



Diamond Royale
Body care • Hair growth

Diamond Fashion and Beauty Royale.

Business plan submitted by Diamond Fashion and Beauty Royale for the 2nd edition of Flourish African Grant for Female Entrepreneur 2023.

Table of Contents

- **Executive Summary.....1**
 - Highlights.....1
 - Objectives.....1
 - Mission Statement.....1
- **Description of Business.....2**
 - Company Ownership/Legal Entity.....3
 - Location.....3
 - Interior.....3
 - Hours of Operation.....3
 - Products and Services.....4
 - Services.....5
 - Manufacturing.....6
 - Management.....7
 - Financial Management.....8
- **Marketing.....9**
 - Market Analysis.....9
 - Competition.....10
 - Indirect Competition.....11
 - Pricing.....11
 - Advertising and Promotion.....12

Executive Summary.

Diamond Fashion and Beauty Royale is an ethical organic company that specializes in training and manufacturing of skin hair and home care products. The company was established in July 2018 with a capital of ₦290,000 and two staff. The founder is an entrepreneur and an administrator of over a decade and half experience working in beauty industry.

The company is seen as range of skin hair and home care products.

Our **mission** is to create high quality products using appropriate and standard raw materials that promote healthy living for human and the environment at fair prices.

Our **objectives** is to:

- i. Establish a sustainable start up business that will contribute to employment opportunity in my locality.
- ii. Enhance quality of life, health and creative output through the use of highest natural fine ingredients.
- iii. Increase the number of customers by at least 20% per year through provision of excellent and superior products and excellent service delivery techniques.

We have a special market niche.

The company is positioned as an organic beauty brand, indicating that the brand offers enriching beauty products which keep the body healthy at a competitive cost.

The company is a multi channel concept, combining a wholesale distribution network with a retail strategy to market its products and it's taking advantage of its exciting experience and brand equity among its loyal current customer base.

As at present, its total net sales is ₦3,500,000.

I am participating in 2023 edition of Flourish African Grant for Female Entrepreneur in order to expand my business and be able to meet market demand. Should my company win this grant, I will be having additional support funds of ₦2,000,000 to flourish my business and be prosperous as a woman owned business.

Thank you for giving me this opportunity.

Description of Business.

Diamond Fashion and Beauty is a registered beauty company that specializes in training, manufacturing and sales of skin, hair and home care products.

The company was founded in 2019 base on our unique value with acronyms – C3PR3 which make us stand tall. We are contentious, open to wider collaborative impact, we are committed to our belief in offering products that promote beauty and overall well being and healthier planet. We are professional formulator. We are relentless, resourceful and resilient to see our dream actualized.

Our mission is to create high quality products using appropriate and standard raw materials that promote healthy living for human and the environment at fair prices. Our products range include skin care essentials, hair care products and home care products. Our products are organic in nature they are not tested on animals and does not have any side effects.

We have a goal to train people with special interest on women, to be proficient in the industry through which they source their legitimate livelihood from production of cosmetics/beauty products and its value chains.

We offer free training and consultancy services to our employees, loyal customers and our prospective customers.

We create a product line full of items that customers will actually use to solve their immediate needs. Our Logo resonates with customers personality and our packaging speak to their budget and value.

Our objectives:

- Establish a sustainable start up business that will contribute to employment opportunity in my locality.
- Enhance quality of life, health and creative output through the use of highest natural fine botanical beauty ingredients.
- Increase the number of customers by at least 20% per year through provision of excellent and superior products and excellent service delivery techniques.

And our primary marketing objective is to capture approximately 9% of organic cosmetics/beauty market in Lagos/Ogun state within the next five years, increasing the company's annual sales to nearly ₦3 Million

We have:

- strong managerial and people management skills,
- capacity to document and do proper financial recording of our day to day operations.
- we have creative marketing program and comprehensive distribution network
- loyal network of distributors
- technical competency in the area of organic beauty products formulation. Our products are formulated and produced base on high quality manufacturing/research experience.
- our management staff brings sound operational, strong business networking, good marketing plan and promotional skills to the business.
- we leverage on experienced staff team in different fields that are useful to our business to form competent team of trustworthy staff for efficiency and effective operations and goal oriented.
- we are ethical organic alternative to the synthetic local and international products saturating our local markets. Our company addresses several Sustainable Development Goals. Such as goal 3, 5 etc.
- from inception of the business till date, the company has been able to trained over four hundred women for free in different vocations/ entrepreneur aspect of our offering and over fifty women in our paid classes.
- we have equally assisted several homes and individuals to solve their own hair and skin related

disorder. This helps grow our customer base and is earning us strong chain of referral.

Diamond Fashion and Beauty Royale. Feel trendy, feel unique, feel exclusive.

Company Ownership/Legal Entity.

Diamond Fashion and Beauty Royale is a sole proprietorship business. A company that was registered with SMEDAN and CAC in Nov 2020 as an enterprise with the registration number BN: 3242212.

We have taken a bold step to register some of our products with NAFDAC but the requirement from the regulatory body is capital intensive. As at present, we cannot afford the requirements contained in the list given to us. So that we don't run out of the business. So we are stuck in the preliminary stage of the registration.

Location.

As lucrative as the business is, it requires having a physical presence in a very strategic location for awareness. This is different from our workshop where we produce the products. As at present, we still leverage on our strategic partners to showcase the products in the individual shops, store, supermarket etc. and this reduce our cost of rent and maintenance. It increase our profit margin.

Features of the interior.

That workshop(Kitchen) is a refurbished facility that has a well tiled floor and wall. This helps reduce the effect of heat during production. It adds value to our brand and it highlights our characteristics as a Royale. Everything about the workshop aligns with our brand image.

The features of the workshop speak to our niche - organic and natural brand. The design which is environmentally friendly using a more sustainable materials such as wooden door and natural lighting that comes from the large windows at the two sides of the kitchen, the unobstructed access to natural light, the floor as well as the wall is covered with soft and smooth texture of shinning tiles. These are important features that set the ambience of the workshop to evoke emotional responses- an enabling atmosphere for save working experience. The wall has its aesthetic significant to our products documentation (Photography) instead of visiting the studios, we save cost taken our pictures in the beautiful workshop unlike our competitors.

Our interior assist to minimize cost of wastage. It reduce our energy consumption because of its illumination status, no frequent or regular changing of carpets or rug, the floor is well tiled. All our decorative piece such as cabinet, chairs, tables etc serve several purposes. They are put into functional purpose and not for show unlike what is obtainable in our competitors companies.

Our workshop has a serene and claiming atmosphere that is wholly inspired by nature essence. It is a place where you feel relaxed working or shopping.

Hours of Operation.

At Diamond Fashion and Beauty Royale, we, we accommodate our customers, employees needs and provide a pleasant manufacturing and shopping experience with our operating hours. Our location is located in our residential apartment. This is a great opportunity to work all through the week from 9:00am - 6: 00am during production periods.

We carter for everyone different schedules and commitment. We have extended hours on daily basis to allow our part time employees who have other schedules meeting up with life expectations elsewhere to pick up their job with us at their earliest convenience.

As part of our unique value- we are committed to providing convenient access for our esteemed customers to get their organic personal care products at ease.

Products and Services.

1. A diaper rash causes skin irritation due to chemical allergies, prolonged wetness, bacteria infection and diaper friction. It can also alter the sleeping pattern of the baby, reduce the frequency of urination or defecation, and to serve skin inflammation. At present, there is an increase in the demand for the baby diaper rash cream because it helps in calming these symptoms and preventing them from reoccurring by forming a protective barrier between the baby's skin and potential irritants.

Potential market: Globally, the organic beauty industry is strong and only getting stronger. Up from USD483 Billion in 2020 to USD511 Billion in 2021 and with an annual compounded growth rate of 47% worldwide- it is predicted to exceed USD716 Billion by 2025.

The globally baby diaper rash cream market size reached USD105 Billion in 2022. Looking forward, IMARC Group expects the market to reach us 2.2 Billion by 2028.

In Nigeria, however, the beauty and personal care market is currently worth more than ₦7.87 Billion in 2022. The market is expected to grow annually by 16.48% CAGR by 2023 – 2027.

From the above, the industry is responsible for 3.9 million direct and indirect jobs. Its tax payments at the Federal, state and local levels are worth USD648 Billion.

At Diamond Fashion and Beauty Royale, there is a tremendous opportunity, the women segment of our market are contributing 85% of our turnover yearly.

2. Natural Diaper Rash Cream produced by Diamond Fashion and Beauty does not contain any potential allergens. It prevents bacterial and yeast from entering the skin. It prevents problem before they begin. It hydrates and soothes skin and continues to protect it from worsened injury. Our product combines skin protecting ingredients with tocopherol and others that are hypo allergenic, blend of botanical oils and powders in a safe to use dose.

Avoiding rash isn't the only reason for using diaper cream. The use of baby wipe can cause chaf and dryness in the baby's diaper area. So loving and caring mum must always have on hand product that sooth and seal off the skin from further exposure to harsh environment.

Our Natural Diaper Rash Cream is hygienically formulated to seal the skin with a barrier that protects against moisture and other irritants. This product is produced in tandem with SDG3 'Good Health and Wellbeing'.

To promote good health and wellbeing among the young generation of children, DF and B Royale helps mothers produced a cruelty free (not tested on animals) rash cream with the power of lavender oil to disinfect the skin and enhances blood circulation which promotes faster healing, tea tree oil is another powerful disinfectant with strong anti-fungal, anti-bacteria, anti microbacobial properties; the addition of lemon oil in the last of ingredients gives the cream an antiseptic properties

At present, zinc oxide based creams represent the most commonly utilized product as they help in forming a protective layer around rashes and our competitive advantage is the inclusion of this great ingredient which is naturally sourced as against the synthetic types used by major manufacturers including big brands.

3. Due to the increasing consciousness among parents about the harmful impact of using body products in the long term, there has been a gradual shift toward natural products that are free from synthetic additives and other harmful artificial ingredients.

As a result of this, parents and guardians are now investing heavily in natural and organic products,

which are produced using ingredients that offer anti- fungal and anti – bacterial properties as well as help in reconditioning and softening the baby’s skin.

4. We offer a wide range of organic beauty and personal care products that are carefully formulated and produced with high quality ingredients in appropriate and standard doses. Our products promote healthy living for human and they are environmentally friendly and sold at fair prices.
 - Our skin care products include gentle and classic bar/liquid soap, brightening and moisturizing lotion, for children and adults of all ages and different skin types. These products are produced with highest fine botanical ingredients to nourish, hydrate and help to care for a variety of skin conditions from dry, tired skin to minor breakouts
 - Our hair care products are: honey mix shampoo, scalp balancing conditioner and natural hair cream. These products are produced to help treat hair infections such as hair lice, ringworm, dandruff etc. they are free from harsh chemicals and they contain herbal extracts, honey synergetic blend of essential oils in diluted safe to use dose. These products are perfect for all hair types. They cleanse, detangle moisturize, rejuvenate, improved hair strength, improve ease of combing, reduce hair breakages.
 - Our home care products, include scouring powder, toilet wash, dish and laundry wash etc. these products are professionally produced to help family maintain healthy home and cleaner atmosphere. They are produced with fine ingredient that are safe on hands and tough on germs and dirt. Our home care products are free from harsh chemicals and scents. They help fight stubborn stains build ups and grease. They are all multipurpose cleaners.All our products are eco – friendly. They are not tested on animals.
5. It is easy to run. It has a taxation criteria that enhance high profit margin. Basically, choose this path to create a business model and a company that serves as an ethical organic beauty products for household use as an alternative to the synthetic products.

Services

Provision of quality ethical organic beauty products. We sell products and services that cater for immediate needs of customers.

We communicate our vision to customers so that they understand the benefits of transacting with us.

We monitor their opinions, interest and motivation. We give customers welfare supports to assist them solve various challenges/ problems relating to their lives

We get their feedback for every transaction made and we welcome their recommendations.

We share a very strong individualized/personalized relationship with our customers.

We reward customers for sales, and referral they bring for us (the more they buy, the more exclusive we reciprocate)

We gave them exclusive promotional offers.

We grant our loyal customers early access to our new products.

We show them gratitude for transacting with us. We show them tips and share knowledge with them on best maintenance culture.

We have different loyalty programs for our existing customers. We have different pricing techniques to cater for financial capacity of our customers.

We give existing customers flexible payment plan. We share customers review with prospective customers.

Our ability to formulate products from scratch solidifies and grow our brand as organic product formulator (An expert).

We have a very unique niche and we work well on our expertise for customers satisfaction.

Our Customers care service is excellent and our loyalty packages are awesome.

We have unique colours for our products and labels, our logo speaks volume about our heritage and brand.

Our products and services are made to satisfy various needs. (they are need and demand driven).

They are specifically made to cater for our customers immediate need.

We offer high quality and exceptional packaging materials which are environmentally friendly and yet at fair prices.

We have full time operation on regular basis to meet our customer needs and to ensure constant supply.

We offer regular and free training/consultancy services to our loyal/prospective customers and our employees.

We leverage on our partners(they are recognized businesses) for sales and distribution. This helps us reduce cost of rent, advert, transport and other maintenance to improve our profit margin.

We profit more on our ability to make products from local available raw materials and packaging include competitors who are DIYers and those who work on other recipes

We do brand campaign and customers personal recommendations to promote our products.

In harnessing the power of digital marketing, we created social media pages to reach out to many customers.

We give customers flexible payment plans such as buy now and pay later at a given date.

We maintain a strong multi-channel presence in marketing and promoting our business

Manufacturing

The business has a workshop located in a kitchen of a residential apartment. The apartment is in a story building located at 4, Dayo Ajayi Avenue, Ojokoro Agric Bus Stop Ikorodu Lagos.

Some of the special equipment include:

- Hand mixer
- Sealing machine
- Measuring scale
- Mixing containers
- Infrared thermometer
- PH meter
- Whisk
- Stirring rods
- Cooker
- Heat gun
- Stick blender
- Dispenser
- **Hand mixer:** We use this to blend liquids or liquids and particles with different density so as to have a nice consistency.
- **Thermometer:** We use this to ensure that water and oil phase reach the correct temperature range during production.

- **Digital scale:** We use this to measure the amount of ingredients before mixing them for production.
- **Cooker:** We use it to heat the ingredients to reach the right temperature

Manufacturing procedures include but not limited to the following:

- sourcing raw materials and packaging aids.
- designing and printing custom labels
- equipment cleansing and sterilizing
- sorting, weighting, analyzing, measuring, mixing, temperature checking, filling and choosing
- quality and stability checking
- filling and dispensing
- labeling and packaging
- stocking and record keeping
- documentation (photographing)
- supply, delivering and marketing.

Management

I graduated with a bachelor of English Language Education (B.A Ed) from prestigious Olabisi Onabanjo University Ago – iwoye, Ogun State.

I have experience in managing business that is a retail shops selling beauty products, pharmaceutical and wellness shops.

I have experience in human and material management gotten from different administrative tasks from several organizations and institutions such as business, education, family, religious etc.

I have selling/ marketing skills, customers care skills, motivational, management. leadership skill and several other entrepreneurial skills gotten from attendance from several reputable local and international trainings including International School of Management, Lagos, Home of Entrepreneurship and Innovation, The Tony Elumelu Foundation, Google Hustle Academy, Fate Foundation, Lagos state Entrepreneurial Trust Fund, Strength Africa and west of other.

I am the Chief Executive Officer, the administrator and the formulator. I am fully on ground to manage the business. I engage fully in the day to day running of the business. i am the stock control Personnel, I am the assistant sales/ marketing personnel. I do the recording of financial transaction on a day to day

Operation/production Unit.

I outsource pre production and post production cleaning and sanitation of equipment and the environment.

Marketing/Sales Unit

I have a wider collaboration with partners who assist in this unit.

Management team

Task	Person in charge	Status	Strength	Qualification/ background
Financial	Dr Yinusa O.G	part time	Advisor	Phd Finance
Sales	Mrs Ishola	Part time	Strong skills in customer care and marketing	
	Mr. Adetola	Full time.	Marketing/ sales	B.Sc
Operational Production	Mrs Adeyanju	Part time	skills in mixing different	
	Mr. Onabanjo	Full time	inputs for production	
Record keeping/ Accounting	Mrs Solarin	Full time	Skill in basic fundamental of accounting and record keeping	
Stock control sales/supply	Mrs Adeyanju	Part time	Skills in supply chain management and personal selling skills	Diploma Certificate

Financial Management

Within the next six months, we intend to increase the number of customers by 30% so as to generate more sales that would increase the revenue of the business.

The business is an existing business that is in its growth stage.

However, because of increase in buying capacity, rising concern for health and safety, growing and increasing green life consciousness, the demand for organic beauty products is on a rise. This means that our company needs supporting funds for expansion. As a result of this, we need the following:

Items	Amount (₦)
Packaging aids	170,000
Raw materials	800,000
Equipment	550,000
Salary/wages	700,000
Key business permit	380,000
Utilities	120,000
Staff training/ dev.	100,000
Business dev./consultancy	150,000
Total	2,800,000

Marketing.

Market Analysis.

Status	Age	Population
College Student	12 - 19yrs	52,347
Young families	20 – 29yrs	49,971
Nursing mothers	30 – 39yrs	36, 439
	40 – 49yrs	22, 397
	50 – 59yrs	11,910
	60 – 69yrs	685

Diamond Fashion and beauty Royale is headquarterd in 4, Dayo Ajayi Avenue Ojokoro Lagos.

We are ethnical organic beauty brand that is committed to maximum customers satisfaction we produce with highest fine organic beauty ingredients. Our products are more affordable, easily accessible satisfying and they carter for the immediate needs of our customers.

The key message associated with our products is high quality ethnical beauty and domestic essentials.

S/n	Products name	Active ingredient	Size	Colour	Benefits	Product classification
1	Classic Royale curly Natural Hair Doctor	Natural butter Amla oil, jojoba oil Aloe vera	250gram 80gram	Plant colour		Hair care
2	Classic Royale Honey mix Shampoo	Black soap vit C & E Honey, seed extracts	500ml, 250ml	Plant colour	It detangles, strengthen, rejuvenates, moisuturizes, tingly & refreshing	Hair care
3	Classic Royale Scalp Balancing conditioner	Olive oil water wax aloe vera, natural waxes, butter, E. oil	500ml, 800ml	Plant colour	Improves hair strength cleanses hair & scalp without stripping moisture, detangle, reduces hair breakage	Hair care
4	Royale baby liquid wash	Plant based cleansers sea salt, seed extracts	500ml	Plant colour	Protect baby's delicate skin and hair hypo allergenic	Baby care
5	Royale Baby Moisturizing Lotion	Organic waxes and butters E. oils seed extract	350ml		Moisturizing soothing & calming	Baby care
6	Natural Diaper rash cream	Shea butter, olive oil, jojoba oil, aloe vera,	250 gram	Plant colour	Protect baby's sensitive irritations area, prevent skin irritations, soothes	Baby care

		coconut oil, chamomile lavender			discomfort, relieve diaper rash	
7	Classic Royale Gentle Body wash			Plant colour	Leaves the skin feeling deliciously soft, exfoliating cleansing calming and soothing	Skin care
8	Natural Brightening moisturizing lotion	Natural waxes extra, virgin olive, plant extracts	500ml	Plant colour	Clear blemishes, hydrating and moisturizing	Skin care
9	Family love perfume jelly	Shae butter, E. oil Vegetable oil	50g, 80g, 100g, 250g	Plant colour	No side effects, calming moisturizing, hydrating, soothing gentle, safe, pure & tear free	Skin care
10	Orange dish washing liquid detergent	Sodium hydroxide sodium carbonate, sls, glycerol	1 liter	Super clean, gentle on all hands, a drop makes your dishes brightly clean		

Competition

- Aduni organics Lagos
- Avila Naturalle Lagos
- amuGold Organic

Below is the analysis of our major competitors' strength and weaknesses. An assessment of competitor's strengths and weaknesses

Competitors name	Strengths	Weaknesses
amuGold dealers	<ul style="list-style-type: none"> ✓ Extensive research ✓ Huge capital investment ✓ More experience in this business ✓ Customer loyalty 	<ul style="list-style-type: none"> ✓ High prices for their products ✓ High costs of operation ✓ Weak skills (leadership, interpersonal, communication, teamwork) ✓ Limited work experience.
Avila Naturalle cosmetics	<ul style="list-style-type: none"> ✓ Has many customers who buy in bulk ✓ High advertising rates ✓ Strategic location ✓ Creative and innovative management 	<ul style="list-style-type: none"> ✓ Limited financial resources for startup. ✓ Lack of own premises to capitalize the concentrate all activities in one place. ✓ Limited marketing expertise.

Aduni organics	<ul style="list-style-type: none"> ✓ Low operating costs ✓ Wide distributional channels ✓ Dedicated, competent and flexible work force 	<ul style="list-style-type: none"> ✓ Poor sanitation ✓ Unreliable supply ✓ Inexperienced staff ✓ High Labor intensive operations ✓ Limited product and service lines.
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Indirect competition

- Oriflame
- Weleda
- Sudocrem
- Himalaya Drug Company

Inferences

- ◆ We will strengthen their weaknesses to better ours.
- ◆ We will keep learning via internet to keep abreast of technology because the future of jobs is enhanced through technology.
- ◆ We will continue to connect with our alumni online to share beneficial knowledge.
- ◆ We will be learning how to better our business from new entrants via different tools such as podcast for auditory learning, video conferencing etc.

Pricing

We studied prices of different competitors especially direct competitors and we believe that selling at a lower prices without compromising the quality and standard of our offering, will be one of the most important ways of competing with them. A low price is important especially for our students, intermediaries and retailers.

Different segment of our target market determines the prices of our goods and services.

- We encourage credit buying to create wider market and encourages vendors to frequently sell our products instead of competitors.
- We have reduced price strategy to penetrate the markets and customers. (Cost plus prices) 10% profit margin
- We have combo price for combination of products and services.
- We equally use value – based pricing for elites and women who understand the uniqueness and value of our products and services.
- We have promo and bonanza during special occasion.
- We have discount pricing for those who purchase large volume of products.(intermediaries and retailers).
- We maintain a balance between our pricing and industry average, we maintain low and price.
- The relatively high price will help us recover the costs of production.
- Low price will enable us get a wider range market from the low income earners and the students, it will ensure a high demand from our intermediaries who can sell at profit.
- We reduce wastage and cost of maintenance by: sticking to advert that generate more profit.
- We pay employees per batch
- We produce during the bright hours of the day to avoid and or reduce energy usage
- We buy in large quantities to reduce cost.

- We compare prices of materials from different supplies before making purchases from the one with a very reduced price.
- We increase the volume of sales.

Advertising and Promotion

We intend to advertise the business through the following:

- Direct selling and mouth by mouth: we sell directly to our customers and share with them information about our products and why they should use them. We will equally urge our customers to recommend us to their friends and family. We shall be rewarding them for every referral they made.
- We will design stickers/flyers which will contain the information about our products and where they can get them. We will share this at strategic outings such as banks, ante natal/ immunization centres, seminars, salons/spas, schools etc. we will equally share its soft copy online such as whatsapp groups, status, Facebook groups and our Facebook page.
- On yearly basis, we will be deducting 20% of our marketing cost for advertising budget.
- We will be tracking the result by:
 - analyzing and measuring the number of sales that is generated from each advertising means we explored.
 - getting personalized feedback from individual customers. This will be done through direct feedback and use of form for both online and physical sales. This form will include a column that will indicate where customers get information about our products.
 - focusing on the number of views, likes, reaction etc that we get through our post on the internet.
- We will be using different events and occasions to run seasonal campaigns. Such as new year, festivals, children day, independence day, breakthrough period etc.
- Product packing: For our product packaging, we will be considering the size, the colour, the quality and the type of packaging material.
- Packaging material shall include: Shrink wrapper, metallic container, plastic container, nylon bags, bottles and jars.
- The size of the container shall be: large. Medium, small.
- Larger container of 1kg, 500grams
- Medium containers of 350grams, 250grams
- Small container of 150grams, 100grams, 80 and 50grams
- The colour of the container shall be: White, Gold brown
- The label shall have colours: Purple, brown, green, blue.

The quality of the containers shall be:

- High quality for elites and corporate customers basic quality to create customer loyalty and to keep prices relatively low.
- From the various researches conducted, we use the information gathered from our loyal customers, competitors packaging styles and suppliers' information to come up with our choice of packaging.
- We have to ensure maximum visibility for the business, we use label that resonate with our customers personality, standard containers and packaging aids that speak to their budget and

value.