TomThePlug

FREE BUSINESS BLUEPRINT

Phone Accessories Business in Nigeria: Start With Under ₦100,000

Sell chargers, earpieces, cases and screen guards to people around you. What to stock, where to buy wholesale, how to price and the risks, explained simply.

STARTUP COST	TYPE	SKILL LEVEL	FIRST SALE IN
₦50,000–₦100,000	Side hustle	Beginner-friendly	Days

The quick version

- Startup cost: about ₦50,000 to ₦100,000 if you start without a shop
- Best for: students, workers and anyone with people around them who use phones (everyone)
- Buy from wholesale markets like Computer Village, Alaba or Trade Fair, then sell to your network
- First step: list the 5 accessories people around you ask for most, then compare prices from 3 wholesalers

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1 Before you start

Tick each one off before you spend serious money.

- [ ] Spend a week noting what accessories people around you ask for or complain about
- [ ] Write down the 5 most common phone models you see at work, school or church
- [ ] Set your budget and split it: most on fast movers, a little for a pouch, data and transport
- [ ] Find someone who knows your nearest phone market to go with you the first time
- [ ] Get prices from at least 3 wholesalers before buying anything
- [ ] Decide your delivery area and whether you will deliver for free or for a fee
- [ ] Set up a WhatsApp Business profile with a clear photo, your area and how to order

2 Startup cost sheet

Typical November 2026 prices. Write the quotes you get in the "Yours" column, so you know your real number before you buy.

ITEM	TYPICAL COST	NOTES	YOURS
First stock of fast-moving items	₦45,000–₦85,000	Chargers and cables, earpieces, screen guards, cases	
Carry pouch or small display box	₦3,000–₦5,000	To show items neatly	
Data and phone credit for marketing	₦3,000–₦5,000	WhatsApp Status, calls, follow-ups	
Transport to the market	₦3,000–₦10,000	Depends on your city	
Total	**₦50,000–₦100,000**		

3 Monthly running costs

What it costs to keep going each month, after you start.

COST	TYPICAL AMOUNT	YOURS
Restocking what sells	From your sales	
Data for WhatsApp marketing	₦3,000–₦5,000	
Transport to the market	₦3,000–₦10,000 a trip	

4 Pricing guide

What customers typically pay. Check what others near you charge and stay close to it.

WHAT YOU SELL	TYPICAL PRICE	YOUR PRICE
Screen guards and cables (small margin, sell often)	Close to nearby shop prices	
Earpieces and cases	Close to nearby shop prices	
Quality chargers and power banks (bigger margin, sell less often)	Close to nearby shop prices	

5 30-day launch plan

Follow it in order. Tick each task when it is done.

WHEN	TASK	DONE
Days 1–7	Listen and list: note every accessory request and complaint around you. Pick your top 5 items.	☐
Days 8–9	Visit the market. Compare 3 wholesalers on price and quality, and ask if you can test items.	☐
Day 10	Buy small quantities of your top 5 items. Test every charger and cable before you leave.	☐
Days 11–12	Take clear photos with prices. Post on your WhatsApp Status and tell people at work, school and church.	☐
Week 3	Sell, deliver and write down every sale. Note which items finish first.	☐
Week 3	Keep credit small and written down. Collect on the agreed date.	☐
Week 4	Restock what sold. Drop what didn't. Add one new item people keep asking for.	☐
Day 30	Fill in the profit worksheet with your real numbers and decide your next month's stock budget.	☐

6 Where to buy and what to use

- Lagos: Computer Village (Ikeja), Alaba International Market, Lagos Trade Fair Complex, Idumota Market, Saka Tinubu Market
- Outside Lagos: your city's main phone market. Ask sellers who supplies them
- Marketing: WhatsApp Status and WhatsApp Business (free)
- Record keeping: a small notebook for sales, stock and who owes you

7 Risks and how to handle them

Every business has risks. Plan for these before they happen.

RISK	WHAT TO DO
Fake or poor-quality chargers	Buy from sellers who let you test, stick to brands that last, and test every item before selling.
Dead stock	Only buy cases for phone models you see every day. Start with small quantities.
Selling on credit	Keep it small, write it down with a date and collect on time.
Price wars	Don't try to be the cheapest. Be the most reliable, with tested items and fast delivery.

8 Profit worksheet

Fill this in with your real numbers. If the last line is too small, change your price, your costs or your plan before you start.

Average price per sale (₦)	
Cost per sale: materials, transport, data, fees (₦)	
Profit per sale (price minus cost) (₦)	
Sales you expect per week	
Weekly profit (profit per sale × sales) (₦)	
Monthly running costs (₦)	
Monthly profit (weekly profit × 4, minus running costs) (₦)	
Months to earn back your startup cost	

9 Weekly tracker

Keep it simple: write your numbers every week. It is how you spot what is working, and mistakes, early.

WEEK	ITEMS SOLD	SALES (₦)	STOCK BOUGHT (₦)	PROFIT
Week 1				
Week 2				
Week 3				
Week 4				
Week 5				
Week 6				
Week 7				
Week 8				

10 Tom's tips

- Your first customers already know you. Trust is your biggest advantage over the shop down the road.
- Test everything. One bad charger can cost you a customer and your name.
- Restock fast movers before they finish, so people never hear 'it's finished'.

KEEP GOING

Read the full guide and get new ideas every week

Full guide: tomtheplug.com.ng/phone-accessories-business-nigeria/

Got a question? Ask Mr. Tom: tomtheplug.com.ng/ask

Free weekly newsletter: askmrtom.substack.com

Sources

TheSureDirect: Where to buy cheap phone accessories in Lagos wholesale (May 2026)
Leadership: How to start a profitable phone accessories business

Prices checked November 2026. Prices in Nigeria change quickly, so always confirm before you buy or quote. This blueprint is general information, not financial advice, and no income is guaranteed. Free to share, but please don't sell it.