

**BUSINESS PROPOSAL**

**FOR**

**NKANYEZI YOLWANDLE ANCESTRAL BOUTIQUE**

**BY**

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## **1.INTRODUCTION**

- ★ **Nkanyezi yolwandle Ancestral Boutique** is a unique fashion business that blends modern style with deep cultural roots of ubungoma(divine ancestral healing) and allows spiritually gifted people express their gifts and who they are through fashion.
- ★ 'Nkanyezi yolwandle' means star of the sea. It was named after my great great grandmother who was Mariam, Mariam means 'star of the sea' . She was the one who named me 'Njabulo'.
- ★ Our Boutique celebrates ubungoma by offering ancestral inspired clothing and customized accessories

## **2.PROBLEM STATEMENT & SOLUTION**

- × **Limited awareness of the boutique**
  - ✓ We decided to invest in digital marketing to promote our Boutique and build a brand.
- × **High cost of quality fabrics and branding**
  - ✓ The plan is to build close relationships with local suppliers that will be reliable/reliable.
- × **Excess inventory/overstock**
  - ✓ Design few clothes of each different design with the most popular size worn (based on research) and ask our customers to make orders and tell us which size;design;quantity;colour they want.

## **3.AIM & OBJECTIVES**

### **AIM:**

- ★ The aim of 'Nkanyezi yolwandle Ancestral Boutique' is to preserve, promote the cultural heritage of Ubungoma(divine ancestral healing) through clothing, accessories and spiritual inspired items while offering our customers high quality products that connect them to their ancestors & who they are as spiritually gifted people.

## **OBJECTIVES:**

- **Cultural preservation:** To promote & preserve African traditional wear and spiritual items that reflect ancestral identity.
- **Quality products:** provide customers with authentic, well crafted products that hold cultural and spiritual significance.
- **Market Growth:** to establish a strong brand presence in the fashion industry also expanding locally and online.
- **Learning purpose:** to educate our African people; customers about the cultural meaning and ancestral value behind our products.

## **TIMELINE:**

<b><u>Stage 1:</u></b>	<b><u>Stage 2:</u></b>	<b><u>Stage 3:</u></b>	<b><u>Stage 4:</u></b>
Research	Product(clothes & accessories) development + securing a space for the boutique	Branding & Marketing the boutique + designing packaging	Official grand opening - Launching
<b><u>Duration:</u></b> 1 Aug-20 Aug 2025	<b><u>Duration:</u></b> 21 Aug – 15 September 2025	<b><u>Duration:</u></b> 16 Sept – 16 October 2025	<b><u>Duration:</u></b> 20 October 2025

## **4.Research questions & Answers**

1. What is the demand for ancestral/traditional clothing in the market?  
= research shows that there is an increase demand for designed ancestral clothing because the number of people who are initiating/getting spiritually woke...and more has been increasing . Since the generations of modern day are modernizing things to make it more fashionably and comforting.
2. How can the boutique stand out?  
= Offering High quality, authentic, custom made designs and combining ubungoma with modern fashion styles.
3. How will the boutique be marketed to reach its target/audience?  
= The Boutique will be marketed through social media, cultural events, collaboration with influencers/celebrities

## **BUDGET:**

→ Registration + permit = R5000 – R10 000

- Boutique set up & decor – R20 000
- Equipment = R16 000
- Branding + marketing – R15 000
- Launching event – R5000
- Total ~ R66 000,00

## **5. MOTIVATION**

- ☺ The **Nkanyezi yolwandle Ancestral Boutique** aims to preserve and celebrate African culture of ubungoma by providing authentic traditional clothing and accessories . By supporting local artisans, offering unique high quality products . Educate customers on Ancestral culture so that they can be open minded , create a distinctive meaningful shopping experience .

## **6. References**

Meaning of Mariam[online] Available at: < [Mariam - Baby Name Meaning, Origin and Popularity](#)> [ accessed 18 August 2025]

Boutique similar to ours : Thokoza Baddie wear 2025 @thokoza\_baddie\_wear\_<[https://www.instagram.com/thokoza\\_baddie\\_wear\\_/](https://www.instagram.com/thokoza_baddie_wear_/)> [Accessed 18 August 2025]

Business registration price for Nkanyezi yolwandle Anectral boutique(PTY)Ltd - < [How Much is the Company Registration Cost in South Africa in 2024-25?>](#)