

ALFRED NOBEL UNIVERSITY
DEPARTMENT OF GLOBAL ECONOMICS

Bachelor's Thesis

Development and ways of implementation of the international investment project
“Establishing an E-commerce platform for fashion products in Nigeria”

Student: Toheeb Adeyemi

Group: IER-2-eng

Specialty: 292 International economic relations

Supervisor: Nezghoda O.K., Ph.D.

Dnipro

2024

Abstract

*Development and ways of implementation of the international investment project
“Establishing an E-commerce platform for fashion products in Nigeria”*

This thesis aims to critically explore the development of international investment in Nigeria through the establishment of an e-commerce platform for fashion products. By leveraging the power of technology and digital platforms, this study seeks to understand the potential impact on the fashion industry in Nigeria and the opportunities it presents for international investors. Through a comprehensive analysis of market trends, consumer behavior, and regulatory frameworks, this research provides valuable insights into this venture's potential benefits and challenges. The research focuses on the current state and trends of the Nigerian economy over the past ten years, evaluating its position among the most successful countries in West Africa and its performance in international economic relations. Additionally, the study addresses the challenges the country faces and the existing conditions for organizing small business enterprises that combine investment and job creation for investors. The thesis also includes comprehensive calculations for investment resources. Furthermore, it substantiates the organizational and legal form of the created enterprise, providing calculations of key indicators that assess the investment attractiveness of the proposed project.

Keywords: *international investment, e-commerce platform, fashion products, Nigerian economy, economic dynamics, proposed project, NPV.*

CONTENT

Topic. Development and ways of implementation of the international investment project “Establishing an E-commerce platform for fashion products in Nigeria”

INTRODUCTION

CHAPTER 1. THE NIGERIAN ECONOMY: OVERVIEW

- 1.1. Investment Climate in Nigeria
- 1.2. Trends and Peculiarities of the Nigerian Economy
- 1.3. Key indicators of Nigeria's economy - Statistics & Facts
- 1.4. Overview of the Fashion Industry in Nigeria

CHAPTER 2. THE ROLE OF NIGERIA IN INTERNATIONAL ECONOMIC RELATIONS

- 2.1. Analysis of Nigeria’s export and import performance
- 2.2. Threats and opportunities related to the international economic relations faced by Nigeria
- 2.3. Assessment of Nigeria's Investment Attractiveness for Foreign Investors

CHAPTER 3. ESTABLISHING AN E-COMMERCE PLATFORM FOR FASHION PRODUCTS IN NIGERIA

- 3.1. Analysis of the Competitive Environment for Establishing an E-Commerce Platform for Fashion Products in Nigeria
- 3.2. Plan for Establishing an E-Commerce Platform for Fashion Products in Nigeria
- 3.3. Estimated Income Calculation
- 3.4. Calculation of Net Incoming Cashflows
- 3.5. Determination of Economic Efficiency of the Project

CONCLUSIONS AND PROPOSALS

REFERENCES