

BEGINNER'S GUIDE TO PERFUME OIL BUSINESS IN NIGERIA

A step-by-step, layman-friendly manual you can read, understand, and practice — even with no background in chemistry or business.

INTRODUCTION: WHAT THIS BOOK IS (AND IS NOT)

- This is **not** a theory book.
- This is **not** luxury branding talk.
- This is a **street-to-scale practical manual** written for entrepreneurs.

If you can:

- Measure liquid
- Follow instructions
- Talk confidently to suppliers

You can run this business.

PART 1: UNDERSTANDING PERFUME OIL

What is perfume oil?

Perfume oil is **concentrated fragrance mixed with a skin-safe oil**, not alcohol.

People prefer it because:

- It lasts longer on skin
- It is portable

- It works well in hot weather

You are **not creating chemicals**. You are **blending ready-made fragrance oils with carrier oils**.

**PART 2:
THE 4 TYPES OF SELLERS IN NIGERIA
(CHOOSE ONE)**

1. The WhatsApp Re-bottler (avoid long-term)

- Buys cheap oil
- Bottles
- Sells cheap
- Dies fast

2. The Quality Retailer (recommended start)

- Buys tested oils
- Blends properly
- Builds trust

3. The Signature Blender (higher profit)

- Mixes two or more oils
- Creates unique scents

4. The Supplier (scale play)

- Sells to salons, resellers, vendors

This book focuses on #2 → then #3 → then #4.

PART 3:

WHAT YOU NEED TO START (BASIC TOOLS)

You do NOT need a lab.

Tools list (Nigeria-available):

- Glass dropper or syringe (10ml, 20ml)
- Small glass cup or beaker
- Nitrile gloves
- Kitchen scale (optional)
- Tissue wipes

Estimated cost: **₦10,000 – ₦20,000**

PART 4:

WHERE TO BUY PERFUME OILS IN NIGERIA (REAL PLACES)

Major sourcing cities:

- Lagos
- Aba
- Onitsha
- Kano

What they are called locally:

- “Fragrance oil”
- “Perfume raw material”
- “Attar oil”

What to SAY when buying (VERY IMPORTANT)

"I am buying fragrance oil for cosmetic blending, skin application. I need good quality that lasts. Please give me sample first."

If they ask:

"Is it original designer perfume?"

You say:

"No, inspired fragrance oil. Cosmetic grade."

Never say:

- "Original Dior oil"
- "Pure perfume without mixing"

PART 5:

BUYING SAMPLES (DO NOT SKIP)

Step-by-step:

1. Pick 5–10 popular scents
2. Buy **5ml sample** of each
3. Go home and test

How to test (simple):

- Apply small on wrist

- Check smell after 1 hr, 6 hrs, next day
- Ask 2 people to smell you later

Reject weak ones.

PART 6:

CARRIER OILS (WHAT YOU MIX WITH)

Best carrier oils in Nigeria:

1. Jojoba oil (best)
2. Fractionated coconut oil
3. Sweet almond oil

Where to buy:

- Cosmetic raw material shops
- Pharmacy suppliers
- Online vendors

Avoid:

- Cooking oil
- Palm kernel oil

PART 7:

MIXING MADE SIMPLE (NO CHEMISTRY)

Standard beginner formula (SAFE):

10ml bottle:

- 2ml fragrance oil
- 8ml carrier oil

This is **20% concentration** — strong and safe.

How to mix:

1. Wear gloves
2. Measure fragrance oil first
3. Add carrier oil
4. Stir gently
5. Cover and rest 48 hours

Do NOT shake aggressively.

PART 8:

MATURATION (WHY IT MATTERS)

Freshly mixed oil smells harsh.

Let it rest:

- Minimum: 2 days
- Best: 7 days

Keep away from sunlight.

PART 9:

BOTTLES & PACKAGING

Best sellers:

- 6ml roll-on
- 10ml roll-on

Where to buy:

- Packaging stores (Idumota, Aba, Onitsha etc...)
- Online wholesalers

Rule: If bottle leaks → change supplier.

PART 10:

PRICING (NO GUESSING)

Example math:

- Oil + carrier + bottle = ₦1,200

Selling price:

- Minimum: ₦3,000
- Better: ₦3,500 – ₦4,000

Note: price generally depends on your location and quality.

Cheap price = no trust.

PART 11:

SELLING STRATEGY FOR BEGINNERS

Start with 5 scents only:

- Fresh
- Sweet

- Oud
- Office safe
- Night scent

Where to sell:

- WhatsApp
- Instagram
- Church / office
- Agents

Let people test.

PART 12:

CASE STUDY – NIGERIA BEGINNER

Amaka (Lagos)

- Started with ₦60,000
- Bought 5 oils
- Sold to colleagues
- Reinvested
- Added resellers

After 3 months:

- ₦180,000 monthly sales

PART 13:

COMMON MISTAKES (READ TWICE)

- Over-mixing
- Over-pricing without brand

- Copying everyone
- No testing

PART 14: SCALING UP

Next levels:

- Signature blends
- Wholesale supply
- Branding

FINAL WORD

This business rewards discipline, not noise. If you follow this guide exactly, you can build something real.

To stay informed and receive updates, practical insights, and new additions to this guide:

- Visit regularly: **<https://passpointglobal.web.app/blog>**
- Follow **Mr. Felix** on Facebook: **[facebook.com/innovations2](https://www.facebook.com/innovations2)**

Consistency in learning is as important as consistency in production. Do not stop updating your knowledge as the market evolves.

End of Beginner Guide