

Description of Opportunity

The opportunity is for you to sell bolts, nuts, washers, and much more. You can act as an agent (reseller for a manufacturer) and/or start an online sales business.

Target Market

Home owners, builders, engineers, motor industry, electrical and farming industries as well as to small enterprises, home DIY enthusiasts and hobbyists.

Set Up Costs

1. Stock of bolts, nuts, washers, etc.	6.
2. Invoice and receipt booklets	7
3. Marketing - print flyers	8.
4. Set-up of website (on-line sales)	9.
5.	10.

Equipment List

1. Invoice and receipt booklets	6.
2. Shelves/boxes to store bolts, nuts, washers, etc	7
3. A device to use to monitor your website	8.
4.	9.
5.	10.

Consumables & Raw Materials

1. Shelves/Boxes to store bolts, nuts, washers, etc in	6.
2. Labels to label the various storage boxes or shelves	7
3. Packaging (small bags/packets or boxes)	8.
4.	9.
5.	10.

Skills

- Knowledge on the various types of screws, nuts, bolts and washers and what the different types and sizes are used for.
- Small Business Skills
- Marketing Skills
- Selling Skills
- Business Planning Skills

Premises

Not needed, as will work from home. Possibly a small storage cupboard to keep all your products and packaging in.

Labour Intensity Factor: 4 1 = low; 5 = Medium; 10 = HIGH

Earning Capacity: MEDIUM \$\$

Start-Up Tips

- Research manufacturers of bolts, nuts, screws and the like.
- Research companies or hobbyists in your area who may need to purchase these items or have use for them to build your prospect list.
- Do a business plan before starting off.
- Learn as much as possible about the products you sell to ensure you are knowledgeable on them.

Videos & Articles (URLs)

- Search on Youtube for videos about your products and what they are used for.
- Look out for free courses at DIY stores and building supply stores.
- Read through applicable magazines if available.
- Connect and subscribe to manufacturers website who send out free informative newsletters.

General Notes & Suggestions

This business may take a bit of time to get set-up due to creating a website and purchasing of stock. It might be a good idea to set a routine, date by which orders need to be received and delivery dates unless it is an emergency. Ensure you monitor your website and emails for orders every morning, afternoon after completing homework and in the evening before going to bed. It is important to keep your customers updated with these orders, as well as with any delays or complications that arise when they arise.

Buyer Persona

Description: Home owners, builders, hobbyist, anyone who makes or repairs things, business who need these products.

Role: Anyone repairing or making items which need your products.

Age: 18 - 65 (enter range)

Gender: Both

Education: Grade 12 and above

Social Standing: Business owner, worker or hobbyist

Monthly Income: Medium - High

Daily Challenges:

- Requiring the products urgently.
- Not having enough of the needed item/s.
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Biggest Fears:

- Losing job or business
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Purchasing Criteria:

- Value for money
- Easy availability of products and quantity

Social Media Platform:

- Facebook
- Twitter
- WhatsApp groups
- Instagram
- Own website

Personal Goals:

- Better lifestyle
- Make money (save money)
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Hobbies & Interests:

- Technical and engineering interests
- Maker or builder of furniture, machines or other products
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Common Objections:

- They have existing suppliers
- You may not have the products they need
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Market Needs & Pain Points

Market Needs:

- Affordable quality products
- Good consistent service
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Market Pain Points:

- Shortage of products
- Lack of quality products
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Opportunity Pros & Cons:

- Pros:**
- Local people will know you and will support you if your service is good and consistent.
 - Low overheads, as you will work from home and customers can collect from you or you can use a courier service to deliver the orders if needed.
 - Due to low overheads, you can beat other suppliers on price.
 - Use of local WhatsApp group for marketing of services.
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- Cons:**
- Late arrival of orders meaning late delivery of orders.
 - Availability of products.
 - Potential initial outlay of money to purchase stock and a device (laptop) to manage your website.
 - Initial outlay of money to create a website.
 - Time to service customers, especially if still at school.