

Perfume Business Plan and Budget Allocation for ₦500,000 Capital Without a Physical Shop

Business Name: (e.g Flowisetech)

Executive Summary:

(Your Business Name) is a digital-first perfume brand based in Nigeria, focused on selling high-quality designer-inspired perfumes and oil-based fragrances. With a startup capital of **₦500,000**, the business will operate **100% online**, targeting both **Nigerian and international customers** through social media, e-commerce platforms, and global logistics partners.

Business Objective:

- Offer luxury-quality fragrances at affordable prices.
- Build a strong online brand presence locally and internationally.
- Generate profit within the first 3 months.
- Scale through influencer marketing and affiliate partnerships.

Target Market:

- Young adults (18–55)
- Working professionals
- Fragrance enthusiasts
- Diaspora Nigerians
- International budget fragrance lovers

Value Proposition:

- Long-lasting oil perfumes
- Inspired by designer brands (e.g., Dior, Tom Ford, Chanel)
- Affordable pricing
- Global shipping
- Customizable scent packages

Startup Budget Breakdown (₦500,000):

Item	Amount (₦)
Bulk Purchase of Perfume Oils	200,000
Bottles & Packaging (customized)	80,000
Branding & Logo Design	10,000
E-commerce Website (Shopify)	50,000
Social Media Ads (Launch Phase)	60,000
Product Photography	15,000
Logistics/Shipping Materials	20,000
Business Registration (CAC/NIN)	20,000
Contingency & Miscellaneous	45,000
Total	₦500,000

Estimated Monthly Earnings:

Perfume Price Range: ₦7,500 – ₦15,000 per bottle

- Average Selling Price: **₦10,000**
- Monthly Sales Target: **50 bottles**
- Revenue: $₦10,000 \times 50 = \text{₦500,000}$

Cost per bottle (including oil, bottle, packaging, and shipping): \approx ₦3,500

Profit per bottle: $₦10,000 - ₦3,500 = \text{₦6,500}$

Estimated Monthly Profit:

$₦6,500 \times 50 = \text{₦325,000}$

Potential to scale to 100+ bottles/month within 3–6 months using Instagram and TikTok influencers and expanding to Etsy/Amazon for global reach.

Marketing Strategy:

1. **Instagram/TikTok Ads & Influencers**
2. **WhatsApp Marketing**
3. **Etsy/Amazon for international orders**
4. **Referral/Affiliate Program**
5. **Email list and SMS remarketing**

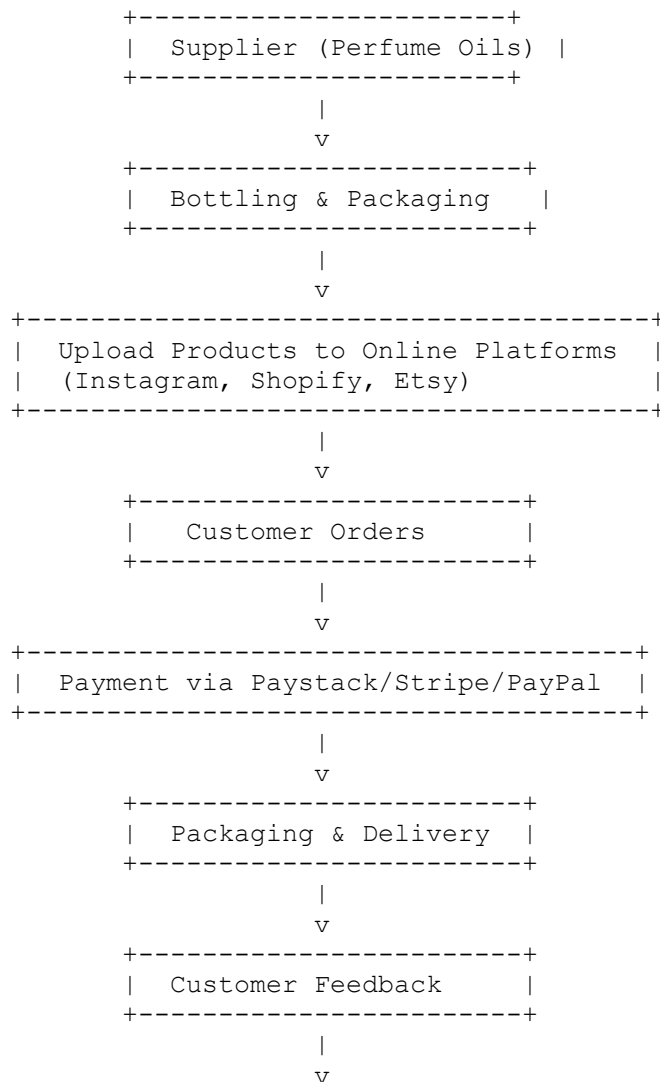
Sales Channels:

- Instagram, Facebook Shops
- WhatsApp Business
- Etsy for International orders
- Shopify Website
- Amazon (for scaling abroad)

Logistics Strategy:

- Nigeria: GIG, DHL, or Kwik Delivery
- International: DHL Express, NigeriaPost, or third-party shippers

Flow Diagram of Business Operation:



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| Retargeting/Remarketing |
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Conclusion:

This business model allows **maximum scalability**, **low overhead costs**, and **global market reach**. With the power of social media and high product quality, **(Your Business Name)** can become a recognized name in the online fragrance space, generating consistent monthly profit and long-term brand loyalty.