

Eko Fresh Mart Limited

Annual Review 2025

Four Lagos branches. One year of growth, rising costs and new ways to shop.

Eko Fresh Mart is a made-up company used for teaching. Every name, number and event in this review is invented. Use it to practise summarising, questioning and fact checking with AI tools.

A word from the Managing Director

2025 was the busiest year in our history. Across Yaba, Lekki, Ikeja and Surulere we served 12,436 customer visits and orders and recorded sales of N269.3 million. December alone brought in N38.9 million, the strongest month we have ever had, helped by the festive season and a new range of hampers.

It was not an easy year. Supplier prices rose several times, diesel costs stayed high, and our teams worked long hours. Even so, second half sales were 43% above the first half, and our gross margin held at 19.6%.

I want to thank every member of staff, and every customer who chose to shop with us. In 2026 our focus is simple: keep prices fair, keep shelves full, and make it easier to order from us online.

Mrs F. Adeyemi, Managing Director

2025 at a glance

Measure	2025
Total sales	N269.3 million
Gross profit	N52.8 million
Gross margin	19.6%
Customer visits and orders	12,436
Average order value	N21,657
Best month	December (N38.9 million)
Share of sales online (WhatsApp and delivery apps)	28.6%
Largest category	Groceries (61% of sales)

How each branch performed

Branch	Sales	Gross margin	Orders	Share of sales
Lekki	N82.5 million	19.8%	3,913	31%
Ikeja	N71.5 million	19.6%	3,319	27%
Yaba	N62.1 million	19.4%	2,748	23%
Surulere	N53.2 million	19.6%	2,456	20%

Lekki remained our largest branch, with N82.5 million in sales. Strong weekend trade and a growing number of WhatsApp orders from nearby estates drove its year. The cold room needed repairs twice, and replacing the compressor is now urgent.

Ikeja grew steadily through the year and finished with N71.5 million. Its biggest challenge is power: on some days the generator ran for nine to ten hours, and diesel became one of the branch's largest costs.

Yaba recorded N62.1 million. Many customers are students and young workers, who buy smaller baskets more often. Saturday queues became a problem in the second half of the year.

Surulere, our smallest branch, recorded N53.2 million, but its sales grew fastest in the second half of the year after the store was refitted in July. Stock counts there do not always match the system, and a full count is planned for January 2026.

What our customers bought

Groceries such as rice, oil, noodles and pasta made up 61% of all sales. Beverages (10%) and fresh produce (10%) came next, followed by dairy, household goods, personal care and bakery. Fresh produce matters more than its share suggests: customers who buy vegetables tend to come back more often.

Online orders through WhatsApp and delivery apps made up 28.6% of sales. This channel grew during the year, but it is not yet well organised. Messages are answered from different phones, and some orders are missed.

Challenges in 2025

Rising supplier prices. Prices of rice, vegetable oil and noodles rose several times during the year. We passed on some increases but absorbed others to stay competitive, which put pressure on margins in the middle of the year.

Power and diesel. All four branches rely on generators for part of the day. Diesel is now one of our largest running costs after stock and salaries. We are studying solar options for Ikeja first.

Staffing at peak times. Weekend queues, especially in Yaba and Lekki, cost us sales when customers left without buying.

Stock accuracy. Differences between counted stock and system stock, mostly in household items, reached about 3% at one branch.

Customer data. Under the Nigeria Data Protection Act 2023, we must keep customer details safe. Staff have been reminded not to store customer numbers on personal phones.

Our plans for 2026

1. Set up one shared WhatsApp Business account with a product catalogue, so no online order is missed.
2. Replace the Lekki cold room compressor in the first quarter.
3. Install solar power at Ikeja as a pilot, then decide on the other branches.
4. Add part-time staff for weekends at the busiest branches.
5. Run full stock counts every quarter and train staff on receiving goods.
6. Tell customers early about price changes, through WhatsApp and notices in store.

Appendix: monthly sales, all branches

Month	Sales
January	N16.0 million
February	N15.3 million
March	N20.9 million
April	N19.9 million
May	N20.7 million
June	N17.9 million
July	N20.3 million
August	N24.1 million
September	N23.2 million
October	N25.2 million
November	N26.9 million
December	N38.9 million
Total	N269.3 million

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