

Business Plan

Business Name: Zawadi Bora Curated Gifts

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Contact Information:

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1.0 Executive Summary

1.1 Business Concept Zawadi Bora ("Best Gifts" in Swahili) is an e-commerce business specializing in creating and selling high-quality, curated gift boxes that feature products exclusively sourced from Kenyan artisans, crafters, and small-batch producers. Our mission is to provide a seamless and elegant gifting experience for individuals and corporations while promoting local talent and sustainable practices.

1.2 Mission Statement To celebrate and uplift Kenyan craftsmanship by delivering beautifully curated, authentic, and memorable gifts that tell a story.

1.3 Vision Statement To become the leading online destination for artisanal Kenyan gifts, recognized for quality, authenticity, and a positive social impact.

1.4 Target Market Our primary target market includes:

- Urban professionals in Kenya (ages 25-50) seeking unique, convenient gift options.
- Corporate clients looking for meaningful gifts for employees, partners, and events.
- The Kenyan diaspora and international customers wanting an authentic connection to Kenyan culture.

1.5 Financial Highlights We are seeking an initial seed investment of KES 2,500,000. This capital will be used for platform development, initial inventory, packaging, and a six-month marketing launch. We project the business to become profitable by the end of Year 2, with a strong focus on scaling our corporate gifting services.

2.0 Company Description

2.1 Legal Structure Zawadi Bora Curated Gifts will be registered as a Private Limited Company (PLC) in Kenya. This structure protects personal assets and allows for future investment and growth.

2.2 Location The business will be operated primarily online. A small workshop/storage space will be leased in Nairobi for inventory management, assembly, and packaging, taking advantage of the city's excellent logistics network.

2.3 Core Values

- **Authenticity:** Every product is genuinely sourced from local creators.
 - **Quality:** We maintain high standards for curation and presentation.
 - **Community:** We operate as a partner to our suppliers, ensuring fair prices and shared success.
 - **Sustainability:** We prioritize eco-friendly packaging and support sustainable production methods.
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3.0 Market Analysis

3.1 Industry Overview The global gifting market is a multi-billion dollar industry. In Kenya, the e-commerce sector is rapidly growing, with a rising middle class that has increasing disposable income and an appreciation for high-quality, local goods. There is a strong trend towards "conscious consumerism," where buyers prefer products with a positive social and environmental impact.

3.2 Target Market

- **Individual Consumers:** Seeking gifts for birthdays, holidays, anniversaries, and special occasions. They value convenience, beautiful presentation, and a unique story behind the product.
- **Corporate Clients:** Companies needing gifts for holiday seasons, employee recognition, client appreciation, and marketing events. They require professionalism, reliability, and customization options.

3.3 Competitive Analysis

- **Direct Competitors:** A few local companies offer gift baskets (e.g., Purpink Gifts), but they often mix local items with mass-produced imported goods.
 - **Indirect Competitors:** Flower delivery services, specialty food stores, and large e-commerce platforms like Jumia.
 - **Our Competitive Advantage:** Zawadi Bora's strict focus on 100% locally-sourced, artisanal products provides a unique selling proposition (USP). Our emphasis on the story of each artisan and our premium, eco-friendly branding will set us apart.
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4.0 Organization & Management

4.1 Management Team

- **Jane Doe (Founder & CEO):** With 8 years of experience in digital marketing and a passion for Kenyan craft, Jane will oversee all aspects of the business, from supplier relationships to marketing strategy.
- **Operations Assistant (To be hired):** A part-time role to manage inventory, order fulfillment, and customer service.
- **Freelance Support:** We will engage freelance photographers, web developers, and accountants as needed.

4.2 Team Structure The initial structure will be lean. As the business grows, we plan to hire a full-time Marketing Manager (Year 2) and a dedicated Corporate Sales Manager (Year 3).

5.0 Products & Services

5.1 Product Line We will offer a range of pre-curated themed boxes, including:

- **The Kenyan Coffee Experience:** Featuring single-origin coffee beans, a handmade ceramic mug, and artisanal biscuits.
- **The "Maisha Mazuri" Spa Box:** Containing natural soaps, scented candles, hand-beaded accessories, and organic body oils.
- **The Pantry Starter:** A collection of local honey, specialty tea, gourmet spices, and chili sauces.

5.2 Customization We will offer a "Build Your Own Box" feature on our website. For corporate clients, we will provide fully customized boxes with company branding options.

5.3 Sourcing We will build direct relationships with a network of vetted Kenyan artisans, cooperatives, and small businesses. This ensures product quality and fair trade practices.

6.0 Marketing & Sales Strategy

6.1 Branding Our brand identity will be modern, elegant, and Afro-centric, reflecting the premium quality of our products.

6.2 Online Presence

- **Website:** A professionally designed, user-friendly e-commerce website built on a platform like Shopify, featuring high-quality product photography and compelling stories about our artisan partners.
- **Social Media:** We will use Instagram and Pinterest to visually showcase our products and tell our brand story. Facebook will be used for community engagement and targeted advertising.

6.3 Digital Marketing

- **Content Marketing:** A blog featuring artisan spotlights, gift guides, and stories about Kenyan culture.
- **Email Marketing:** Building a customer list for newsletters, promotions, and abandoned cart reminders.
- **Paid Advertising:** Targeted ads on Instagram and Facebook during key gifting seasons (e.g., Christmas, Valentine's Day, Mother's Day).
- **Search Engine Optimization (SEO):** Optimizing the website to rank for keywords like "gift boxes Kenya," "corporate gifts Nairobi," and "Kenyan artisan products."

6.4 Sales Channels

- **Direct-to-Consumer (D2C):** Sales through our e-commerce website.
- **Business-to-Business (B2B):** Direct outreach to corporate HR and marketing departments.

7.0 Financial Projections

7.1 Startup Costs | Item | Estimated Cost (KES) | | :--- | :--- | | Business Registration & Legal Fees | 100,000 | | E-commerce Website Development | 350,000 | | Initial Inventory Purchase | 800,000 | | Branded Packaging Materials | 400,000 | | Initial Marketing & Launch Campaign | 500,000 | | 3-Month Operating Cash Reserve | 350,000 | | **Total Startup Capital Needed** | **2,500,000** |

7.2 Projected Profit and Loss (3-Year Summary) | | Year 1 | Year 2 | Year 3 | | :--- | :--- | :--- | | :--- | | **Revenue** | | | | Units Sold | 400 | 950 | 2,000 | | Average Price per Unit | 7,500 | 7,800 | 8,000 | | **Total Revenue** | **3,000,000** | **7,410,000** | **16,000,000** | | **Cost of Goods Sold (COGS) (50%)** | (1,500,000) | (3,705,000) | (8,000,000) | | **Gross Profit** | **1,500,000** | **3,705,000** | **8,000,000** | | **Operating Expenses** | | | | Marketing & Advertising | 600,000 | 900,000 | 1,500,000 | | Salaries & Wages | 960,000 | 1,800,000 | 2,800,000 | | Rent & Utilities | 240,000 | 300,000 | 400,000 | | Web Hosting & Software | 120,000 | 150,000 | 200,000 | | Other Operating Costs | 100,000 | 200,000 | 300,000 | | **Total Operating Expenses** | **2,020,000** | **3,350,000** | **5,200,000** | | | | **Net Profit / (Loss)** | **(520,000)** | **355,000** | **2,800,000** |

7.3 Break-Even Analysis With average fixed costs of KES 168,333 per month and a gross profit margin of 50% (KES 3,750 per box), the break-even point is approximately **45 boxes sold per month**. We project to consistently exceed this sales volume after the first two quarters of operation.