

# BUSINESS PROPOSAL FOR THE COMMERCIAL DEPLOYMENT OF NASENI 5W LED ENERGY-SAVING BULB

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## Executive Summary

The NASENI 5W LED energy-saving bulb is an innovative, locally manufactured solution designed to provide energy-efficient lighting for Nigerian homes and businesses. With a strong focus on sustainability, energy efficiency, and economic growth, this proposal seeks funding and strategic partnerships for mass production and national deployment.

We propose a strategic partnership to commercialize the NASENI 5W LED energy-saving bulb, leveraging the Electronics Development Institute's (ELDI) expertise in electronics design and manufacturing. With an initial investment of ₦100 million, we aim to drive energy efficiency, reduce costs, and promote sustainable development in Nigeria.

## Problem Statement

Nigeria's energy sector faces significant challenges, including:

- High energy consumption due to inefficient lighting systems
- Limited access to reliable energy sources
- Environmental concerns due to greenhouse gas emissions

## Solution Overview

The NASENI 5W LED energy-saving bulb offers a cost-effective, energy-efficient, and environmentally friendly solution.

**Key features include:**

- **Energy Efficiency:** Consumes less energy while providing better lighting to traditional bulbs.
- **Longer Lifespan:** Reduces maintenance and replacement costs.
- **Environmental Benefits:** Lowers greenhouse gas emissions and supports sustainable development.

## Objectives- Mass Production

Establish a production line for NASENI 5W LED bulbs, achieving economies of scale and reducing costs.

- **Market Penetration:** Partner with key stakeholders to distribute and promote the bulbs, targeting residential, commercial, and public sectors.
- **Sustainability:** Ensure environmentally friendly practices throughout the product lifecycle.

## Market Analysis

The Nigerian lighting market is growing rapidly, driven by increasing demand for energy-efficient solutions. Our target market includes:

- **Residential Sector:** Homes and apartments seeking energy-efficient lighting solutions.
- **Commercial Sector:** Offices, retail spaces, and industrial facilities looking to reduce energy costs.
- **Public Sector:** Government buildings and public spaces promoting sustainable practices.

## Production and Operations

**Production Line Setup:** Invest ₦30 million in setting up a modern production line, ensuring high-quality products.

- **Raw Materials:** Source high-quality components, ensuring consistency and reliability.
- **Quality Control:** Implement rigorous testing and inspection processes to maintain product standards.

## Marketing and Sales- Branding

Develop a strong brand identity for NASENI 5W LED bulbs, emphasizing energy efficiency and sustainability.

- **Distribution:** Establish partnerships with key distributors and retailers to ensure wide availability.
- **Promotion:** Launch targeted marketing campaigns to raise awareness and drive sales.

## Financial Projections

- **Initial Investment:** ₦100 million
- **Revenue:** ₦500 million in the first year, growing to ₦1 billion by year three.
- **Profit:** ₦150 million in the first year, growing to ₦300 million by year three.

## Management Team

**Project Manager:** Experienced professional with expertise in LED lighting and project management.

- **Marketing Manager:** Skilled marketer with experience in promoting energy-efficient products.
- **Production Manager:** Seasoned production expert with knowledge of LED manufacturing processes.

## **Funding Request**

We seek ₦100 million in funding to support the commercial deployment of NASENI 5W LED energy-saving bulbs. This investment will be used to:

- **Setup production line:** ₦30 million
- **Raw materials and inventory:** ₦20 million
- **Marketing and promotion:** ₦20 million
- **Staffing and training:** ₦15 million
- **Working capital:** ₦15 million

## **Conclusion**

The commercial deployment of NASENI 5W LED energy-saving bulbs offers a unique opportunity for Nigeria to reduce energy consumption, promote sustainable development, and support economic growth. With proper funding and partnerships, we can make a significant impact in the Nigerian lighting market and contribute to a brighter future for generations to come.