

# Strategies to Showcase African Fashion by the Chibok Girls



# Why Empowering the Chibok Girls with Digital Strategies is Crucial for their Success

- The young female tailors in Chibok possess remarkable skills in creating beautiful and culturally rich African fashion. However, they face significant challenges in expanding their customer base beyond their local communities.
- These challenges include limited access to technology, inadequate digital literacy, and a lack of exposure to urban markets where demand for their products is higher.
- Additionally, logistical constraints such as poor internet connectivity and unreliable delivery services further hinder their ability to connect with urban customers and showcase their work on a larger scale.
- This proposal aims to overcome these obstacles by providing strategies for selling their beautiful made African fashion clothes online, reaching local and international customers through accessible digital channels, and ensuring a smooth payment process.





# Their Target Audience

1

## Local Customers

Fashion-conscious Nigerians in major cities like Lagos, Abuja, and Port Harcourt, who value unique and culturally rich clothing.

3

## Global Fashion Enthusiasts

International customers, including fashion bloggers and influencers, who appreciate the unique designs and craftsmanship of African fashion.

2

## Africans in Diaspora

Africans living abroad, particularly in the United States, United Kingdom, and Canada, interested in staying connected to their roots through fashion.

4

## Tourists and Expatriates

Tourists visiting Nigeria and expatriates living in the country, interested in purchasing authentic African clothing.



# Digital Channels to Expand Reach and Visibility

## Facebook Marketplace

Accessible and widely used in Nigeria, allowing the girls to list products, respond to inquiries, and manage sales directly from their smartphones.

## Instagram

Perfect for showcasing fashion items through high-quality images and videos, with Instagram Shopping enabling direct purchases from posts and stories.

## Telegram

Allows direct connection with customers, sharing updates, exclusive offers, and responding to inquiries, fostering a sense of community.

# Payment Methods to Ensure Secure and Convenient Transactions for Their Business

## Bank Transfer

Easy to manage using mobile banking apps available in Nigeria, secure and convenient for local customers.

## Mobile Money

Mobile money like Opay is widely accessible in rural areas, allowing them to receive payments from customers who may not have traditional bank accounts.

## Online Payment Platforms

Platforms like Paystack and Flutterwave allow them to receive online payments via debit cards, credit cards, or bank transfers from international customers.

# Revenue Model to Generate Income and Build Sustainability

1

## Direct Sales

They can earn gain from the sale of African fashion clothes on the online platform.

2

## Subscription Services

They can also offer premium services such as exclusive collections, early access to sales, and personalized styling advice for a monthly or yearly fee to their customers.



# Implementation Plan to Equip Them with Essential Skills

1

## **Basic Computer Skills**

Ensure the girls are comfortable using computers or smartphones, including basic functions like file management, browsing, and using apps.

2

## **Platform Navigation**

Teach them how to navigate and use Facebook Marketplace, Instagram, and Telegram effectively, including creating posts, responding to messages.

3

## **Communication Skills**

Offer guidance on how to communicate professionally and effectively with customers, including handling inquiries, providing information, and addressing concerns.

4

## **Customer Service Best Practices**

Teach them how to provide excellent customer service, handle complaints, and manage returns or exchanges.

5

## **Payment Methods**

Explain how to set up and manage different payment methods, including bank transfers and online payment platforms.



# Comprehensive Approach to Execute the Strategies

## Workshops and Hands-On Sessions

Organize in-person workshops where they can practice using the platforms with guidance.

## Training Materials

Provide written guides, video tutorials, and FAQs that they can refer to as needed.

## Ongoing Support

Offer ongoing support through follow-up sessions or a mentor system to assist with any challenges that arise.







## **Impact on Empowering the Chibok Girls for a Brighter Future**

By implementing these strategies, we can empower the young female tailors in Chibok to reach new markets, expand their customer base, and achieve financial independence. This initiative will not only contribute to their economic well-being but also promote the rich cultural heritage of African fashion on a global scale and create decent work and economic growth.