

EnterpriseCEO

A portrait of Saudat Salami, a woman with dark hair, wearing a white headscarf and a white top with a blue pattern. She is looking directly at the camera with a neutral expression. The background is a solid light blue color.

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Growing Your
Business as
a Startup

Fox Capital's ROI
is Unbeatable,
Guaranteed' –
Fox Capital's
Investment Manager,
Chika Ibobo

#TwitterSuspension:
Digital Business
Owners React,
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Enabling The
Disabled in Our
Workplace

DM' for Price:
What You Probably
Need To Know

Saudat Salami

MD/CEO, EasyShopEasyCook

**Women Should Outsource
Their Domestic Chores to Build
Businesses, Careers**



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Founder/CEO easyshopeasycook.com, Saudat Salami has urged women to outsource their domestic routines to build their businesses and careers. Salami said recently in a tweet conversation with EnterpriseCEO that women must go to school to improve their skills to build and scale up in their endeavours.

According to Saudat, she mentioned that women must know that a support system is required for domestic responsibilities if they are to scale their businesses. "They must use the crèche, get the nanny, use a grocery delivery service, get a driver to free up their time and do what is necessary to build their businesses and careers,

"Most of my customers are women. Women make over 85% of the domestic decisions and are the primary shoppers at home. These are women that have identified that they need a support

They can have it all but they need to build a support system around themselves and doing this doesn't remove the superwoman's crown from them. They worth it and deserve it without the guilt" She also called on accomplished women in the society to come out with their grass to grace stories to inspire other women to achieve new possibilities.

According to her, "That way, they will encourage women to take their small businesses serious and do what is necessary to scale, even while building a good home and well-trained children" In her points, she said that most women became entrepreneurs and business owners because they want to have time for their household responsibilities, adding that 48% of the entry workforce are women, at the management level they are 22%, at board level we have less than 5%.

"This is because by the time the working woman gets to management level, she'll most likely be married with children. Her household responsibilities will be difficult to manage coupled with her work and in most cases, she will choose home and drop off from work,

In other to make ends meet and contribute economically to her household, she will opt to start a business from home so she can have time to raise her children, Men in most cases don't have to make these decisions because culturally they pass on the domestic responsibility to their wives when their marital status changes", she explained.

Explaining how she started her journey into entrepreneurship in 2005, Saudat said it was difficult because of being the pioneer in the online grocery sector.

"Most of my customers are women. Women make over 85% of the domestic decisions and are the primary shoppers at home. These are women that have identified that they need a support system in order to balance work and home life,

They understand that outsourcing groceries will relieve them of some burden and give them time to do other things for career or family", she said. She further stressed that many stay-at-home mums have identified the sector as a space they would like to play in and she has mentored many of them unofficially to help them start their businesses in the food sector. Saudat runs [www. easyshopeasycook.com](http://www.easyshopeasycook.com), a foremost multi-platform fresh grocery delivery company in Nigeria that uses technology to provide domestic support services to working professionals.





'DM' for Price: What You Probably Need To Know

DM "Direct Message" for the price is a popular cliché for traders on social media platforms in Nigeria. They ask their prospective customers to send a direct message to them to know the price of particular products or customers insist on this method as well to keep private their custom negotiations from the public.

From the customers' perspective, social media handles that do not post the prices of their products publicly and prefer DM for price have something to hide.

Many companies with pages on Instagram, Facebook, and also WhatsApp status routinely post pictures without prices or proper descriptions for a wide range of items, including clothing, shoes, bags, art, accessories, home decor, furniture, hair, skincare products, and even food, and some also ask that you 'DM for prices' if interested.

With her experience as a player in the Nigerian e-commerce business, Saudat Salami explained that DM for the price is mainly for sellers that do not have websites and social media platforms.

Saudat, who is also the MD/CEO, www.EasyshopEasycook.com further stressed that with her company having Instagram and Twitter social media handles @EasyshopLtd, share some of their products on offer on those platforms, they sometimes post them with or without prices for advert purposes only.

Customers that wish to purchase them are given the link to their website address to see prices, order the items and also view some other items on offer on their website. What they discuss via DM are mainly complaints or special orders. Having a website with prices clearly listed eliminates any secrecy in pricing and this gives their customers assurance of transparency.

Abisola Oluyede runs a mini e-commerce platform known as Chrissieparksempire where she sells all brands of items that include shoes, clothes, and other things. She said the reason people put people asked to be DM is that the seller doesn't have a fixed price.

Some sellers give prices based on how much money they think the prospective customer has. In her own case, she said putting prices and all the details help her ward off the "I'll get back to you" kind of responses she gets from people.

Digital media expert and CEO, Trublu Media, Tayo Ojo explained that asking for DM depends on the kind of service the service provider is offering. "If your product or service has fixed pricing, simply put it up in your caption.

But the pricing is peculiar to the demand or determined by other factors, why not ask interested persons to drop a comment or send you a DM for more details. You don't need to ask people to send DM for prices, he urged.

He stated, "it is a critical teachable moment for business owners and consumers, particularly in this digital age where e-commerce, effective online communication, and customer engagement are key pillars of the future of retail.

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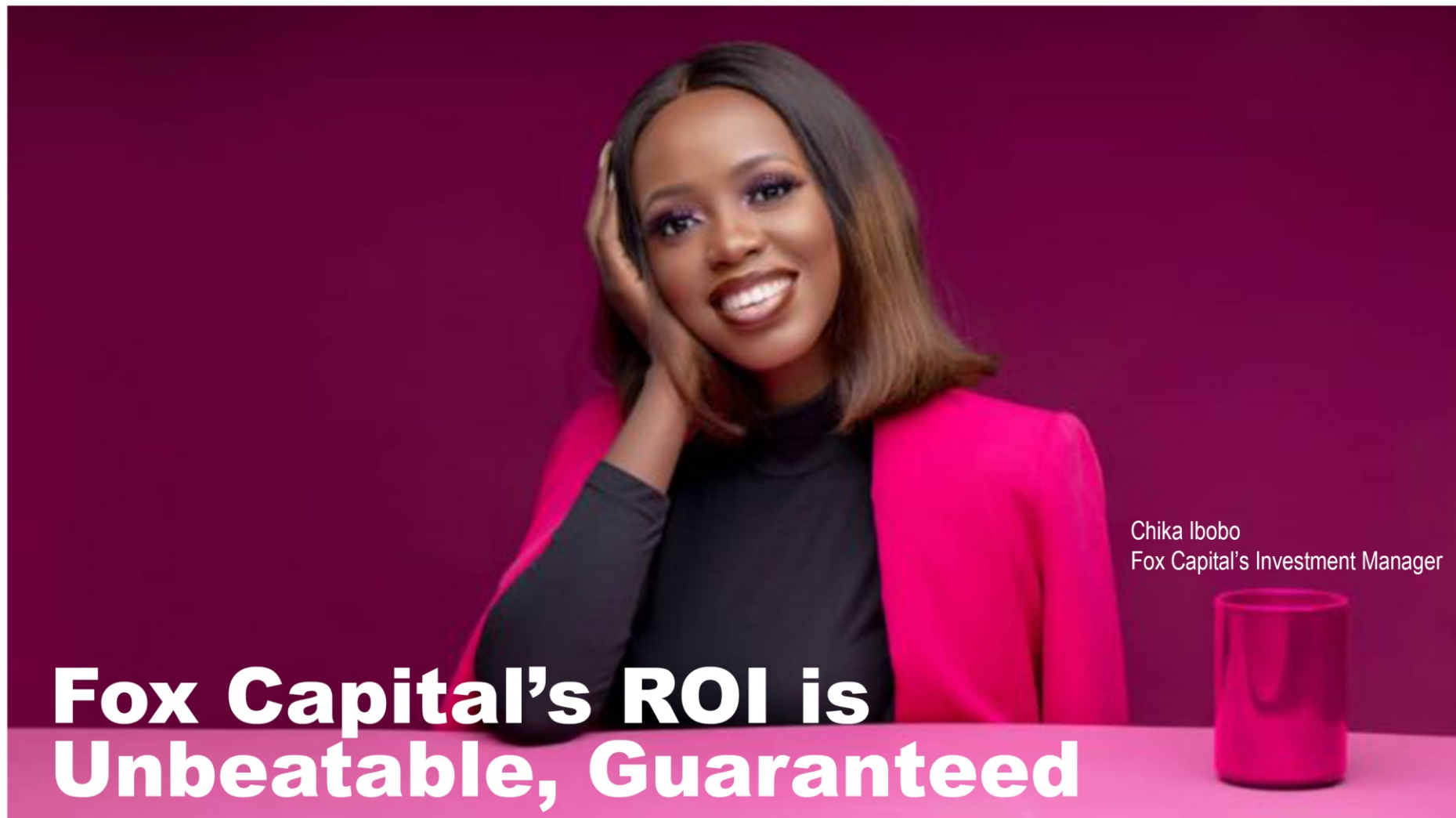


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Chika Ibobo
Fox Capital's Investment Manager

Fox Capital's ROI is Unbeatable, Guaranteed

Nigeria's leading real estate investment firm, Fox Capital Investment Limited has announced its mega investment package for investors willing to be part of the 'Aim big and Win' project with huge returns on investment among other bonuses and incentives.

Return on investment in real estate with us is unbeatable. It's like you are putting your money somewhere intact and legal Fox Capital through its quality value delivery in real estate and its unblemished transaction records with clients and investors over the years has given them high-status integrity and credibility in what they do.

Speaking on the company's investment project, Investment Manager, Chika Ibobo said that Fox Capital Investment is currently working on a 50-man hotel project that will be built in the heart of Lagos with an evaluation worth of 500 million Naira.

She said, "Real estate is where the future is in terms of making investment and it's a huge project. We are calling visionary investors to be part of this, as it promises 30-35% annual return on investment for a period of ten years,

As a company of affordability, we have designed different plans and packages for investors coming on board to invest with us without any inconvenience or pressure", Chika added.

"Sapphire plan is one of the packages that allow investor invests with a sum of 5 million with us and get 30% return of investment annually for a period of ten years. In addition, health platinum insurance for investors is amongst other incentives secured for our investors for that ten years.

For the Prestige plan, it's a 10 million investment package that guarantees you a 35% return on your investment annually for ten years running. This gives a total rise of 250% returns on investment excluding the initial investment capital.", she said.

Meanwhile, the hotel project is expected to kick-start soon in a serene environment with an affordable luxury experience for its customers.

Chika said plans are on top gear with investors joining the course for its actualization.

"Return on investment in real estate with us is unbeatable. It's like you are putting your money somewhere intact and legal, then you get to cash out every year. so it's something you don't lose your money or having issues with because all our investments are insured and legal document bidding. She explained

#TwitterSuspension: Digital Business Owners React, Count Loses

Today makes it exactly seven days that the Federal Government of Nigeria suspended indefinitely, the operations of the microblogging and social networking service, Twitter, in Nigeria.

The move has understandably drawn outrage from Nigerians who see it as yet another attack on free speech by the government. However, free speech is not the only thing affected as most people could have thought.

The Twitter ban could also affect the country's economy. Consequently, brand owners' and investors' confidence has continued to weaken, and there would be a negative impact on development.

EnterpriseCEO gathered brand owners' and digital media experts' opinions on what effects Twitter suspension has generated for their businesses.

According to Tellit.ng Co-founder, Yemi Oromolade described micro-blogging as an enabler for businesses to grow and with the ban, it has made various campaigns less effective with influencers who look up to Twitter to run campaigns, losing out largely.

"The huge implication of Twitter from an influencer standpoint is that a lot of young people are losing out on economic opportunities. The ban has created a gap between producers and consumers disrupting the medium where products are display and service providers connect with their clients", Yemi added.

Speaking on the effect of the Twitter ban on her brands' promotion media company, the founder of LatoshMedia, Mercy Nwoye decried the Twitter ban saying it has pulled a negative effect on her business.

LatoshMedia runs promotions, campaigns, and increasing followers' ratio and visibility

for brands on all social media but with the Twitter ban, Mercy has been asked to hold on with three campaigns she is currently working on for different clients and the truth now according to her is that she has no idea when things will normalize.

"So, I have not only lost potential jobs and clients due to the fact that brands are now scared of doing anything on Nigerian Twitter but I have also lost the jobs I am currently running, and mind you, I don't have a day job, it's my number one source of income, she added.

EDITORIAL: Twitter Ban in Nigeria: A Real Risk to Our Democracy

Another farm produces business owner who also operates on Twitter, Co-founder Cocodrilo Ventures Co-founder, Moshood Abeebe said the suspended social media platform has been useful for his farm produce goods and services as it provides a marketplace for him to connect globally with customers and make sales.

Highlighting the negative role played by the Twitter ban on his business, he said, "the Twitter ban has been an obstacle in getting new customers and connecting with the earlier ones which have led to the wastage of the perishable products we sell to our online customers.

For example, we engaged in Twitter space lessons for our aspiring farmers who pay for our services and get delivery of their seeds through our delivery bikes, which has stopped and has also rendered them idle with no wage.

"As we speak, our company online activities are paused considering the unsafe use of VPN, we look forward to a lift of the ban soonest to enable us to connect to our teeming customers that need our services, he added.

For Abiola Bonuola, a Senior PR and Marketing Communication consultant, the Twitter ban has led to the complaints of her clients who are now denied access to their investors through Twitter and amounting to losing a lot of jobs regarding digital marketing and PR tech.

"The huge implication of Twitter from an influencer standpoint is that a lot of young people are losing out on economic opportunities. The ban has created a gap between producers and consumers disrupting the medium where products are display and service providers connect with their clients"



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