

Meet Favour Ori, 25-Year-Old Nigerian Simplifying Global Payments For Africans

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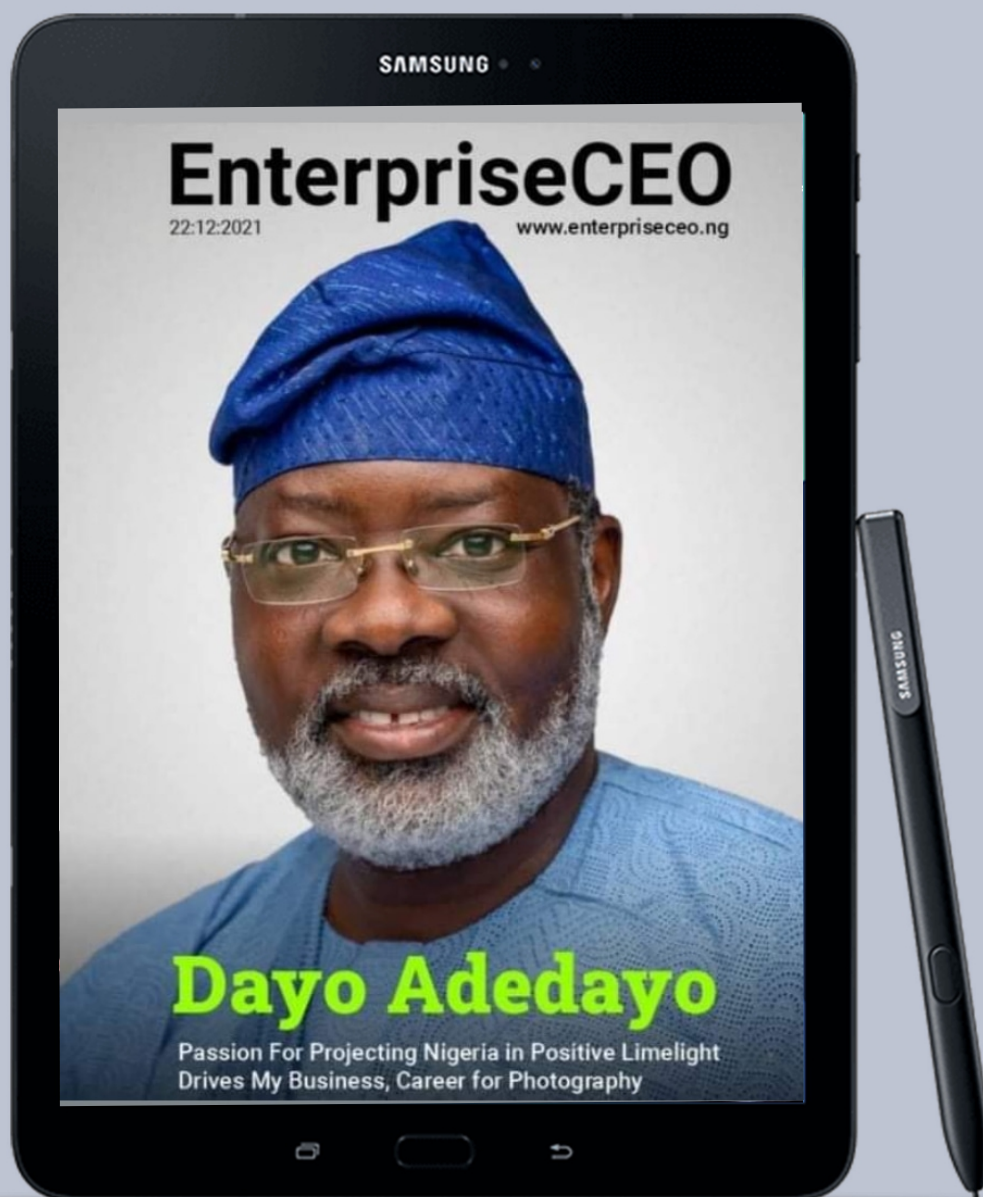
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Precious Ogun-Michael

Group CEO, Oxford Holdings

Competence, Responsible Leadership Are The Values That Define My Personal Success



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Engaging your local community is essential if you want to get your business off the ground and work toward success. Any local marketing effort aims to nurture lasting relationships that will help increase brand awareness and revenue.

Local advertising is an effective way to extend your business's reach, but it can be tricky if you don't know where to start. In achieving this, you must form genuine connections with people in your community, develop an effective strategy and remain patient.

Here, consider some of these tips to build your local marketing strategy.

Corporate Social Responsibility is one of the ways to get into people's mind to market your brand and build loyal customers. Giving back, when and if you can, is highly recommended.

For example, you can volunteer to assist at local events, help clean up or do garden work at nearby parks, or sponsor a local school's charity event.

Community involvement allows you to meet amazing people in your neighborhood who may become clients or refer you to others who become clients. Volunteering is a win-win situation. You have the chance to help those in need, all while expanding your network and increasing business visibility.

Another way to effectively market your business is to reach out to other local

businesses. It may be surprising to find out how many are willing to partner with you in some way.

For example, another business may have a lot of foot traffic but a limited email list. In this case, you could offer to mention their business in your online newsletter for some type of physical advertising on their premises. You can create the partnership that works best for you. Offer Local Discounts.

Giving out coupon codes and free shipping to your local area will help encourage more people to order from you. Word of mouth is powerful, and this is a great way to leverage this marketing technique. It will also help increase loyalty within the local area.

Message content is vital in marketing and personalizing your branding to your local community brings more sales conversion. For example, if you sell physical products, give more attention to the local area by designing them with local sports teams' colors, mascots, and more.

Consumers want to feel close to the purchases they make, and there's no better way to create this feeling than by providing something unique. You can also offer a "special edition" of your product that's available to your community, creating the mindset there's even more value behind this product.

When engaging with and marketing to the local community, be sure to keep



the tips and information here in mind, which will help ensure you reach people locally and provide them with information, resources, and products they want and need.

With the right local advertising strategy, it will be easier to help get your business off the ground or establish a new customer base, both of which are essential to your long-term success.

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Enterprise 360



Ivassa Introduces e-Commerce Platform for Kids, Sets To Offer Travels, Logistics, Beauty Services

A conglomerate business, Ivassa Solutions Limited has announced the Ivassa Mart – e-commerce for kids' items and gifts; Ivassa Travels – a premium luxury travel package for people and Ivassa Logistics and Beauty in providing quality service delivery to people across different demography classes.

According to the Co-founder, Busayo Adegoke, Ivassa through its products and services is centered on solving human different needs and meeting the global market needs with valuable products and quality service delivery to customers.

"With Ivassa Solution, we are building a brand for the purpose and leaving lasting legacies for our children. We decided on different brands like Ivassa Mart – a one-stop e-commerce platform for kids' items and gifts where parents and guardians can buy anything they love for their children. We are about putting smiles on the faces of children. She said.

Busayo further noted that Ivassa Mart products would cut across different categories and be a multi-vendor platform featuring kid fashion, games, gift cards and also helping them to develop their intellectual capacity through skills which we are going to make available in gift cards.

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

Technology Inclusion, Funding Are The Future of Agriculture – Saudat Salami, CEO EasyShop EasyCook

Founder and Chief Executive Officer, Easyshop Easycook Service Limited, Saudat Salami has identified technology inclusion and funding of agricultural value chains in Nigeria as the formidable approach to boost the nation's economic growth and development.

Easyshop Easycook is the first online grocery delivery company in Nigeria that delivers high-quality fresh groceries, provisions, household items, proteins to homes and offices around Lagos and selected cities across Nigeria.

Speaking on television as a guest, Saudat emphasized the significant role technology play in redefining agricultural practices and making it an attractive business for people to venture into by reshaping their perception about farming and agriculture in focus.





Future Africa's Assets Hit \$30 Million, Raises Over \$4 Billion Venture Funding

Future Africa, an early-stage venture fund that connects investors to mission-driven founders who are turning Africa's most difficult challenges into global businesses has raised over \$4 billion dollars in venture funding, an amount that is fifteen times more than what was raised in 2015.

General Partner, Future Africa, Iyin Aboyeji said in his new year address that they have invested \$4.3 million into 43 companies across a broad range of industries that include education, healthcare, media, and more.

"Financial Services remained our top sector and made up 55.7% of our investment value, dominating the investments we made. Our 2021 investments bring our portfolio size to 75. These companies now collectively employ over 2,400 people as of the end of 2021.

'We'll Drive Inclusive Leadership To Bring Rewarding Future to JCI Nigeria' – Oluwatoyin Atanda, EVP, JCI Nigeria

Executive Vice President, Junior Chamber International, Nigeria, Oluwatoyin Atanda has said that the southwest leadership of the organisation this year will ensure inclusive leadership with members, partners, and stakeholders of Junior Chamber International to bring more opportunities and rewarding future for them.

Oluwatoyin who is the Executive Vice President in charge of Southwest (Lagos, Oyo, Ogun, Ondo, Osun, Ekiti and Kwara) explained that the organisation seeks to uncover and deliver the values, vision, and mission of the organisation for a better and more rewarding future for members through meaningful leadership, membership, and partnership.

She reiterated that the organisation wants to build on its formidable operational structure for better efficiency and efficacy beyond physical outlook which is important to the theme of the year.



From Tea Girl to Banker: Amaechi Okobi Met Young Lady He Mentored At Access Bank

Access Bank's Group Head of Communications and External Affairs, Amaechi Okobi has identified one of her colleagues who moved from being a tea girl to an employee of the financial institution when he visited Lekki branch of the bank recently.

In his narration that was shared on LinkedIn, – a professional networking and career development platform, Amaechi mentioned that he has gone to another branch of the bank in Lekki, not on an official assignment but to do some transactions and say hello to some of the staff.

Amaechi who was dressed in a casual outfit said he was sitting at the waiting section of the bank when he was approached by one of the staff of the bank who asked him if his name was Mr. Amaechi Okoli.

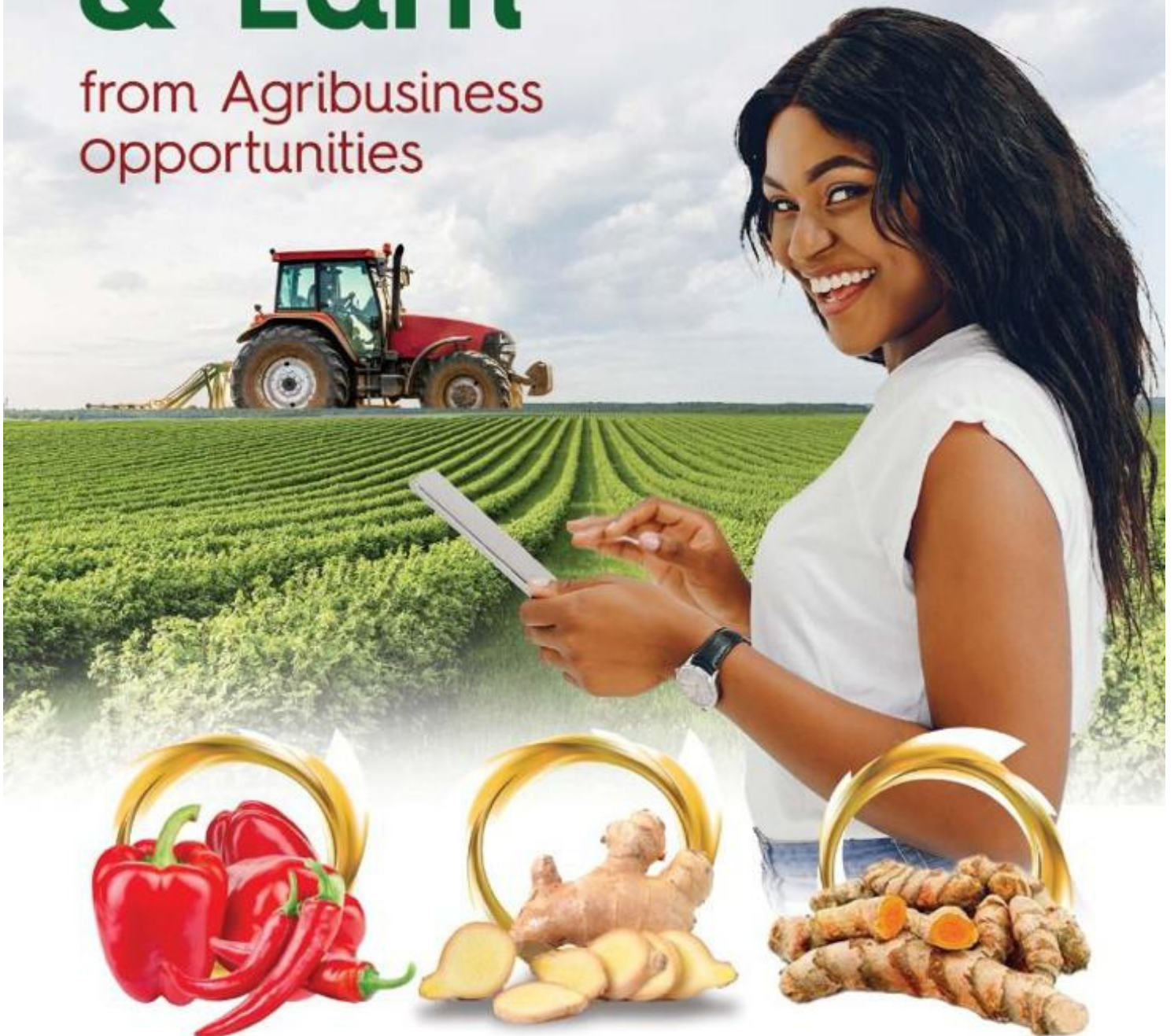
"Without hesitation, I said yes". She introduced herself as Gloria Ayodele and told me her job description was to serve tea, wash used cups, ensure those who had flasks had a steady supply of hot water and some other things that the role of a tea girl required some years back at the old building of the bank.

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Precious Ogun-Michael: Driving Change, Creating Opportunities

If you truly want to know the worth and essence of a successful person, his success or wealth may not be the right measure to use to determine his worth. Focus on his story and his past antecedents.

The success story of Precious Ogun-Michael, the Group Chief Executive Officer of Oxford Holdings is another mirror that can be used to replicate multiple success stories among young

people in this present age.

Precious is a seasoned business leader, legal practitioner, and entrepreneur with hands-on experience across different economic sectors including finance and investment management, energy, project management, agriculture, and real estate management.

Having result-driven experience in corporate management,

business strategy, growth, and expansion, she has an exclusive interview with EnterpriseCEO, what can be described as a mini-MBA. Precious shared her leadership roles, projections of the conglomerate company, and the significance of entrepreneurship in Africa.

Operating in a sector – real estate – that is dominated by men, she identified personal development and responsible leadership with competent human resources as part of the deciding factor for her remarkable success at Oxford Holdings.

The Oxford Holdings Group Chief Executive Officer maintained that leadership is all about the responsibility that must be lived up to, particularly in business where trust comes with a huge responsibility in ensuring investors get their returns and creating values for thousands of Africans.

While noting that attaining the position was a dream come true for her in the space of a shorter time, Precious also realized that leadership positions cannot be taken frivolously, describing it as her call of purpose, responsibility, and to serve diligently for actualizing the goals and dreams of the company.

“Leadership positions cannot be taken frivolously. It’s call of purpose, responsibility, and service for actualizing organisation’s goals and aspirations”

She said, “It is a responsibility that I cannot afford to take lightly because the role presents an opportunity to lead a new narrative of young African



women taking the mantle and ownership of mega businesses and making a success of it.

Self-development in leadership remains concerned for proficiency management, Precious acknowledged the significance of constant personal development, capacity building in productivity, adding that what it takes to stay at the top is even tougher than what it takes to get there.

“Like I said earlier – Responsibility. As the leader, you must strive to be one step ahead. I’m always in between one course, certification, workshop/seminar, or another.

It can be straining and challenging at times, but it is a necessary price to pay to stay at the top.

For Precious, playing actively in an industry dominated by men

could be challenging but having a team that is constantly on top of their game and being lucky with a boss who believes in her with unflinching support made it easier to break into the circle as a woman.

“I would say a few odds are in my favour but that does not take away the critical challenges women in my position face in our society today.

Things are getting better gradually, women are taking up the challenge and keeping open the doors that were closed to them. We need to keep talking about it and keep drawing attention to these inequalities in the business and work environment, she said.

Speaking on the tremendous geometric growth record at Oxford Holding, she attributed the success to the team, noting that she is only privileged to be

the one steering the ship.

As a leader, you must strive to be one step ahead. It can be straining and challenging at times, but it is a necessary price to pay to stay at the top.

In her words, “We are a team of sailors; I’m only privileged to be the one steering the ship. The most important thing that drives the Oxford business today is vision and when you have it and it’s clear, you are halfway through your journey. It shapes and drives everything we do, right down to the small decisions we take every day.

”Precious also stressed the importance of human resources of the staff, how they are the center of business and the driving force, complementing the unique operational model

which ensures a consistent growth trajectory.

She added, “In fact, business thrives and grows on the strength of the people behind it. We know this at Oxford, and so do not joke with training and empowering our people to increase their capacity. When people have the capacity to do more, they would deliver more value, with the right motivation.

According to Precious, Oxford Holdings becoming a conglomerate, overseeing many businesses across different industries was deliberate efforts as a result of strategic and coherent steps taken from inception, adding that the systems and strategies that are in existence from the beginning have brought them this far.

“We laid a solid foundation that can withstand the pace and scope of the business growth. We understand certain business secrets that’d help us expand at scale while protecting our assets.

In fact, business thrives and grows on the strength of the people behind it. Organisations must not joke with training and empowering their people to increase their capacity.

Ensuring consistent cash flow steady enough to stay afloat and building the right human capital to manage and sustain the growth.

”Commenting on the ease of doing business in Nigeria, she explained that Nigeria is an amazing place for business, opportunities are limitless but so are the challenges.

“As a business person,



someone has to understand and find a balance with government policies, industry regulators, the uniqueness of the Nigerian consumers and you will be fine.

When asked on how Oxford Holding leveraging on African Continental Free Trade Area (AfCFTA) intra-African trade to drive bilateral partnerships for its company’s growth, she said the company is set for expansion into more African countries, leveraging AfCTA unique opportunities for entrepreneurs and businesses with Africa as their target market.

Entrepreneurship in Africa has been a pathway for growth and drives innovation, opportunities for commerce, Precious further advised aspiring young entrepreneurs to be creative in solving societal problems and

become financially independent with it.

At Oxford, we are a team of sailors; I’m only privileged to be the one steering the ship. The most important thing that drives Oxford business is vision. It shapes and drives everything we do, right to the small decisions we take every day.

“Find a way to bring those “crazy” ideas to life. You’d be solving a problem for society, making money for yourself, and allowing many others to earn a living. It might be tough to start but give it a shot, a really good shot.” She noted.



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Fintech'll Attract Investors' Confidence, Expand Market Values in 2022

Speaking on 2022 Fintech Outlook: Trends, Challenges, and opportunities on EnterpriseCEO 360 weekly virtual session, Olaniwun's Ajayi's Partner on Technology, Innovation, and Fintech, Damilola Salawu has maintained that the growth recorded in the fintech space recently will position the sector for investors' confidence and expand the market value in making the space the sector to watch out for in 2022.

While noting the purpose of fintech projections he pointed out that Olaniwun Ajayi LP has

been providing the report for the last six years and its intention is aimed at keeping metrics on how the space is growing, as it is committed to seeing the industry evolving.

"Access to loans and credit facilities are factors that bring economic prosperity and impact in Africa for growth and acceleration of the ecosystem, saying that open banking is another phase redefining conventional banking

that opens for more corporation"

Highlighting significant success recorded in the space, he said, "We have key players with a number of new entrances and we realized that funding is one of the things to measure growth in the space and comparing previous years to what is obtainable now"

"We have seen growth in the fintech space in the last one year in terms of transaction values and volumes, there is geometric growth of transactions like the POS

transfers, mobile transfers that are still growing after the effects of the pandemic.”, he added.

He further maintained that when measuring the impact of the ecosystem on the Nigeria sub-sectors, “a significant jump of 400 percent was recorded, and with the figure at Olaniwun Ajayi LP, it demonstrates investors’ confidence, the strength of the market is also encouraging and what that means is that Fintech is the space to watch out for in the nearest future”Damilola, however, called for the need to balance and strive in regulating the financial technology space with innovation, noting that regulations and innovation are variables working closely and bridging the gap for productivity and sanity in the space.

“Innovation is fast meeting the needs of people. With innovation, we will see more progress than challenges in the long run. CBN introducing e-naira we are moving to an enabling regulation in the space and it is a work in progress”

Commenting on the Central Bank’s currency digital project, and the e-Naira introduced by the CBN, Salau noted it is a step in the right direction and for it to be a right step at the appropriate time, he further urged the apex bank to critical look into the project and take review from the people, to be able to get most out of it.

According to Ebunoluwa Akintola, another participant at the virtual session maintained that innovation in the fintech industry will continue to get ahead of regulation as it creates seamless unburden to people.

She also stressed the e-Naira purpose to reduce the printing cost, adding that CBN should do more sensitization of their for the public to be well aware and

adopt the project.

On the financial technology outlook trends in 2022, Damilola further responded that he hopes to see investors’ interest shifting from one unicorn to other areas, creating more impacts on businesses to strive and bringing economic prosperity.

“Innovation is fast meeting the needs of people. With innovation, we will see more progress than challenges in the long run. CBN introducing e-naira we are moving to an enabling regulation in the space and it is a work in progress”

He added that more access to loans and credit facilities are factors that bring economic

prosperity and impact in Africa for growth and acceleration of the ecosystem, saying that open banking is another phase redefining conventional banking that opens for more corporations.

Damilola identified the conservative nature of the insurance industry as part of the reasons for fintech companies not exploring the insurance space, adding that the space according to people are not accessible to everyone irrespective of status but designed for the rich who have properties to insure.

He however maintained that the narrative is changing as micro-insurance plans like phones, health care through the HMO now attract the fintech industry to explore the insurance sector and digitize the operations of their activities.





Future Africa's Assets Hit \$30 Million, Raises Over \$4 Billion Venture Funding.

Future Africa, an early-stage venture fund that connects investors to mission-driven founders who are turning Africa's most difficult challenges into global businesses has raised over \$4 billion dollars in venture funding, an amount that is fifteen times more than what was raised in 2015.

General Partner, Future Africa, Iyin Aboyeji said in his new year address that they have invested \$4.3 million into 43 companies across a broad range of industries that include education, healthcare, media, and more.

"Financial Services remained our top sector and made up 55.7% of our investment value, dominating the investments we made. Our 2021 investments

bring our portfolio size to 75.

These companies now collectively employ over 2,400 people as of the end of 2021. Overall, our portfolio companies raised over \$290 million in follow-on funding in 2021 and have all cumulatively raised over \$630 million in lifetime aggregate funding and are valued at slightly over \$3.5 billion – including Andela, valued at \$1.5 billion", he said.

In effort to increase Future Africa's pan-African drive, Iyin said that they have expanded their geographical reach and made our investment debuts in Ghana, South Africa, Tanzania and Zambia in 2021, adding that Future Africa is now in six African countries, including Nigeria and Kenya through the investments. "At the start of


2021, we committed to ensure that at least \$1 million of our capital would go to female innovators.

We delivered on this, investing over \$2 million in companies with female founders. In total, we have 152 founders in our network, and 1 in 3 of our portfolio companies have a female co-founder, including Lami, Kwara, and Knabu, led by female CEOs" "Our community of angel investors – the Future Africa Collective – grew from 160 to 257 members as of the close of 2021, investing over \$2 million compared to \$780,000 in 2020.

This feat makes us one of the largest organised networks of active investors across the continent. You can also join us to invest in Africa's fastest-growing startups and learn more here" He stressed that the vision of Future Africa is to build an Africa where prosperity and purpose are within everyone's reach.

"Our mission is to build the future in Africa by investing early in mission-driven founders solving hard problems in large markets. Therefore, we are demanding that we do even more this year by leading with courage, doing the hard things, and helping others prosper. I firmly believe that these guiding principles apply to the entire ecosystem, and we are open to leading by example", he explained.

Iyin called on anyone who wants to invest in Future Africa to join the Future Africa Collective to invest in African startups. With your \$300 quarterly subscription fee or \$1000 annually, you get access to invest a minimum of \$2,500 in up to 20 African startups annually or up to 5 startups quarterly", he said

A portrait of Jumoke Dada, a young Black woman with short dark hair, smiling warmly. She is wearing a light-colored blazer over a dark top and small green earrings. The background is a solid teal color.

I Almost Forfeited My Master's Admission Using My School Fees To Start a Company – CEO, Taeillo Furniture, Jumoke Dada

Chief Executive Officer, Taeillo Furniture, Jumoke Dada has revealed that she almost lost her master admission because of her passion for furniture which later became a multi-million-naira business with the projection of becoming the one-stop African Interior design brand in the continent.

It was a journey that was full of

tears and joy but the joyful part of it is that Jumoke strong-willed her to become the entrepreneur of her dream with over fifty working staff and creating impact with quality and African-style interior design for Africans.

Speaking about her journey into the interior design industry, Jumoke recalled how she fell in love with furniture production as an intern in Lagos being an

architect, noting how Americans and Chinese shifted her focus to interior design space. She said, "During my time as an intern in Lagos, I fell in love with furniture. I have always been thinking about how many buildings am I going to draw to achieve my dream target and it was at that point I knew I wouldn't practice architecture and went for interior design and luckily furniture as well"

Narrating what brought Taeillo Furniture idea, Jumoke explained how the conference she attended shifted her focus to establishing Nigerian made furniture business when Nigerians were challenged by foreigners who participated at the conference.

Tæillò Is The Furniture Brand Every Cool Girl Will Own in 2020 | BN Style“There was a conference I attended where we had more Americans and Chinese as participants challenging Nigerians to be more productive and not only consume people’s products. I took that as a challenge and decided to have a locally made furniture brand”, she added.

In the process of pursuing her landmark achievement in the furniture business, Jumoke, when starting her Master’s program designed her first-ever furniture piece for an exhibition and showcased to people her interior design brand.“I can still remember the first piece I designed so well that I used it for an exhibition at the detriment of my Master’s program. People love it and the whole idea of selling pieces came and that’s how I started.” She said. Commenting on her parents’ role in her interior design journey, the twenty-six-year entrepreneur

revealed that her parents were not in support but only wanted her to be a career woman with 9 – 5 working hours.“When I started, my parents didn’t believe in me and were skeptical about it because they wanted a white-collar job for me, so I didn’t necessarily ask for financial support from my parents though starting furniture work is capital intensive.“For my passion in the interior design business, I almost forfeit my Master’s admission. I used my school fees to make my first

furniture piece at an exhibition with the hope that I will get it sold and pay my school fees but that didn’t happen.

I needed to call my mom and she said I shouldn’t be doing that, taking a risk or something, they were not in support. They are like just getting a job and now, they are happy with the brand”, she said. However, with what could have been a waste of time and resources for the architect, Jumoke’s consistency and clear vision turned the story around with a multi-million furniture company in Lagos, producing over 1,500 pieces of furniture in the space of six months.

When asked what has been the factor for her furniture business growth, she maintained that people who are into the interior designs are not that much and Nigerians need locally made furniture pieces as the exchange rate for imported furniture is on the high side. “The exchange rates have skyrocketed and businesses are struggling to import while we’re doing it locally here and people start to patronize us because of the exchange rate. She noted.Meanwhile, Jumoke further identified supply chain and hiring talented personnel for the

furniture production role as challenges in the business, also citing poor amenities and logistics to be also part of the difficulties. Speaking about her projection for Taeillo furniture, Jumoke said she sees the company to be a household brand in Africa where their furniture pieces will be in millions of homes and become the idea of Africa.

She however advises young and aspiring entrepreneurs to be strong-willed when going into business and the need for perseverance.

“As an entrepreneur, you need to understand why you’re doing what you are doing, if you’re doing it for the money you might not go far because some days the money might not be worth it but if you do it because of the impact you want to create like me wanting to see more pieces in people’s homes.

They should understand why they are doing it and if you’re not ready, don’t bother She said.





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Effective Communication with Clients

Business owners need to communicate with various stakeholders to operate effectively and achieve entrepreneurship goals. Setting expectations for clients, marketing to new customers, and presenting clear instructions to your team, all these depend on effective communication and here are the tips for effective communication.

Business managers and employers should begin to focus on relationships while building their businesses, it helps people to grow their customer base and attracts other benefits besides the business gain.

Relationships are fundamental to any business, but there are various types of relationships and stakeholders that

businesses need to focus on. There are other factors that go into scaling a successful business, managing a growing team, implementing systems, and expanding products or services are fundamental.

Businesses should communicate differently with prospects than they do with customers who they already work with. Introducing your products, stating its features and benefits should dominate the conversation void of boredom.

Customer feedback is essential for improving the experience. But not all customers will reach out to you directly to share their thoughts. So collecting this feedback often falls on your team.

Digital reach for your customers

to send in their customer experience with your brands or your company in general, that would give a clearer picture on what the company's outside image is about.

Creative businesses often focus on big ideas. But it's still important to work efficiently on day-to-day tasks. So you need to communicate expectations for your team and other stakeholders.

As a small business owner, your online presence can communicate a lot about you. The information you share may even serve as a resume of sorts. So how can you make the most of these platforms? Check on our articles on EnterpriseCEO to read and acquire that business skills and knowledge to promote your brands.

Budget Planning Tips For New Business



There are many reasons why people decide to start their own business. Some want more control over their working hours, while others long to be their own boss.

For some, it's the desire to do something different or create that "ideal" product or service they've always dreamed of introducing into the marketplace.

Whatever your reason for starting a business may be, one thing is certain, you'll need to have a well-thought-out plan before opening your doors for business. It goes without saying, you'll need financial resources — capital — to build this vision of yours into a reality. You know what they say about all great plans having solid foundations. And that costs money! So how much money will you need? The following 6 tips on how to plan your budget will help you figure that out.

Know Your Business Needs

Before you can determine how much money you need to start

your business, you'll first need to know what it is that your business does and the products or services it will offer.

Knowing how much money you're going to invest in the company and overhead costs such as payroll, taxes, the cost of getting a registered office address and other expenses is vital for planning a budget.

To do this, you must know how to calculate your fixed costs and your overhead costs.

Determine The Number Of Months You Will Need to Break Even

To determine the number of months it will take you to break even on your investment, divide the total cost needed to start your business by your projected monthly net income after overhead costs are paid. This is how many months it would take you to pay off all opening expenses if no new business came in during this time.

Determine The Additional Cash You Will Need to Keep Your Business Afloat

Let's face it, there are times when our business doesn't generate enough revenue to cover expenses during that period. Perhaps you've hired staff only to realize it would be difficult for them to find clients right away, or you thought your marketing campaign would attract more customers than it did. So now you're stuck with overhead costs but no income coming in.

This is where your contingency fund comes into play — another very important part of your start-up plan. To determine the amount of money needed as a contingency fund, take what you currently have plus any additional cash needed until your business can stand on its own two feet without needing a subsidy from your personal account.



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