

How to Make Money from Selling Food in Lagos Nigeria | 7hubent Tech

“How I turned my kitchen to a gold mine in the heart of Lagos!”

Ah, Lagos. That wonderful city of noise, peppery traffic, and people who are always in a hurry—either to make money or eat something hot from one mama-put joint. You see, there’s one thing that Lagosians can’t resist—food. Whether they’re late for a meeting or just finished hustling on the island, food is their first love. I’ve lived here long enough to realize something: in Lagos, if you can cook, you can cash out! I’m not talking small money o—Lagosians can spend a good amount just to eat well.

That brings us to the question: How exactly do you make money from selling food in Lagos? And trust me, I’m not here to give you boring theories. This is how I transformed my tiny kitchen into a mini food empire, and yes, I’m sharing the secrets with you.

The Secret Recipe to Food Money in Lagos

First off, let’s talk about how the food business works in Lagos. You see, Lagosians are busy

people; they don't have time to be cooking 24/7. Between traffic, work, and social life, food becomes their best friend. That's where you come in. It's like being a food plug—you provide what they crave, and they provide your pocket with some well-needed cash!

Let me break down the steps you need to take:

1. Find Your Specialty: Don't Cook Everything Like You're Hosting a Family Party

Lagos is blessed with plenty food varieties, from Amala and Ewedu to Bole and Efo Riro. But here's a trick: don't be like those caterers that want to cook everything from Chinese to Indian food just to show they went to a cooking school abroad. No! Stick to what you're good at. If your Jollof rice can turn a grown man into a believer, that's it—focus on Jollof rice! If your small chops will make even a billionaire beg for more, stick to it. I started with simple Asun and Ofada rice; now, the demand for my food can almost cause World War III.

In Lagos, you don't need to do everything. Be the king or queen of one dish that will make people drive from Ikeja to Lekki just to taste it.

2. Know Your Market: Lagosians Have Appetite, but Not Patience

Understand the kind of people that will buy from you. Lagosians want their food fast, affordable, and tasty. That means you have to be smart. Can you make a meal that is quick to prepare, but also high in quality? Can you handle the mad Lagos rush during lunchtime? Don't price your food as if you're selling in Dubai o! Price according to your audience. The guy rushing to catch a bus at CMS is not the same as the one seated in a Lekki office building.

Now, where do you sell? You may ask. That's where 7hubent Tech comes in handy, my dear.

3. Leverage 7hubent Tech for Free Ads: Sell Your Food Without Leaving Your Kitchen

This is not 1960 where you need to stand by the road and shout, "Rice and stew! Come buy!" In Lagos today, the world has gone digital, and that's how I made my breakthrough. With platforms like 7hubent Tech, you don't need to break a sweat to advertise your food business.

I discovered 7hubent Tech's free WhatsApp groups for business promotion, and my life has never been the same. I simply posted my menu, threw in some

mouth-watering pictures, and within weeks, orders were rolling in from all corners of Lagos. No joke! This is not small talk. I reached more customers sitting in my kitchen than I ever would standing in front of my shop. WhatsApp has become the biggest marketing tool, and with 7hubent Tech, you don't even need to pay for adverts—just post, and voila!

And let's not forget, word of mouth spreads faster when people know you're doing something authentic. Those who taste your food will share your 7hubent Tech link like wildfire.

4. Food Packaging: You Can't Serve in That Dirty Plastic Bowl From 1995

Presentation matters. Lagosians love things that are fine to look at. Don't package your food in any container that looks like it has seen 30 years of market battles. I invested in simple but clean packaging, and trust me, people noticed. They loved that their rice didn't just taste good, but also looked good. You know, Lagosians have pride—they want to snap your food and put it on Instagram. Give them something they'll be proud to show off.

And please, deliver on time. If you say 2pm, be there by 2pm, not African time! Lagosians don't have

patience for delay. They will just blacklist your name faster than you can say “efo riro.”

My Lagos Hustle Story: From Struggling Cook to Foodpreneur

When I started, I was a simple home cook trying to make ends meet. I had lost my job and was desperate for any side hustle that could pay my bills. One day, a friend told me, “Babe, why not sell food? You can cook.” At first, I laughed it off—like, how could I make money from my small kitchen in Mushin?

Then, I found 7hubent Tech. I joined their WhatsApp groups for business promotion, and that’s where I took the leap. I began posting my food there. At first, it was slow—just a few orders. But as more people started tasting and talking about it, the orders multiplied. In three months, I had enough clients to quit worrying about my next rent.

I remember the day someone ordered for a big office party in Victoria Island—it was the day I knew I had arrived. My Ofada rice has now entered places I never thought possible. And to think I started from a WhatsApp group? Unbelievable!

FAQs About Making Money from Selling Food in Lagos

Q: Do I need a shop to start?

A: Nope! Start from your kitchen, your stove is your shop! And with 7hubent Tech, you can market yourself without owning any physical space.

Q: What kind of food sells best in Lagos?

A: Lagosians love quick, tasty, and affordable meals. Think about local favorites like Jollof rice, small chops, and pepper soup.

Q: How do I promote my food business for free?

A: Use 7hubent Tech WhatsApp groups. They offer free advertising for businesses in Nigeria. Just post pictures of your food, and wait for the orders!

Q: Can I make big money from this?

A: Yes! With consistency, good marketing, and leveraging platforms like 7hubent Tech, your kitchen can turn into a six-figure business.

Final Word: Are You Ready to Cook Your Way to Success?

I've said my own, o. Lagos is full of opportunities, especially if you know how to make people's stomachs happy. But don't just stop at cooking;

market yourself properly! You can start small and still hit it big if you're consistent and know how to use digital tools like 7hubent Tech.

So, what are you waiting for? Join the free WhatsApp advertising groups, and let your food business start trending all over Lagos.

Now, I want to hear from you—what's that one dish you know Lagosians will pay good money for? Share your thoughts in the comment section! Or, better still, have you already started selling food in Lagos? Tell us your story. Let's grow this food empire together!

Happy cooking!