## BUSINESS PROFILE

OF

USED ITEMS TZ



1. **BUSINESS , ADMINISTRATION & CONTACT INFORMATION**
2. Business name: Used Items tz
3. Business type: Sole Proprietor
4. Telephone number: +255 (0)653 970422
5. E-mail: [jackline.kayombo.jk@gmail.com](mailto:jackline.kayombo.jk@gmail.com)
6. Physical address: Chang’ombe maduka mawili, Temeke, Dar Es Salaam
7. Postal address: 18370, Dar Es Salaam
8. **INTRODUCTION**
9. ***Introductory note***

Global economy decline and high rate of unemployment has instigated drastic decrease of per capital income levels, moving consumers to reduce their discretionary spending. I t also moved many consumers who customarily shopped at department stores to turn towards consignment stores to buy cheaper used goods instead of new products. Consignment sector has been able to capitalize due to this decline.

At the next 10 years the sector revenue is expected to increase at high rate. We at used items tz, we capitalize on vast opportunity to dominate the market and our expertise, which include selection of quality used goods, superior customer service and reasonable prices.

1. ***Business History***

We started to operate this business since February 2018 and now we are celebrating one year working consecutively. We operate through our instagram business page ([www.instagram.com/used\_itemstz](http://www.instagram.com/used_itemstz)) were we post all items available for sell.

1. ***Business operation***

Used items tz, is based in Dar Es Salaam, Tanzania, deals specifically in buying and selling second hand items. We operate through our instagram business page ([www.instagram.com/used\_itemstz](http://www.instagram.com/used_itemstz)) were we post all items available for sell. Customers wishing to buy can contact us through direct message (DM), Whatsapp, direct call or email address. Then we arrange payments mode (wire transfer or pay in cash), pick up or delivery of their purchase. And those wishing to sell their belongings to us can contact and negotiate their offer through the same means.

1. **STRATEGY**
2. ***Vision***

Our vision at used items tz is to build a standard one stop consignment center in Dar Es Salaam Tanzania, which will serve needs to all in need of our services throughout the world.

1. ***Mission***

Our mission at used items tz is to give our customers quality second hand items at affordable prices and rates. We are set to attract and retain our customers with our good customer services. We intend to stand by our vision and goals and provide services that will surpass that of our competitors.

1. ***Business goals***

Our goal is to expand our retail store whose primary goal is to surpass our customer’s expectations, establish a business that will increase the number of clients through superior performance and selection.

1. ***Economic intent***

With the current decline of global economy, people are trying to manage funds and it is believed the economy might still decline, therefore they cut down expenses. This in return will keep growing the consignment sector. We believe that the opportunity for us is enormous and we are going to take it within the proximity of laws in the country.

1. **BUSINESS CONCEPT**
2. ***Product***

We deal with all second hand home and office furniture, décor and curtains, baby toys and rides, electronics, rugs and mats, etc in exclusion of wears and mobile phones

1. ***Business competiveness***

Our products in most case are not outdated, our products are not old model stuffs left in attic or store for long time. We buy products which were still in use and are modern by the sellers at the time of disposal, since most of them do sell when they are moving the city.

Our products are in very good condition just as brand new. Our suppliers are locals same as to our buyers. Thus these products doesn’t undergo months of shipping which in end might damage the goods. This is major advantage over the second hand importers from other countries.

Opportunity to compare prices, a buyer can compare price from our online shop to brand new products market price. And in most cases they choose us due to the fact that there is no difference in quality rather our items are way cheaper.

Fast, reliable, and cheap delivery services. Inside Dar Es Salaam delivery is within two hours since placement of order, but in up country regions delivery is between two day or three. Outside the country like Kenya and Rwanda delivery is after three to four days.

1. ***Business model***

We buy second hand items from locals who are either moving out or just in need to change their properties, or they just wish to exchange their belongings with money. We buy these items at cheaper prices and resell for profit. Items we sell include home and office furniture, electronics, baby toys and rides. We sell these items are cheaper since their value decrease due to usage but most of them are in good condition and carter the same need brand new products would offer.

1. **MANAGEMENT & OWNERSHIP**

|  |  |  |
| --- | --- | --- |
| **NAME** | **ROLE** | **STATUS** |
| Jackline Kayombo | C.E.O  Marketing and Sales  Content writer | Owner and Founder Used items tz |
| Drivers (truck, motorbike and Uber drivers) | Deliver goods to clients after confirmed sale | Contractual workers |

1. **CURRENT CUSTOMERS & PROJECTS**

Since we operate through social media ([www.instagram.com/used\_itemstz](http://www.instagram.com/used_itemstz)), our customers are social media users who are either low or mid income earners. Currently we have potential clients who are my followers 5,000 +. In our page we post exclusively about business so everyone following us is either a potential buyer or sellers which to us are both clients. We have traffic visits in our page of more than 1000 daily, we make more than 20 sales weekly and we receive more than 30 products inquiries daily. In time we plan to grow to reach even offline customers by having physical showroom and leverage other platforms and provide employment opportunities

1. **ACHIVEMENTS**
2. Trust

Our business has grown trust from our customers and currently we have more than 5,000 potential clients. And a lot of our customers rely on our services.

1. **FINANCES ( IN FIVE MONTHS) in Tanzanian shillings**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **MONTH** | **COST IN GOODS** | **SALES** | **RUNNING COSTS** | **PROFIT** |
| September 2018 | 390,000 | 764,000 | 70,000 | 304,000 |
| October 2018 | 279,000 | 678,500 | 120,000 | 279,500 |
| November 2018 | 415,000 | 740,000 | 85,000 | 240,000 |
| December 2018 | 1,620,000 | 2,500,000 | 167,000 | 713,000 |
| January 2019 | 653,000 | 855,000 | 100200 | 118,000 |
| February 2019 | 1,450,000 | 2,100,000 | 190,000 | 460,000 |