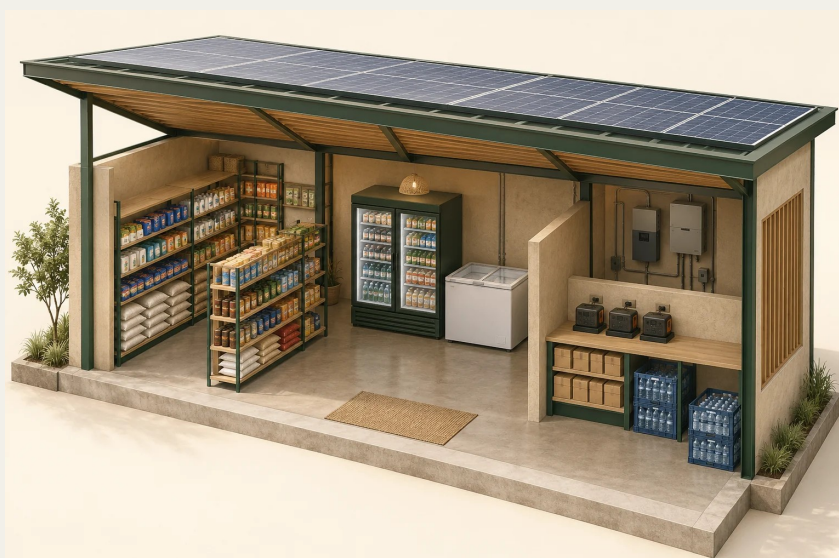


THE GAMBIA • BUILT TO GROW

SunShop

The complete business detail

Published website export · 2026-10-18



SunShop modular-service concept · future modules are added only after paid demand and partner approval.

All sections. All notes. One complete reference.

Includes all expandable details, four-step task assignments, the itemised first-test budget, published financial assumptions and all source references. Evidence dates and qualification limits are retained. These are planning cases, not supplier quotations or confirmed orders.

gambia.lawall.studio

SunShop · The idea and the plan

A useful local shop. *More within reach.*

Daily goods, chilled drinks and useful services. A locally run shop, built to repeat.

Proposed venture · evidence dates shown with sources



SunShop modular-service concept · future modules are added only after paid demand and partner approval.

SunShop modular-service concept · future modules are added only after paid demand and partner approval.

01 / The customer Neighbourhood households + firms

02 / What they buy Goods + selected paid services

03 / The first proof

One shop corner · 30 days

Test 20 goods lines, chilled drinks and suitable small power rentals.

\$4,220 Proposed test cash · see the scope

01 / Overview · evidence retains its observation date

The first move

Test an existing shop corner for 30 days. Prove the basket and operator income before building a kiosk.

01

Stock

Everyday + chilled goods

02

Serve

One familiar local counter

03

Learn

Repeat visits + real margin

04

Repeat

A proven operator + kit

Three numbers to understand

Public evidence

≈723k

Active mobile-money users

722,772 in December 2024 (CBG). National context, not today's users or our shop catchment.

Central Bank · annual report 2024

Public evidence

350+

QMoney agents advertised

An existing network to join or compete with, not a new service category.

QMoney · current services

Proposed test / model

30 days

Host-shop test

20 goods lines + chilled drinks + two suitable rental power units.

A useful shop, then useful additions

The offer.
In three parts.

Daily essentials

Useful stock, chilled drinks and visible prices.

Selected services

Start with two suitable small power-rental units.

A repeatable local shop

Stock control, operator training and central support.

Where we start

Screen three catchments around Brikama / Kombo South. Compare real purchases, competition, host rent and wholesale access.

The question that decides What remains after stock, losses, rent and fair operator pay?

Payments, parcel collection, water, pharmacy and mobility need their own demand, partner, permission and budget checks.

Service scope + market calculation

Shop first

A focused everyday basket, chilled drinks, dependable opening hours, visible prices and quick local replenishment. The product mix follows neighbourhood purchases.

Useful services

Small power rentals first where rated loads and returns work. Later parcel custody, authorised payments, water/ice or appliance support only with demand, partners and suitable permissions.

Operator + network

Show operator pay, stock ownership, kit ownership, loss responsibility and central support separately. A shop-level surplus is not automatically our franchise revenue.

Start with a basket, not a country-wide audience.

$\text{Paid daily transactions} \times \text{average basket} \times \text{trading days} = \text{goods sales}$. At the current \$300/day planning case, a \$3 average basket would require 100 purchases/day: an illustrative target to test, not known footfall. Add only net service contribution.

02 / Market + customers · research leads, not agreed customers

Who to talk to.

What to find out.

Research leads, not agreed customers, suppliers or partners. Commercial interest is unverified.

Wholesale / comparison route

Sasco

Advertises groceries, drinks, household and chilled/frozen products.

What to establish +

Request a current wholesale basket, minimum order, delivery terms, returns, cold-chain conditions and supplier-fridge availability; none is agreed.

Sasco · wholesale and delivery

Alternative sourcing route

NOMM Wholesale

Describes grocery and household distribution with delivery.

What to establish +

Compare landed unit costs and replenishment reliability for the same 20 products, not incomparable retail screenshots.

NOMM · wholesale profile

Future authorised service partner

QMoney

Publicly offers agency onboarding and everyday payment services.

What to establish +

Obtain the correct agent/merchant role, commission schedule, float, liability, settlement and approval. Its conflicting deposit figures need written clarification.

QMoney · agent onboarding

Service modules · a shop first, then useful additions

More everyday access. Added with a reason.

Test now

Daily basket + chilled drinks

Included in the host-shop test.

What must work

Goods margin less spoilage, host/operator cost and replenishment cash.

Test now

Small power rentals

Two suitably rated units; no scooter or fridge supply promised.

What must work

Price time/use, inspect returns, control deposits and battery replacement.

Partner next

Payments + Cash Power

Provider approval and written terms first. Not included in the test.

What must work

Commission less cash handling, fraud, float and settlement costs.

Partner next

Parcel collection / returns

Carrier agreement, limits and loss responsibility first. No carrier confirmed.

What must work

Fee per parcel less secure storage, custody and handling.

Assess locally

Drinking water + ice

Qualified food/water scope first. Refill plant excluded.

What must work

Packaged supply or qualified refill system; contribution after water, tests, energy and hygiene.

Separate venture case

Pharmacy, fuel and mobility

No first-kiosk revenue or rollout date is assumed.

What must work

Licensed operator, dedicated safety, inventory and capital requirements.

A concrete 20-line basket to price locally +

Proposed starter list, not a confirmed assortment or wholesale order. Lamin adapts pack sizes to local purchases. Dominik compares unit cost, selling price, gross margin, minimum order and refill lead time for the same pack at each wholesaler.

- Rice · 1 kg
- Cooking oil · 1 litre
- Sugar · 1 kg
- Flour · 1 kg
- Salt · 500 g
- Tea · small pack

- Powdered milk · small pack
- Tomato paste · small tin
- Canned fish · single tin
- Biscuits · single pack
- Drinking water · sealed bottle
- Soft drink · chilled bottle
- Juice · chilled small carton
- UHT milk · labelled pack
- Toilet soap · bar
- Laundry soap · bar
- Detergent · small pack
- Toothpaste · small tube
- Sanitary pads · small pack
- Toilet tissue · single roll

Store every item according to its label and segregate food from cleaning chemicals. Chilled drinks test customer convenience; fresh dairy, meat, medicines and refill water are excluded. No margin or supplier availability is assumed.

Competition · what customers already use

Neighbourhood shops and kiosks

They already have trust, customer credit habits and supplier relationships. Win on a measured combination of availability, chilling, convenience and service - not solar branding alone.

Existing mobile-money agents

Payment activity is competitive. The transaction amount belongs to the customer; only an earned, settled commission contributes to SunShop.

QMoney · current services

QMoney · agent onboarding

Appliance sellers and rental alternatives

MOPO provides a regional example of agent-based battery rental. For SunShop, load, duration, charging, deposit and return must work locally. Small test power packs are not fridge, iron or scooter batteries.

MOPO · Nigerian battery-rental programme

What we keep from the supplied concept +

The supplied SunStop concept contributes local operators, existing buildings, small paid services, energy discipline and a standard kit. Today's SunShop is a goods-led neighbourhood kiosk. Old battery-subscription tariffs, franchise shares, 230-site forecasts and promised savings are not evidence for this revised model.

Source: SunStop · Konzept 2.0, 6 October 2026, supplied by the owner. The German concept and its English summary describe historical internal planning. Later user decisions take precedence. No excluded business idea is restored.

Quality + growth

Prove the essentials. Then repeat.

Technical, quality and expansion requirements

01 Location test that produces a decision +

Count footfall and competing shops across weekday, market-day and evening periods. Ask which products are bought repeatedly and where customers currently obtain them. For the test, record basket, stock turns, lost sales, chilling losses, repeat visits and operator hours; do not treat a survey promise as a sale.

02 What solar changes - and what it does not +

Use host power and a hired fridge for demand validation. Quote a dedicated kiosk's PV, storage and refrigeration from measured day/night duty, ambient heat and outage data. Retail proof is not proof of off-grid cooling. Keep water/ice or high-load service modules out until energy and hygiene are separately sized.

03 Franchise after proof, with fair local economics +

The old 75/25 split is not adopted. Agree who supplies the building, equipment, stock and float, who absorbs loss and who maintains the kit. Demonstrate operator income after all local costs and our support contribution before offering a repeatable partner agreement.

Four conditions for moving forward · our decision criteria

01

Location

Eligible host, useful footfall and a real wholesale basket.

02

Operations

Safe power/chilling, named operator and daily stock/cash control.

03

Economics

Collected contribution after spoilage and fair operator cost.

04

Repeat

A quoted kit plus viable operator and central-support economics.

03 / Our proposed start plan · not started

Start with a clear plan. Build it together.

The first proof

One useful shop corner. Thirty days of real sales.

Three catchments → one host/operator → 20 goods lines and a 30-day test.

Validation cash · proposed \$4,220 Budget + scope

01-03 · Qualify + run the test 04 · Decide the next investment separately

01

Before choosing the host Coordinates · Lamin

Find repeat purchases, not just footfall.

Compare three nearby catchments and select a useful basket plus one practical service.

Lamin

Local access + operations

- Compare weekday/evening demand around Brikama / Kombo South.
- Record competing shops, recurring purchases, hosts, rent and operators.

Joachim

Technical design + delivery

- Check host power and fridge suitability with a technician.
- Define safe small power-rental loads and return inspections.

Dominik

Business + software

- Compare the same 20 goods and pack sizes at wholesalers.
- Separate goods margin from rentals and future partner commissions.

Bring to the next decision

- Catchment + host comparison
- 20-line basket to price
- One scoped paid service

Move forward when Observed purchases, an eligible host and suitable power support the proposed test.

Scope + specialist checks

Sasco and NOMM are possible sourcing/comparison routes, not selected suppliers. No payment-agent, pharmacy, mobility or water-refill income is included in the first test.

The handover The team chooses one host brief; Lamin prepares opening terms.

02

Before the first trading day Coordinates · Lamin

Make one corner ready to trade.

Agree host and operator terms, price the stock and set up simple daily controls.

Lamin

Local access + operations

- Confirm host, operator pay, fridge and replenishment terms.
- Organise cleaning, cash custody and daily supervision.

Joachim

Technical design + delivery

- Verify safe connections, chilling and equipment condition.
- Select two suitably rated, locally supported rental power units.

Dominik

Business + software

- Set prices from written delivered wholesale offers.
- Approve stock/receipt logs, rental/deposit terms and the quoted cash cap.

Bring to the next decision

- Costed opening stock
- Named operator + agreed pay
- Opening and daily-close checklist

Move forward when Host permissions, equipment safety, stock funding and cash controls are agreed before opening.

Scope + specialist checks

Use host power and hired chilling for the trial; this is not an off-grid kiosk proof. The \$4,220 cash allowance includes \$800 opening stock, not the full month's purchases. Customer deposits are liabilities, not income.

The handover Joachim and Dominik hand the ready kit and records to Lamin.

03

30-day test window Coordinates · Lamin

Run the shop for 30 days.

Measure what sells, what repeats and what remains after stock losses and fair operator cost.

Lamin

Local access + operations

- Count stock and reconcile cash every day.
- Track repeat purchases, chilling losses, rental returns and operator hours.

Joachim

Technical design + delivery

- Review temperatures, outages and power-unit condition.
- Record electricity, maintenance, faults and equipment losses.

Dominik

Business + software

- Calculate goods margin plus collected rental contribution.
- Deduct host/operator/energy costs; track stock cash separately from profit.

Bring to the next decision

- 30-day sales + rental log
- Stock losses + replenishment needs
- Contribution after fair operator pay

Move forward when Cash/stock reconcile and repeat use is evidenced; revise weak products or services before expanding.

Scope + specialist checks

At the later model's sales level, monthly purchases are \$7,020, or 8.8 times the opening stock. That demand is unproven. Do not count transaction principal, float or customer deposits as revenue.

The handover Lamin passes actual trading results to Dominik for the unit review.

04

Next investment · Separate dedicated-unit decision Coordinates · Dominik

Build the kiosk from measured demand.

Choose whether the proven host format or a dedicated solar kiosk produces the better operator and network economics.

Lamin

Local access + operations

- Confirm suppliers and the operator; train the next local operator.
- Adapt the proven basket to the next neighbourhood.

Joachim

Technical design + delivery

- Quote kiosk, solar/storage and chilling for measured duty.
- Define installation, safe commissioning and maintenance standards.

Dominik

Business + software

- Cost operator income, equipment/stock ownership and central support.
- Qualify one new partner service at a time before repeating the unit.

Bring to the next decision

- Host-versus-kiosk comparison
- Fair operator + network model
- A repeatable shop/operating kit

Move forward when Both local operator income and central-support economics work before rollout.

Scope + specialist checks

Payments, parcels, water, pharmacy, fuel and mobility have separate approvals, liabilities and cash needs. No franchise percentage or multi-site rollout is assumed.

Then Open the next unit with the proven checklist and a fresh location check.

Preparation + shared working file

Start with these three actions.

Lamin Local access + operations

Compare three catchments and identify possible hosts/operators.

Joachim Technical design + delivery

Check host power, a rental fridge and suitable small power units.

Dominik Business + software

Prepare one comparable 20-product wholesale basket.

One shared working file Product/price list · stock ledger · cash close · rental/return log

Qualified help we must bring in

Authorised payment-network partner, retail/food hygiene adviser and qualified electrical installer. Licensed healthcare and mobility partners are later separate modules.

At every decision

Continue. Adjust. Or stop.

Review the evidence together. Record the decision, the person responsible, the spending limit and the next review date. Dates follow access, quotes and approvals.

04 / The first test · checked 15 October 2026

The first test. Clearly costed.

30 days · an existing shop corner

Test the shop. Learn what people return for.

Test 20 goods lines, chilled drinks and suitable small power rentals.

Full test scope +

Use a corner in an existing licensed shop with suitable power. Test 20 everyday goods lines, chilled drinks and two small portable power stations for appropriately rated rentals. Use the host's supply and a hired fridge; no new solar installation or payment agency is assumed.

Cash to have available · USD

\$4,220

Proposed budget, not a supplier quotation.

Test costs \$1,730 Consumed inputs + services

Reusable equipment \$870 Assets may remain after the test

20% contingency \$520 Provision on costs + equipment

Stock / deposits / buffer \$1,100 Cash tied up; not immediate expense

Full item-by-item calculation · USD +

Host-shop corner: $30 \times \$10 = \$300$; Fridge hire: \$150; Local operator: $30 \times \$12 = \$360$; Labels, data + consumables: \$80; Electrical / refrigeration safety review: \$200; Customer + wholesale checks: \$100; Electricity allowance: $30 \times \$3 = \$90$; Rental / custody terms review: \$100; Equipment freight / clearance allowance: \$200; Provisional taxes / permissions: \$150; Small portable power stations: $2 \times \$320 = \$640$; Shelf + signage: \$120; Temperature logger: \$110. Subtotal = \$2,600 ; plus 20% contingency \$520 = \$3,120 of test spending including the reserve. Add opening stock \$800 + refundable host deposit \$100 + operating cash buffer \$200 = \$4,220 cash required . No customer receipts or assumed resale/refunds are deducted.

Quantities, reference prices and quote gaps +

Selected planning allowances · USD · quotes pending

Item + scope	Quantity × unit	Cash
Host-shop corner Local allowance · written quote required · test cost	30 × \$10	\$300
Fridge hire Local allowance · written quote required · test cost	1 × \$150	\$150
Local operator Local allowance · written quote required · test cost	30 × \$12	\$360
Labels, data + consumables Local allowance · written quote required · test cost	1 × \$80	\$80
Electrical / refrigeration safety review Local allowance · written quote required · test cost	1 × \$200	\$200
Customer + wholesale checks Local allowance · written quote required · test cost	1 × \$100	\$100
Electricity allowance Local allowance · written quote required · test cost	30 × \$3	\$90
Rental / custody terms review Local allowance · written quote required · test cost	1 × \$100	\$100
Equipment freight / clearance allowance Procurement route and delivered quotation unconfirmed · test cost	1 × \$200	\$200
Provisional taxes / permissions Allowance, not a statutory rate; reconcile against the landed quotation · test cost	1 × \$150	\$150
Small portable power stations EU reference €229 ≈ \$262 tax-inclusive, shown sold out; \$320/unit allowance is not a Gambian quote · reusable asset	2 × \$320	\$640
Shelf + signage Local allowance · written quote required · reusable asset	1 × \$120	\$120
Temperature logger Confirm local delivery and appropriate calibration · reusable asset	1 × \$110	\$110
Opening stock Inventory, not an immediate expense; unsold/spoiled goods remain at risk · liquidity / inventory	1 × \$800	\$800
Refundable host deposit Local allowance · written quote required · liquidity / inventory	1 × \$100	\$100
Operating cash buffer Liquidity only; no mobile-money agency float included · liquidity / inventory	1 × \$200	\$200

Item + scope	Quantity × unit	Cash
20% contingency on \$2,600	20%	\$520
Total cash required	Before receipts	\$4,220

What this test can establish

Daily till and stock records, collected rental fees, repeat demand and operator costs. The test reveals a useful product/service mix; it does not prove off-grid refrigeration, a franchise or a full multi-service network.

Outside this budget / conditions

A new kiosk building, solar system, new mobile-money agency/float, fuel sales, pharmacy, scooter batteries, parcel partnership and franchise rollout. Any regulated service requires its own partner approval. Small 256 Wh-class units are for suitable light loads, not scooters or shop refrigeration.

Planning allowances, not local quotes. Includes a 20% reserve; excludes founder pay and travel. No sales receipts are deducted.

Budget basis, exclusions + next-stage funding

All local prices, specialist day rates and the 20% reserve are proposed allowances until written offers replace them. Relevant overseas references appear in Sources ; they are not Gambian landed quotes. Provisional tax/permission amounts are not legal rates. Founders' time is unpaid in this test; founders' pay and travel are excluded. Add them before approval if needed. There is no supplier commitment or booking yet. No paid goods are released without the applicable qualified checks.

The later deployment case below has a different scale and scope. Do not add both budgets mechanically: reconcile test spending and reusable assets already included in launch lines before funding the next stage.

Read the test correctly · calculated from the stated assumptions

Opening stock needs frequent replenishment.

The later model needs \$7,020 of goods purchases each month: 8.8 times the \$800 opening stock. That sales level is not proven by the trial.

Calculation + what the test can prove

At the later model's \$9,000 goods sales and 22% gross margin, goods purchased would be roughly \$7,020 per month before extra losses. That is 8.8 times the \$800 opening-stock allowance, requiring frequent replenishment and cash control. This is a demand hypothesis, not a target already demonstrated by the 30-day test. Payments, parcels and water contributions in the later scenario are unconfirmed and excluded from the host-shop test.

What the later investment model includes

One locally operated kiosk, roughly 3-5 kWp solar, around 5 kWh nominal storage, retail refrigeration, basic POS and a small selected service mix. No mobility station, pharmacy or fuel retail in the first budget.

05 / The later investment case

The numbers. With the assumptions visible.

Our first recommendation

Goods margin comes first. Only earned net service fees count; customer payment float is not revenue.

How this business earns

Goods margin + Net services - Full operating costs = Cash to fund the business

Planning cases below are team assumptions, not verified Gambian offers or customer prices. Reference facts and their limits appear in the source cards.

Downside

\$50

Cash after operation + reserve
per month · before tax

Goods sales

5,000 USD / month

Goods gross margin

18 % of sales

Net service contribution

100 USD / month

Stock loss provision

3 % of sales

Planning case

\$1,250

Cash after operation + reserve
per month · before tax

All inputs

As listed below

Stronger case

\$2,525

Cash after operation + reserve
per month · before tax

Goods sales

13,000 USD / month

Goods gross margin

24 % of sales

Net service contribution

400 USD / month

Stock loss provision

1.5 % of sales

One illustrative operating month, not a full seasonal forecast. Do not multiply peak-month results by twelve. Figures are USD, before income tax and founders' pay/travel; debt defaults to zero. Negative scenarios are intentionally retained.

Separate scale · later deployment / launch

Deployment is only part
of the cash needed.

\$38,000 Selected planning case

Deployment \$22-38k + stock / float / buffer \$6-12k = \$28-50k for one kiosk. Two kiosks and central setup need a new combined cash plan.

Deployment / launch \$30,000

Liquidity \$8,000

See every budget line +

Team allowances · USD · not quotations

Scope	Allowance range	Selected case
Modular shell, fittings + counters Team allowance · local build / imported kit comparison	\$8,000-\$14,000	\$11,000
Solar, battery + safe installation Team allowance · complete local quote required	\$5,500-\$8,500	\$7,000
Retail refrigeration Suitable retail cabinets / freezer · quote	\$2,500-\$4,500	\$3,500
POS, connectivity + selected service equipment Simple tools first; no bespoke platform cost assumed	\$1,500-\$3,000	\$2,250
Site preparation + pre-opening Lease / local works allowance	\$1,500-\$3,000	\$2,250
Freight, approvals, provisional taxes + contingency Reclassify against quotes before commitment	\$3,000-\$5,000	\$4,000
Deployment / launch total	\$22,000-\$38,000	\$30,000
Opening stock at cost	\$2,500-\$4,500	\$3,500
Agent cash / e-float	\$1,000-\$2,500	\$1,500
Operating liquidity buffer	\$2,500-\$5,000	\$3,000
Combined funding	\$28,000-\$50,000	\$38,000

Outside the scope: Land, fuel station, EV swap fleet, pharmacy stock/licensing, a second shop, large water treatment plant and founders' travel/pay. Customer mobile-money balances and transaction throughput are never our sales revenue.

Freight and provisional non-recoverable tax/clearance costs are inside the stated allowances where listed. Actual duty, VAT treatment, permits and charges still need a broker/accountant assessment. No tax exemption is assumed. Recoverable VAT, if any, can create an additional timing gap.

Full calculation + editable assumptions

The selected case · change any input

See what has to work.

\$9,000 goods × 22% gross margin + \$250 net service contribution - stock losses - operation - reserve.

Goods sales + net services / month \$9,250

Operating costs + reserve \$8,000

Cash before tax / month \$1,250

Positive operating cash does not prove an investable return.

Goods purchase \$7,020

Stock losses \$180

Operator + fixed operation \$700

Replacement reserve \$100

Debt payment \$0

Operating cash break-even

\$2,750 goods / month

Includes operation, reserve and the financing input. Does not recover the initial deployment.

Monthly goods sales for the capital target · USD

\$6,047

Unlevered illustration: deployment recovered over the input horizon at the input hurdle, after operation and replacement reserve. Working capital is separate. This is not a loan quote or promised return.

[Edit the assumptions +](#)

Goods sales USD / month 9000 Base: \$300/day over 30 days. A volume hypothesis, not proven footfall.

Trading days days / month 30 Used to express the daily sales target.

Goods gross margin % of sales 22 22% is a weighted planning assumption, not supplier-confirmed. Gross margin is not markup.

Net service contribution USD / month 250 Test mix: \$100 payment commissions, \$80 rentals, \$40 parcels, \$30 water/ice after direct costs. All unconfirmed; no transaction principal counted.

Stock loss provision % of sales 2 Additional loss beyond the purchase-cost margin, including expiry and theft.

Operator + fixed operation USD / month 700 Allowance: \$300 operator pay, \$150 rent, \$100 power/maintenance, \$75 security/data, \$75 central support. Operator profit distribution is additional, by agreement.

Replacement reserve USD / month 100 Provision for battery, refrigeration and retail equipment.

One-time deployment / launch spend USD 30000 Selected planning allowance, not an installed quotation.

Working capital + cash buffer USD 8000 Separate from equipment and launch spending.

Debt / financing payment USD / period 0 Zero means an unlevered model, not free financing.

Capital-recovery horizon years 5 An internal target, not a loan term.

Capital hurdle % / year 10 Illustrative 10% target, not a bank rate.

Changes stay in this page only. They are not uploaded or saved. Reset restores the selected case; the three scenario cards above remain the published comparisons. Editing investment/working capital changes the calculator, not the published budget allowances.

Selected funding inputs: \$38,000. Output: 9,000 USD goods sold per month.

How to interpret and stress-test the result

What the result means.

The result belongs to the combined kiosk before any residual profit split. It already includes the operator's proposed \$300 monthly pay and \$75 central support cost. It is not our franchise profit. Decide who owns the kit, stock and float, then price the system share without counting the same margin twice.

Stress the case

First test: measure basket value, paid transactions, stock turns and spoilage. A mobile-money counter can move large sums while earning only a small commission.

Watch the cash timing

Stock is bought before it is sold. Keep agent cash/e-float separate and reconcile daily. Use supplier credit only when agreed. Adding a service can require extra inventory, float, licences and insurance.

06 / Evidence register · dated references

Facts with context.

Assumptions you can replace.

Sources retain their observation dates. Test allowances: 15 Oct 2026. New Solar prospects: 16 Oct. No customer, supplier, financing or partnership agreement is implied.

Market + operating sources · 7 references

Market / operating evidence Central Bank · annual report 2024 2024 observation · annual report, p.55

Reports 722,772 active mobile-money users at December 2024, partly driven by groundnut payments. National users are not customers in our catchment or evidence of shop profitability.

Read the original source

Market / operating evidence QMoney · current services Operator page · checked 15 Oct 2026

Advertises more than 350 agents and bill/airtime/payment services. This indicates an existing competitive network, not an exclusive SunShop opportunity.

Read the original source

Market / operating evidence QMoney · agent onboarding Operator page · checked 15 Oct 2026

The same page displays D20,000 and D50,000 deposit requirements. Obtain written approval, float and commission terms; neither amount is treated as settled.

Read the original source

Market / operating evidence Sasco · wholesale and delivery Operator search content · 15 Oct 2026; direct fetch failed

Advertises FMCG, frozen/chilled products and nationwide distribution. A discovery lead and competitor reference, not evidence that it needs our storage or offers particular wholesale prices.

Read the original source

Market / operating evidence NOMM · wholesale profile Operator page · checked 15 Oct 2026

Describes Gambian grocery/household distribution and delivery. Seek a current trade account, price list and terms; no commercial relationship is confirmed.

Read the original source

Market / operating evidence MOPO · Nigerian battery-rental programme 20 Jul 2026 · operator press release

Describes an agent-based rental model and an intended Nigerian expansion programme. This is comparative operating-model evidence, not funding or market proof for SunShop in Gambia.

Read the original source

Market / operating evidence FSQA · startup food-business guideline 2019 guideline · official page checked 15 Oct 2026

Provides a food-business startup/registration route. Confirm applicable site, handling, water, processing and inspection requirements with FSQA before operations.

Read the original source

The supplied concept contributes planning ideas; it is not independent market verification. Public programmes and investments are not funding commitments to us. No grant, subsidy, customer prepayment, credit facility or certification is included unless the financial scope explicitly says so.

Cost + finance sources · 9 references

Service / contract reference QMoney · agent requirements Gambia · checked 14 Oct 2026

Authorised agent onboarding is a real route. The page contains conflicting deposit amounts; neither is adopted. Commission, minimum float, settlement, liability and approval must be obtained in writing. Our \$250 service contribution is an internal test assumption.

Read the original source

Priced component reference Victron · Q4 battery reference Q4 2026 · EUR ex VAT · p.17

A nominal 5.12 kWh NG battery is listed at €2,135 (about \$2,491). It is one component, not a complete kiosk power installation. Choice, rating, warranty, controls, panels and installation need a designed offer.

Read the original source

Potential partner route GAMPOST · postal services Gambia · service context

Parcel services exist; a kiosk collection partnership, parcel volume, custody process and commission are not established. Do not add parcel throughput as shop revenue.

[Read the original source](#)

First-test equipment benchmark Testo · USB-C temperature logger 15 Oct 2026 · manufacturer / UAE

Listed at AED 351, approximately \$96 at the dated CBG cross-rate, before any extra delivery/import cost. ISO calibration is extra. The \$110 local procurement allowance is unconfirmed; confirm calibration, availability and landed cost. This component does not qualify a cold chain.

[Read the original source](#)

First-test equipment benchmark EcoFlow Europe · portable power reference 15 Oct 2026 · manufacturer / EU

RIVER 2: 256 Wh, 300 W continuous, 230 V output; displayed €229 including tax and sold out, approximately \$262 at the dated FX rate. Reference only: not selected equipment, available Gambian stock or a landed offer. The test uses a \$320/unit allowance plus separately provisional freight/tax costs.

[Read the original source](#)

Local quote route The Emporium · Gambian fridge range 15 Oct 2026 · local supplier lead

Fridge/freezer models are listed locally, but no usable price is published. Seek a written hire or delivered purchase offer; the \$150 fridge hire is an internal allowance. No supplier relationship or stock availability is confirmed.

[Read the original source](#)

Dated FX reference CBG · first-test currency conversion 15 Oct 2026 · daily valuation

GMD per currency unit: USD 73.22; GBP 96.94; AED 19.94; EUR 83.67. Rounded USD cross-rates are used only for the new first-test references. Valuation is not a bank dealing rate. Earlier investment references retain their original dated conversions.

[Read the original source](#)

FX reference CBG · daily valuation 15 Oct 2026 · The Gambia

The CBG homepage displayed GMD 73.22/USD, 83.67/EUR and 4.40/ZAR. Indicative cross-rates: USD 1.143/EUR and USD 0.06009/ZAR. Valuation rates are not dealing rates. Earlier equipment-reference conversions retain their original observation date; no planning allowance is a binding offer.

[Read the original source](#)

Local confirmation Gambia Revenue Authority · tax and customs Current official document portal

Obtain a product-code-specific landed-cost and tax assessment. No import-duty exemption, recoverable VAT or investment incentive is assumed. Tax and clearance allowances below are provisional amounts, not statutory rates.

[Read the original source](#)

Before an investment decision

Replace the allowances with complete local/landed quotes, the sales inputs with customer or buyer evidence, and the operating inputs with a measured pilot. Add taxes, founder costs, month-by-month seasonality, exchange exposure and financing terms to the full cash-flow forecast. These transparent pre-feasibility cases are the starting point for that work.

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Prove one. Build from what works.