-Jake Bucher-

Company name: Ink 4 Life

Location: Harare, Zimbabwe + Djibouti, Djibouti + Abuja, Nigeria

Employee’s: 18 total

* 15 full-time employees that rotate between all 3 locations
* 3 Secretaries, one for each location
* Work Morning, Afternoon & Weekends
* Sundays are only day open from 12-6

Established: April 18th, 1980, in main location of Zimbabwe

Won best African Tattoo Parlor from 1990-2005 & 2008-2012 for premier service and quality

Cover artistry from Traditional, Realistic, Tribal, Neo-Traditional, Japanese and Blackwork Tattoos

Business Idea:

Ink 4 Life was originally a singular tattoo parlor in Zimbabwe on April 18th, 1980, but with our ever-growing popularity we have now spread to having two other parlors in Djibouti and Nigeria. Our company aims to give you the most premier tattoos and an experience you won’t forget as our artists collaborate with you in giving you what you want. With hours from 10am until 10pm from Monday to Saturday and Sunday we have a shorter hour schedule of just noon until 6pm. Ink 4 life has 18 full time employees and 15 of them being our fantastic full-time artist that rotate all 3 of our locations throughout the year. There is 5 artist per each shop that rotate every four months from all three locations, and this allows for our artist art to shown at broader spectrum. Each artist has a select few styles of tattooing that they have mastered, and this allows for the customer to be able to get the correct artist to make sure they are getting the best tattoo possible. We have three levels of so-called business model which entails the head management is the owner, secondary level which is the tattoo artists and finally the bottom level which is our secretaries. The business has three levels of hierarchy due to artists have a great say in what is needed to the owner because it’s their work that brings in the customers but are a level above the secretaries due to their job is a revolving door where people can come or go as it won’t affect the business. Ink 4 Life has a financial department for this business and each shop has its own financial department due to how much easier it makes for paying taxes of each country’s different rules. The only other department Ink 4 Life has is a marketing department that helps us showcase the great artist in cities and countries worldwide. The great marking department allows us to not only help reach people via the internet or local ads but also put together a great merchandise line for all customers to show off where they got their totally radical tattoos. The great line of merchandise has shirts, sweatshirts, and tank tops for both male and females to enjoy no matter the weather!