Hello, my name is Dawud Aliyu Ahmad. I'm a student at Kaduna Polytechnic. I'm the founder of Drammzy Footwear, a brand specializing in palm sandals and advancing into cover shoes. My passion for shoemaking has driven me for years, and I'm currently in Lagos, learning advanced techniques to perfect my cover shoe craftsmanship. I want to use what I learn to grow my brand in Kaduna. I'm here to ask for the MAFF grant.

In Kaduna, many people want good quality homemade, not from other countries. Our brand, Drammzy Footwear, makes palm sandals, and I'm advancing into cover shoes like Oxfords, sneakers, and monk straps. I'm learning to make these cover shoes here in Lagos, and I see a great opportunity to bring these new styles to Kaduna. There is high demand for this kind of quality cover shoe in Kaduna, and I am working to fill that demand. I'm learning how to make these shoes better in Lagos, so I can bring new styles to Kaduna.

I am applying for a **₦500,000 MAFF grant** to help scale my production and invest in essential materials and equipment. This funding will directly support my transition into cover shoe production, allowing me to meet the increasing demand and empower more young people through skill acquisition and job creation in the future.  
  
How I Will Spend the ₦500,000 MAFF Grant

1. Equipment & Materials – ₦350,000

* few sets of cover shoes lace – ₦180,000
* Stamping machine – ₦100,000
* High-quality leather, other materials – ₦70,000

2. Marketing & Branding – ₦100,000

* Professional photos/videos for social media – ₦50,000
* Social media ads & promotions (Instagram/Facebook) – ₦30,000
* Packaging and branding materials – ₦20,000

3. Product Showcasing – ₦50,000

* Trade fair participation (booth, transport, etc.) – ₦30,000
* Samples and display materials – ₦20,000

`

I want to make Drammzy Footwear a big business that helps people in Kaduna, especially with good cover shoes. I want to use my skills to make a good business that helps our community. I believe I can do this with the MAFF grant. Thank you.