

Adeola Packs

CURATED SOUVENIR PACKAGES FOR EVERY CELEBRATION

"We make gifting simple, elegant, and stress-free."

 **Founder & CEO**
Adeola Adegboye



Our Brand Story

Planning souvenirs for events can be stressful.

Hosts spend valuable hours navigating crowded markets, moving from shop to shop searching for suitable gift items, packaging materials, affordable pricing tiers, and reliable logistics options.

We saw the gap and built Adeola Packs to change this.

We provide ready-to-gift souvenir packages that save precious time, reduce host stress, and add unmatched elegance to every celebration.



The Problems We Observed

01 Time Wastage

Event planners and families spend literal days manually sourcing disparate products from chaotic local markets.

02 Poor Packaging

A staggering percentage of social souvenirs look generic, rushed, or lack premium presentation standards.

03 Logistics Stress

Secure bulk transportation and reliable last-mile venue delivery often become nightmarishly chaotic near event dates.

04 Limited Customization

Traditional wholesale merchants offer rigid collections that offer little to no personalized theme options for clients.

Our Solution



01

Curated Packs

Pre-arranged beautiful premium gift packs for weddings, baby showers, and corporate milestones.



02

Custom Branding

Fully personalized colors, tags, names, ribbons, and custom wrapping reflecting client themes.



03

Affordable Options

Highly optimized product structures curated for various budgets without compromising luxury appeal.



04

Direct Delivery

End-to-end logistics solutions delivering your bulk orders directly to event venues safely.

Market Opportunity —

Millions
OF SOCIAL EVENTS ANNUALLY

A High-Growth Event Culture

Nigeria's deep cultural appreciation for social gatherings fuels an immense, consistent, and highly recession-proof demand for premium social souvenir gifting:

✦ **Key Market Drivers:** Status-defining events like prestigious weddings, milestone birthdays, naming ceremonies, burials, and religious feasts.

✦ **Growing Convenience Preference:** Busy modern celebrants increasingly opt for streamlined, pre-packaged, professionally boxed gifts over manual bulk sourcing.

Market & Business Model —



Target Market

- ✦ **B2C Segments:** Style-conscious brides & grooms, host families, young professionals, and luxury social planners.
- ✦ **B2B Segments:** Corporate organizations, religious institutions, schools, and boutique hospitality brands.



Business Model

- ✦ **Souvenir Sales:** Retail markup margins on bulk pre-arranged souvenir collections.
- ✦ **Customization Fees:** Premium margins on branding designs, monogram services, and wrap custom prints.
- ✦ **B2B Contracts:** Long-term recurring deals for corporate onboarding or year-end packages.

Traction & Growth

- ◆ **Customer Interest:** Stellar reception and continuous organic requests across weddings and premium social celebrations.
- ◆ **Repeat Customers:** Satisfied clients regularly return for multiple events and refer friends and families, creating a solid base of repeat social hosts.
- ◆ **Social Media Visibility:** Excellent inbound engagement profiles across our primary visual channels: Instagram & WhatsApp.
- ◆ **Growth Projection:** Expanding operations into premium corporate gifting frameworks and building robust nationwide bulk delivery pipelines.



Unique Selling Points —



Elegant Packaging

Clean, high-end visual designs that dramatically improve the premium feel of any physical event venue.



Stress-Free Service

We completely eradicate chaotic market running by owning package curation, packing, and sorting end-to-end.



Customization

Bespoke packaging, name tagging, and accent details mapped precisely to match specified event palettes.



Budget Flexibility

Intelligently balanced pricing tiers optimized for entry-level, moderate, and ultra-luxe celebrations.

Leadership Team



Adeola Adegboye

FOUNDER & CREATIVE DIRECTOR

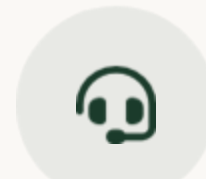
Directly leading brand identity, premium curation systems, client acquisitions, and core creative growth.



Operations Manager

LOGISTICS & SUPPLY LEAD

Managing raw manufacturing sourcing, stock oversight, and prompt venue logistics networks.

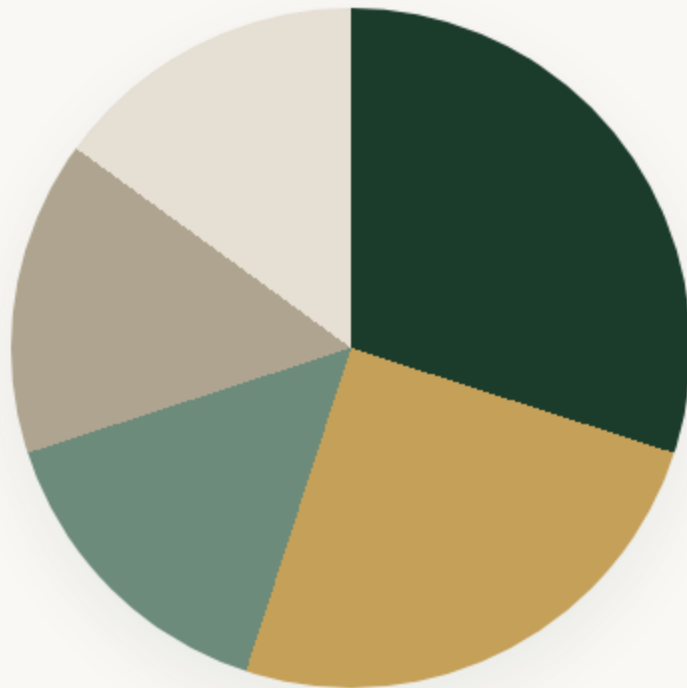


Relations Specialist

CUSTOMER EXPERIENCE LEAD

Directing inbound order flows, managing client design briefs, and ensuring consistent customer smiles.

Funding Request

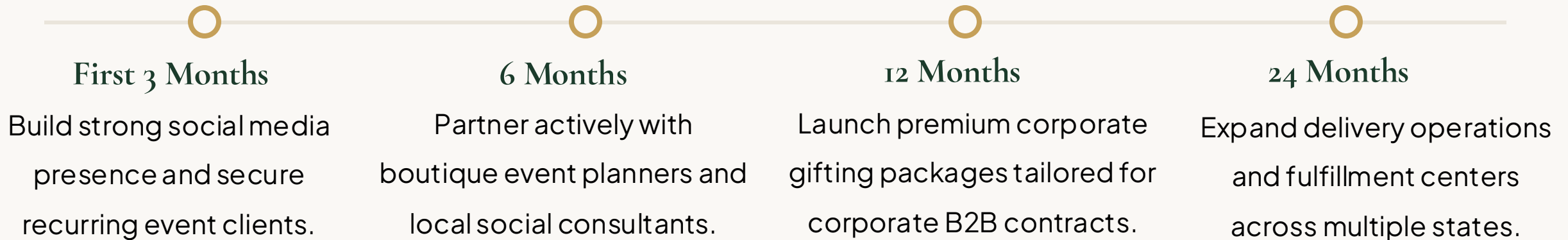


Total Capital Requested

₦1,000,000

- ₦300,000 (30%)— Premium Packaging Materials
- ₦250,000 (25%)— High-Demand Gift Inventory
- ₦150,000 (15%)— Branding & Printing Equipment
- ₦150,000 (15%)— Strategic Digital & Ads
- ₦150,000 (15%)— Logistics & Transport Support

Growth Roadmap



Our Vision: To become Nigeria's most trusted souvenir and gifting brand.

THANK YOU!

“Creating memorable gifts for memorable moments.”

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