



LED Lighting Importation (China -to- Ghana)

Budget Allocation: ₵50,000.00 (Factory Direct Purchase)

This presentation focuses on the high-demand lighting sector in Ghana, specifically targeting the transition to energy-efficient LED technology. By purchasing directly from manufacturers in China, we bypass middleman markups and secure a high-volume inventory at factory rates.

With the current enforcement of Ghana Energy Commission (L.I. 2353) regulations, the market is moving away from low-quality bulbs, creating a massive opportunity for importers who provide certified, "IC-Driver" (long-life) LEDs.

<p>9W STANDARD LED</p> 	<p>12W STANDARD LED</p> 
<p>9W RECHARGEABLE LED</p> 	<p>50W UFO (INDUSTRIAL)</p> 

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The following breakdown illustrates the high profitability of converting a ₵50,000 factory spend into a high-value Ghanaian stock.

PRODUCT TYPE	China Buy (Per Unit)	Qty for ₵50k	Ghana Sell (Wholesale)	Ghana Sell (Retail)
9W Standard LED	₵2.70	18,500 Units	₵15.00	₵25.00
12W Standard LED	₵3.70	13,500 Units	₵20.00	₵35.00
9W Rechargeable LED	₵10.50	4,750 Units	₵48.00	₵75.00
50W UFO Industrial LED	₵24.00	2,080 Units	₵85.00	₵130.00

In summary, this proposal highlights the significant profit margins available by sourcing LED products directly from the factory in China compared to local procurement in Ghana. By eliminating middlemen, we significantly increase the Productivity Index of your capital ensuring every Cedi invested works at maximum efficiency.

Financial Overview: With a direct factory purchase of ₵50,000 and an estimated ₵30,000 allocated for shipping and port clearance at Tema, the total project investment stands at ₵80,000.

Projected Timeline: The turnaround for this particular venture is strategically mapped across approximately 100 days:

- **Procurement & Logistics (70 Days):** This covers the manufacturing lead time, sea freight (shipping) and the clearing process at the Port of Tema.
- **Intense Distribution (30 days):** A focused sales window to move the inventory through wholesale channels.

Final Outlook: By the end of this 100-day cycle, the business is positioned to recover the initial capital and realize a substantial profit. This allows for a rapid reinvestment strategy, providing the liquidity needed to scale subsequent orders and dominate the local market.

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