

# Our Small Business Enterprise Schemes

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At Firstbaze we have invested our time and resources in promoting what we believe is essential in the growth of a value driven community. In our behind the scenes work we encourage and support skills and business development, identifying what potentially could be opportunities individuals could explore either for training or investment.

Motivated by the premise talents abound but opportunities are scarce, we encourage young persons to persist, sharpening their skills, whether it be acquired or natural talent so they are prepared for the moment when opportunity comes knocking.

One such recipient of our Small Business Enterprise scheme is **MAXiM Fashions**.

The proposal was that they needed a reliable set of industrial quality sewing machines and design tools that would enable them improve the quality and quantity of their clothes line. The cost outlay was beyond their immediate reach unless of course they were to seek a loan from the bank. That option was however also not realistic given the prohibitive interest rates and their limited cash flow.



Maxim Fashions - Red plaited frock

**MAXiM Fashions** were clear in their vision and ability to create market value products. Mabel whose primary degree was in Biology and Education initially hoped to pursue a career in teaching. Moving to Lagos after getting married, it was impossible to find employment in her choice area. This became more challenging after they started raising their family. Maxwell, a History and International relations

graduate works as a temporary staff with a major bank and has been the main source of their limited income, sometimes augmented by Mabel's intermittent earnings from sewing.

Their projection made sense. They had products to show that with the right support and planning Mabel's dream of running a productive tailoring business could materialise.

*Firstbaze* considered their proposal and offered a loan at a token interest rate, to meet 80% of the capital outlay of their requirement. This meant **MAXiM Fashions** were able to purchase the following equipments:



Maxim Fashions - Light Silky blue dress

- Industrial Straight Sewing machine
- Overlocking machine
- A weaving machine
- French Curves
- Mannequins

The other challenge was how to address the epileptic power supply problems. As they already had a little power generator, we agreed the requirement for a higher rating alternate power supply would be reviewed in due course.

On this page are a selection of some of the dresses by **MAXiM Fashions**.

*Firstbaze* will be promoting **MAXiM Fashions** on our website and social media links. Customers should feel confident that any order made for an advertised product from

this page would be fulfilled. Payments go directly to **MAXiM Fashions** who retains all rights to the product.

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