

100 Best Businesses to Start Before You Graduate

**Omotere Tope
Omotere Adunola**

The average Nigerian person has come to reconcile himself with the fact that his or her social progress remain essentially in his or her hands in collaboration with other fellow Nigerians and not merely relying on what government alone could provide for him or her.

Ibrahim Babangida,

8th President of Nigeria.

August 27, 1985 – August 27, 1993

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ACKNOWLEDGMENT

Our success hangs on God, our parents, our families, our teachers, our friends and our critics. We thank you all. Best of all, we thank you, our reader.

Temitope Festus, Omotere
Adunola Hannah, Omotere (Nee Shokunbi)
Founders, EgoBooster Books.
April, 2011.

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FOREWORD

The essence of existence is to leave the world better than we met it. The youth who comprise the bulk of Nigerian undergraduates should strive to achieve this status of leaving the world better than they met it. However, in an age dominated by unbridled poverty, grave unemployment and dearth of essential necessities of life, the youth are challenged in many facets. At a time when the tuition fee is not forthcoming, books are not at affordable prices, cost of transportation is skyrocketing, adequate feeding is a mirage, cost of accommodation is high, health services is expensive, the undergraduate that must swim to glory must be creative and positive in leading a successful life.

This book, *100 Best Businesses to Start Before You Graduate* is about freeing oneself from the shackles of poverty, intellectual bankruptcy, mediocrity, frustration and delusion. The book instills confidence in the ability of the individual to solve his financial problems without resorting to criminality. It reinforces the innate ability to be creative and productive, rather than to be idle and dependent.

The book is divided into seven main chapters which are preceded by an introduction. This introduces the reader to why one needs a business of his or her own while pursuing high grade simultaneously. Chapter one centres on the experience of the authors in the business world

as undergraduates. This chapter must be read by any undergraduate intending to start a business no matter the scale. Chapter two is a graphic illustration of about 100 business opportunities which students can do while on campus. Chapters three and four are useful guide to starting a profitable campus business. Chapters five and six discuss the salient points on marketing strategies and how to combine academics with business. The last chapter introduces the reader to legal ways by which start-up money could be raised for campus business.

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PREFACE

From its conception in 2004, EgoBooster has not deviated from its mandate of youth empowerment. *100 Best Businesses to Start Before You Graduate* was written in line with this mandate. The book, as the title suggests, targets students in the universities, polytechnics, colleges of education and monotechs. However, unemployed graduates will find the book most valuable because they have more time to leverage upon in building their business than the undergraduate who shuffles his/her time between lectures and business.

This book is a product of six years research and practice. The authors relied heavily on personal experiences, interviews, field trips, and market surveys conducted in over fourteen higher institutions in Nigeria. In order to complement and refine these primary sources, the authors consulted books specifically written by entrepreneurs such as Andrew Griffiths, Robert Kiyosaki and Donald Trump. Works produced by great men of God on business strategies such as those of Bishop David Oyedepo, Pastor Mathew Ashimolowo, Pastor Sam Adeyemi, etc., were largely accessed to improve upon the quality of this work.

The authors hope that this book will contribute to the ongoing reforms by the Federal Government of Nigeria towards self employment.
EgoBooster Books, 2011.

LIST OF ACRONYMS

| | |
|--------|---|
| AOCOED | Adeniran Ogunsanya College of Education |
| CAC | Corporate Affairs Commission |
| CEO | Chief Executive Officer |
| CGPA | Cumulative Grade Point Average |
| CV | Curriculum Vitae |
| DVD | Digital Video Disc |
| ETF | Educational Tax Fund |
| GPA | Grade Point Average |
| GSM | Global System for Mobile Communications |
| HOD | Head of Department |
| HTML | Hyper Text Markup Language |
| JAMB | Joint Admission Matriculation Board |
| MFB | Micro Finance Bank |
| NAFDAC | National Agency for Food and Drugs Administration and Control |
| NCE | Nigerian Certificate in Education |
| NGO | Non Governmental Organization |
| NUC | National University Commission |
| NYSC | National Youth Service Corps |
| OAU | Obafemi Awolowo University |

| | |
|--------|--|
| OOU | Olabisi Onabanjo University |
| PDF | Portable Document Format |
| PHCN | Power Holding Company of Nigeria |
| ROI | Return on Investment |
| SAN | Senior Advocate of Nigeria |
| SBA | Small Business Administration |
| SMS | Short Message Service |
| SUG | Student Union Government |
| SWOT | Strengths, Weaknesses, Opportunities and Threats |
| TASCE | Tai Solarin College of Education |
| TASUED | Tai Solarin University of Education |
| UK | United Kingdom |
| UI | University of Ibadan |
| UNIBEN | University of Benin |
| UNILAG | University of Lagos |
| USA | United States of America |

PICTURES, GRAPHS AND TABLE

1. Picture 1: First edition of EgoBooster Magazine, p 17
2. Picture 2: Second edition of EgoBooster magazine, p 21 (included)
3. Picture 3: Third edition of EgoBooster Magazine, p 22
4. Graph 1: What Users do on the Internet, p 53
5. Graph 2: How many millions of users worldwide on a daily basis? p 54
6. Table 1: Six Categories of Students on Campus, pp 120-121

Free Version:

Chapters One, Three, Four, Five, Six and Seven are omitted. Large part of Chapter two is not included. The introduction is removed.

Full Version:

Contains complete book.

At the beginning of the scheme, students protested at the commencement of the compulsory National Service, they saw it as a waste of time, after all, jobs were waiting for them the very next day they finished their final year degree examination, but today the story is different...the high rate of unemployment among corp[s] members post service is threatening the existence of the scheme.

Brig. Gen. M.S. Tsigu,

The Director General, National Youth Service Corps (NYSC).

Source: The Guardian, Tuesday, February 9, 2010. P 37.

CHAPTER TWO

100 BUSINESS OPPORTUNITIES FOR YOU TO START



All students have a sense of entrepreneurship, but many don't have the drive to start and run a successful business.

- Omotere Tope

Note: Capital information for the various campus businesses in this book.

| | |
|---------------|--------------------------------------|
| \$0.0 | Represents zero capital investment |
| \$10 –\$50 | Represents low capital investment |
| \$50 – \$200 | Represents medium capital investment |
| \$200 - \$500 | Represents high capital investment |

***There is no guarantee for profit potential of any campus
business in this book**

TEACHING

(FOUR BUSINESS IDEAS)



1. Business Name: Computer Tutor

Overview of Campus Business: Computer knowledge is in high demand.

Basic desktop publishing lessons will make a good start.

Skills Needed: Your ability to teach what you know. Make your lesson logical by taking your students from simple to complex.

Cost of Starting the Business: *Low Capital.* You can purchase a fairly used computer, small Tiger generator and some desktop publishing textbooks. Your hostel will make a good office.

2. Business Name: Evening Lesson

Overview of Campus Business: Pupils in primary school needs your service. Their parents will be glad if you organize evening lesson for them.

Skills Needed: Your ability to mobilize up to thirty pupils for evening lesson. Teaching skill is another requirement.

Cost of Starting the Business: *Low Capital.* Buy chairs, chalkboard and create some Adverts.

3. Business Name: Music Tutor

Overview of Campus Business: Students are eager to train their voices and learn how to play musical instruments. Teaching them twice in a week will earn you some money. Don't be surprised if churches pay you to teach their members.

Skills Needed: Your ability to play guitar, piano, drum set and other musical instruments. Again, you must know how to teach others.

Cost of Starting the Business: *Medium Capital.* You can purchase fairly used musical instruments.

4. Business Name: Tutorial Centre

Overview of Campus Business: How brilliant are you? Over one million students seek for admission into higher institutions in Nigeria every year. Get a place in your area and start a tutorial .

Skills Needed: Must be a brilliant student or preferably, you can employ brilliant students in your campus to teach the students.

Cost of Starting the Business: *High Capital.* Cost of buying books, paying rent, furniture, registration of your centre, employees, etc, must be taking into consideration.

"I am a woman who came from the cotton fields of the South. From there I was promoted to the washtub. From there I was promoted to the cook kitchen. And from there I promoted myself into the business of manufacturing hair goods and preparations...I have built my own factory on my own ground."

- Madam C.J. Walker,

This America's first black female millionaire was born Sarah Breedlove on December 23, 1867 on a Delta, Louisiana plantation. As a daughter of former slaves, she transformed herself from an uneducated farm labourer and laundress into one of the twentieth century's most successful, self-made women entrepreneur. Orphaned at age seven, she often said, "I got my start by giving myself a start." She and her older sister, Louvenia, survived by working in the cotton fields of Delta and nearby Vicksburg, Mississippi. She later created a popular line of African-American hair care products and thus became America's first black female millionaire.

REPARING

(FIVE BUSINESS IDEAS)



5. Business Name: Generator Repairer

Overview of Campus Business: Tap from this huge generator business. The mammy markets, offices, homes and even students depend on generator for survival. These generators need to be serviced monthly which requires an expert. Be the expert.

Skills Needed: Ability to repair and service generators. You can register with local mechanics to learn this.

Cost of Starting the Business: *Low Capital.* You need to pay your local teacher for registration and also buy some mechanical tools.

6. Business Name: Computer Repairer

Overview of Campus Business: Computer repairers are in high demand. Large offices, schools, computer centres, etc, needs this service on a daily basis. You can do this business either on a part time basis or on full time.

Skills Needed: Ability to repair and service computers. You need to learn this by registering in a computer school.

Cost of Starting the Business: *Medium Capital*. Make sure you have a permanent office where people can bring their computers for repair.

7. Business Name: Motorcycle Repairer

Overview of Campus Business: *Okada* business, as popularly called keeps growing bigger everyday. *Okada* mechanics are in high demand. Getting a busy location to start this business is vital. Referrals from your customers will increase sales.

Skills Needed: Ability to repair and service motorcycles. You can register with local mechanics to learn this.

Cost of Starting the Business: *Low Capital*

8. Business Name: Phone Repairer

Overview of Campus Business: Ninety seven percent of students use mobile phones. Most of them will need to upload games, music, configure for free internet browsing, or repair their phones.

Skills Needed: Ability to render the above services. You can register with those who have the knowledge. Updating yourself on online forums like facebook is an advantage.

Cost of Starting the Business: *Low Capital*

9. Business Name: Photocopy Machine Repairer

Overview of Campus Business: Specialists are needed to repair photocopy machines. Sharp, Toshiba and Minota specialists are in high demand on campuses.

Skills Needed: Ability to repair photocopy machine. You can register with master repairers to learn this.

Cost of Starting the Business: *Low Capital.* This will cover learning cost, printing of business cards and purchase of major tools

10. Business Name: General Electronic Services

Overview of Campus Business: Fairly used television sets, DVDs, radio, etc, are what students pride on. These electronic goods will continuously need to be repaired by specialists. The average Nigerian sees this repairer as a ‘radionic’.

Skills Needed: Ability to repair and service electronic goods. You can register with local *radionics* to learn this.

Cost of Starting the Business: *Low Capital.* This will cover learning cost and purchase of major tools

*Don't bring your need to the marketplace,
bring your skill.*

Jim Rohn

A millionaire, entrepreneur and businessman devoted to helping others. Jim Rohn has been hailed as one of the most influential thinkers of our time. Born September 17, 1930, Rohn began his early adulthood without acclaim, leaving college after his first year, starting a family, and trying to get by as best he could as a salaried worker. By age 25 (according to his accounts), he was in a personal rut familiar to many middle-class families whom were in debt, unable to see a way that would lead to his personal ambitions. Around this time, he was introduced to John Earl Shoaff, an entrepreneur who impressed him with his wealth and lifestyle. Rohn joined Shoaff's direct sales organization, and began a process of personal development that culminated in his becoming a millionaire by age 31. Today, he has addressed over 6,000 audiences and 4 million people worldwide.

INFORMATION
(TWENTY BUSINESS IDEAS)



11. Business Name: Mini Cyber Cafe

Overview of Campus Business: Students value their grades and browse a lot to get information for their assignments and projects. Opening a mini cyber café inside the school is therefore a wise business move.

Skills Needed: Management is everything.

Cost of Starting the Business: *High Capital.* You need computers (at least five), LaserJet printer, shop (get a small office around the school area), Broadband Modem (starcomms, multilinks, IPNX or other networks), generator, furniture, networking and wiring.

12. Business Name: Online Researcher

Overview of Campus Business: Surfing the web for rare information demands some special skills. Students will pay you as a specialist on online research.

Skills Needed: Ability to convince your customers with your work.

Cost of Starting the Business: *Medium Capital*. This will be used for buying one computer, starcomms or multilinks phone, 3-in-1 DeskJet printer, small Tiger generator and a small office.

13. Business Name: Project Researcher

Overview of Campus Business: Project writing is a serious task. Branding yourself as a project specialist will drive students and lecturers to bring business for you.

Skills Needed: Your main job is to source for relevant materials on the internet and libraries for your customers.

Cost of Starting the Business: *Low Capital*. Printing of business cards, leaflets and posters for advertisement. Having a computer will cost you more but is an added advantage.

14. Business Name: Typist

Overview of Campus Business: Typing is done throughout the semester. Students always type something. Lecturers too are in need of good and fast typist for their researches. Providing this service will make you thousands every week.

Skills Needed: Ability to type very fast (you can hire a fast typist).

Cost of Starting the Business: *Medium Capital*. You need computer (one for a start), printer, generator and a shop around the campus.

15. Business Name: Graphic Design

Overview of Campus Business: Magazines, posters, handbills, leaflets, business cards, letter heads, etc needs a graphic touch to make them presentable. Providing this service is not limited to the campus setting but also, to the general public. Big companies do hire talented graphic artists to create a new logo or design their newsletter layout.

Skills Needed: Ability to use Corel Draw and PageMaker packages for graphic designs and magazine layouts. You can register to learn this from a computer school.

Cost of Starting the Business: *Medium Capital.* You need to buy a computer (Pentium 4, 3GHz, 1Gb, Ram 120Gb), a scanner, two printers (one LaserJet and one coloured printer), generator and rent a strategically located office.

16. Business Name: Bulk Photocopy

Overview of Campus Business: Photocopy of a single handout into many copies is called 'bulk photocopy' (by students). This service is always needed especially when you make ally with lecturers or class governors.

Skills Needed: Good health. It is stressful.

Cost of Starting the Business: *Medium Capital.* Start with a good digital photocopy machine and a big generator. Getting a shop will increase your sales.

17. Business Name: Publishing e-Books

Overview of Campus Business: Hot online business. Specializing on a niche is vital to publishing an e-book. The benefit of this business is that it can generate other businesses for you both offline and online.

Skills Needed: Writing and marketing skills.

Cost of Starting the Business: *Low Capital* (Zero capital)

18. Business Name: Publishing eZines

Overview of Campus Business: This is another online business that demands some little e-commerce knowledge from you. Getting those that will pay for your ezines is hard. But when you provide factual and rare information, people will pay for it. Adverts will also increase your income.

Skills Needed: Ability to research and write logically.

Cost of Starting the Business: *Medium Capital*. You need a computer, 1x starcomms or multilinks phone, 3-in-1 DeskJet printer (for scanning and printing), and small Tiger generator. You need to create a free blog or have your website created.

19. Business Name: Online Referral Business

Overview of Campus Business: Online referral business is real. However, Nigerian students are yet to benefit from major online referral programs. If you are good in creating a software or certain online program, you can start your

online referral program. Those who cannot create products/software can search for online referral programs that work.

Skills Needed: Marketing skills.

Cost of Starting the Business: Low Capital

20. Business Name: Customized School Calendar

Overview of Campus Business: Students are always proud of being in school. Tap from their social ego to make ends meet. Take permission from the school students' union body or the University Student Affairs' Department. Be smart with the SUG as they can hijack this from you to launch as their annual project. Hire a photographer to take beautiful pictures of the school buildings, field, rare objects, etc. Take them to a graphic artist to design attractive two-page calendar for you. Go to other schools and do the same. Build a brand through school calendar business.

Skills Needed: Negotiation and marketing skills.

Cost of Starting the Business: *Medium Capital.*

21. Business Name: Writing "How To" Manuals

Overview of Campus Business: Information is needed to survive in this age. Writing "How To" manuals will launch you as an information broker. Teaching people how to do something such as cooking a particular continental soup, learning a new language, etc, will sell.

Skills Needed: Ability to write logically and market what you wrote.

Cost of Starting the Business: *Low Capital.* This will cover printing cost (few copies), advertisement and other minor expenses. The pages should not be more than 42 and must contain some pictures to sustain your readers' interest.

22. Business Name: Campus Magazine

Overview of Campus Business: Your targets are students. They buy magazines that deal with romance, entertainment, money and sports. It demands a lot from you.

Skills Needed: Good health is first. Then, your ability to construct good questions for interview, read wide, raise capital for subsequent editions and marketing the magazine will help you succeed in this business.

Cost of Starting the Business: *Medium Capital.* Having your own computer is an added advantage.

23. Business Name: Writing Children Books

Overview of Campus Business: Everyday couples create new business when they give birth to new babies. As the children grow, their basic needs expand. One of such needs is learning. When you write children books, the market is always there. Yours is to find a niche in that market. Write short fables (a collection of which are many on the internet), simple biographies, national histories etc.

Skills Needed: Writing skills and ability to market your book.

Cost of Starting the Business: *Medium Capital.*

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