

Home

About

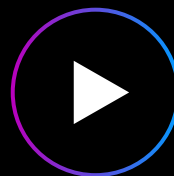
Contact

Summer Business Lab



COURSE REPORT

COHORT 1



swift.org.ng

Business Proposal



MANSOOR FARMS

BUSINESS PROPOSAL

www.mansoorfarms.com

Date: August 30, 2025
Presenter: MURJANATU, CEO

1 2 3 4 5 6



HANABS

COMPANY TIMELINE

- 2019 Establishment**
Hanabs Tantalizing Delicacies was founded, focusing on small-scale catering for family and friends.
- 2022 Expansion of Services**
Expanded services to corporate events, weddings, and parties.
- 2023 Signature launch**
Launched our signature small chops platter, gaining recognition in the local food industry.
- 2024 Team Building**
Increased our team to meet growing demand.
- 2025 Delivery Servicest**
Introduced online ordering and delivery services, reaching a wider customer base

3 4 5 6 7 8 9 10

Business Roadmap

Agro vanguard Business roadmap		AGRO VANGUARD			
Teams	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	
Farm Operations	Land Preparation	Planting, Weeding & Fertilization	Monitoring & Harvest preparation	Harvest & Distribution	
Client Engagement	Client Onboarding	Farm Visits & Investors Update	Investors Update Continues	Client review and Appreciation	
Marketing	Awareness Campaign	Education Campaign	Success Stories	Expansion Campaign	

Hanabs Tantalizing Delicacies: 6-Month Business Roadmap

Month 1: Strategic Planning and Assessment

- **Conduct Market Research:** Gather data on current trends in the small chops and catering industry to identify opportunities for innovation and growth.
- **SWOT Analysis:** Assess strengths, weaknesses, opportunities, and threats to refine our business strategies.
- **Client Feedback:** Collect and analyze customer feedback to improve service delivery and product offerings.
- **Team Meeting:** Host a strategy session to align the team with the company's vision, mission, and values.

Month 2: Strengthening Operations

- **Supply Chain Optimization:** Review and enhance relationships with suppliers to ensure the consistent availability of fresh ingredients.
- **Technology Integration:** Implement a user-friendly online ordering system to streamline customer interactions and improve delivery logistics.
- **Staff Training:** Conduct training sessions focused on customer service excellence and food safety protocols.
- **Quality Improvement:** Establish a continuous improvement process for menu items based on market research and customer feedback.

Month 3: Marketing and Brand Awareness

[Home](#)

[About](#)

[Contact](#)

Email Marketing

***# Fresh From Our Farm to Your
Table: Weekly Produce Highlights***

Hello Zainab,

We hope this message finds you well and thriving. At Mansoor farms, we are dedicated to providing you with the freshest

Sales Report & Analytics

Sales Record

Customers Name	Contact	Product	Quantity	Unit price	Total
Fatima	0 ▾	green bell pepper	30 basket	10,000 ▾	300,000
Aisha	0 ▾	red bell pepper	5 baskets	15,000 ▾	75,000
Murja	0 ▾	Yellow bell pepper	10 baskets	20,000 ▾	200,000
Zainab	0 ▾	green bell pepper	30 baskets	10,000 ▾	300,000
Salamatu	0 ▾	attaruhu	15 baskets	40,000 ▾	600,000
Saadatu	0 ▾	kale	8 baskets	12,000 ▾	96,000
Asmau	0 ▾	Onions	12 baskets	8,000 ▾	96,000



Agro Vanguard Sales Database

Name	Description	Unit Price (₦)	Quantity	Total Price (₦)	Date
0kg bag)	Premium-grade yellow maize	35,000	10	350,000	05/09/2025
0kg bag)	Cleaned brown beans	42,000	5	210,000	06/09/2025
0kg bag)	Hybrid drought-resistant maize	35,000	20	700,000	08/09/2025
0kg bag)	High-protein white beans	42,000	8	336,000	09/09/2025
0kg bag)	Organic non-GMO maize	36,000	12	432,000	10/09/2025

Home

About

Contact

Our participants were taught how to change the background of their products into a more visually appealing end product to instantly capture their customers attention.

Photo Editing



Before Changing BG



After Changing BG



Before Changing BG



After Changing BG

Social Media Post

Content Creation Essentials

Content is the fuel that drives your business's visibility online. Each platform has its unique style:

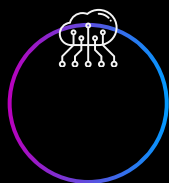
Instagram

- Posts: Best for product images, infographics, and brand messages.
- Reels: Short, fun, engaging videos that boost reach (e.g., “How to burn Turaren Wuta in 3 ways”).
- Stories: Quick updates, behind-the-scenes, polls, Q&A (disappears in 24 hrs, but drives engagement).

YouTube

- Longer videos for tutorials, storytelling, and building authority.
 - Thumbnails: The clickable cover image. A good thumbnail increases views.
 - Use bold text + clear image + contrasting colors.
 - Example: A cooking channel thumbnail could show “Jollof Rice in 10 Minutes 🍲🔥” with a bright background.

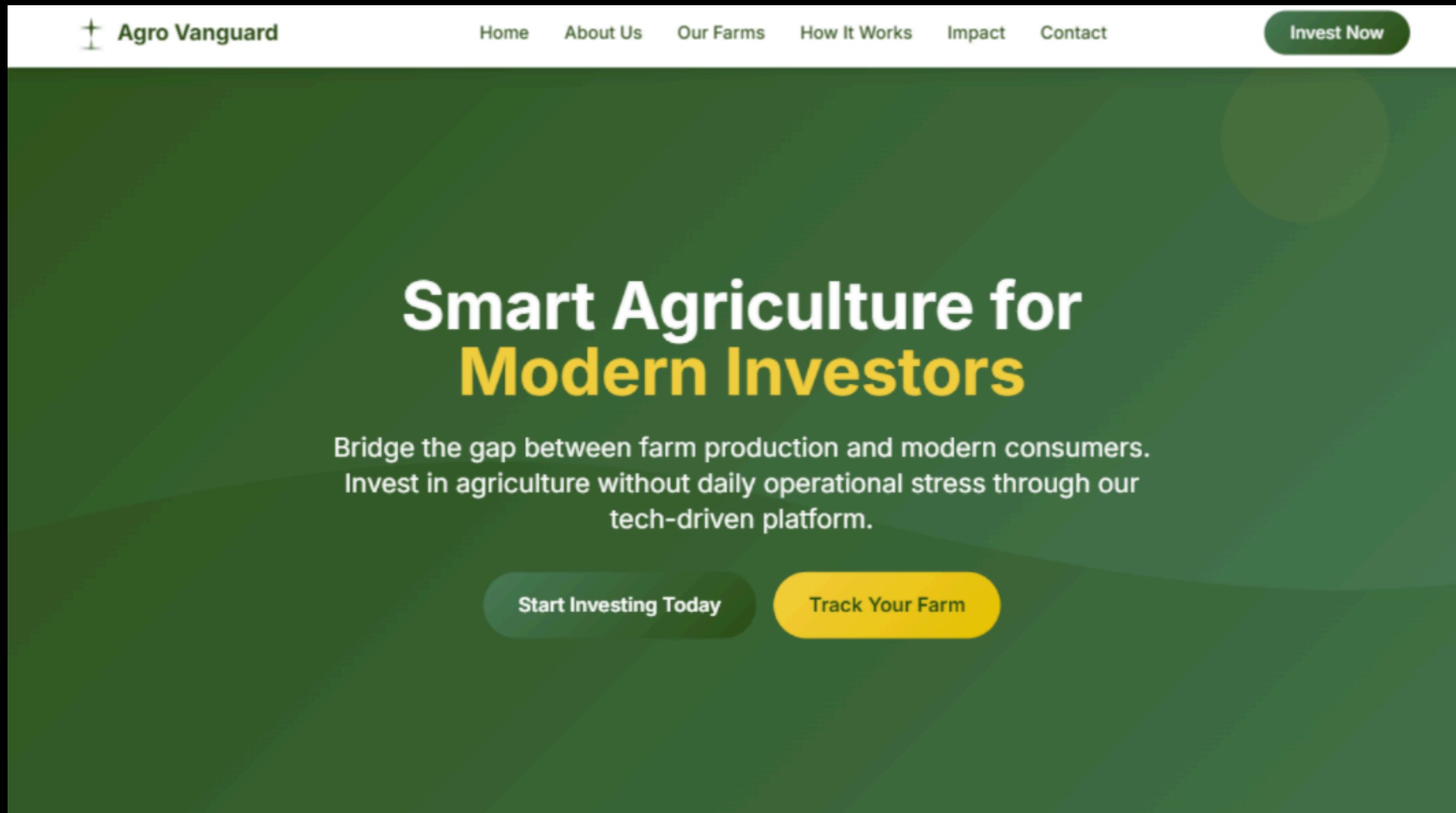




Activity

From an AI prompt, the participants were taught how to generate their business website layout, to cut on development costs and efforts

Website



Portfolio Design



After each assignment, participants were instructed to document all their works for grading into the portfolio's they have designed during the cohort.



Home

About

Contact

Participants



Fadila Ahmed

0%



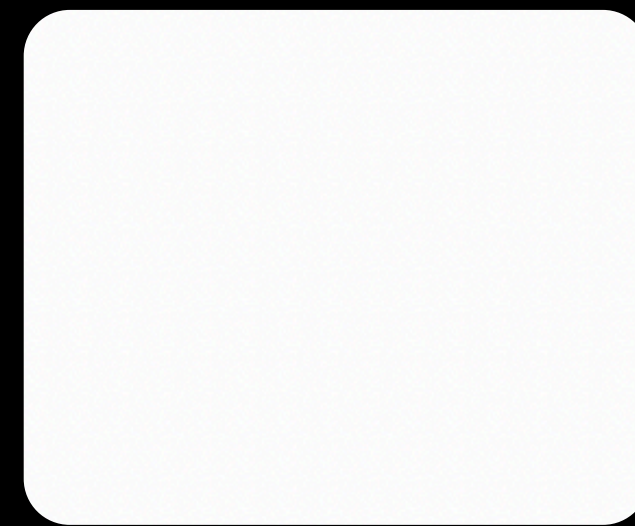
Nafisa Ismail

54%



Aisha Ibrahim

72%



Murjanatu Abdulkadir

84%



Khadija Musa

100%

CV design

EXPERIENCE

Hanabs Tantalizing Delicacies

11/2019 -

Business Owner/CEO

01/2018 - Present

ABC Enterprises

- Drove and executed the overall business strategy and objectives, resulting in a 20% annual growth in revenue.
- Established and maintained key relationships with stakeholders, leading to a 15% increase in strategic partnerships.
- Successfully oversaw the financial performance, ensuring a consistent 10% improvement in profitability year over year.
- Mentored a team of 20, fostering a collaborative work environment that boosted productivity by 30%.
- Proactively monitored industry trends, making timely adjustments to the business model ensuring a 25% competitive advantage.

Canva Business Lab

08/2025 - 09/2025

Canva Business Bootcamp ↗

Canva Slides and Docs

- Changing text color, size and type in canva slides
- Familiarity with Canva Task bar: text alignment, text & line spacing,
- Navigating around canva color palette & inserting images (Logo)
- Using magic write to generate Business proposals and email campaign
- Exposure to design principles

Canva sheets

- Keeping record of sales Database
- Calculating sales and total revenue
- Plotting of graph for business insights
- Summary of the sales Database

CV writing

- How to sign up in wozber.com
- Searching for different CV templates
- Editing and customizing of CV in wozber.com

Graphic Design

Swift Canva Business Lab

08/2025 - 09/2025

- Designed and customized professional presentation slides using Canva Docs & Slides, applying core design principles such as text hierarchy, alignment, color harmony, and spacing.
- Used Canva's Magic Write to generate engaging content for email campaigns, improving content ideation and copywriting speed.
- Created and managed a structured Sales Database for Agro Vanguard, capturing and analyzing customer names, product details, prices, quantities, and sales dates.
- Conducted basic product photography and post-production: snapped products, removed backgrounds, and replaced them with clean and creative backdrops.
- Developed and published a branded Instagram post/reel using edited product images, enhancing social media visibility and engagement.
- Experimented with AI-based website builders to create a simple business website prototype, strengthening understanding of digital branding and online presence.

Work Experience

- Trainee at SWIFT online canva Business Lab 2025

Skills

- Business proposals
- Reorts and captions
- Email marketting
- Data organisation
- Canva sheets
- Professional Images
- Social Media Marketting

Certificates



CERTIFICATE OF COMPLETION

This certificate is proudly presented to

KHADIJA MUSA

For successfully completing the Canva Business Lab - gaining practical skills in design, business documentation, and digital creativity. Your commitment to growth and innovation is recognized, and this certificate serves as proof of your achievement and professional excellence.

A handwritten signature in black ink, likely belonging to the CEO of Swift Nigeria.

CEO, Swift Nigeria

[Home](#)

[About](#)

[Contact](#)

Awards



Award Presentation

Overall Best - Portfolio Design

Aisha Ibraheem

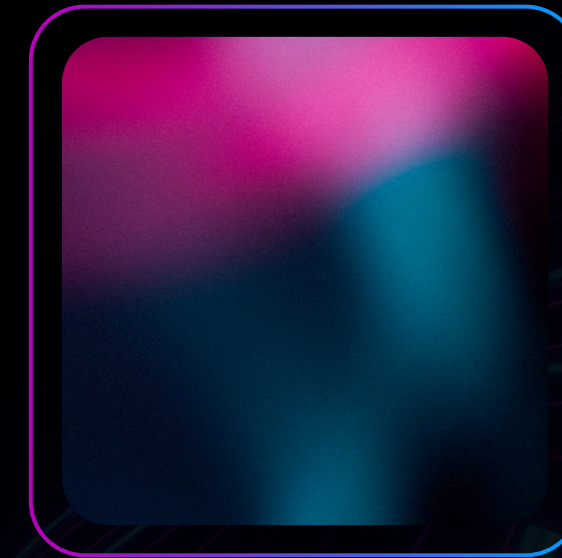
Home

About

Contact

Thank You

Our second cohort will be opening soon. Request for the course outline by sending a message to our phone number



01

02

03

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