

Why I Left Banking for Real Estate – Group Head of Sales, Country Hill, Abosede Ajiboye

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INSIDE

Brand Strategy: The Golden Opportunity of Brand Storytelling

How Interior Design Industry Has Continued To Empower Nigerian Youths

Jireh Technologies Introduces Smart Innovation To Curb Crime Rates in Business

Mixing Business with Pleasure is My Expertise – Obi Cubana

Meet The Azihs:

Couples Leading Security Wears' Economy in Nigeria



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Brand Strategy: The Golden Opportunity of Brand Storytelling

The marketplace is more crowded than ever – and competing for attention is more difficult than it was even a decade ago.

Combine that with a buyer's journey where the customer is in control of the path to purchase; buying is now social, self-directed, trust-based and transparent.

People are tired of solicit and unsolicited ads but seeing themselves in a brand storytelling is the beating heart of experiential marketing with the end goal of effectively weaving company's brand into the story of its audience as the route to their objectives.

The best way to reach a customer who's deciding what and when she'll buy is to stop pushing your products so hard and focus more on why your business exists at all. When you tell this story and explain your values you'll engage the customers who share your values.

Brand storytelling is using a narrative to connect your brand to customers, with focus on linking what you stand for to the values you share with your customers. Telling real life story is the best story you can tell with an emotional and powerful approach for brands who want a deeper emotional connection with their customers.

Ideally, you can encapsulate what you stand for in just two or three words. Nike stands for athletic excellence; Disney stands for family happiness. Values are the character traits of your company that define it.

A lot of companies randomly say their values are words like integrity, innovation, etc. When you find the people who share your values, there's a much better chance they'll stay loyal to you (though we know that even brand loyalty has changed).

Your story then becomes your company strategy, which propels your brand forward. It's an idea well-known venture capitalist Ben Horowitz introduced.

According to a Ben, you can have a great product, but a compelling story puts the company in motion. If you don't have a great story it's hard to get people motivated to join you, to work on the product, and to get people to invest in your product."

The element of storytelling of your brand focuses more on your customer as the main character while your brand is the guide. By what you stand for, the essence of your brand. It not the product you sell and not to make money.

It's the driving force behind your business and it differentiates you from the competition – it why you exist.

Figuring out why your company exists, and the telling that story to your prospective customers through marketing messages from social media posts, to your blog, to advertisement and videos, is the goal of brand storytelling.

Today's consumers aren't just passively buying from brands.

They view their purchases as



extensions of their identity and values. What this means for marketers is that effective marketing can't just be about promoting a product for its sole use or benefits anymore.

Successful marketing needs to be able to create a purpose, a community and a culture that consumers can share and be a part of. Brand storytelling present your brand purpose to customers and bringing them content that helps them stay connected and giving them a sense of being part of the company that cares about its people and the community that they serve.

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Enterprise 360



Mercedes Benz Sets To Produce Car Driven By Mind

The automotive giant Mercedes-Benz has announced its plan to manufacture cars that would not have a steering wheel but would be driven with the mind. The company had earlier unveiled a prototype at the International Motor Show which was held in Munich, Germany.

The Vision AVTR as the vehicle is called, would, according to the company, be able to read a driver's brain activity and translate it into driving commands. The technology is based on visual perception as its dashboard will project points of light to form the digital command interface, as well as portable electrodes that will be connected to the back of the driver's head.

The vehicle, according to the company would be designed such that the user would be able to first calibrate the car with his brain and then fix his gaze on a specific point on the dash. The car is then expected to detect that 'thought' and follow the required prompt. "The car would not have a steering wheel as such, but would turn on by putting one's hand on a The Vision AVTR sensors are capable of detecting specific information from outside such as magnetic fields and ultraviolet light.

The car has an electric motor for each wheel, reaches a power of 350 kW and a range of 700 kilometers per charge.

Sami Bahous Appoints as UNWomen's Executive Director

Jordan's Sima Sami Bahous has been appointed as the Executive Director of United Nation Women. The appointment was announced by the United Nations Secretary-General António Guterres, following consultations with Member States and the Executive Board of the United Nations Entity for Gender Equality and Empowerment of Women (UN Women).

She succeeds Phumzile Mlambo-Ngcuka to whom the Secretary-General is deeply grateful for her commitment and dedicated service in leading UN-Women. The Secretary-General also wishes to extend his appreciation to the United Nations Special Representative on Sexual Violence in Conflict, Pramila Patten, who will continue to serve as Acting Executive Director until Ms. Bahous assumes this position. A champion for women and girls, gender equality and youth empowerment, as well as a keen advocate for quality education, poverty alleviation and inclusive governance

Ms. Bahous brings to the position over 35 years of leadership experience at the grassroots, national, regional and international levels, coupled with expertise in advancing women empowerment and rights, addressing discrimination and violence, and promoting sustainable socio-economic development towards the achievement of the Sustainable Development Goals.

Ms. Bahous most recently served as Permanent Representative of Jordan to the United Nations in New York. Prior to this position, she served as Assistant Administrator and Director of the Regional Bureau for Arab States at the United Nations Development Programme from 2012 to 2016 and Assistant Secretary-General and Head of the Social Development Sector at the League of Arab States, from 2008 to 2012.

She has also served in two ministerial posts in Jordan as President of the Higher Media Council from 2005 to 2008 and as Adviser to King Abdullah II from 2003 to 2005. She was Media Adviser and Director of Communication for the Royal Hashemite Court from 2001 to 2003, Acting Executive Director for the King Hussein Foundation from 2000 to 2001 and Executive Director of the Noor Al Hussein Foundation from 1998 to 2001.



Nigerian Auto-tech, Autochek Expands Operations To Kenya, Uganda



Furthering its expansion into the African market, Autochek has announced the signing of an agreement with ROAM Africa to acquire its Cheki Uganda and Cheki Kenya automotive marketplaces.

AutoChek is an automotive technology company established in 2012 to build digital solutions for enhancing automotive commerce on the African continent. An official statement from the technology company said the acquisition came one year after it acquired Cheki Nigeria and Ghana as part of its West Africa launch and it would leverage Cheki's 10 years of experience to introduce additional technology solutions that would integrate the auto ecosystem and increase market adoption for auto loan financing.

Speaking on the development, the Founder and Chief Executive Officer of Autochek, Etop Ikpe, noted that the acquisition was a welcome development, given ROAM Africa's track record of operating and scaling some of sub-Saharan Africa's classified marketplaces.

According to Ikpe, Autochek's mandate is to accelerate the ability of African consumers to access better quality and affordable vehicles by providing access to financing, while also derisking the auto lending process for financial institutions.

He said, "We are long-time admirers and collaborators of the Cheki brand, and following today's news, we intend to provide even more trust and transparency in East Africa's automotive sector, leveraging the unique networks we are now joining together."

Access Bank Inks SME Platform To Support Business Digitization for Women

Access Bank, through the W Initiative, a brand dedicated to Inspiring, Connecting, and Empowering women in all categories, has partnered with SME.NG to provide a one-stop-shop solution for women entrepreneurs in Nigeria.

As an organization that sees providing female entrepreneurs with an opportunity to access easy finance, wider market, technical as well as business support to be of fundamental importance.

The Bank has partnered with sme.ng to launch the Ebi marketplace: An online platform that will be Nigeria's first all-women's e-marketplace with a fusion of financial services, trading opportunities, access to advisory services, mentorship, networking and so much more. In an interview with Victor Etuokwu, the Executive Director of Retail Banking Division, speaking on Access Bank's interest in supporting female-owned businesses, He says, "Women SMEs face major challenges in the areas of funding, business networks, technical know-how, and business management amongst others.

It is therefore imperative to support the digitization of women-owned businesses in Nigeria by providing them with economic opportunities, business sustainability, and improving resilience to the negative effects of the economic downturn which would reduce the bottlenecks faced in running their businesses. To this effect, Access Bank, through the W Initiative is set to onboard 1500 female entrepreneurs on the Ebi Marketplace platform to ensure viability and resilience to economic shocks. In her remarks, Ms. Thelma Ekiyor, the Managing Director of SME.NG, stated that "Access Bank's commitment to women through the W initiative makes the Bank the ideal partner for the Ebi Marketplace".



African Startups Raised Over \$1B Funding in H1 2021 – Reports



In the first half of 2021, African startups raised \$1.19 billion in funding, a figure which is more than they had raised in H1'19 and H1'20 combined.

This is according to data titled "Mapping the Money," published by Maxime Bayen, a Senior Venture Builder for Catalyst Fund at BFA Global. The data hinted that 80% of that funding was raised by start-ups HQ'd in one of Africa's 'Big Four' – Nigeria, Kenya, South Africa, and Ghana.

South Africa and Nigeria are in a league of their own, and together attracted more than half of all the funding raised on the continent (28% & 27% respectively, \$300m+ each). Some of the notable funding rounds were closed by led the way with a momentous \$170 million Series C raise to become the third payments unicorn in Africa. Startups with all-male founding teams still took home most of the funding with 77%, while female CEOs raised 14% of the financing, up from 2% for the same period in 2020.

Fintech is the most funded sector. Of all the sectors, fintech remains the most funded sector in Africa. Nearly half (48%) of the funding went to fintech start-ups. This share is higher than in previous years where most of the fintech funding was raised in H2 (89% of it in 2019, and 76% in 2020).

Local investors have been quite active this year and 40% have been involved in more than one deal in the past 6 months. Of the 369 investors who have been involved in at least one \$100k+ deal in Africa this year, 110 (30%) are headquartered on the continent. The US is home to more investors (133) involved in a deal in Africa than Africa itself.

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Kitting-up 'Amotekun' for Maximum Security

One, the Holy Bible says in Deuteronomy 32:30 will chase one thousand, and two, it says again will chase ten thousand.

By human reasoning, this is beyond the power of exponential equations. It left one to start wondering the gimmick behind the possibilities of using just two digits or people achieve quantum results at what one does.

A typical analogy that confirms and further describes this position of the Holy Bible is Chinedu and Onyeka Azih's story of having nothing to achieving greatness, becoming a point of positive reference building business and family.

Chinedu and Onyeka met at

Sheriff Deputies Limited Lagos, – a private security company where they both worked.

What brought them together has not only made them husband and wife with children but has also driven them to build an ever-thriving security wear production company with scores of staff working for them.

Speaking on what prompted the security wears production company, Chinedu explained how she was made to love seeing well-dressed soldiers in her high school days and working at Sheriff Deputies as a staff made her developed a passion to venture into the business with her husband support.

According to Chinedu, her husband's persuasion and

creativity for security guards' uniforms made her start the business because while she was working with a security company, her husband happened to play a consultancy role for security guard agencies on how best security guards are to be dressed in styles and uniform colours conformity.

She recalled how people came to her to see the reason, why she should start a security outfit uniform business since both she and her husband have passion for the work and that, was how they began the journey six years ago.

When asked what she envisaged at the beginning of her entrepreneurial journey, she maintained that she wasn't

expecting the huge success she has recorded so far because it was something she started as a joke.

In her words, “In all honesty, I didn't think it was going to take us to this level as it was something that we started as a joke. When we started, we wanted to get people to do it, ours was to just supply and still maintain our jobs, like a part-time hustle.

We realized that people we gave the uniforms to sew were cutting corners, using substandard products. We decided to change that unreliable perception about fashion designers by ensuring we produce quality guard kits and deliver on time. We started producing boots, and after that people started coming to us for uniform sewing when they are disappointed by people.

On the aspect of funding the business, Chinedu explained that it was a tough challenge when they started as banks couldn't give them loans as startups until they start seeing inflow which was from their personal savings to finance their startup.

Commenting on how Covid-19 affected her business, she said, “During the pandemic period, a lot of clients had to downsize the number of guards they had and could not place uniform orders which affected the business. It was a tough period, but we thank God that normalcy has been restored and businesses are back.

Among Kazih Kits' clients are Ondo and Ekiti state governments as they delivered the southwest regional security outfit (Amotekun) for the states; Spyglass for Accessories and Oakland in Akure, Dynamic Cheerish Security, Warri amongst others.

With no prior fashion education or background, she ensured that she acquired the required skills on fashion capacity building in the space by registering for fashion seminars and workshops.

She was among the 40 women sponsored by Union bank to China-Europe international business school, Lekki on entrepreneurship and leadership.

“The thing about business is that you learn in business. For capacity, we learned on it. It is different when you have a mentor to process things about business is that you learn from it and we have been able to build our capacity and improve in the business.

On her appointment as an ambassador for the International Summit of Leadership, Chinedu was nominated for the award and won the award that made her become an ambassador. she also won the woman capital award for woman capital development in 2018.

Running a business in Nigeria is not a walk in the park especially for startups. The cost of fuel, logistics, and getting raw materials to rise and this element brings frustration when doing the business but when you understand why you started the business, you won't let that get to you.

She however implores government to implement good business policies, making grants accessible to business owners, and encourages banks to give SME loans at a low rate to improve business operations for a better economy. She also emphasized Infrastructure and regular electricity.

If she has ever thought of quitting at a point, she affirmed

that she was at the point but when it happens, she always remembers why she started the business and what will she start from especially for her workers after losing their jobs.

“When money is not forthcoming and government policies are getting you frustrated with staff issues, you get discouraged but I always tell myself that this is what you want to do, go for it and here I am today”

Partnering with her husband for the business, she revealed how her husband dragged her into the business with his encouragement and well-structured plans for easy execution.

“At the beginning, I asked him a lot of questions on how we are going to run the business because business to the customer is easier than business to business particularly when sourcing for clients and entering into the market. He also said I shouldn't bother but accept it as he puts me through”, she said.

“I could remember at a point when I told my husband that have resigned, and it is now his business but what keeps the



business going is the communication and understanding of each other and having a business with your partner is fun.

Regarding client relationships, she noted that there are no difficult bosses or clients as it depends on how someone handles them. She gave an instance when she posted something on her LinkedIn page where two of her clients were impressed and made valuable comments about her business. "When our clients commend and refer us to people, it gives us joy and at the same time we give room for constructive criticism, and this has really helped us to grow and moving in the right direction"

Asked if she's satisfied with the current state of the business, Chinedu noted that human beings are insatiable and the vision she set for her brand is far from reality.

"I don't think I have gotten to the

peak; I want more growth. I see my business growing to an extent that I can export to other African countries. Although the sky is wide enough for everybody I want to be one servicing everybody in the market".

Advising young entrepreneurs, she charged them to invest in what they truly have passion for and go for it. "the sky is wide enough for all to fly, just make sure you have the passion, consistency, and determination with prayer and you will definitely flourish, she urged. On his part, Onyeka described his unflinching support for his wife's business as utilizing the advantage of what the century gives and exploring it as he stays in the background and lets things flow.

"21st-century we live in is women's world considering how government and institutions creating awareness and promoting women empowerment. We need to take

advantage of the century; it is for women"

On his view about feminism ideology, he called for a balanced equation saying a modern woman has stipulated rights and they should not exceed some certain level. He further gave instances on other women who are bosses in their career but when they get home, they differentiate workplace duties from the home tasks and that makes them balanced women.

Commenting on the boots produce by Kazih Kits, he said the boots contain some high-quality components and are part of the production.

"We use premium quality material because we always want to give our clients value for their money by producing standard boots and it has been given us niche above our competitors", he explained.





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Jireh Technologies Introduces Smart Innovation To Curb Crime Rates in Business

Economy sector is an integral part of any progressive nation for its sustainability and growth. It has also been highly regarded as the lifeline of a country and must be jealously guarded to avert an economic crisis.

Apparently, Nigeria is going through an unprecedented situation in terms of security challenges and this poses a major threat to commercial activities especially business owners who are just recuperating from the pandemic effects on the country's economy.

Proffering panacea to the increasing rate of insecurity in our homes, offices, and communities, Jireh Technologies now offers a wide range of ICT and Security solutions/services portfolios to private and corporate organisations within Nigeria.

Speaking at a virtual media parley, the Chief Executive Officer, Jireh Technologies, Ehi Silence emphasized the urgent need of curbing the rise in insecurity challenges which ultimately leads to an unstable business environment and dwindling income.

Introducing the new brand of IP (Internet Enabled) CCTV Cameras, Ehi highlighted the features of the IP cameras which include face detection, Intrusion detection, cross-line detection, and auto-tracking. According to him, it is apparent that CCTV CAMERAS is an essential aspect for any security system surveillance solutions for all and sundry.

"The IP security systems can help remotely monitor your environment, make it safer, and



also provide facilities that will assist you to investigate incidents of theft and burglary. These solutions he said can be accessed or monitored remotely from anywhere people are global. "These cameras are smart, easy to use, and compatible with most browsers. The picture quality of these IP cameras is ultra-high-definition and super clear even in the dark. He added.

He however attributed some of the security challenges facing the country to the low advancement of technology growth, adding that when people are not really doing much when it comes to technology, security challenges will become a national issue.

He, therefore, called on the government and the private sector to implement policies that would give a better understanding and provoke people to action in technology development. "I strongly believe that the younger generation that we have today have more appetite for technology and I hope that something would be done in the short while when effective policies and necessary support are geared towards technology advancement.

He further enjoined the media to continue to sensitize the public about the need for Nigerians to invest in Security Surveillance Systems to protect their assets and loved ones.

Mixing Business with Pleasure is My Expertise – Obi Cubana



Speaking on how he has been able to merged business and pleasure together successfully as conglomerate business CEO, Obinna Iyiegbu popularly known as Obi Cubana maintained that the nature of his businesses is based on fun-seeking and one cannot run the business without having pleasure.

In his words, “My business is likened to a clinic where people take away the stress and gives them happiness in return. When people are stressed as a result of work pressure, they come out and we offer them wonderful treatment.

They come to our environment, listen to good music, eat good food, drink and they leave happy. So my business runs alongside pleasure and that is why I can mix business with pleasure and get away with it.

My brand is happiness, we breed happiness while making money. That is what we major in and we plan to do other things in the

future but for now we major in entertainment and hospitality”, Obinna explained.

The Cubana Group is a hospitality and entertainment brand with chains of hotels, restaurants, and nightclubs, located in the heart of Lagos, Abuja, Port Harcourt, and Imo State.

The hotels and nightclub brands are part of his investments as he has other businesses he manages. Obinna who spoke on The Green Room Unlocks, a Fidelity Bank Youtube Channel recalled that his business success story, contrary to how social media made him appeared as he made it overnight.

The Anambra-hailed business mogul stressed that it has been a very long journey even though social media has made it seem like everything was rosy and happened overnight.

“We have been working hard, building the foundation of our brand for years and faced a lot of

challenges during the process but today, compared to how we started over a decade ago, we have made significant progress and later this year (October) we would be celebrating 13-years in business”

He stressed further that those challenges he faced in his business are a result of the insecurity crisis in the north, saying he had business in Abuja at that time and it became a bit scary. “We had to move from Abuja to Port Harcourt.

“In fact, Port Harcourt also came with its challenges and had to relocate the business to Owerri and from there we later move to Lagos, Victoria Island, and Ikeja.”

Counting the losses from the global pandemic outbreak on his business, he said “Covid-19 period was another difficult phase for us because it was a time when we are just at the boarding stage in Ikeja before the country went on total lockdown for months and this really affected almost all businesses in Nigeria, especially, we in the entertainment and hospitality space.

Naturally, nothing is rosy and for the past 10 years, there has been progress. No matter the challenges we face, we overcome and that is what life is all about, it cannot be rosy all the way”

He said the success he recorded today was as a result of 13-years of hard work and relentless efforts in building his brands, saying there is nothing like cut soap, one has to work for your own ‘soap’.

Youths must take away the get-rich-quick syndrome because

patience, diligence, hard work, and particularly integrity are unavoidable traits for success.

“I remember the post I made on the 10 years’ anniversary of my brand talking about how difficult it has been, and someone came to my comment section and wrote “10 years? me I no fit wait oh” that shows the make it quick mentality. I want to be like you overnight, success does not work that way, you have to look at the story behind the success”

“It took me 13 years of hard work. There is no shortcut to success, you have to follow the process. God’s blessings come differently; it might make some people very long and some people a short period of time but irrespective of that, you have to work very hard and be focused, there is no free money out there.

Commenting on the importance of integrity in business operations, Obi Cubana keenly noted that what lacks these days is integrity; people generally have to keep to their words. If you have business agreements with people, establishments, brands, you have to as much as possible respect the agreement and you would see them coming back to work with you and this will open doors for you.

People would start talking about your brand and referring you to other people because of your integrity. These are some of the things people have to learn and apply, it is a natural key opener to success.

“When I started my business, there were difficulties in different stages but nobody can see that now. Before you can mold something, there would be challenges behind it. To some people, they think that I just came out overnight because of what they have seen on social media, but it has not been like that.

There have been challenges, but we have been working very hard. People still think I have made it but I have not. I am getting there. I am focused. I know what I want to be and the legacies I want to leave behind as a human being, I am not there yet but I am on the right part”, Obinna explained.

If there are any pros and cons of being a socialite and having a huge network of people, he explained that the nature of his business made him socialise because it is built around people and they can’t do without them, adding that people are their networks and they would always come back to patronize them.

“My business is people-based and along the line, you might have some issues with these people but your ability to manage every situation is what matters because we are all unique in our different ways”

About how he always cool of stress after a hectic business day, Obi said he reads a lot and learned in the course of traveling.

“At my leisure time, I seat and try to visualize my next step. when people are saying wow! You have done well; you begin to think of the next step, you have to keep wowing them, because the moment you become irrelevant in the scheme of things, your time is gone. You can see people talking about me because I have made progress and things are working well and we have to keep it that way.”

Narrating his darkest moment in business, the Anambra indigene billionaire said there was a time when he felt like giving up on his business prior to the Cubana brand when his business got affected by some demolitions that happened at the time in Abuja. He said.

“The incident really affected my business and I decided to leave

for South Africa to hustle, and luckily for me, I did not get a Visa, as simple as getting a South African Visa was then, I did not get it. I was frustrated. I had to move on but on second thought, I realized that everything I have always wanted is here, there was nothing else I needed outside the country, then I went back to my plan B.

“I started working hard, praying and I started putting everything I visualized to practice and it started yielding positive results and here we are.”

How he has been able to manage both his business and Instagram fan base, the business celebrity said making things real and keeping it better as made it easy for him.

“I wake up sometimes and I don’t even know what to post, but I try to post what will motivate the next person. When I post certain things, it is not because I want to show off, I want to motivate someone”

If I help someone and I post it, I would do a write-up to let you know that you can also do it to encourage people. I think my mood for the day determines what I post and I am trying to keep it simple as possible”

On his parting advice for the young people, ‘Don’t get carried away because you want to be seen out there. Don’t get distracted by other people’s material things or their ways of spending. Don’t buy a Lamborghini because someone just bought it, you can buy it at your own time. Keep it real, keep working very hard, and be focused on whatever you do.

There is nothing like ‘soap’ out there, work hard for yourself and have integrity as a human being, be as nice as possible, there are a lot of opportunities in Nigeria, he stated.

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Why I Left Banking for Real Estate

Group Head of Sales, Country Hill, Abosede Ajiboye

In the present state of Nigeria's system of the economy where the onset of COVID-19 has produced a sharp contraction in economic activities, resulting in a decline in real GDP of 5.0 percent at an annual rate in the year's first quarter and 31.4 percent in the second quarter, you probably would not think anyone would dump his job, even if it is not a well-paid one for another that its future is unknown or not guaranteed, but that was the risk Abosede Ajiboye took when she dumped her job at Access Bank to the real estate sector.

Abosede who studied Agronomy at the Ladoke Akintola University of Technology started her career with a banking job as a sales representative at Sterling bank and afterward moved to Access

bank where she was a customer service representative all within the space of three years.

With her change in career, she's now the Sales Manager at one of the country's leading real estate firms in Nigeria, CountryHill Limited.

Recounting how her journey to the real estate sector started, Abosede said she was offered a real estate job by a family friend in 2016 at a newly established firm for her working experience and professionalism in marketing.

"My take-home from the banking job wasn't that encouraging compared to the amount of stress and pressure on the job especially when you are sourcing for clients and close transactions

for the bank compared to real estate. With real estate, you just need consistency and the zeal to push forward and knowing what you are in for.

According to her, she never had real estate experience prior then, however, she was taught the rudiment of the job and its demands.

He suggested I join a real estate company mind you the company was a new company, he explained everything to me regarding real estate buying and selling, commissions, income, and since then I have been in it."

Abosede however, had to wait for two months at her new company before she made her first sales in real estate which was a huge

deal through one of her former clients from the banking sector.

“In real estate, if you want to succeed, you need to talk to people around you and that was what I did, I met with the clients I had before and worked with them because new people might not want to trust you with their funds and I made my first sales”

Speaking about her big moment in real estate, Abosede’s breakthrough came at her former real estate company before joining CountryHill where she was part of the team that made mega sales for the company which



ended up boosting her confidence and gave her exposure to the job.

She said, “We sold a product that people were looking for, the sales helped me build my confidence because I was part of the team who sold the product and that made me happy. Another breakthrough I would like to acknowledge is the fact that I have helped people close sales, deal with difficult clients, and being able to convince clients on my colleagues’ behalf”

When asked what she would have had as a profession if she didn’t go into real estate, she said, “I would have gone for my masters in Biotechnology because my first degree was Agronomy. The initial plan was to go for my Master’s program but when I got the opportunity in the banking sector, I had to do some professional courses to back my first degree.

After joining real estate, I still had to take some courses which have been helping me so far. If I had to stop real estate tomorrow, I will most likely venture into IT and just take more advanced courses.

Commenting on how viable the real estate sector is, the sales manager stressed that human basic needs must be met and the shelter aspect is where real estate comes to provide people needs on houses, land, and construction.

“In real estate, there are a lot of segments such as land, building, construction, development and all these are man needs. CBN recently approved 200 billion Naira in mortgage finance to help the construction of 200,000 social housing units for low-income householders. This is a strong indication that real estate is not a sector that technology can take over.



Noting her view on the future prospect in the real estate industry, Abosede said with the high rate of people’s transitioning from living as tenants to real-time homeowners confirms that real estate is an all-season business.

“We at CountryHill, remain committed to providing affordable luxuries to our clients through feasible payment plans ranging from installment plans or outright sales.

We want to bridge the housing deficit gap in Nigeria and with our records, we are making ways and getting thumbs up and recommendations from our clients and business partners.” Group Head of Sales, Country Hill, Abosede Ajiboye

Playing down the difficulty people attached to sales in real estate, Abosede believed every sales job seems to be a difficult task and real estate is no exception but charged realtors to be passionate about their job, saying without passion in them, they might get tired at some point.

“With real estate, you just need consistency and the zeal to push forward and knowing what you are in for.” She said.

“The richest people we have around are the salespeople, they make a lot of money and they are not just salary making money. Once you make your first sale in real estate you will want more and that keeps you going on the job. She noted.



How Interior Design Industry Has Continued To Empower Nigerian Youths

The interior design industry has contributed to youth employment by creating high-impact, dynamic, and creative employment experiences, the interior design industry has played a big role in preparing young people for success in the 21st-century workforce, said the Interior Designers Association of Nigeria, Vice President, Tola Akerele.

Addressing the press, Tola Akerele noted that creating legislative support to back the standardisation and registration of interior design businesses will bridge the knowledge and experience gap in the industry. Akerele said before IDAN was largely noting that the founding members established IDAN to address the major problems that

exist in the interior design industry in Nigeria.

She said, "Some of which are the absence of a voluntary association to stimulate and promote professionalism in the practice, the absence of a legal regime, statute or regulation governing the interior design industry and the absence of institutions in the country offering comprehensive professional training in interior design."

IDAN urged the government to intensify efforts to develop policies that would foster an environment that encouraged the production of made-in Nigerian goods.

Akerele also announced the

association's conference scheduled to hold this week, saying, "Over the years, there has been widespread growth of services and consumption, making interior designing a necessity rather than a luxury.

"Despite this growth, there are a few problems that still afflict the interior decoration industry, and it's high time that all stakeholders come together to resolve them.

"GUIDE (Gida Uno Ile Design Exhibition) is an annual event organized by the Interior Designers Association of Nigeria and our aim is to highlight the gradual development/awareness of the design industry as it relates to interior design, product design, and embracing form and function inbuilt environments where health, safety, and welfare of the public are of foremost importance."

According to her, businesses in the creative industries like interior design, media and fintech are discovering the dividends of offering work and employment opportunities to young people.





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