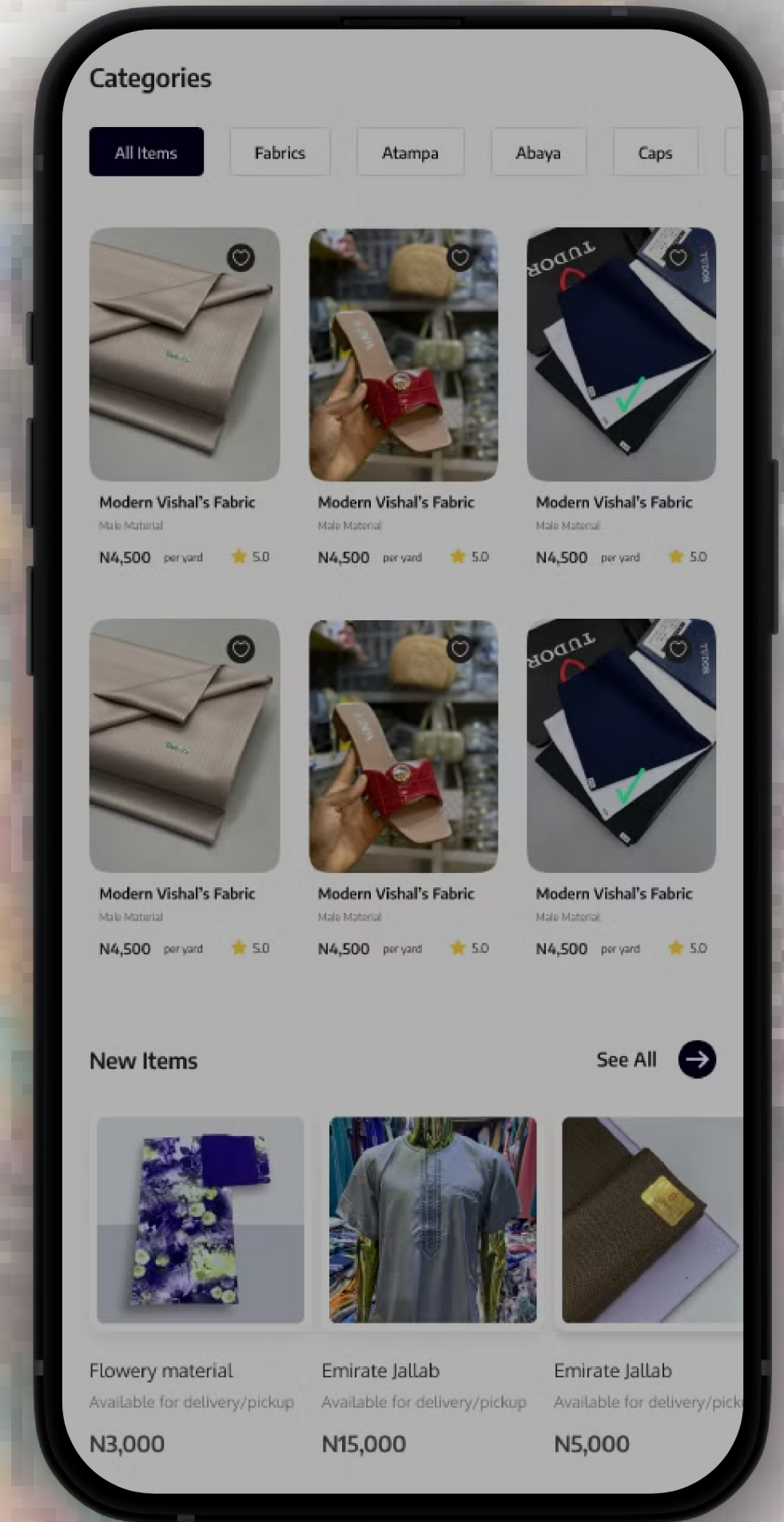


# Kwari 1.0 Startup



**Kwari**  
TRADE KWARI, CLOTHE THE WORLD



Kwari 1.0 Startup

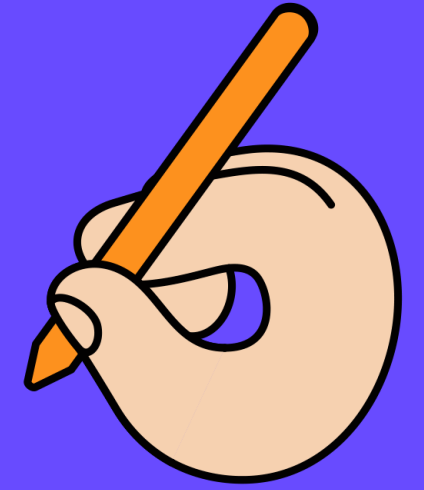
# Shopping made easy with Kwari



*Trade Kwari trade the world*



## Kwari 1.0 Start-up



Why it is hard to access Nigerian Markets from Near-by Countries?



Why are there Logistical Challenges in the Market?






# PROBLEMS

## Accessibility Challenges

- Challenges in ensuring universal access to the Kwari platform, accommodating diverse user needs and technological capabilities.

## Logistics Challenges

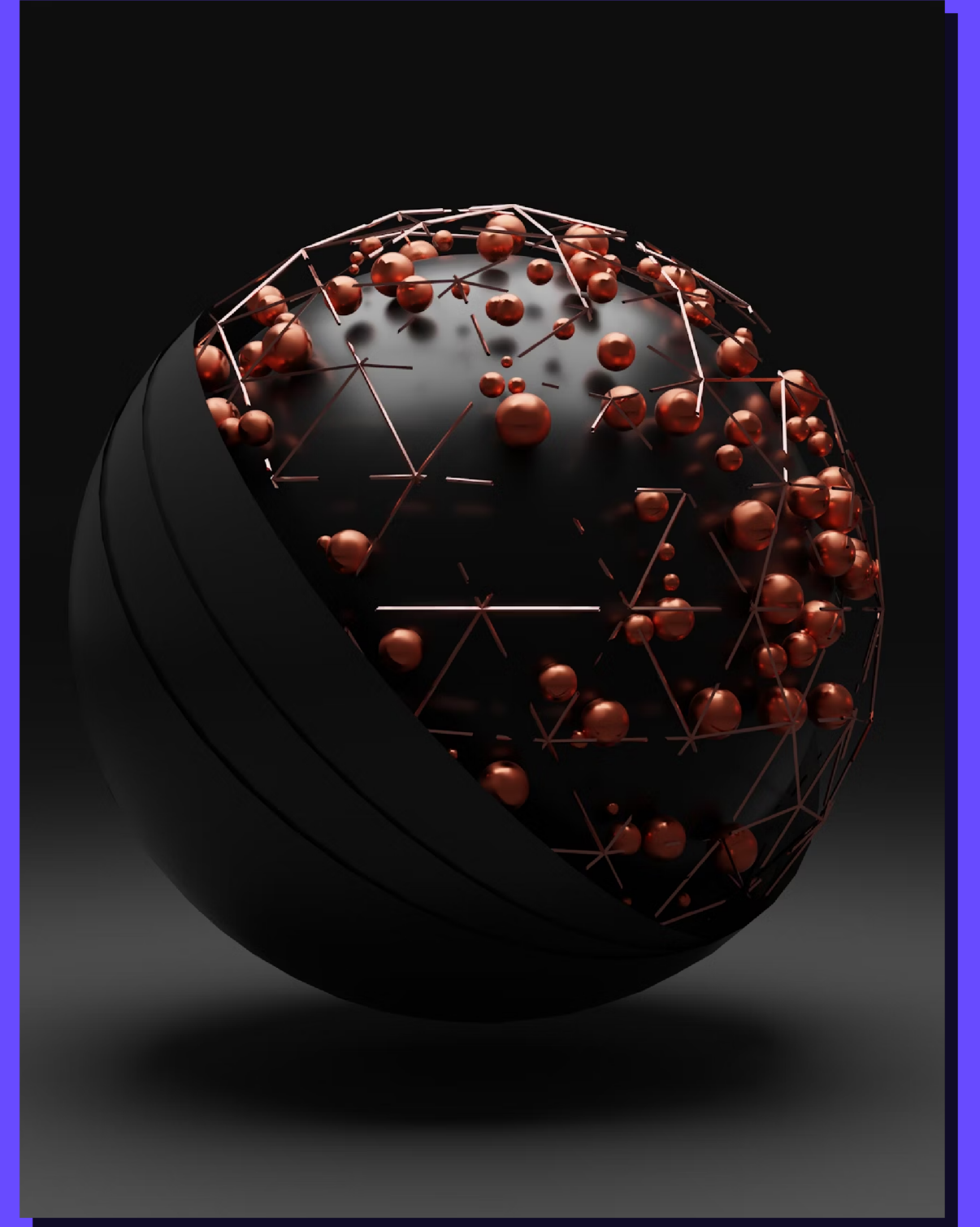
- Difficulty in establishing efficient logistics and delivery services.
  - Ensuring timely and reliable shipment of products to customers
- 



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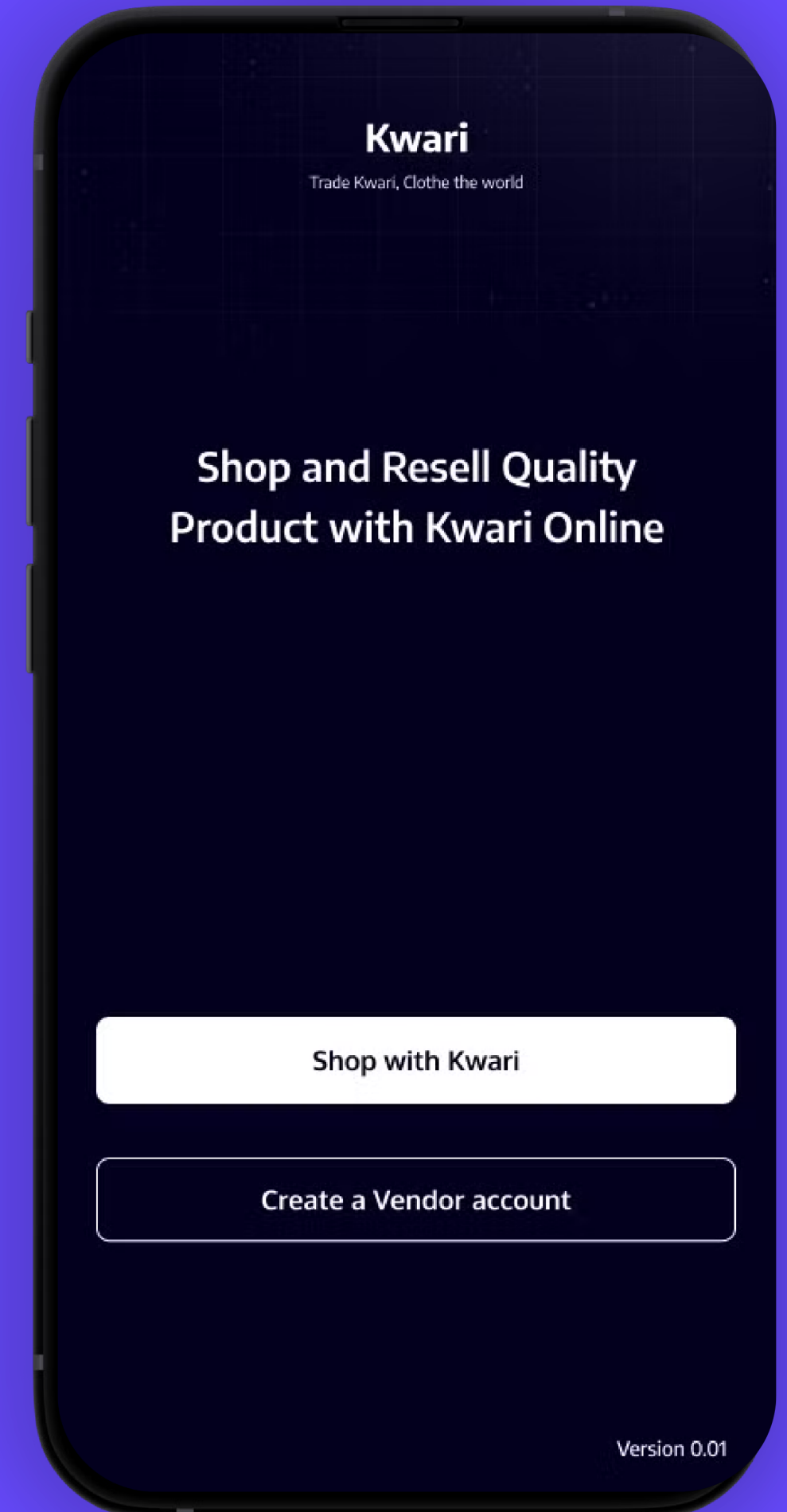
Kwari 1.0 Start-up

# Solution



# Vision

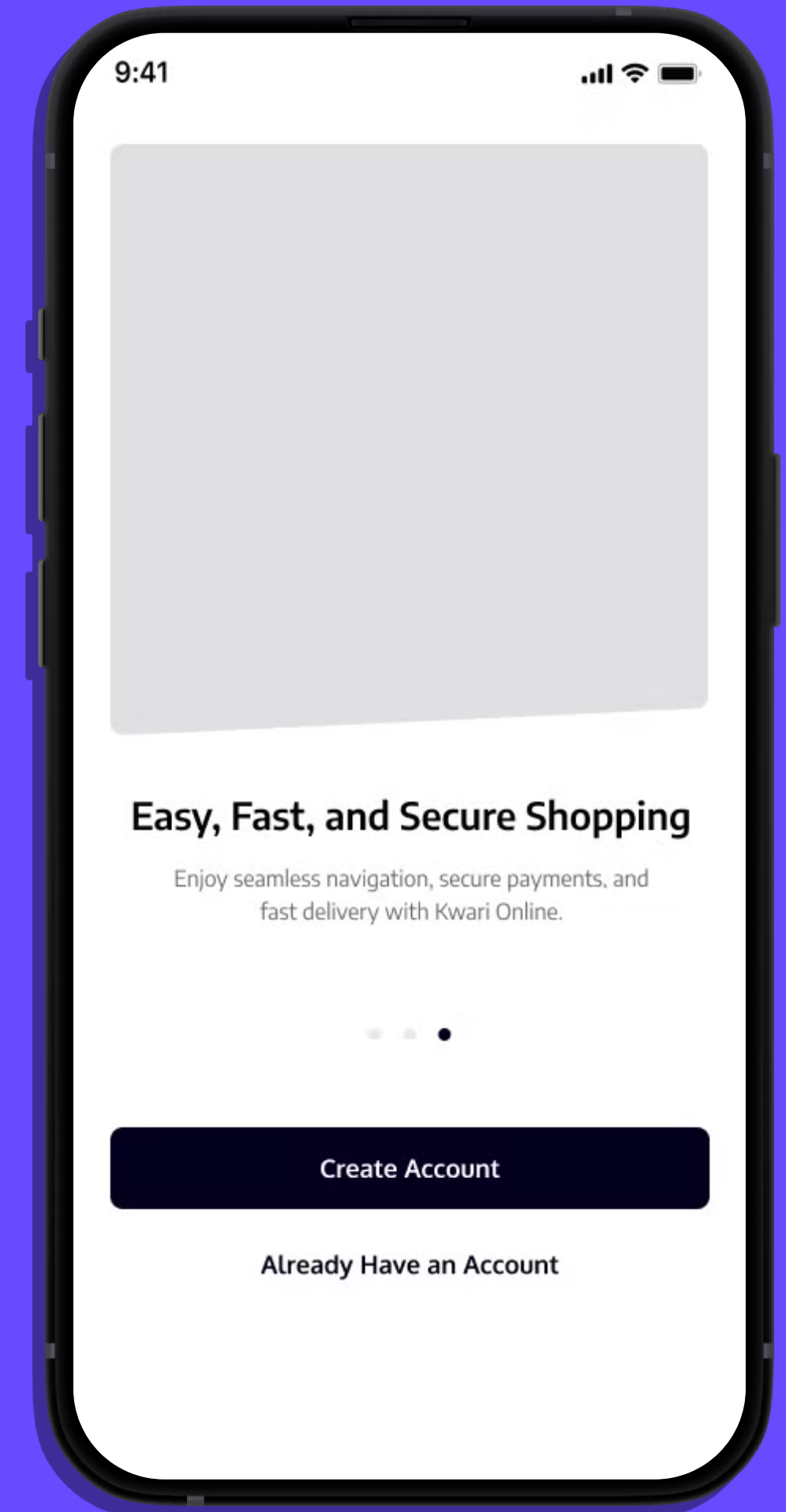
To be the leading digital marketplace for textiles in Africa, fostering growth and innovation in the industry.





# Mission:

Our mission is to empower textile traders by providing a secure, efficient, and user-friendly platform that connects buyers and sellers worldwide, increasing market access and visibility for sellers while solving logistical challenges for buyers to ensure a seamless and trustworthy purchasing experience.





**Kwari**

Trade Kwari, Clothe the world

Try Pitch

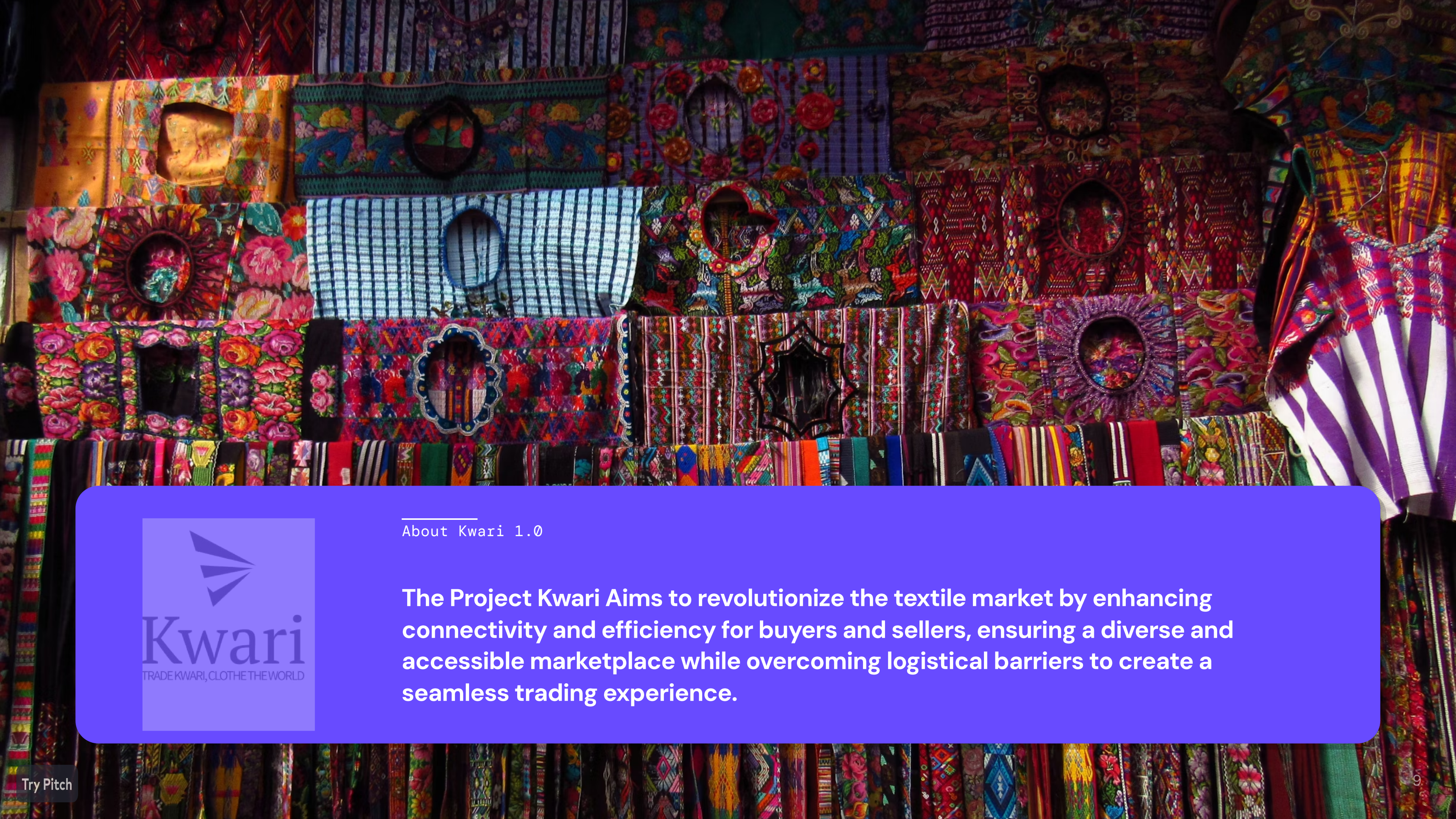
Version 0.01

Kwari 1.0 Startup

# Kwari 1.0

- A comprehensive online platform for textile transactions
- User-friendly interface for easy product listing and search
- Secure transactions and payment integration
- Rating and review systems to ensure trust and quality





About Kwari 1.0



**The Project Kwari Aims to revolutionize the textile market by enhancing connectivity and efficiency for buyers and sellers, ensuring a diverse and accessible marketplace while overcoming logistical barriers to create a seamless trading experience.**



# Market Opportunity

**9th**

Kano State as a major textile hub in Nigeria, with Kwari market ranking the 9th biggest market in Nigeria.  
29th June, Pulse.ng

**5%**

Some traders have ventured into using social media platforms to enhance their markets.

**1st**

Large and growing market for textiles nationwide, with over 40,000 Traders and 1.5 million Buyers. 22 Sept, (DUJOPAS)

**85%**

Untapped potential for digital transformation in the industry,





# Revenue Model

Revenue for our business will be generated through Multiple strategies: in-app advertising and promotions from strategic partnerships to display targeted promotions, seamlessly within the user experience, Percentage of sales revenue earned from transactions conducted through our platform and Data Monetization, This approach enhances user engagement and establishes sustainable income streams aligned with our users' and partners' success.









# Partnership

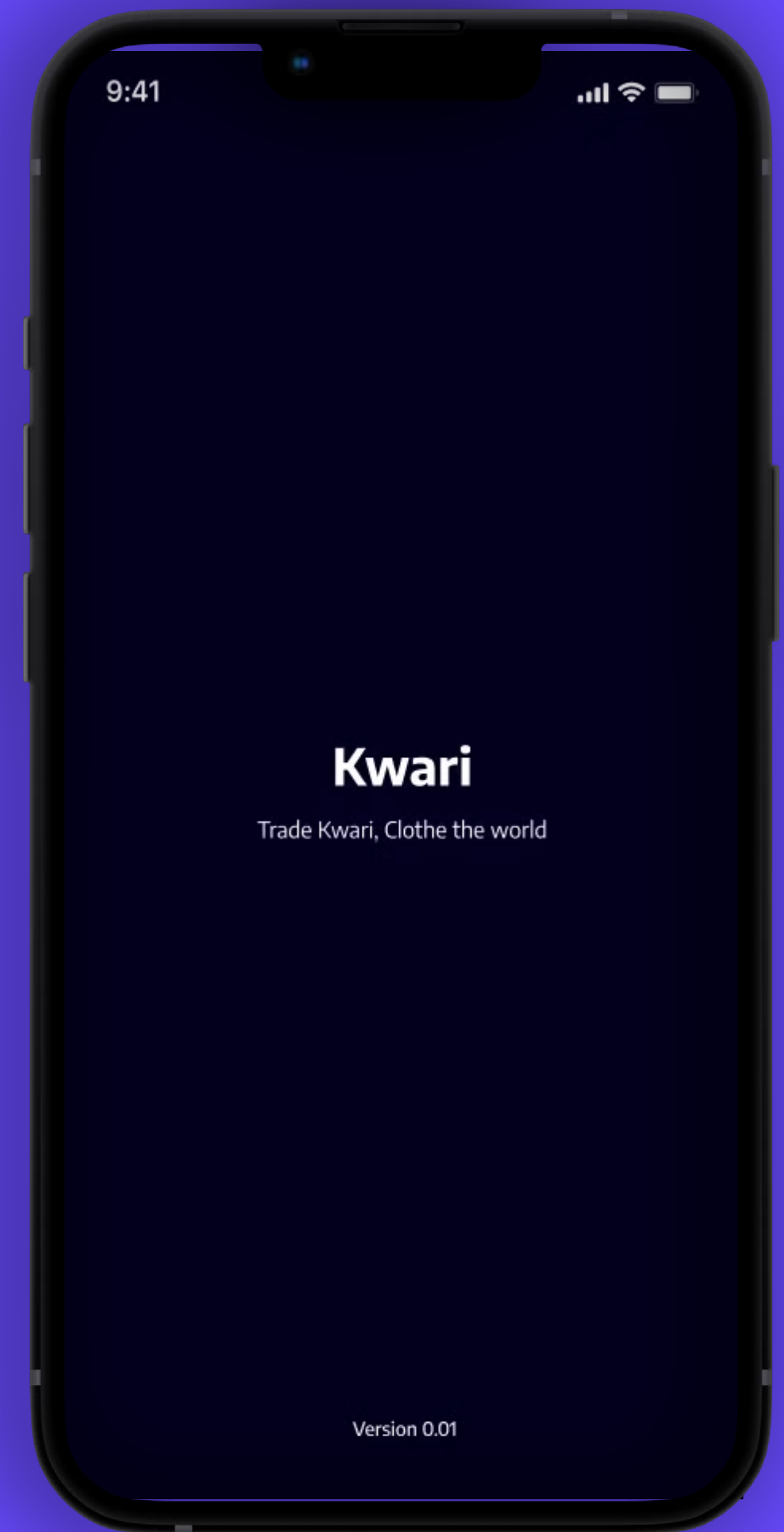
- 
- **Textile Manufacturers and Suppliers:** Ensures diverse product range and competitive pricing.
- **Logistics and Delivery Services:** Facilitates efficient and timely Worldwide delivery.
- **Payment Gateways:** Provides secure and seamless transaction options.
- **Technology Providers:** Supports robust platform development and optimization.

Kwari 1.0 startup



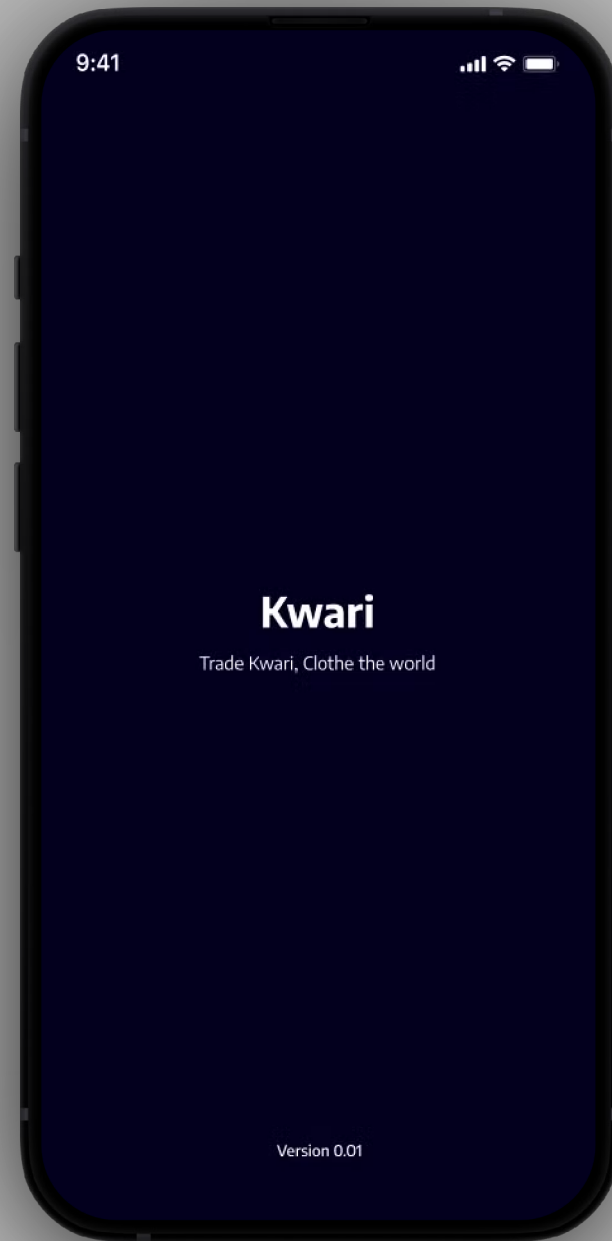
# Kwari App

# Interface Overview



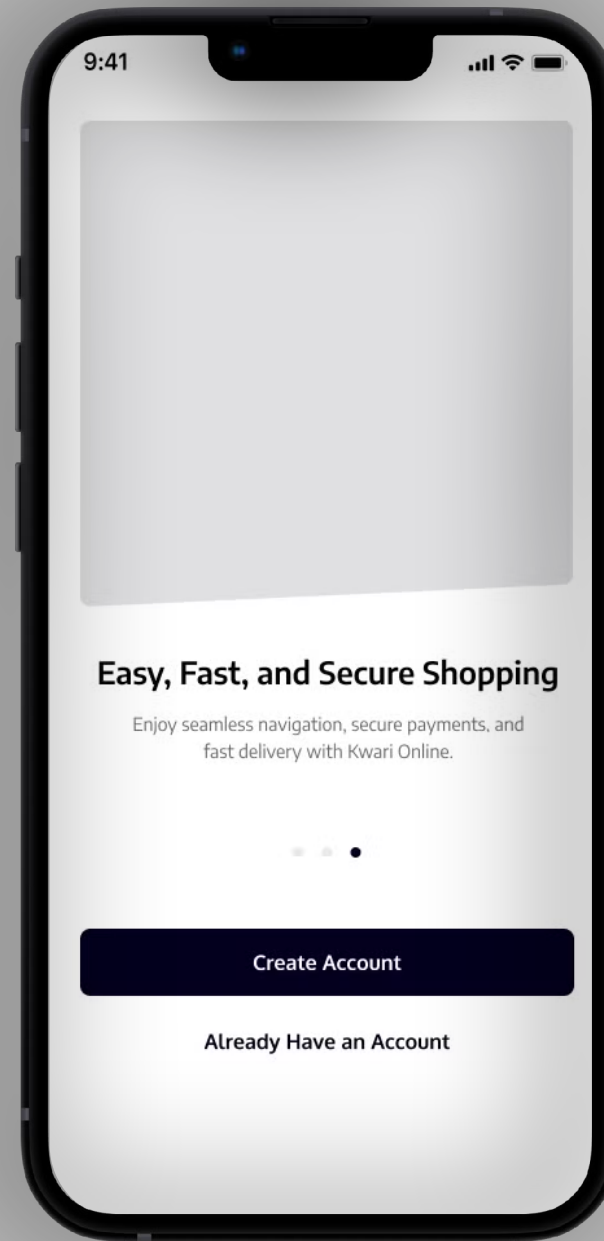
Trade kwari trade the World





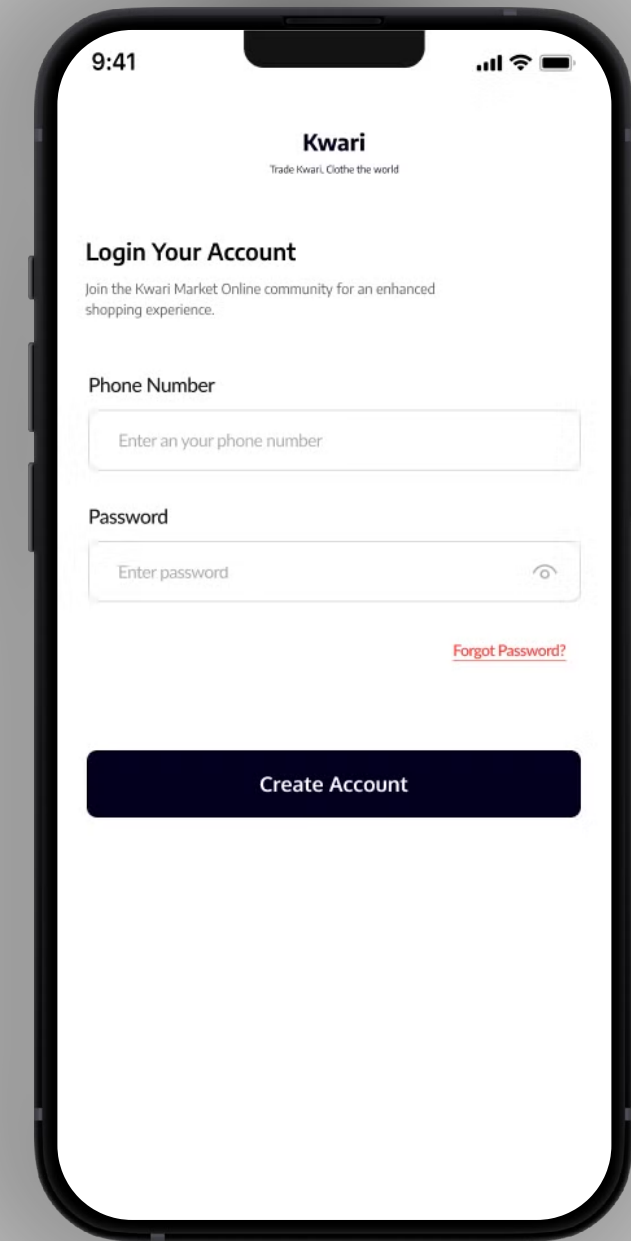
### Welcome Page

Displaying the App logo



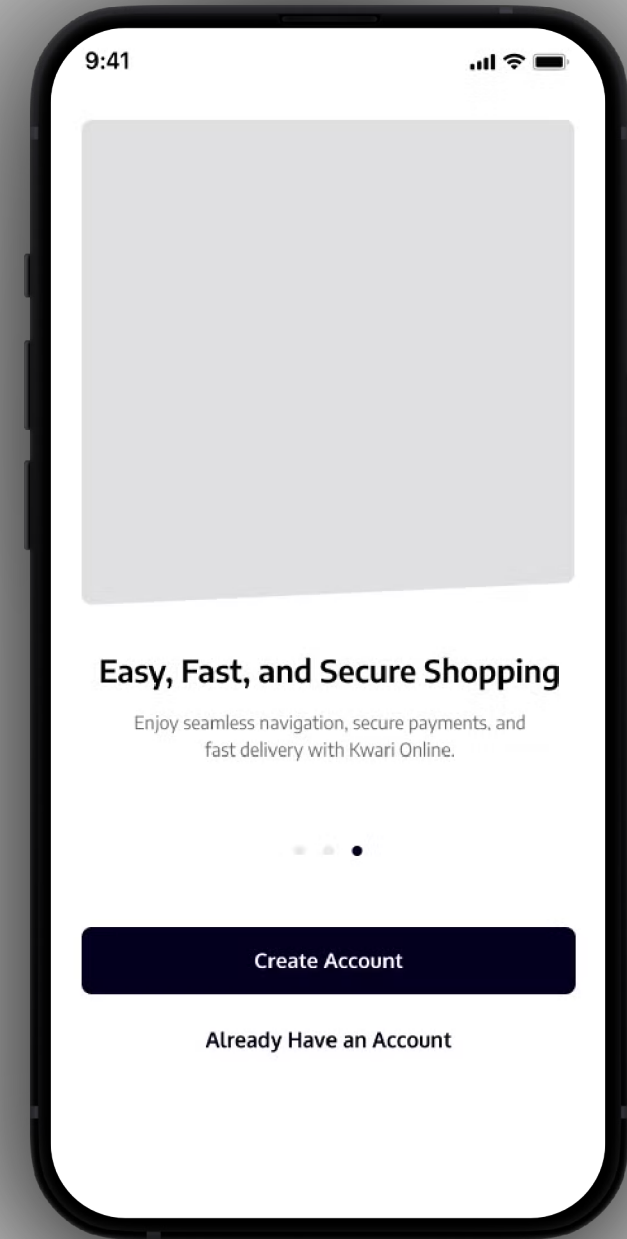
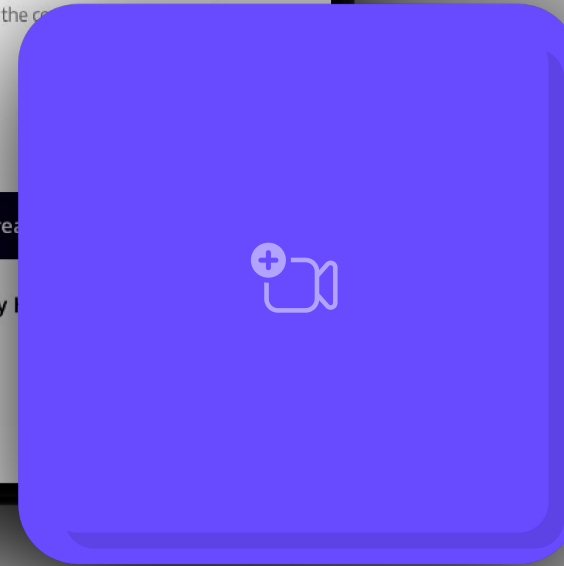
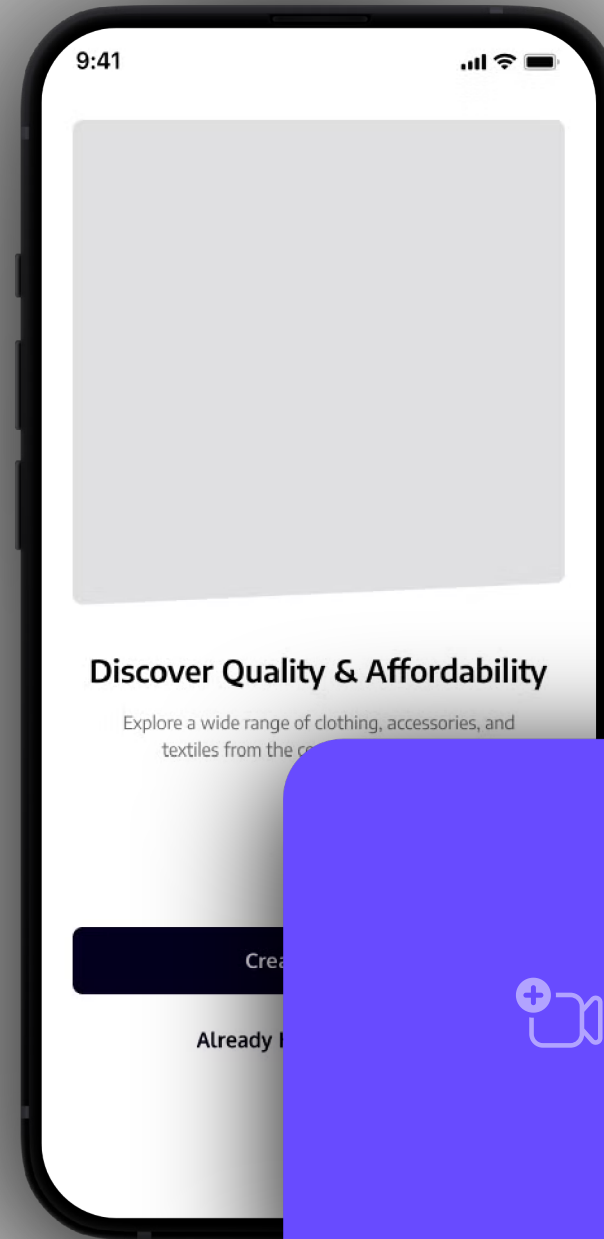
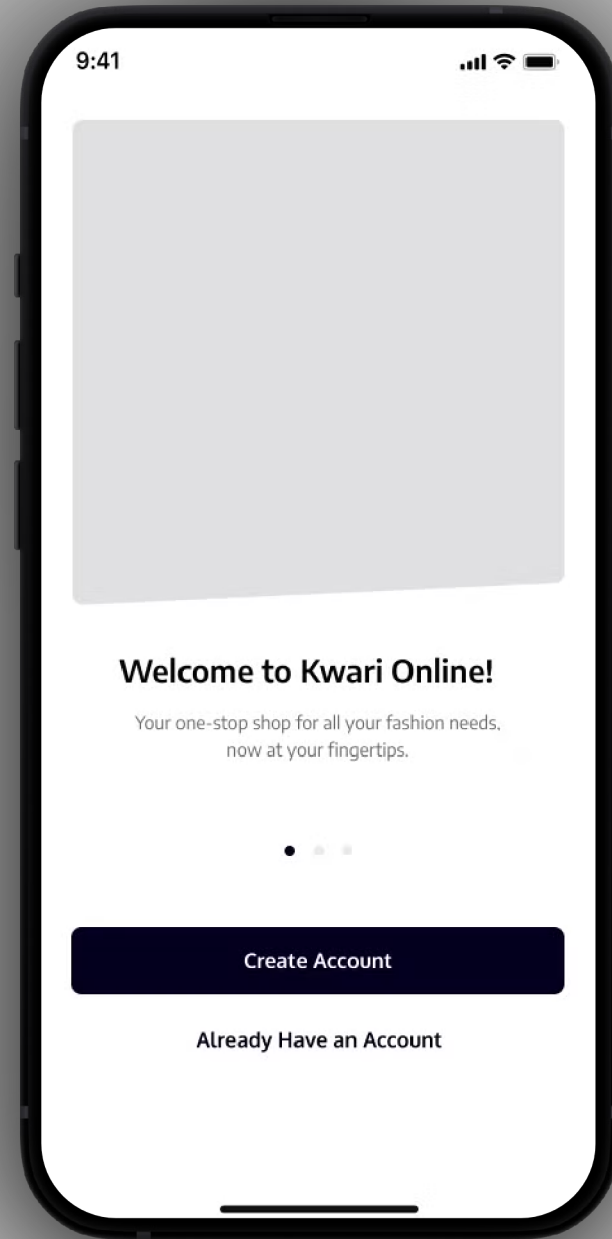
### App Features

Displaying the App Functions



### Log in Page

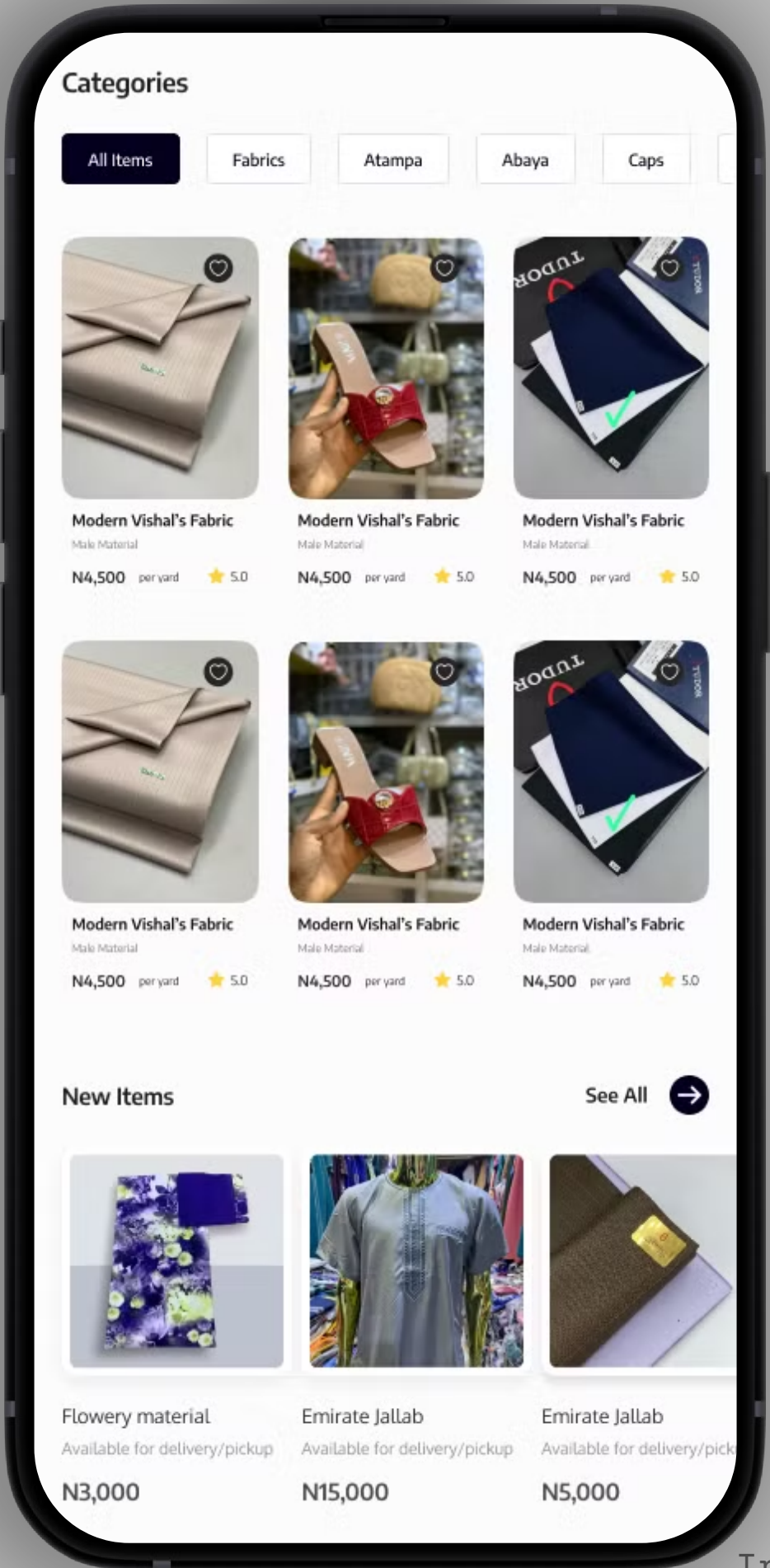
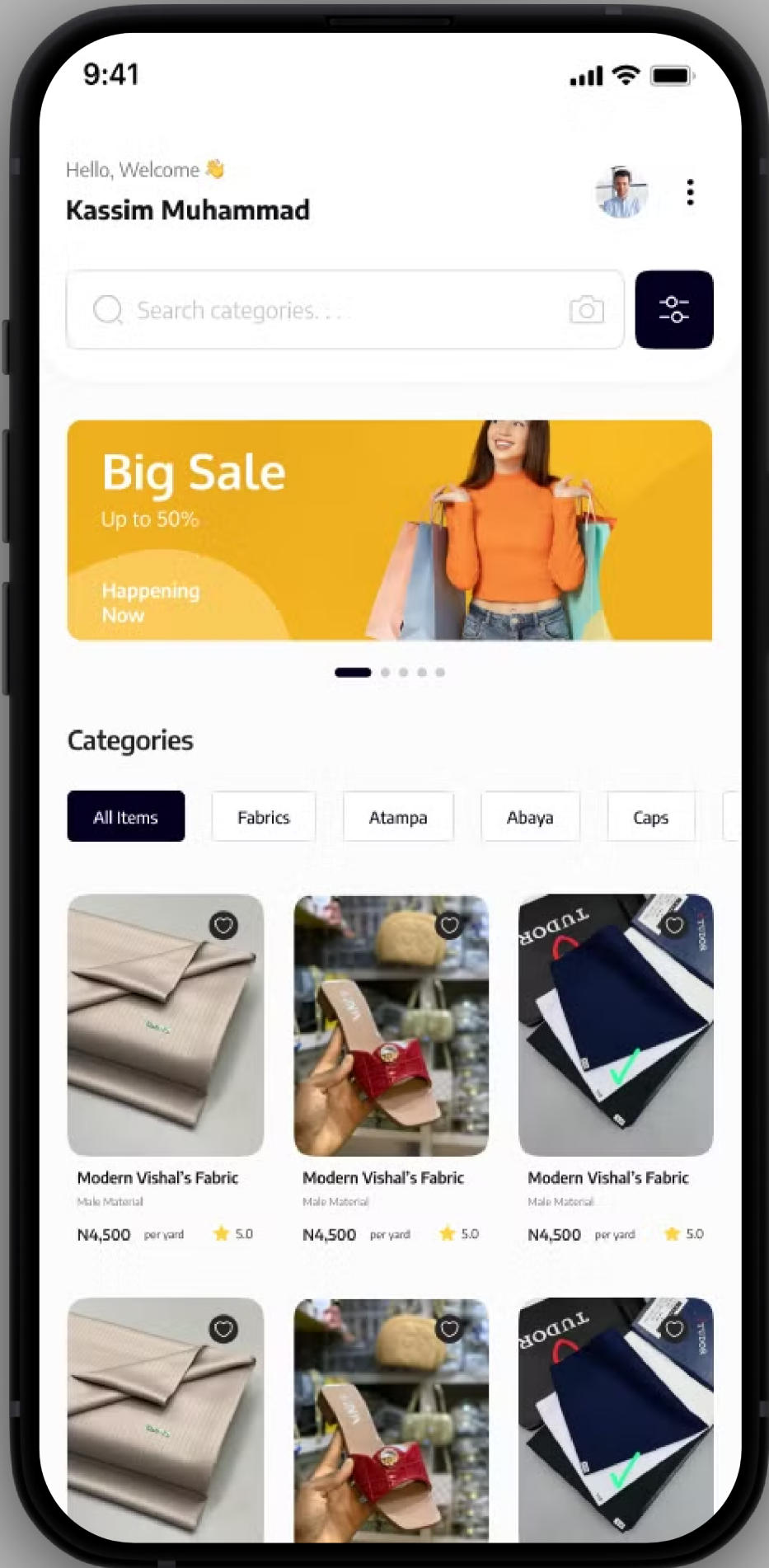
Contains the App Login information

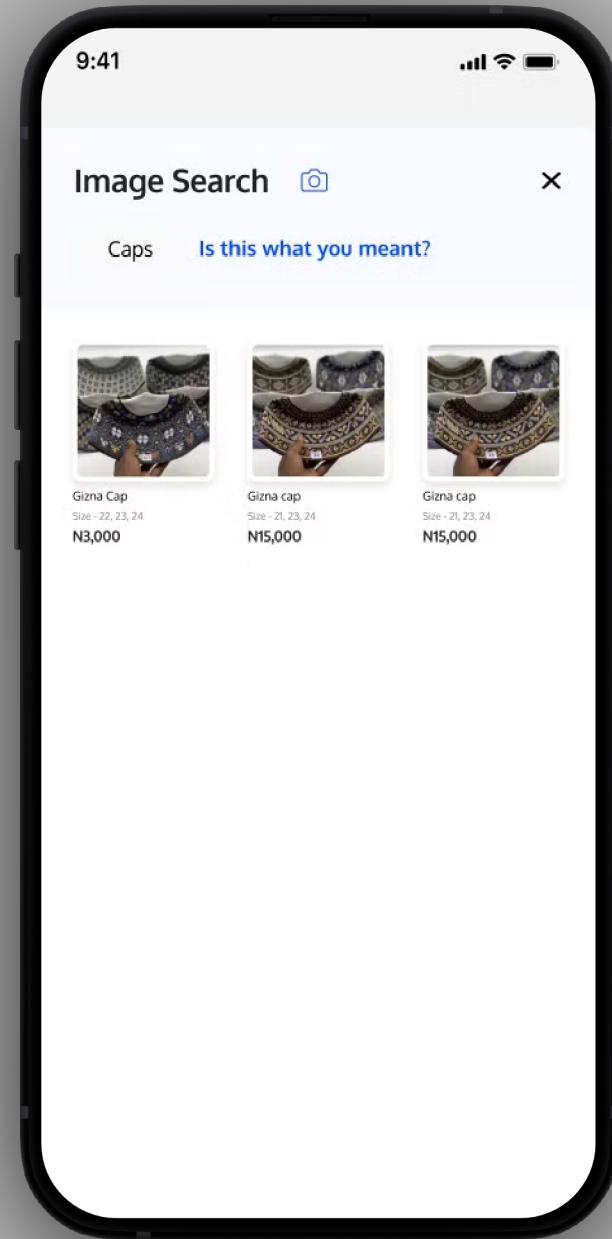


## Welcome Page



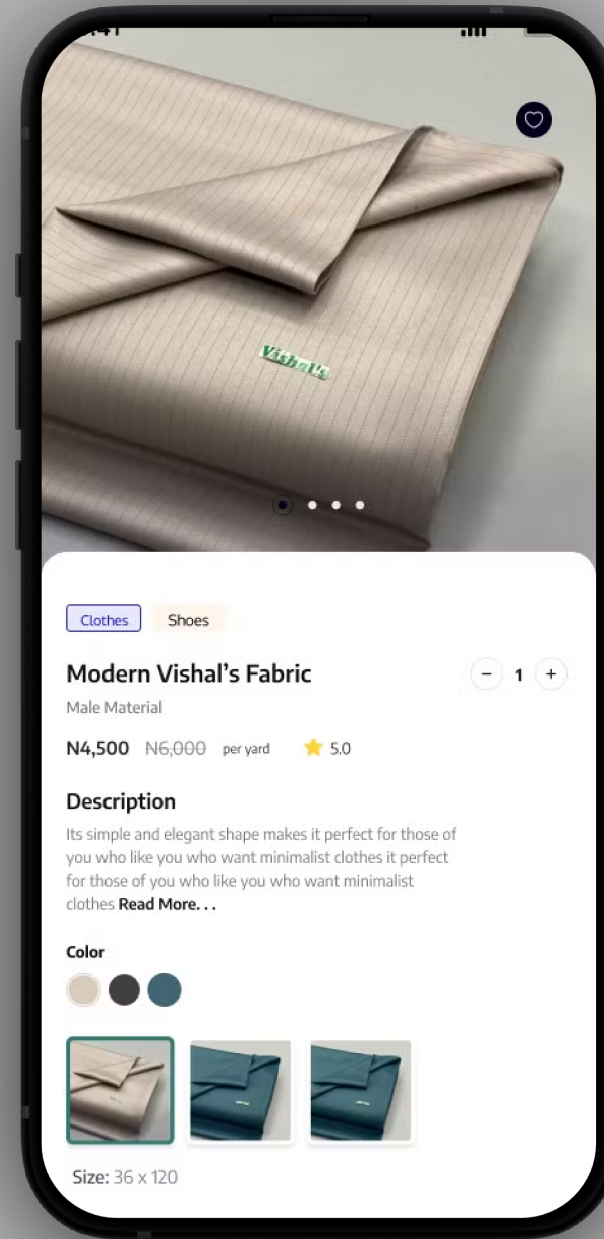
# Kwari 1.0 Startup





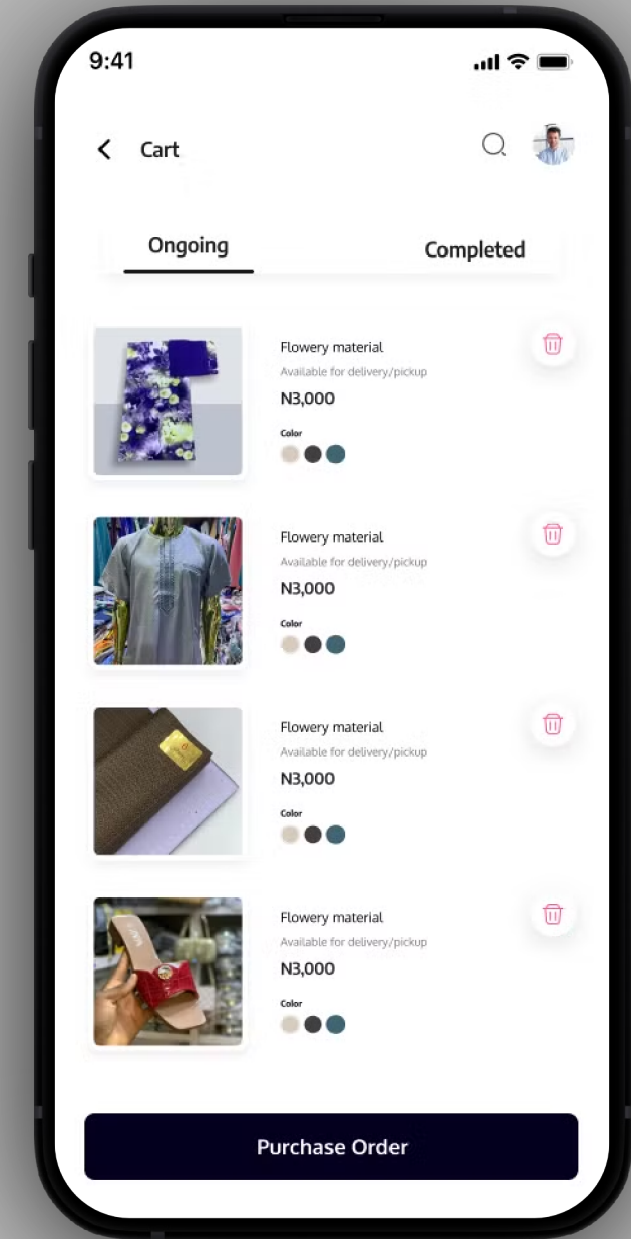
### Item Search

SEO features to search between cataloge



### Item Description

Item Information



### Cart

Item ready for Check out





**...Kwari Platform is revolutionizing the textile market in Kano State, Nigeria, by providing a secure, efficient, and user-friendly online marketplace for textile traders and customers, as the Product may later enlarge to other Market places at worldwide, We invite you to join us in this exciting venture by investing in our platform. which gives a very good and profitable environment for Investors.**

# Kwari 1.0 Startup

## Annual GDP 2023

The GDP of Kano State for 2023 was approximately \$13.6 billion USD ([Kingmakers](#)) ([Euromonitor](#)), which Kwari Market Contributed with Estimated at ₦730 billion (approximately \$1.46 billion USD), i.e Roughly 10.74% of the annual GDP of \$13.6 billion USD, hence, from these Data Kwari market contributed to the National GDP with Roughly 0.31% of the annual GDP of \$472.62 billion USD in 2023 ([National Bureau of Statistics](#)) ([FocusEconomics](#)).

Kwari Market GDP 2023  
11%

**Kwari Market Kano, Nigeria.**

Kwari Market GDP 2023  
0%

Kano State GD  
89%

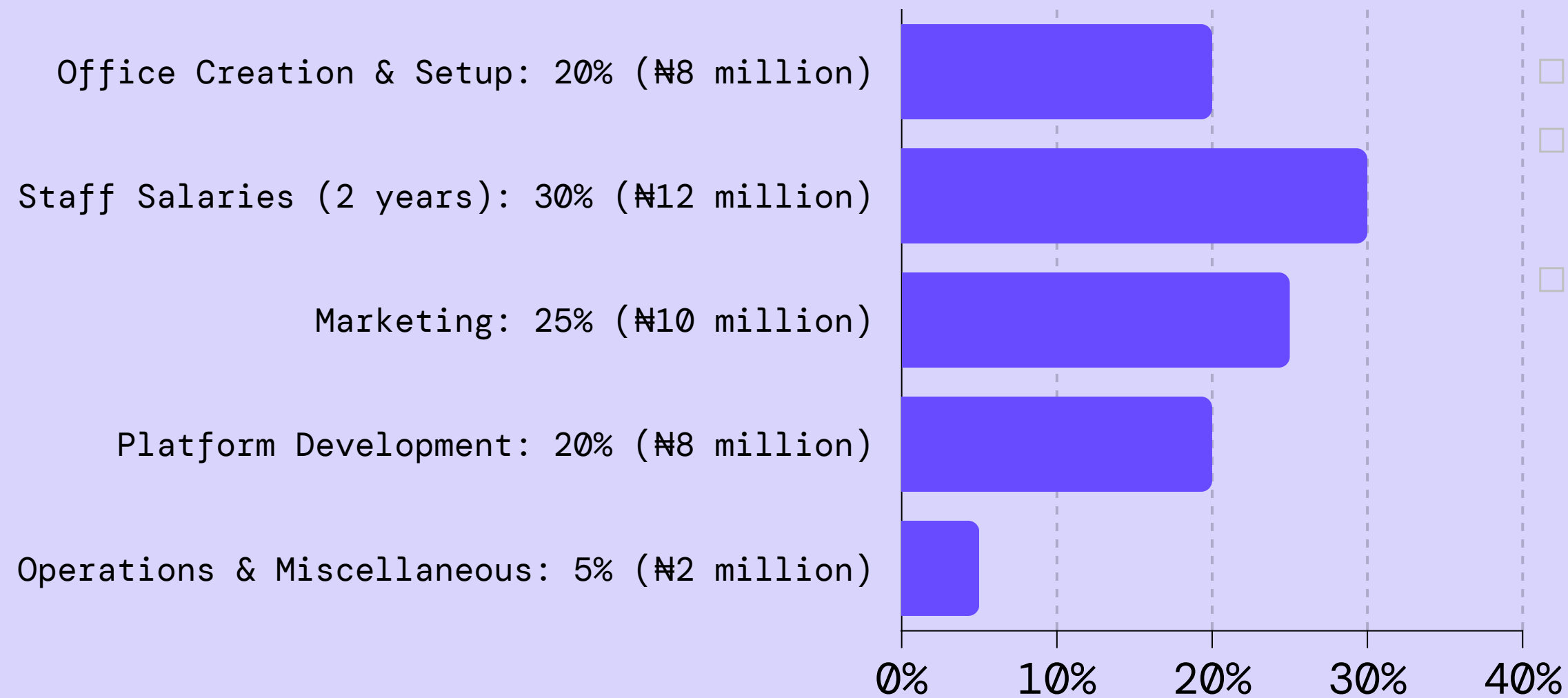
Nigerian GDP 2023  
100%



# Revised Funding Allocation (₦40 million)

## Kwari 1.0 Startup

### Kwari 1.0 Funding Allocation



- Office Creation & Setup: 20% (₦8 million)
- Staff Salaries (2 years): 30% (₦12 million)
- Marketing: 25% (₦10 million)
- Platform Development: 20% (₦8 million)
- Operations & Miscellaneous: 5% (₦2 million)

# Kwari 1.0 Startup

Our team has years of experience across diverse industries



**Kassim Muhammad Atiku**



**Barakat**  
UI/UX Designer



**Abdulrahman Babuga**  
Software Engineer



**Abdulganiyu**  
Software Engineer



**Ridwan Salmanu**  
Developer





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Kwari 1.0 Startup

07045191772

Kassimmuhammad5665@gmail.com

# Thank you



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