



I'm Elizabeth Gomez, founder and CEO of Facil Clothing, a Swedish-Gambian underwear company, with production in the Gambia. Facil designs and makes underwear to improve lives through job creation in the Gambia - my country of origin and one of the poorest countries in Africa.

## The Problem we are solving

In many developing countries like The Gambia, it's very hard to find a job with a living wage. There are almost no jobs to apply to and starting and running your own business is usually very hard due lack of capital. That's why young people risk their lives trying to reach Europe on overcrowded boats. They want to find a good job, so they can build a future for themselves and their loved ones.

Another problem is that it's very hard to find affordable quality underwear in most African cities today. Most people have to buy imported second hand, unhygienic underwear for their daily needs.

For those who can afford NEW underwear instead of second hand, the supply is very limited, and it's not designed for the African consumer. The products are often of poor quality and not suitable for the warm and humid climate.

## Our solution

We started Facil to change this, by making quality underwear that people really want and feel proud wearing. Our underwear is designed in Sweden, made and tested in the Gambia, where we train and employ young women and pay them more than a living wage.

## How we make money

We sell directly to consumers in Gambia through retail shop partnerships. We also sell online through our newly established online stores in Sweden and the UK, mainly targeting the Gambian diaspora in Europe (90K Gambians).

Our prices in Europe are affordable but with higher margins than in Gambia, to make it possible to subsidize the prices in Gambia.

This enables consumers in Gambia with limited buying power to afford our underwear.

## Milestones Accomplished

Since the start of Facil, we've achieved several milestones and proved that we make a difference for our coworkers and their families.

- Trained 22 youths, now employing 12
- Developed and launched men's, women's and kid's underwear and a T-shirt line.
- Sold over 4000 items in Gambia
- Signed 2 retail partnerships accessing 5 stores.
- Recently launched our online stores in Sweden and the UK

## Up next

Raising 2,5 MSEK We commit to accomplishing three key goals in 24 months:

1: 2021-03, We want to meet the demand from the diaspora market and develop African designed prints

2: 2021-05, Invest in product, skills & sales development. Increase staff from 12 to 20 and production efficiency to reach 3000 units/month, and 850 KSEK projected revenue.

3: 2022, Scale up sales to reach 1,6 MSEK. That will enable us to be profitable and increase our impact in Gambia.

+46 736 790077 • [elizabeth@facilclothing.com](mailto:elizabeth@facilclothing.com) • [www.facilclothing.com](http://www.facilclothing.com)