

MAFFIS

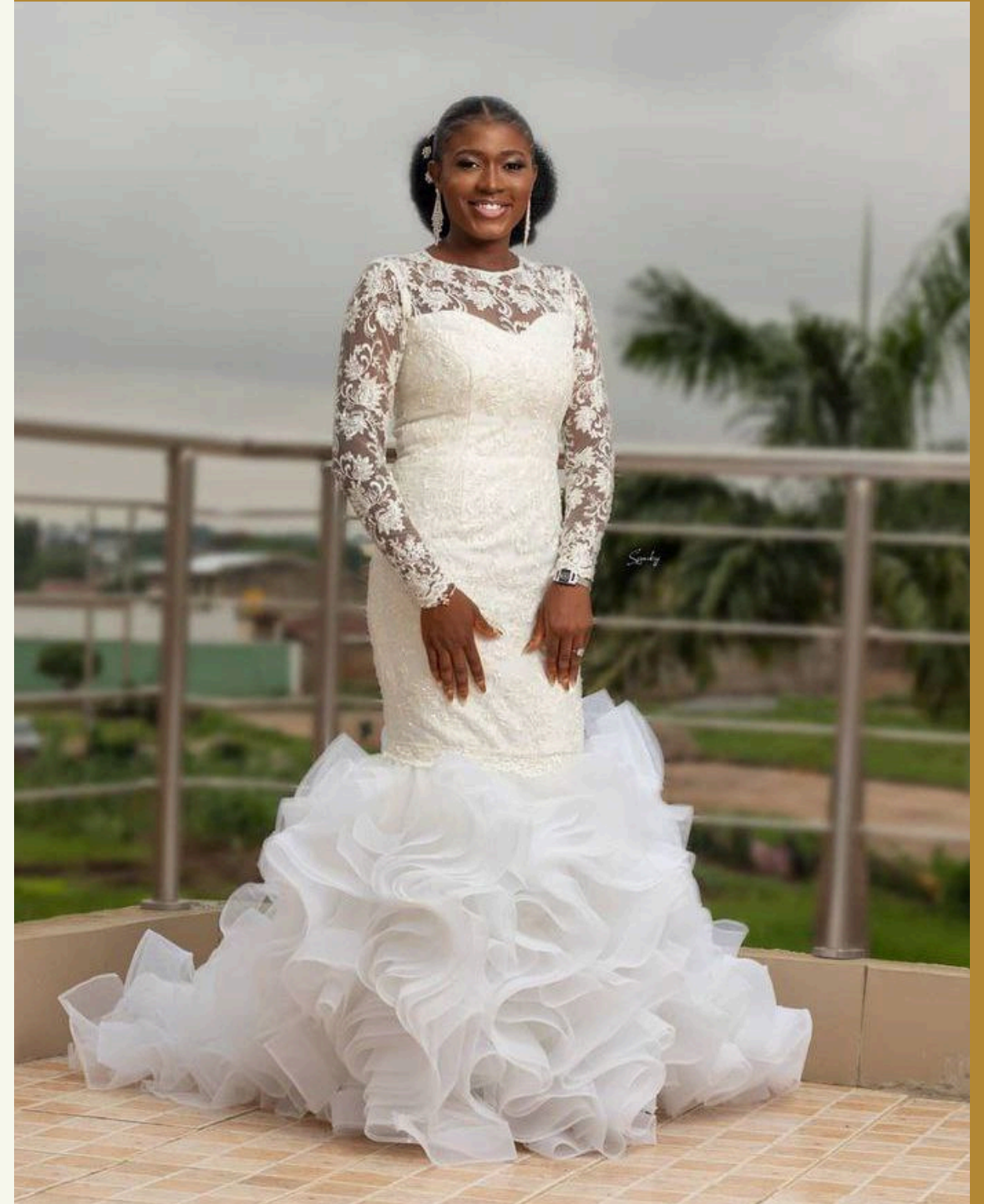
JANET OLADAPO

CEO, MAFFIS FASHION HOUSE

Your Elegance. Our Pride

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MAY, 2025



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ABOUT THE BRAND

Maffis Fashion House is a women-led fashion brand based in Abuja, Nigeria. We specialize in bespoke tailoring, bridal wear, and kiddies' outfits, crafted elegantly and delivered without stress.

We're known for:

- Fast, reliable delivery
- Excellent fit and finishing
- Affordable pricing with premium value

Our growth has been 100% driven by referrals and repeat clients, proof of the trust we've built with every stitch.

Our Tagline: *Your Elegance, Our Pride.*

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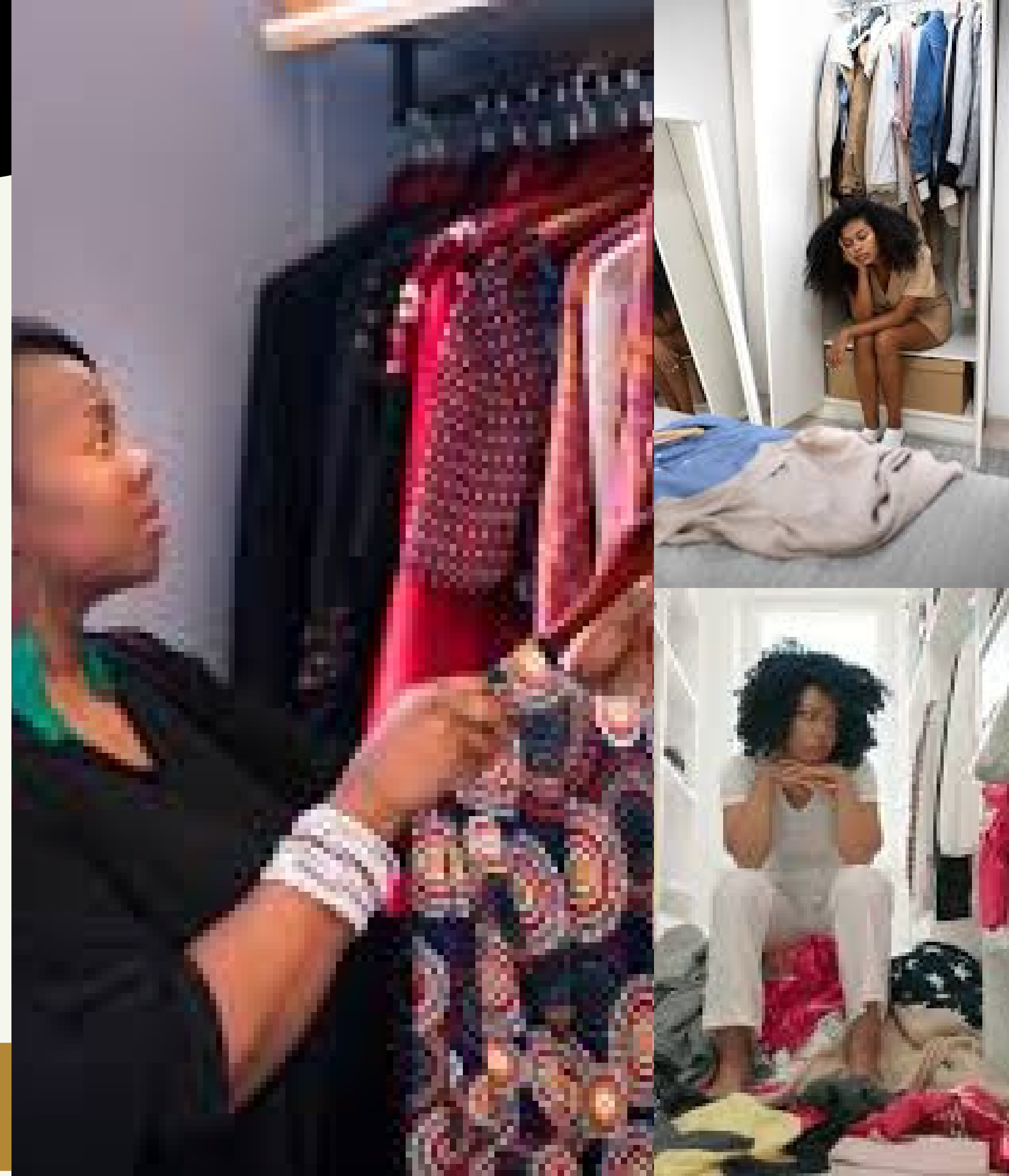
THE PROBLEM

Many Nigerian women still face these issues:

- Tailors don't deliver on time.
- Clothes often come back poorly fitted or unfinished.
- Brides, mothers, and professionals waste money and lose trust in local fashion businesses.

“My event is next Tuesday, and I don't even know if my dress will be ready.”
This is a common client worry.

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OUR SOLUTION

Maffis Fashion House is a women-led fashion brand providing:

- Timely delivery
- High-quality finishing that fits perfectly
- Bespoke outfits for brides, working-class women, and kids
- Trusted service, transparent pricing, and professional customer care

We run a lean, client-focused operation from our Abuja base and accept nationwide orders via Instagram and WhatsApp.

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TARGET AUDIENCE / MARKET

Who We Serve

- Women aged 20–60
- Brides, professionals, mothers, and children
- Based in Abuja, with referrals expanding reach to Lagos, Minna, and Ogun

Market Opportunity

- Over 40M Nigerian women (15–49)
- Constant demand for occasion wear (weddings, birthdays, school events)

Growing frustration with unskilled tailors = room for reliable brands like Maffis

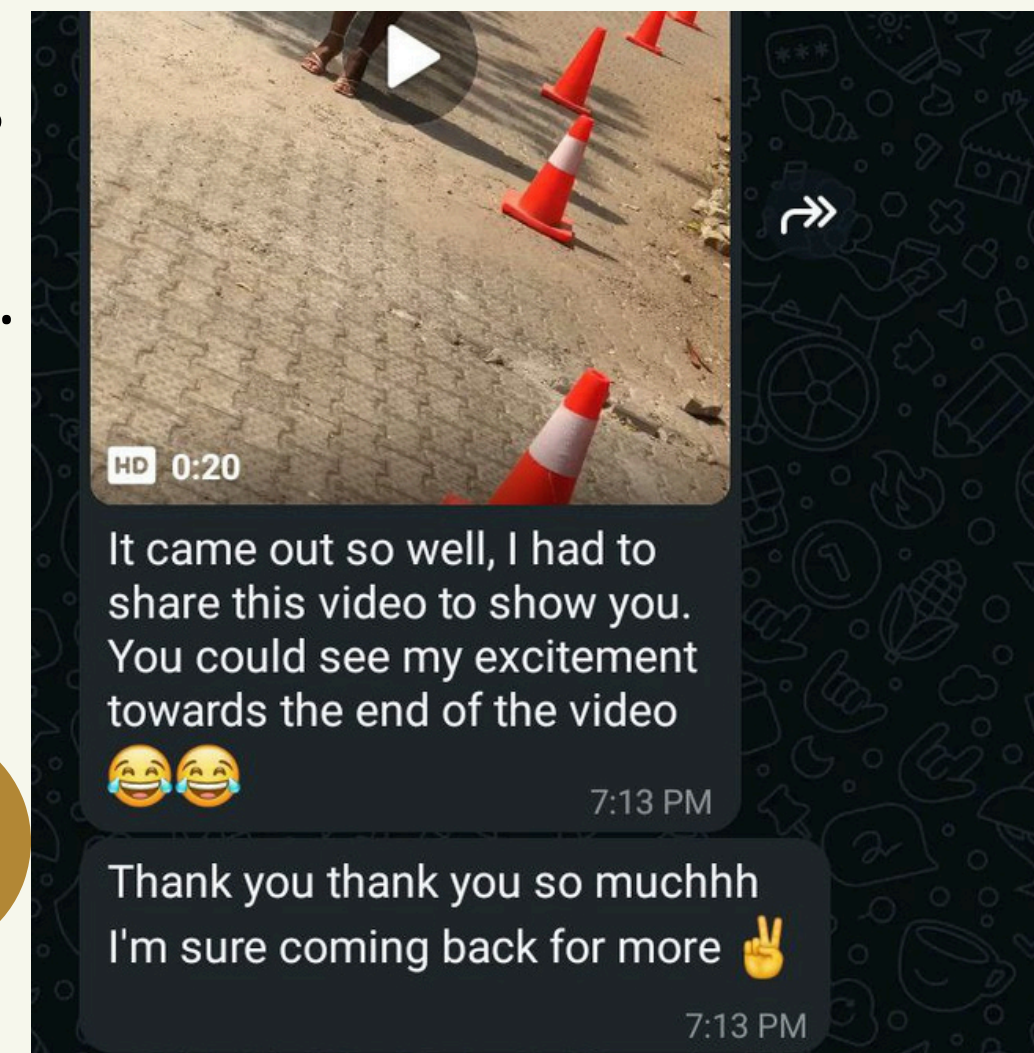
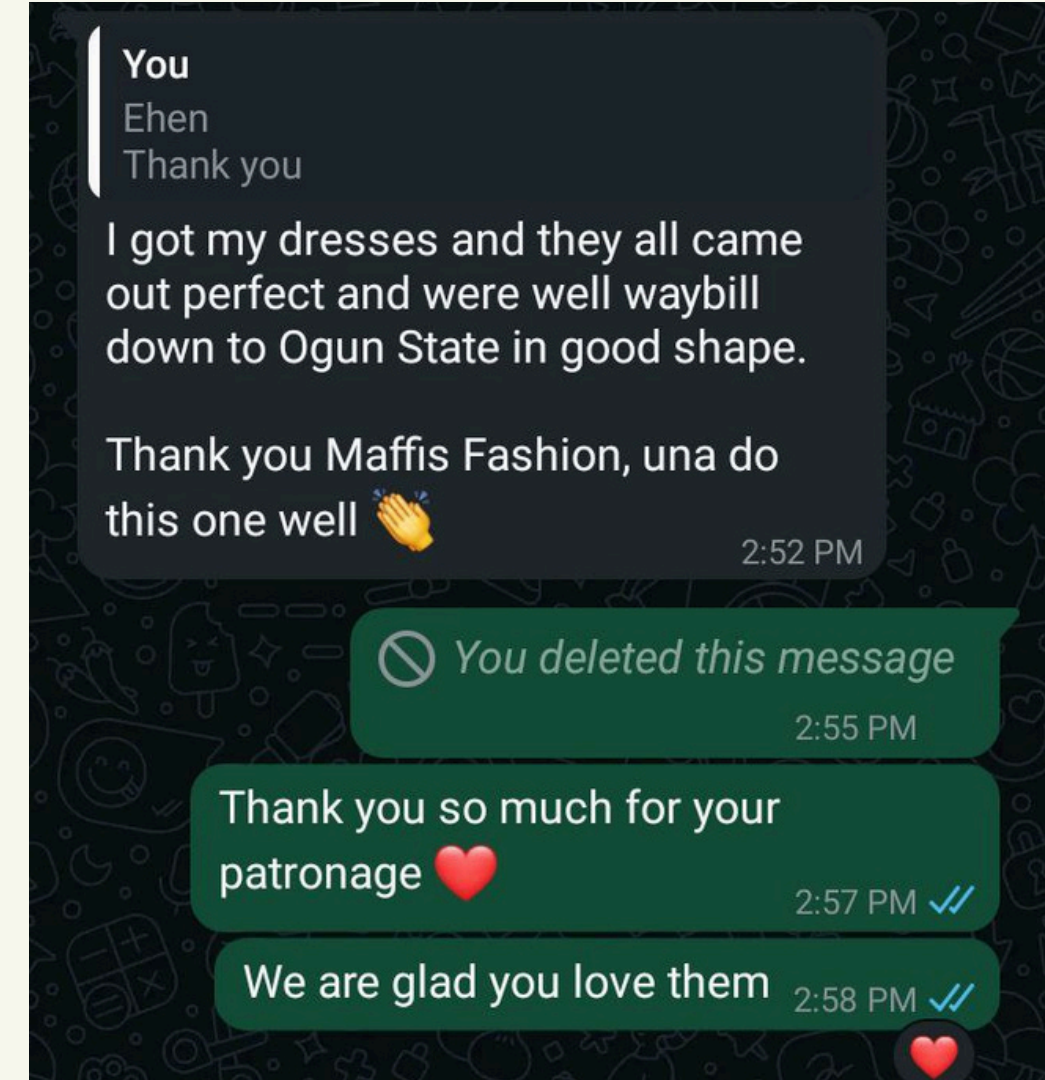
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THE IMPACT / VALUE

At Maffis, we're not just sewing outfits, we're restoring trust in Nigerian fashion.

- Delivered 30+ orders with zero failed deliveries
- 80% upfront payment model, building client confidence
- Grown purely through referrals, testimonials, and repeat clients
- Young women now look up to Maffis as a brand that gets it right.

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FINANCIAL NEED & COST BREAKDOWN

Total Funding Goal: ₦10,000,000

Item Description	Amount (₦)
Industrial sewing machines and equipment	3,500,000
Fabrics & Raw Materials (bulk purchase)	1,000,000
Branding, Content Creation & Packaging	500,000
Staff Salaries (7 months)	1,500,000
Utilities & Generator Fuel	500,000

FINANCIAL NEED & COST BREAKDOWN CONT'D

Rent, Workspace Upgrade & Repairs	1,500,000
Marketing & Digital Ads	400,000
E-commerce Setup & Inventory Tools	400,000
Miscellaneous & Emergency Buffer	700,000
TOTAL	₦10,000,000



35 %+ of funds are dedicated to equipment, ensuring production capacity and sustainability.

FUEL THE VISION

Together, we can:

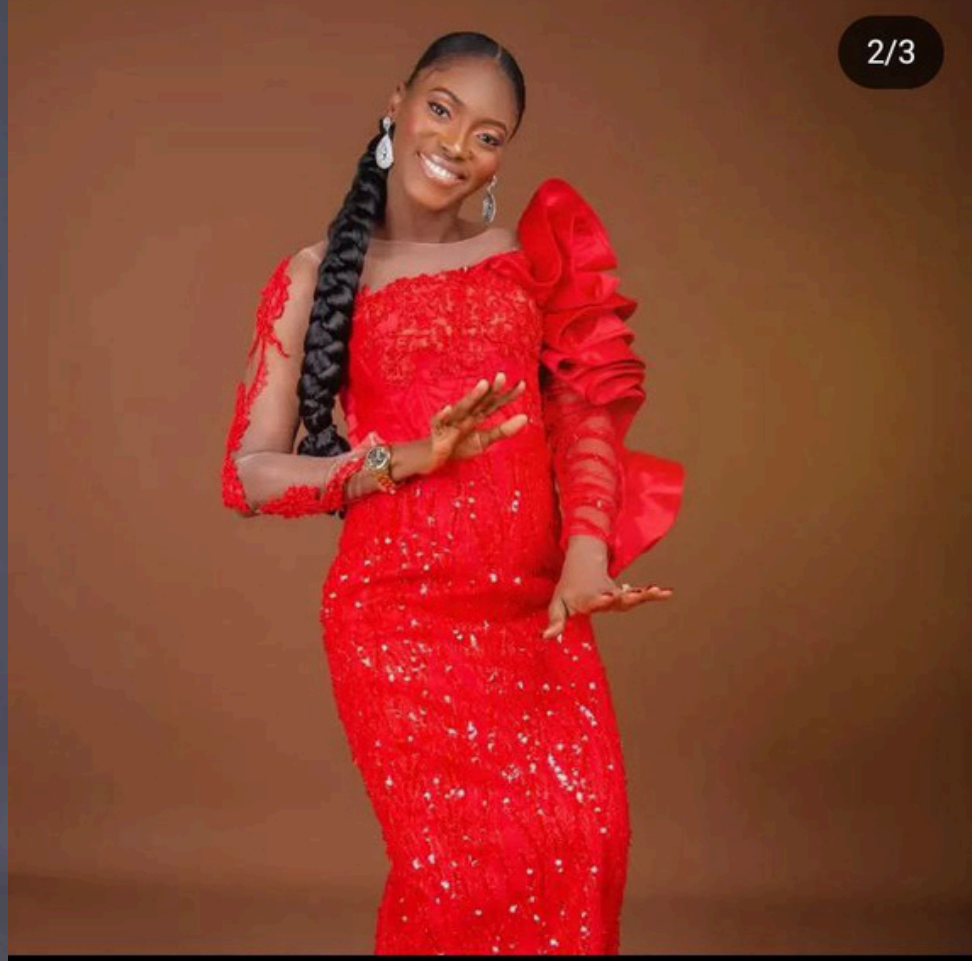
- Scale a trusted, women-led fashion brand.
- Create jobs for young Nigerian tailors.
- Deliver confidence through beautifully made, timely clothes.

Give. Share. Invest.

Let's clothe ambition, one woman at a time.



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The background features several organic, blob-like shapes in black and gold. There are four black shapes and four gold shapes scattered across the white background. The shapes vary in size and orientation, creating a modern, abstract aesthetic.

THANK YOU

We look forward to working with you.

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