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Our expansion plan is to increase our footprint across Malawi. We will open 6 more outlets by mid 2023

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- Angellina Ngwira, Wholesale Commercial Manager, DAPP Malawi

Our expansion plan is focusing on increasing our footprint across Malawi. We are looking at opening 6 more outlets by end of 2022 to mid 2023 to make our outlets more accessible to customers.

Already customers can easily access our product unlike the case with our competitors, whose shops are mainly in cities. So we are going to increase our presence in the country by opening more outlets, branding them for customers to know where we are.

We are planning to explore other markets, because currently in Malawi informal

traders who trade on the open market dominate the second-hand clothes market. New markets, that is the non-governmental organizations market, the NGOs, who are increasingly buying to donate to the needy and for other reasons.

Most of the NGOs are involved in charity work. They buy second-hand clothes to donate to orphans, in times of disaster or as part of empowering women to start small businesses as sustainable livelihoods initiatives. So they buy in bulk. This new particular market is the one we are planning to explore more.



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