

A smiling woman with short hair, wearing a patterned dress and a necklace, stands outdoors in a grassy area with trees in the background. An orange banner is overlaid on the image.

**NEW YEAR
NEW BUSINESS**

A GUIDE TO STARTING AND GROWING AN AFRICAN BUSINESS



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THE TIME TO START IS NOW

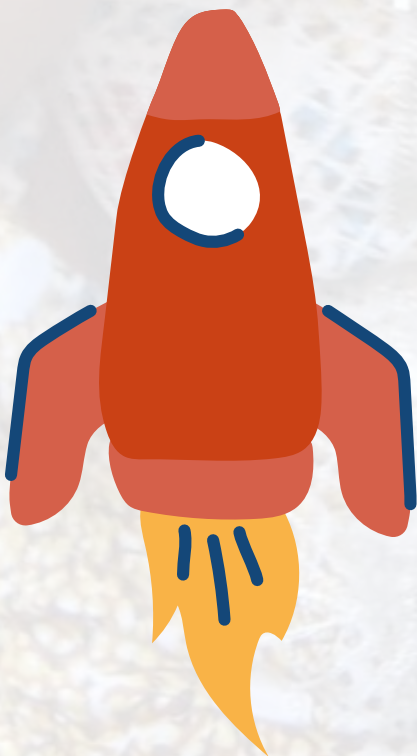
There has never been a better time to start a business. The number of new businesses in the United States has reached a historic high, with 557,000 brand new businesses. There are a total of 5.33 million US businesses in 2023.

People who are success with us are often new people getting started. So the main thing is to do something and make the first step.

CONVERT YOUR PASSION OR SKILL

You have the power to turn your passion or skill into a way of making money. With no experience necessary, you can still start your own store; connect with new people on Social Media; or sell to friends and family.

Now anyone with enough imagination can start their own business idea from home. You do not even need previous knowledge about marketing or sales. We have lot's of free articles on our website that you can access without buying anything. See them anytime [here](#).



"You have the power to turn your passion or skill into a way of making money"

New year, new you: 3 good reasons to start an African business today

- 1 Low start-up costs** – It still takes some money to make money, but most businesses can get started with almost no cash. You can make a list of people you know from work, church, family or anywhere else to tell people about your new business.
- 2 Enabling technology** – Social media and some other sites offer your start-up huge new opportunities. Selling products on Facebook or Instagram is one way some of our customers are building businesses selling their clothing, oils, jewelry and more.
- 3 Free business support** – Because so many people are starting new businesses online, there's lots of free information available. There is free help on our website [here](#) and you can also sign up for our free business course [here](#).

This guide will point you in the right direction. You will see customer stories of people who have been successful, as well as they have achieved their goals!

SUCCESS STORIES



Head to africaimports.com/testimonials to see why and how they started then get ideas for your own new business.



THINGS TO THINK ABOUT

When starting out a new African business, here are some things you need to know

- What products are you passionate about?
- What will sell the best?
- Where will you find new customers?

The most important step towards choosing the right products is knowing your customers and THEIR needs. As an Africa Imports retailer you'll have access to thousands of popular products; and to the extra help you need to succeed fast.

You don't need to know all the answers to get started. Having a plan is one key, and learning from what works and does not is another.

You might want to start by making some goals for your business and working on them part time. You can build up momentum over time. You can soon be a successful entrepreneur who can provide what your customers need!

The most important thing is getting started and having a plan.

Business Start Up Kit - Start your own business from \$59. [here](#)

Most people who use this kit succeed 5 times more often than people who do not. This kit includes some of the best selling products we carry. You save money and jump-start to your own African Business with the products that many customers want most. Getting these best sellers, and using them yourself, helps you to talk to customers better. You find out how they feel, why you love them, and you have fun.

Using this starter kit is another way to give your customers service that they won't find anywhere else.

4 Top Tips

1 ***Make a plan*** - Write a plan for your new business so that you have a route map. The best plans are simple and clear considering key areas like:

- What you can do
- Where you can find new customers
- How much to pay, and how much to sell for

2 ***Find new customers*** - Every small business needs to attract new customers. There are lots of ways to do it. You can open a store; have a booth in a flea market or street fair; have home parties; or call in at local salons in your area to let them know about your products. There are some free ideas on our website you can find [here](#).

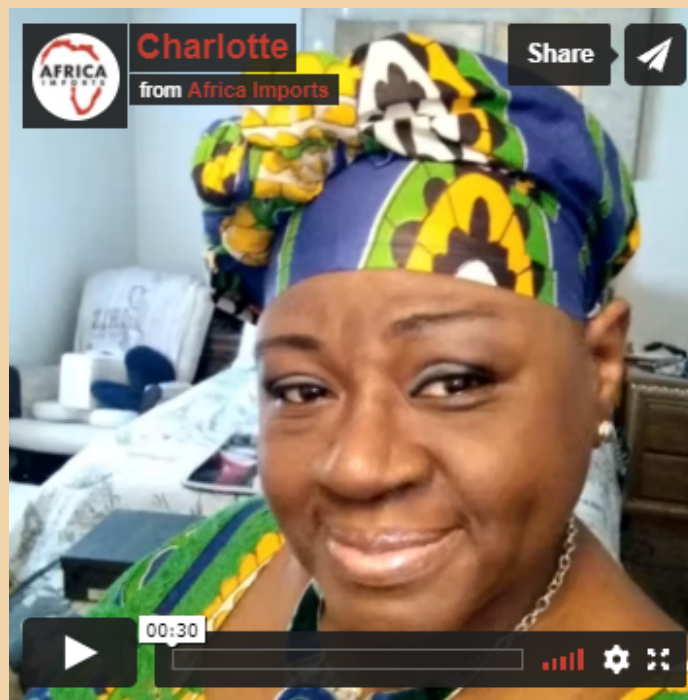
3 ***Make sales*** - The best way to get noticed is by making connections with people you know. Your friends and family are a great place to start, but it's not always enough so try socializing at local events or launching an online store where consumers can find out more about what you offer them for purchase.

4 ***Keep everything in balance*** - Try to spend a third of your time in each of these three main activities:

- *Business Development* - This can include anything from reaching new customers to scheduling special offers.
- *Customer Care* - making sure customers have everything they need when buying from you so they come back again.
- *Admin* - taking care of everything behind closed doors such as planning or forecasting.

CUSTOMER STORY - CHARLOTTE

Charlotte started her new business for extra income and loves working for herself. She has had the most success through becoming an expert in her field on Social Media. She is also physically advertising in her local community.



Free Business Growth Articles

Discover valuable articles for growing your business. It's all on our website for free. Plus, you will find success stories from others who have been successful with us for a long time too. You can use this information to get ideas for your new business. Click the links below to find out more:

[Free Business Help](#)

[Customer Success Stories](#)

The 5 Steps To Building An African Business

1

The basics - For most people, dealing with legal and accounting issues is not fun. You need a sales tax number and in some states a license is required for you to do business. You should complete some research to make sure you are following the legal requirements of your state before you begin trading.

2

Know the product - You don't need to be an expert on African artwork or culture to succeed in marketing these products (although more of this kind of knowledge will help a lot). What you need most of all is a knowledge of why people buy your products; and what features of the products will appeal to the audience you are trying to reach.

3

Know the customer - Gain as much knowledge as possible about your potential customers. Ask them what they think of them; ask them how they think you would do best; ask them what they like or dislike most about the different items offered. As you do this, you will gain an asset that will let you make extra income whenever you use it.

4

Have a plan - The starting point for any new business is to write down a plan. This way you can decide what you are trying to achieve. It should explain what the opportunity is, what makes your business special and how you will make it a success.

5

Work your plan - Go back to your business plan and constantly look for ways to improve your system. You can connect with more buyers, and stay in front of your customers more. Improve your marketing or offer promotions to increase sales.

Head to this [free article](#) on our website for extra details about how to grow your new business.



START WITH ALMOST NO MONEY

There are dozens of obstacles that might keep you from starting your own business. But one of the most common is that it usually requires money.

You're probably thinking about your rent or mortgage, and every other bill you have on top of that. And at the end of the day you may only have \$50! How am I supposed to start my own business with this?

With Africa Imports, you can start a business with almost no money. In fact, some of our most successful customers started with pocket change.

Africa Imports gives you dozens of free tools and low cost products that let you get started with almost no money up front. When people try to start with almost nothing, there is a lot more work with a lot less pay up front. Over the years though, Africa Imports and our customers have perfected a way of having a successful business with almost nothing needed to get started with.

Our fast start up kit gives you all of the tools and over \$100 of free sample products for only \$59. You can start or grow your business in dozens of other ways too.



Get the simple starter kit now

You get samples of the twelve most popular soaps, twelve most popular oils, thirteen sample jars of shea butter, samples of 11 other natural African personal care products, and so much more. This is the quickest, easiest, least expensive, and most effective way to get started.

[Learn more](#)

CUSTOMER STORY: TWIN DC

Twin DC found success in their natural health product business when they began selling African Black Soap. They have two different types of it which their customers love! Get to know more about them and their success by clicking on this video below.



Join our free six-lesson business course

Find new customers with this free six-lesson e-mail course.

You'll get one new e-mail each day!

Find out useful information to kickstart your business such as who buys African products, which are popular and where to find new customers.

Make sure you get your e-mails from us by signing up [here](#).

What others want most

The best way to make sure you are successful is to offer something that your customers need. The four categories below are the most popular categories on Africa Imports.

1 **Oils** - Fragrance and Essential Oils are a very popular category on Africa Imports. You can burn them, wear them, use them in soap making or add them to your favorite lotions. Essential oils can give health and well being!

Find out everything you need to know about selling oils [here](#).

2 **Clothing** - American households spend an average of \$1,700 a year on clothes. With holidays and special events happening throughout the year, it is always an excellent time to sell African-inspired outfits. If you or people you know dress in African or African inspired clothing, this is a great fit for you.

Find out everything you need to know about selling clothing [here](#).

3 **Soaps** - Natural skin care has always been popular, but in the past few years people have gotten more interested than ever. For one thing - being free from harsh chemicals means less harm to your body. Also natural soaps can be cheaper! Natural soaps sell quickly and, if people like your soap, you can know that they'll be back to buy more from you.

Find out everything you need to know about selling soaps [here](#).

4 **Health & Beauty** - You can help others fix a problem with African health products. They're natural and much safer than what you can find at a drugstore, plus they work wonders on acne sufferers or those who have older people in their family with sensitive skin. If it's baby diapers that need solving - there's African solutions for this and other problems too. When you help others fix a problem they'll come back to you next time.

Find out everything you need to know about selling health and beauty [here](#).

CUSTOMER STORY: CRYSTAL

One of our customers, Crystal Cauley wants to help preserve African American history in Western North Carolina. So earlier this month she put her efforts into the WNC Kwanzaa Collective.

One misconception for her community is that people think that Kwanzaa is a religious holiday. So Crystal is helping others understand it's true meaning.

Cauley's efforts to raise awareness of Kwanzaa has already paid off in other ways, as well. Asheville, Hendersonville and Brevard have issued **four proclamations** acknowledging Dec. 26-Jan. 1 as Kwanzaa Week.



The Top 10 Best Sellers

You're thinking about starting an African business but you're still not quite sure what you should sell. There are literally hundreds of options on Africa Imports which makes it tough to choose. The first thing you need to do is determine what your customers want most and what is likely to be popular. This way, you'll at least know that there's a customer base for your products.

Every month we share a list of the best-selling products on Africa Imports. Trends change throughout the year so we recommend checking this list every month. It's important to be up to date with what's selling well so you have even more ideas about how to grow your business.

You can see the latest top 10 best sellers on Africa Imports [here](#).

Get the most out of seasonal trends

To get the most from your new business remember the most important events of the African American calendar. National holidays are also a reason for your customers to spend extra money on their friends, family, or just themselves.

Whether this means buying a new outfit for church or a new fragrance for a family party, special occasions like these allow e-commerce (online businesses) and bricks and mortar (offline businesses) alike to maximize profit throughout the year.

Below is a list of important events that you can make promotions and for buying extra stock:

- Black History Month
- Valentine's Day
- Easter
- Mother's Day
- Father's Day
- Juneteenth
- Black Friday/Cyber Monday
- Christmas / Kwanzaa



CUSTOMER STORY: CHERON

Ever since Cheron was a little girl, she wanted to become a successful business owner. To kick off her new business with Africa Imports she began selling to friends and family. Cheron then came up with new strategies to increase her revenue by learning how to build her own professional website and other free learning resources available online.

Read more about Cheron's success [here](#).



Free Business Building Information Pack

This item is free with any wholesale order. You get instructions on how to make your own incense, body mists, and more. Fliers on how to care from African fabrics and wood carvings, how to sell at festivals, and other helpful information on growing a more successful African business. Available for free with any wholesale orders.

How can you jump start your new business? [Click here to find out](#).

Free Business Tools

So you want to start a new business but don't have much money for marketing? Don't worry, you're not alone. In fact over 42% of small businesses invest 3% or less in marketing and still grow their revenue and new customer base. That's because there are many free tools out today that can help make this process easier for any size company.

So take a look at the list below and maybe you can save some money reaching new customers too:

- [Canva](#) - a graphic design platform, used to create social media graphics, presentations, posters, documents and other visual content. The app includes templates for users to use.
- [Klaviyo](#) - an email marketing platform, used to send emails to customers to help businesses acquire, retain and grow their customer base.
- [Google Trends](#) - a website by Google that analyzes the popularity of top search queries in Google Search. You can use this to find out emerging trends or things that were popular this time last year.
- [Facebook / Instagram](#) - there are currently 221.6 million Facebook users in the US providing you with an excellent opportunity to reach new customers. Setup a Facebook page or Instagram account for your new customers to let them know you exist and keep them up to date with news.
- [Google Sheets](#) - a free spreadsheet program which you can use for all your important admin tasks such as costs, profits, sales, revenue and forecasting.
- [Wordpress](#) - Create a free website or build a blog with ease on WordPress.com. Dozens of free, customizable, mobile-ready designs and themes. Free hosting and support.

USEFUL LINKS

Explore the links below for all of the information you need to get started with your new business. You'll find free advice and tools that can help in starting, growing and building an African business

Start-up advice, inspiration and support

[U.S Small Business Administration](#)

[U.S Government Business Support](#)

[Africa Imports Free Business Course](#)

Free Articles

[How to start an African business](#)

[How to grow an African business](#)

[How to start an African business without extra cash](#)

[Tips for naming a business](#)

[Five key steps to being successful](#)

[How to get new customers when your just starting](#)

Free Website / Marketing Tools

[Canva](#)

[Mailchimp](#)

[Klaviyo](#)

[Facebook](#) / [Instagram](#) / [YouTube](#) / [TikTok](#) / [Pinterest](#)

[Wordpress](#)

[Shopify](#)

A woman with dark, wavy hair is looking over a large, colorful African print fan. The fan features a complex pattern of orange, yellow, and black geometric shapes. She is also holding a piece of fabric with a bold orange and black polka dot pattern. The background is a plain, light color.

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