



Changing the retail
landscape in West Africa

Partnership Prospectus

About FORJE

FORJE is a Lagos-headquartered retail-performance firm built to close the service-quality gap in West Africa's fast-growing consumer economy. Founded in 2025 by Timilehin Tikolo—former CCO & Supply Chain Head at Ashcorp Group—our team blends more than four decades of fashion, luxury, hospitality and technology experience into a single, end-to-end platform.



Mission & Vision

Mission

To elevate customer experience and operational excellence across Africa's consumer-facing industries by providing data-driven consulting, world-class training, and end-to-end talent solutions that turn retail potential into measurable profit.

Vision

To set the standard for outstanding retail and hospitality service across West Africa.

Operational Pillars

We operate on two tightly linked pillars:

Consulting

Core

Overview

A strategy-consulting practice that fixes assortment, buying, merchandising, business development, commercial planning, performance and supply-chain pain points

Academy

Growth

Overview

Retail Academy that recruits, trains, certifies and coaches frontline and head-office talent

Why Nigeria & West Africa

465 million youthful consumers (West Africa), double-digit retail growth, and a critical skills gap.

1

Talent & Skills Gap

Retail already contributes ~16 % of Nigeria's GDP yet 6 in 10 graduates lack job-ready service skills (Jobberman, 2025).

2

Operational Challenges

Front-line turnover exceeds 30 % annually; recruiters and brands cite poor selling skills and weak merchandising practices as top barriers to growth.

3

Talent Pool

International brands (Tommy Hilfiger, Lacoste, NIKE) and local chains are scaling fast but cannot find globally-ready talent in-market.



60%

% of Nigerians <25 Years Old
Massive entry-level pool

4

Evaluation & Optimization

Africa's largest consumer base: Nigeria's population is ~237 million (2025) and will surpass 260 million by 2030 , with a median age 18.1 years; almost two-thirds of Nigerians are under 25.

What we need from you

License your proven retail-academy IP, share best practices and jointly take West Africa's fastest-growing consumer market.

Nigeria's combination of scale, youth, and retail formalisation offers a once-in-a-generation growth curve - but only if the industry can rapidly upskill its front-line and back-end talent.

This is the gap we can fill together.

Access to your core modules (Retail Sales, CX Excellence, Buying & Merchandising, Inventory Planning, Store Leadership).

Joint branding on certificates, marketing collateral, and public-facing events.

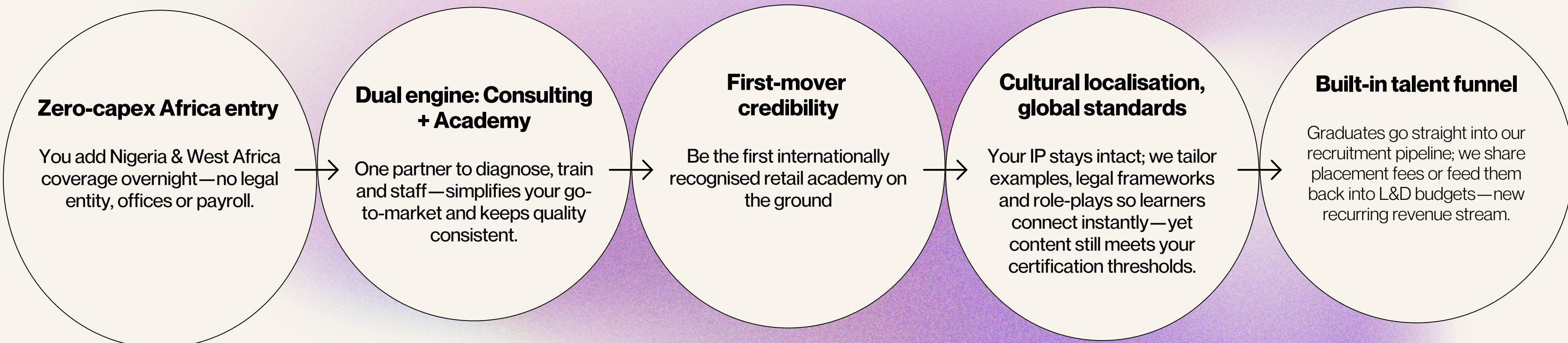
Share data and best practices to continually improve African service standards.

Rights to localise case studies, role-plays, and assessments for West-African context.

Shared thought-leadership (white papers, webinars) spotlighting market insights.

Why Partner with FORJE

Partnering with FORJE gives you instant scale, measurable ROI and first-mover status in Africa's biggest retail market—without the fixed costs or execution risk.





Contact Us

Let's make West Africa a benchmark for world-class
retail and hospitality service.



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