TomThePlug

FREE BUSINESS BLUEPRINT

Small Chops Business in Nigeria: Startup Cost, Pricing and How to Start (2026)

Start a small chops business from home: equipment and costs, what to charge per pack in 2026, how to price for events, and the risks to watch.

STARTUP COST	TYPE	SKILL LEVEL	FIRST SALE IN
₦250,000–₦350,000	Home-based	Some skill	Weeks

The quick version

- Startup cost: about ₦300,000 for a basic home setup (fryer, gas, utensils, trays and packaging)
- One 2026 example: a 7-piece pack costs about ₦1,450 to make and sells for around ₦2,500
- Events are where the volume is: birthdays, office parties, church programmes
- First step: perfect 4–5 items, then cost every pack before you set a price

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1 Before you start

Tick each one off before you spend serious money.

- [ ] Choose 4–5 items you can make well and the same way every time
- [ ] Cost every item and every pack before you set a price
- [ ] Check what other small chops vendors near you charge
- [ ] Get your equipment: fryer, gas, pots, trays, warmers, packs and labels
- [ ] Plan a tasting for friends, family or your office and collect honest feedback
- [ ] Take good photos for WhatsApp and Instagram
- [ ] Write your order rules: minimum order, deposit (at least half), cancellation, delivery fee
- [ ] Line up one or two helpers you trust for big event days

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
Table-top gas deep fryer (two baskets)	₦85,000		
12.5kg gas cylinder, regulator and first refill	₦60,000	Gas is a big running cost	
Pots, bowls, rolling pins and cutters	₦40,000	Use what you already own to start lower	
Trays, warmers or coolers	₦45,000		
First packs and labels	₦30,000	Branded stickers help people remember you	
Ingredients for test runs	₦40,000		
Total	**₦250,000–₦350,000**		

3 Monthly running costs

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

COST	TYPICAL AMOUNT	YOURS
Gas refills (12.5kg)	About ₦22,400 each (April 2026 average)	
Oil and ingredients	Depends on orders	
Packs, stickers and delivery	Depends on orders	

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
Basic pack (Lagos / Abuja)	₦1,000–₦1,500	
Standard pack (Lagos / Abuja)	₦1,500–₦2,200	
Premium pack (Lagos / Abuja)	₦2,500–₦4,000	
Basic pack (other cities)	₦800–₦1,200	
Standard pack (other cities)	₦1,200–₦1,800	
Premium pack (other cities)	₦2,000–₦3,000	
Example: 7-piece pack costing about ₦1,450 to make	Sold at about ₦2,500	

5 30-day launch plan

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

WHEN	TASK	DONE
Days 1–5	Practise your 4–5 items until they taste the same every time. Time how long each batch takes.	☐
Days 6–7	Cost every item and pack using today's market prices. Set your basic, standard and premium prices.	☐

WHEN	TASK	DONE
Days 8–10	Buy or borrow your equipment. Design simple labels and order your first packs.	☐
Days 11–12	Do a tasting for 15–20 people. Collect feedback and take good photos.	☐
Days 13–14	Post your menu and prices on WhatsApp and Instagram. Tell your church, office and estate groups.	☐
Week 3	Take your first orders. Collect at least half as a deposit before you buy ingredients.	☐
Week 4	Deliver on time, neatly packed. Ask every customer to recommend you and to send a photo or review.	☐
Day 30	Check your real cost per pack against your price. Reprice if food or gas prices have moved.	☐

6 Where to buy and what to use

- Ingredients: your local market, buying oil, flour and proteins in bulk where you can
- Gas: a trusted refill point. Compare a few, since prices move fast
- Packs, trays and stickers: packaging sellers in your main market, or a local printer for labels
- Marketing: WhatsApp Status, Instagram, church, office and estate groups

7 Risks and how to handle them

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

RISK	WHAT TO DO
Rising food and gas prices	Reprice regularly and give event quotes a validity date.
Last-minute cancellations	Take a non-refundable deposit before you buy ingredients.
Food safety	Clean kitchen, fresh oil and proper storage. One bad experience can end your business.
Long hours on event days	Train one or two helpers you trust before you accept big orders.
Selling sealed snacks in shops later	Check NAFDAC's requirements first. Food shops may also need state food handler tests.

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	ORDERS	PACKS SOLD	SALES (₦)	COSTS (₦)	PROFIT
Week 1					
Week 2					
Week 3					
Week 4					
Week 5					
Week 6					
Week 7					
Week 8					

10 Tom's tips

- Consistency brings repeat orders. The same taste every time matters more than a big menu.
- Never cook an event order without a deposit.
- Most event orders come from referrals, so ask every happy customer to tell their friends.

KEEP GOING

Read the full guide and get new ideas every week

Full guide: tomtheplug.com.ng/small-chops-business-nigeria/

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

Free weekly newsletter: askmrtom.substack.com

Sources

Pryme: Small chops business: start-up cost and pricing (October 2026)
ElitePlanners: Small chops price in Nigeria 2026

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.