**Perfume Business Plan and Budget Allocation for ₦500,000 Capital**

**Business Name: (eg flowisetech)**

**Business Overview:**

**(Your business Name)** will be a small-scale but scalable perfume retail and branding business located in Nigeria, offering original designer perfumes, oil-based fragrances, and branded/custom scents. It will operate through a physical store and digital platforms (Instagram, WhatsApp, TikTok, and eventually a website), serving both local and international customers.

**Business Objectives**

* Provide premium and affordable perfume options to Nigerians and international buyers.
* Establish a physical store for walk-in customers and same-day local deliveries.
* Build a strong brand presence online through social media and influencer marketing.
* Offer international shipping via logistics partners (e.g., DHL, EMS).
* Expand to include personalized perfume lines.

**Products Offered**

1. Branded perfumes (mini & full-size)
2. Oil-based Arabian perfumes
3. Customized scents
4. Sample packs (travel size)
5. Perfume gift boxes

**Startup Capital: ₦500,000 Budget Breakdown**

| **Item** | **Estimated Cost (₦)** |
| --- | --- |
| Perfume Stock (Initial wholesale) | 250,000 |
| Shop Rent (3 months small kiosk/shop) | 90,000 |
| Shop Setup (branding, shelf, decor) | 40,000 |
| Social Media Setup & Ads | 30,000 |
| Packaging (Bottles, boxes, stickers) | 30,000 |
| Logistics (bike/dispatch support) | 20,000 |
| International Shipping Prep (DHL credit & labeling) | 20,000 |
| Miscellaneous | 20,000 |
| **Total** | **₦500,000** |

**Estimated Monthly Earnings Projection**

| **Channel** | **Units Sold** | **Avg. Price** | **Monthly Revenue (₦)** |
| --- | --- | --- | --- |
| Physical Shop | 60 | ₦5,000 | ₦300,000 |
| Instagram/TikTok/WhatsApp | 40 | ₦5,500 | ₦220,000 |
| International Orders | 15 | ₦9,000 | ₦135,000 |
| **Total Monthly Revenue** |  |  | **₦655,000** |

**Estimated Monthly Profit (after 40% cost deduction):**

* **₦655,000 - ₦262,000 = ₦393,000**

**Flow Diagram of Perfume Business (Your Business Name)**

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| Supplier |

| (Local & Intl) |

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| Procurement & QC |

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| Physical | | Packaging |

| Store | | & Branding |

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| Walk-in | | Online Orders |

| Customers | | (Social Media) |

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| Local Delivery / Intl. |

| Logistics (DHL, GIG, etc)|

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**Marketing Strategy**

* **Instagram & TikTok Influencers:** To demonstrate scents and lifestyle appeal.
* **WhatsApp Catalogue & Broadcast:** For loyal customer engagement and updates.
* **Referral Program:** Customers get discounts for referring friends.
* **Mini pop-ups:** In salons, malls, and events.
* **Export Promotion:** Offer small-size orders to Nigerians in diaspora via Instagram and website.

**Target Market**

* Youths & adults (18–45)
* Working-class professionals
* Diaspora Nigerians
* Lovers of luxury on a budget

**Growth Plan (1–2 Years)**

1. **Month 1-3:** Launch, brand establishment, build online presence.
2. **Month 4-6:** Expand product line, secure logistics for international delivery.
3. **Month 7-12:** Begin custom scent production and white labeling.
4. **Year 2:** Launch website, expand internationally, scale packaging.

**Contact Info**

* **Instagram:** @**(Your business)**
* **WhatsApp:** +234XXXXXXXXXX
* **Email:** **(Your business Email)**