

Pesante General Dealers – Airtel Money Shop Pitch Summary

Business Overview

Pesante General Dealers, located in Barlastone Park, Lusaka, is a trusted business operating since 2021. We serve chapati, shawarma, chips, drinks, and now provide Airtel Money services as a registered agent. We seek investment to strengthen operations and deliver a convenient one-stop hub for food and financial services.

Vision: To be the most trusted hub for Airtel Money and affordable meals.

Mission: To deliver fast, safe, and affordable mobile money services together with tasty meals.

Investment Requirement

Item	Cost (ZMW)
Float for Airtel Money	15,000
Branding & Signage	2,000
Uniforms	1,500
Chairs & Seating	1,500
Mobile Phones (2 units)	2,000
Working Cash	3,000
Total	25,000

Key Advantages

- Dual services (food + Airtel Money) attract more customers
- Established trusted business since 2021
- High daily foot traffic from food sales
- Convenient location in Barlastone Park
- Airtel Money registration already secured

Conclusion

With an investment of ZMW 25,000, Pesante General Dealers will expand Airtel Money services and food operations. This will boost community access to mobile money while strengthening our growing food business.