail, POS agents, recharge kiosks, and general reselling businesses.

<b>Tradelink Nigeria</b> <i>Import/resale, commerce</i>	<b>Import King Nigeria</b> <i>Mini importation brand</i>
<b>The Kiosk Co.</b> <i>Small-scale retail, friendly</i>	<b>DirectSource NG</b> <i>Farm-to-table, directness</i>
<b>NaijaGoods Hub</b> <i>Local goods, pride</i>	<b>Market Ease</b> <i>Simplifying the marketplace</i>
<b>ValueMart Supplies</b> <i>Affordable, value-first</i>	<b>EverStock Supplies</b> <i>Always available, reliable</i>
<b>BulkBay Nigeria</b> <i>Wholesale/bulk supplies</i>	<b>Primo Goods</b> <i>Quality products, premium</i>
<b>The Supply Depot</b> <i>Supplier/reseller brand</i>	<b>ShopEasy Nigeria</b> <i>Convenience, approachable</i>

## Agriculture & Farming Businesses

For snail farming, poultry, catfish, fruit and vegetable supply, palm oil retail, and agro-supply businesses.

<b>FarmFresh Nigeria</b> <i>Direct farm produce</i>	<b>Lagos Greens</b> <i>Urban farming, city veg</i>
<b>GreenHarvest</b> <i>Agro, environmental, clean</i>	<b>HarvestHub Nigeria</b> <i>Produce marketplace feel</i>
<b>The Soil Company</b> <i>Farming, rootedness</i>	<b>Eko Farm Supply</b> <i>Lagos-based agro supply</i>
<b>AgriPlus Nigeria</b> <i>Modern, progressive agro</i>	<b>The Snail House</b> <i>Snail farming brand</i>
<b>PureYield Farms</b> <i>Quality, natural produce</i>	<b>SilverScale Fish</b> <i>Catfish/aquaculture brand</i>
<b>RootWorks Agro</b> <i>Foundation, agriculture</i>	<b>BirdsEye Poultry</b> <i>Poultry farming brand</i>

## How to Register Your Business Name with CAC

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Once you've chosen your name, register with the Corporate Affairs Commission (CAC) as a Business Name. This protects your name, legitimizes your business, and opens you up to bank accounts, contracts, and more formal opportunities.

Reach out to a CAC agent to register your business or if you want to do it yourself, follow these steps...

### Step-by-Step: CAC Business Name Registration

6. Go to the CAC portal: [search.cac.gov.ng](https://search.cac.gov.ng) and search your chosen name to confirm availability
7. Visit the CAC pre-registration portal: [pre.cac.gov.ng](https://pre.cac.gov.ng) to begin your application
8. Select 'Business Name Registration'
9. Fill in your personal details, business name, nature of business, and address
10. Upload your ID (National ID, Driver's Licence, or International Passport)
11. Pay the registration fee — currently ~~₦10,000~~–~~₦15,000~~ depending on the type
12. Download your Certificate of Registration once approved (usually within 3–7 working days)

### After Registration

- Open a corporate bank account with your CAC certificate and RC number
- Print your business name on receipts, packaging, and marketing materials
- Use your registered name across all social media handles for consistency
- Store your certificate safely. You'll need it for contracts and formal deals

Registration is not just a legal requirement, it's a signal to customers, partners, and suppliers that you're serious about what you're building.

***A great name is the first thing your brand says before you say a word.***