

NASENIMART.COM

Nasenimart.com is a proposed e-commerce platform designed to facilitate transactions, promote Nigerian-made products from NASENI and partnered entrepreneurs. This business plan outlines the operational and strategic framework for successful implementation focusing on operations, management, finance, and sustainability.

BUSINESS PLAN

Submitted

To

**NASENI Research Commercialization Grant Program
(NRCGP)**

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1.0 INTRODUCTION

Nasenimart will provide an online marketplace for NASENI products and other locally produced goods. The business model leverages Nigeria's growing digital economy and aims to capture a significant share of the e-commerce market while promoting indigenous products.

2.0 MARKET ANALYSIS

The Nigerian e-commerce sector has grown rapidly, with platforms like Jiji, Jumia and Konga dominating the market. However, there is a market gap for government-backed, locally manufactured products. Table 1 shows an approximate distribution of already existing platforms dominance in the Nigerian Digital market.

Table 1 Market Share values

PLATFORM	MARKET SHARE
Jumia	45%
Konga	40%
JiJi	10%
Others	5%

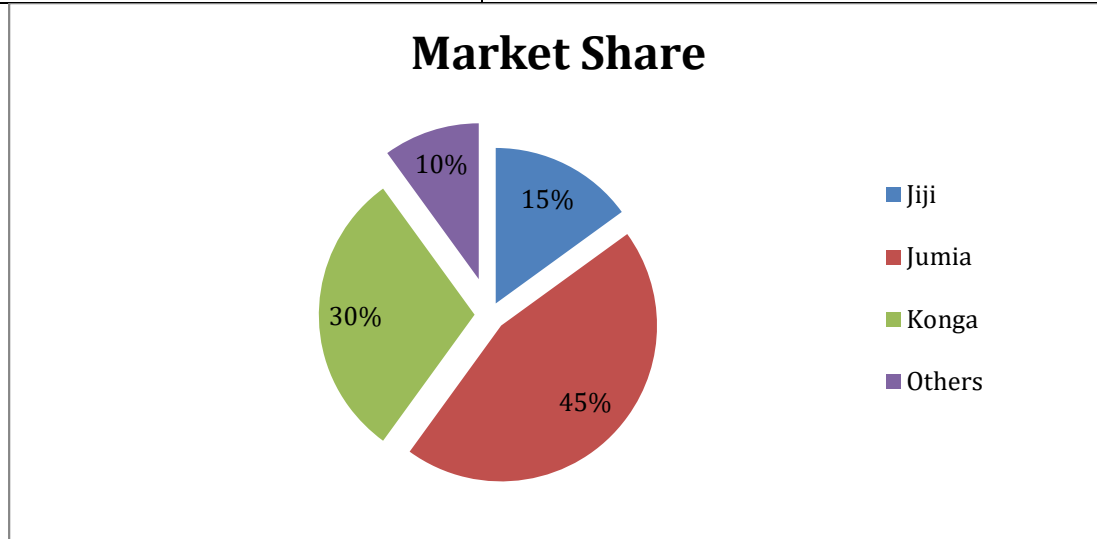
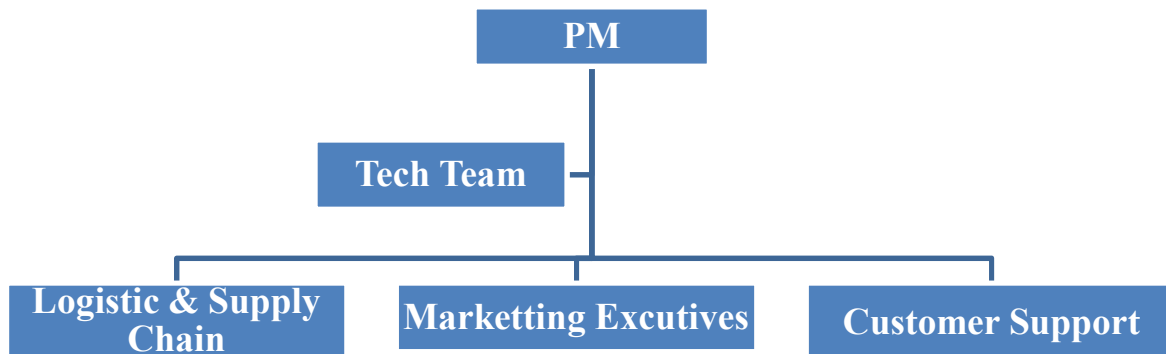


Figure 1 Market share Analysis

3.0 ORGANIZATION AND MANAGEMENT

The organizational structure of Nasenimart will include a project Manager, technical team, logistics and supply chain managers, marketing executives, and customer support staff in hierarchal order as shown in Figure 2.



3.1 Governance and Compliance

To ensure credibility, accountability, and sustainability, Nasenimart will be governed by a structured team with clear roles and compliance safeguards.

Structure:

Principal Investigator (PI): Will be responsible for overall project leadership, stakeholder engagement, and reporting for the period of project implementation.

Project Manager: Oversees daily operational aspect of the project including milestones attained, delivery, and vendor coordination.

Technical Team: Supervises platform architecture, hosting, cyber security, and payment integrations.

Operations & Logistics Team: Manages partnerships with logistics providers, warehousing, and product shipment effectiveness.

Finance & Compliance Office: Two experts with legal and financial competence that will ensure transparent use of funds, procurement compliance, and audit readiness. This office will also watch over regulations and governmental policies are abided.

3.2 Compliance Safeguards

Vendor KYC & Verification: All vendors undergo ID and product quality checks before enlisting.

NDPR/Data Protection Compliance: Secure handling of user data with encryption, access controls, and privacy policies.

Payment Gateway Compliance: Online financial system with CBN-licensed payment processors to protect buyers and sellers.

Procurement Integrity: Alignment with national procurement policies for public-sector adoption.

Cyber security & Risk Monitoring: Continuous monitoring, regular security audits, and backup disaster recovery protocols.

4.0 MARKETING AND SALES STRATEGY

Marketing will involve social media campaigns, influencer partnerships, offline outreach programs, and collaborations with manufacturing stakeholders. Sales will be supported by secure payment gateways and nationwide delivery networks.

4.1 Financial Sustainability Plan (3-Year Outlook)

The long-term viability of Nasenimart depends on diversified revenue streams, efficient operations, and scaling adoption. A 3-year financial model is outlined below:

4.2 Revenue Streams

1. **Sales Commissions:** 5–10% transaction fee on products sold.
2. **Subscription Plans:** Premium vendor accounts with higher visibility, analytics, and bulk listing.
3. **Advertising & Promotion:** Sponsored product placements and banner ads.
4. **Institutional Procurement Services:** B2G procurement facilitation fee for MDAs and agencies.
5. **Logistics Margin:** Negotiated discount with logistics partners; small margin retained.

4.3 Cost Structure

- **Hosting & Cyber security:** ₦1-million annually from generated revenue.
- **Staffing & Operations:** PM, Tech, Logistics, Finance and Customer Support.
- **Marketing & Awareness:** Gradual scale-up
- **Maintenance & Updates:** ₦2 million annually from generated revenue for (cloud, cyber monitoring and patches).

Table 2 Projection Plan for 3 years

Year	GMV (₦)	Revenue (₦)	OPEX (₦)	Net Result (₦)	Notes
1	100M	25 M (5% GMV + ads)	(grant-funded)	Neutral (grant covers)	Rollout and early adoption
2	500M	100 M (5% + subs + ads)	100 M	+ 20M surplus	Expansion phase and breakeven point
3	1B	150M (commissions and diversified streams)	150M	+ 50M surplus	Full sustainability

4.4 Breakeven Point

Projected to be achieved in Year 2 with an estimated ₦ 500 million GMV from commission on sales + ads covering recurrent operational expenditure, surplus by Year 3, **Nasenimart generates enough to ensure independence from grant funding.**

Initial funding requirements a startup capital of **₦49,501,575.00** for setting up infrastructure, development of online platforms, and procurement of operational assets. It is also expected to cover for marketing, and awareness creation.

Table 3 Estimated Budget Summary

Category	Estimated Cost
Infrastructure & Server Setup	18,425,000.00
Platform Development	5,575,000.00
Marketing & Awareness	4,300,000.00
Operational assets	12,890,000.00
Personnel Costs	2,520,000.00
Tax	5,791,575.00

5.0 IMPLEMENTATION TIMELINE

The overall project implementation period is expected to be within 6 months. For Nasenimart to reach nationwide and take over its rightful place in Nigerian E-commerce market is anticipated in first two years.

ACTIVITY	START - END DATE	DURATION
1. DESIGN AND DEVELOPMENT <ul style="list-style-type: none">▪ Website▪ Mobile Application▪ Branding	Week 1 – Week 12	12 weeks
2. PILOT TESTING <ul style="list-style-type: none">▪ Graphics and visibility▪ Security check▪ Reinforcement	Week 12 – Week 15	3 weeks
3. INFRASTRUCTURE SETUP <ul style="list-style-type: none">▪ Renting of service station▪ Creating Server Room▪ Transit, Sorting and storage facilitates	Week 15 – Week 27	12 weeks
4. PUBLIC ROLLOUT <ul style="list-style-type: none">▪ Website Publishing▪ Mobile App deployment to store▪ Establishment of logistics network▪ Marketing and Advertisement	Week 27 – Week 33	6 weeks
5. ONBOARDING OF SELLERS <ul style="list-style-type: none">▪ Expansion of market outreach▪ Upgrade and optimization	Week 33 – Week 36	3 weeks

6.0 IMPACT SUMMARY AND CONCLUSION

Nasenimart is designed to create measurable and long-term economic impact by bridging the visibility and market access gap for Nigerian-made products. Through its secure, government-backed e-commerce infrastructure, the platform will empower innovators, manufacturers, and MSMEs to reach wider markets, increase sales, and strengthen public confidence in locally produced goods. Within its first three years, Nasenimart is projected to onboard over 1,000 verified vendors, facilitate transactions exceeding ₦1 billion in Gross Merchandise Value (GMV), and generate sustainable employment opportunities across logistics, marketing, and digital services.

The platform will further contribute to national industrial development by enhancing the commercialization of NASENI's research outputs, supporting innovation-driven enterprises, and promoting inclusive participation in Nigeria's digital economy. Its emphasis on transparency, compliance, and technology-enabled operations ensures accountability and trustworthiness.

By Year 3, Nasenimart will sustain operations fully through commission, subscription, and ad revenues, achieving full financial independence from grant funding. This milestone will signify not only business sustainability but also the realization of NASENI's vision of fostering indigenous innovation and economic self-reliance.

Weblink: <https://nasenimart.netlify.app/>