

PROPOSAL FOR LARGE SCALE PRODUCTION OF NOSE MASK FOR SALE

EXECUTIVE SUMMARY

The corona virus pandemic has brought onto the fashion section untold business hardships which has caused the fashion businesses in Ghana to either close down or shift focus to other aspects of fashion away from the normal paradigm of clothing, shoes and make up.

Though this has caused business losses, it has also opened an alternative fashion avenue to sustain the industry until such a time when a vaccine will hopefully be found to curb the pandemic and bring business to normalcy. The production of face masks is fast becoming a sustainable business and that is why Blessed Queen Fashion has decided to go into large scale nose mask production based on the results from producing on a small scale to test the market.

About Blessed Queen Fashions

The name of my sewing centre is Blessed Queen Fashions located at Ashongman Estates and belong to the Medina branch of the Dressmakers Association of Ghana. Blessed Queen Fashion was established 10 years ago and have trained about 30 sewing apprentices within 7 years.

Contact information

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The problem

Due the corona virus pandemic, my business has been negatively affected. Since April I have not able to make up to 20 dresses whereas I was making up to 12 cloths on a monthly bases for my customers. I was about to close my shop until I decided to try the market with sewing and sales of nose masks. The response has been very positive and the demand is getting high. I have 3 sewing machines and 2 staff to increase production however I do not have the major raw materials to produce. The main items needed are fabrics, lining and threads in large quantities.

The Solution

Currently I produce one nose mask at GHc1.50 and sell at GHC2.00. If I am able to acquire production materials on a large scale, I will be able to produce at GHC1.20 and sell at GHC2.00 to make more profit. Also, I can produce more and distribute to retail shops with whom I already distribute in small quantities. I have the ready market however I do not have the initial investment to acquire fabrics in large quantities to sew and distribute to nose mask retail shops. I also have 15 young people who have lost their jobs due to the corona virus pandemic and they are ready to retail the nose masks all around

town and in traffic to drivers. This financial intervention from BOFAM will cause a positive turn around for my business and in the lives of these young people who otherwise will have no means of a decent living for a very long time.

Objective

1. Through the expansion of my nose mask production, my sewing business will be sustained.
2. I will be creating jobs for 15 young girls and young boys who will be retailing nose masks in traffic to drivers. This is a very lucrative area for selling nose masks.
3. I will be distributing nose mask to retail shops within the Ashongman Kwabenya area a sole distributor to various shops around.
4. Committing to the fight against corona virus

Budget: Initial investment for large scale nose mask production

1. 500 yards of sewing fabric – GHc 7,500
2. Thread - GHc 350.00
3. 5000 pieces packaging bags - GHc 1,000

Total GHc8,850