Beauty shopping, in one place

A Ghanaian platform connecting customers with beauty suppliers

US$100,000 early-stage raise

Paul Akyin Sackey, Founder & CEO / 25 October 2026

The customer problem

Beauty shopping often starts with a message to a vendor

Customers contact different sellers to check products, prices and availability.

They also need confidence in the seller and clarity on delivery.

Nura’s starting market is beauty shoppers in Ghana, with fulfilment focused on Accra.

One catalogue and coordinated fulfilment

For customers

Shop skincare, makeup, beauty tools and fragrances through one website.

Place an order and receive coordinated support and delivery.

For suppliers

Provide products at agreed acquisition prices.

Nura brings customers through marketing and manages the sale and delivery.

A model with less capital tied up in stock

Suppliers hold the inventory

Nura sources products to fulfil orders instead of buying new stock in advance. Existing Nura-owned inventory remains separate.

Selling price less supplier cost funds delivery, payment fees, packaging, discounts and customer acquisition.

Lower upfront inventory exposure. Supplier reliability and order margins still matter.

Early evidence of repeat demand

24%

of purchasing customers classified as returning

GH₵438

average paid order value after checkout discounts, including delivery charges

All-time dashboard, 25 October 2026. Returning share: 24 of 102 purchasing customers.
Early trading history across both models; not a cohort retention measure.

The launch foundation is already funded

GH₵400,000+

Founder-funded launch, initial stock and operating setup

Platform and brand development
Packaging and event resources
Initial inventory and launch marketing

Existing resources support the next phase.

Past expenditure includes consumed services as well as resources still available.

Growth with measurable spending

Acquire customers

Test creator and digital campaigns against completed purchases and acquisition cost.

Encourage repeat orders

Use customer follow-up and relevant product discovery. Measure repeat purchasing and contribution.

Improve fulfilment

Expand supplier coverage and track availability, delivery reliability and the cost of each order.

US$100,000 to build the next phase

Customer acquisition and retention
Supplier participation and fulfilment
Order-cost reporting and operating capacity

Proposed milestones: complete supplier-order cost tracking, demonstrate positive contribution after direct costs, then expand campaigns that meet agreed performance thresholds.

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Define Nura, Ghana. Sole proprietorship registered 2 April 2026. Investment structure to be agreed.