



*Rach. Gabriels*

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# EMPOWERING NIGERIA'S YOUTH THROUGH SHOEMAKING AND ENTREPRENEURSHIP

S U B M I T T E D B Y:  
R a c h G a b r i e l s F a s h i o n C o m p a n y

CONTACT:  
[INFO@RACHGABRIELS.COM](mailto:INFO@RACHGABRIELS.COM)  
+234 8036109271



# Executive Summary

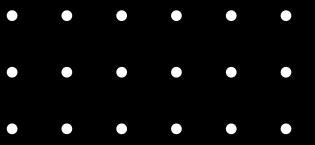
Project 100 is a CSR initiative by Rach Gabrieles Fashion Company to train and empower 100 indigent youths in Nigeria with skills in shoemaking and entrepreneurship. Participants will receive six months of intensive training, covering shoemaking craftsmanship, business skills and market integration. Feeding, accommodation, and startup kits for mobile workshops will be provided at the end of the project.

The program ensures graduates' long-term success through partnerships with retail platforms, local cooperatives, and buyers to secure market access. Alumni will also benefit from a branded initiative—"Made by Project 100"—to increase visibility and sales. With your support, Project 100 will reduce youth unemployment, empower communities, and create a replicable model for sustainable development





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# Background



## Nigeria faces significant challenges:

- According to UNICEF, more than 18 million children are out of school, leaving them vulnerable to poverty and crime.
- Youth unemployment rate is at 5.84 percent and continues to rise, contributing to economic instability.

While many initiatives focus on education, few offer skill-based training with practical, sustainable outcomes. Project 100 addresses this gap by equipping youths with the skills and tools to establish successful businesses



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# Project Objectives

1. Train and empower 100 indigent youths annually in shoemaking and entrepreneurship.
2. Provide graduates with access to consistent markets through strategic partnerships and branding.
3. Create scalable, replicable models for other regions and trades in Nigeria.





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# Market Access Strategy



**To ensure graduates thrive, Project 100 incorporates a robust market integration plan:**

1. Retail Partnerships: Collaborate with shoe retailers, local marketplaces, and online platforms to create consistent sales channels.
2. “Made by Project 100” Branding: Establish a recognizable brand for graduate products to enhance visibility and customer loyalty.
3. Local Cooperatives: Facilitate the formation of regional cooperatives for pooling resources, accessing bulk materials, and negotiating better deals.
4. Export Potential: Explore international markets for “Made by Project 100” products.
5. Trade Events: Organize annual trade fairs and exhibitions to showcase graduate products to buyers.



# Implementation Plan

## Target Beneficiaries:

- 100 indigent youths annually, with 25 participants selected from each of Nigeria's four regions.
- Selection will prioritize underserved communities and at-risk youths referred by NGOs and local leaders.

## Training Curriculum:

- Technical Skills: Shoemaking craftsmanship, modern production techniques, and quality assurance.
- Business Skills: Sales strategy, digital marketing, and accessing loans/grants.
- Life Skills: Leadership, communication, and teamwork.

## Support During Training:

- Accommodation and meals.
- Access to experienced trainers, tools, and mentorship.

## Post-Training Support:

- Fully equipped mobile workshops for each graduate.
- Market access through retail partnerships and branding initiatives.
- Ongoing mentorship and business support through alumni networks.





# Expected Impact

1

Train and empower 500 youths over five years by replicating the program annually.

2

Enable graduates to create and sustain their businesses with guaranteed market access

3

Reduce youth unemployment and out-of-school statistics in Nigeria.

4

Inspire other organizations to replicate this model for other trades.



# Sustainability And Scalability

1. Strategic Partnerships: Collaborate with local vocational schools, NGOs, and microfinance institutions to share costs and ensure sustainability.
2. Diversification: Expand into other trades (e.g., tailoring, carpentry) after Year 1, based on community needs.
3. Monitoring and Evaluation: Track graduate success and market outcomes over three years to refine the program.





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# Call To Action

Your contribution will empower 100 youths annually, addressing poverty and unemployment at their roots. Together, we can create a skilled, self-reliant generation.

Support Us Today:

- Sponsor a cohort or specific program components.
- Partner with us to connect graduates with retail and export markets.
- Fund branding and trade events to showcase graduate products.



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# Contact Information



## Phone

+234 8036109271



## Email

info@rachgabriels.com.ng



## Website

rachgabriels.com.ng

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Company**





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# THANK YOU!