

Monthly Newsletter

NOVEMBER 2024 EDITION

*Featuring
Funke Akindele
as our Woman Crush
of the Month!*

Read more on page 4...

Interesting topics

- Best black friday deals just got more exciting
- Checklists for a stress-free December
- Maximising year-end sales to increase your business profits by 100%

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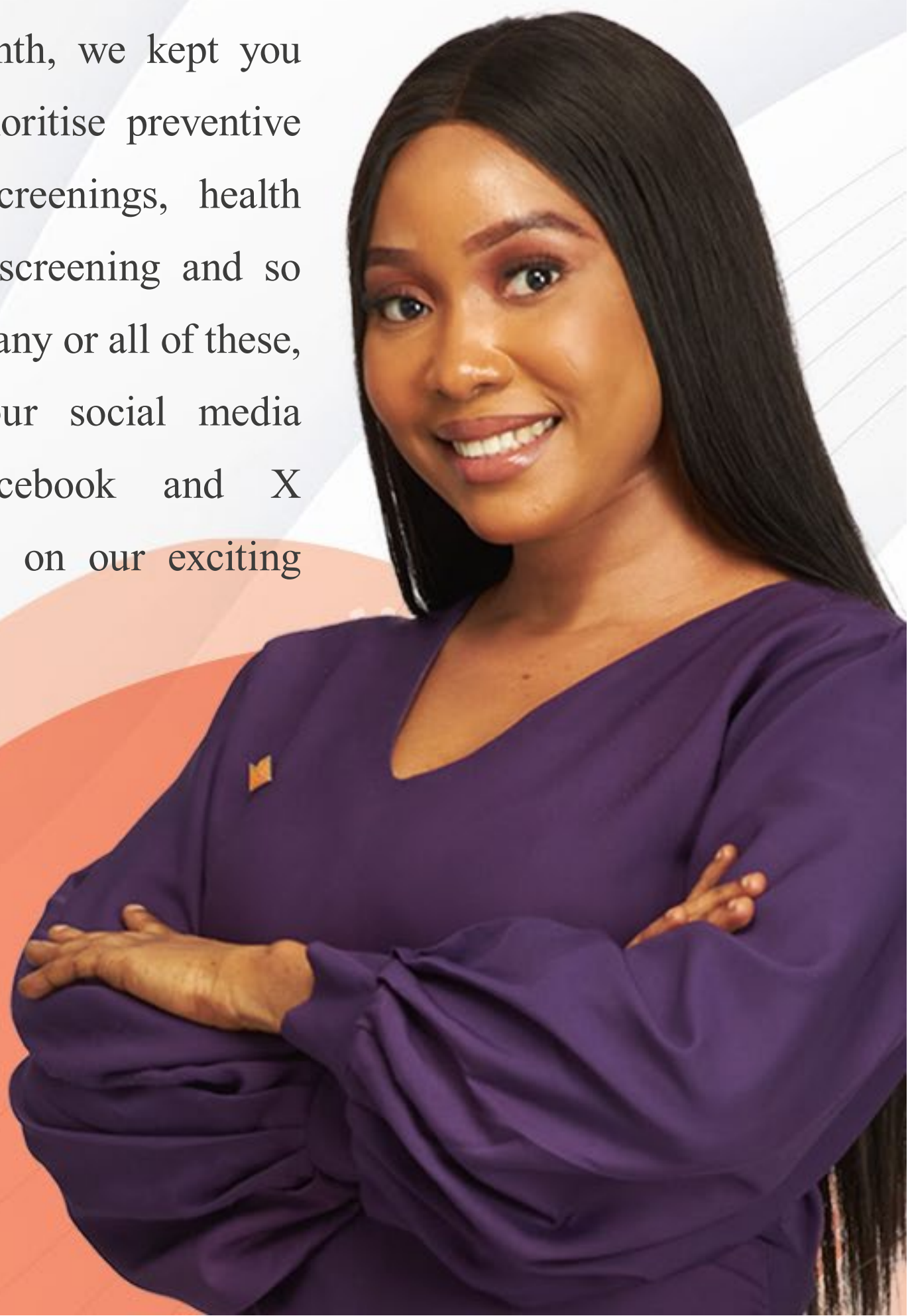
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Dear Ladies,

Congratulations to us ladies, on making it into November! Can you believe we have just one month left until we say goodbye to the year 2024? It definitely brings feelings of gratitude and excitement. We hope you are growing everyday. We are always rooting for you and this is why we always come up with initiatives designed to keep you inspired, connected and empowered!

October was definitely that month, we kept you refreshed, ensuring that you prioritise preventive healthcare through our free screenings, health webinars, myth busters, movie screening and so much more. If you missed out on any or all of these, don't worry! Kindly follow our social media platforms on Instagram, Facebook and X @thewccommunity, to catch up on our exciting offerings.



Best

BLACK

FRIDAY

deals just got more exciting

Just before we go into our article, we would love to ask a question. Have you ever thought about why this popular end of the year sales is called “Black Friday?” Well, let’s gist!

We discovered that Black Friday originated in Philadelphia in the 1950s and 1960s, when police used the term to describe the heavy traffic and crowds after Thanksgiving. In the 1980s, retailers redefined it with a positive spin, using “Black Friday” to mark the time when stores moved from “in the red” (losing money) to “in the black” (making profits), thanks to the surge in holiday shopping. Since then, it became one of the most anticipated shopping events of the year, offering massive discounts and deals across various products. November is globally known as Black Friday month and we want to make it truly special for you. Let’s talk about how to make the most out of the 2024 Black Friday to get the best deals and save up your money for other holidays expenses.

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Best black friday deals just got more exciting



Start with a Master Plan

We know you saved a lot of items you've been eyeing in your Instagram archives. We must commend you for having a clear idea of what you want. Like our mothers will always do, list out your items and allocate funds for each. This will help you avoid impulse buying and prioritise high-ticket items which usually come with the biggest discounts.

Don't Snooze on Your Vendors

At this time of the year, your favourite vendors are already watering your appetites and letting you know what to expect till the gates are finally open. They post flash sales and special deals on their social media pages. Following them, subscribing to their newsletters, joining telegram groups can help you grab sweet deals that may not be available elsewhere.

Shopping Online Vs Offline

Would you rather shop from the comfort of your bed or you are all in for the physical experience? Although online purchase gives you the pleasure of comparing prices easily, there's no stress of being in a long queues, let's not forget its cons; arguments with dispatch riders, chances of getting scammed by vendors, and the anxiety of waiting endlessly for your package. However, shopping offline offers you immediate purchase, you get to check out what you are buying, especially items like furniture, wigs, clothes, etc, and you also have firsthand customer experience. Ultimately, the choice between the two depends on your preference, such as convenience, speed, or the desire for a more tactile shopping experience. So what team are you?

Read the Fine Print and Return Policies

To avoid any post-purchase regrets, check if your store allows returns on discounted items or if they charge restocking fees. Also, some stores offer price match guarantees, even on Black Friday. If a store has a better deal on an item you bought earlier, you might be able to get the difference refunded.

If you are buying electronics or appliances, ensure the warranty is included and valid. Some retailers may offer extended warranties at a discount during Black Friday sales.

Sis, Black Friday can be a great opportunity to score significant discounts, but being prepared is the key to success. With these tips shared, we believe you can make the most of the sales and walk away with the best deals. Happy shopping!

Woman crush of the month

Everyday, Women are shattering barriers and breaking ceilings in their spheres of influence, and this is the heartbeat of the W Initiative. This month, we celebrate Funke Akindele, popularly known as the “unparalleled box office maestro,” for her remarkable achievements and impact in the film industry. We are excited to feature the incredible Funke Akindele as our Woman Crush of the Month! This phenomenal woman is a true embodiment of resilience, creativity, and unyielding dedication to her craft. Her journey inspires us all, and we can’t help but celebrate her numerous accomplishments. Born on August 24, 1977, Olufunke Ayotunde Akindele, widely known as Funke Akindele or Jenifa, is a celebrated Nigerian filmmaker, actress, director, producer, and politician. She first captured the hearts of many with her role in the sitcom *I Need to Know* from 1998 to 2002. But it was her iconic role in *Jenifa* that truly catapulted her to stardom, earning her the Africa Movie Academy Award for Best Actress in a Leading Role in 2009. Since then, Funke has continued to dominate the industry, starring in and producing the hit series *Jenifa’s Diary*, for which she has won the Best Actress in a Comedy at the Africa Magic Viewers Choice Awards (AMVCA) multiple times. Her impressive record at the AMVCA includes six wins, making her the most decorated actress at the awards. Beyond acting, Funke has made history in the Nigerian film industry as the second director to gross over a billion naira at the box office and holds the title of the Highest-Grossing Director in Nigerian Box Office history, with total earnings exceeding ₦2.9 billion. This year, the streets of social media are already gearing up for another blockbuster by Funke Akindele titled “Everybody loves Jenifa.” You’d agree with us that her strategic content creation, collaboration with industry leaders, celebrity endorsements, PR boxes, powerful storytelling, theme songs, creativity and so much more, stands her out and we can’t wait to witness the magic she has created! Funke Akindele’s achievements and commitments exemplifies that with determination, passion, and hard work, women can break boundaries and redefine success in any field. Her story encourages us to embrace our creativity, pursue our goals fearlessly, and never settle for less. While we celebrate Funke’s outstanding achievements, we look forward to celebrating with you too! Keep pushing toward your dreams—you’ve got this, sis!

Checklists for a stress-free December

02

Checklist

1.
2.
3.
4.
5.

We know you have told yourself that you want to be a baby girl this December. But are you taking active steps to achieve this yet? Between gift shopping, decorating your home, and planning festive meals, the to-do list can feel overwhelming. Let us discuss how to help you get ahead with a great holiday planning strategy.



Create a Holiday Calendar

Holiday calendars are very important. It will serve as your guide for the month, helping you allocate time for shopping, decorating, and cooking. Mark important dates to you such as parties, thanksgiving, movie night, photoshoot, shopping, holiday cards, family gatherings, gifts list and any holiday events you plan to attend.



Allocate Your Budget and Shop Early

Creating a budget will help you make informed decisions while shopping and prevent overspending. Allocate funds for each segment, and ensure to know how much you have spent per time. Start your gift shopping as early as possible to avoid the holiday rush and prevent paying higher prices due to last-minute shopping. Check off items on your list as you find them. Don't forget to factor in shipping times for your online orders!



Plan Your Meals and Treats

Create a menu for holiday gatherings, including appetizers, main dishes, and desserts. Decide whether you will cook, hire a cook, cater, or ask guests to bring dishes. If you are preparing meals, make a grocery list and shop for non-perishable items early. For baked meals, consider preparing dough or ingredients in advance to save time closer to the holidays.



Schedule Time for Self-Care

The holiday season can be hectic, so don't forget to carve out time for yourself. What do you love? A quiet evening with a book, a spa day, or a workout, just do you because you can't enjoy the holidays without feeling well all round. As we wrap up, we want you to know that preparing for the holiday season doesn't have to be stressful. Embrace the joy of the season, and remember that the holidays are about connection and celebration, not perfection.

This



That

Which one do you prefer?

Date

Morning Workout

E-Book

Bold Red Lip

Binge-Watching

Dressing Up

Beach Vacation

Spontaneous Adventure

Solo Time

Sweet Tooth

Online Shopping

Classic Heels

Brunch with Friends

Evening Yoga

Paperback

Natural Nude Gloss

Series or Movie Marathon

Staying Cozy in Sweats

Mountain Getaway

Planned Itinerary

Girls' Night Out

Savoury Cravings

In-Store Shopping

Trendy Sneakers

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MAXIMISING YEAR-END SALES TO INCREASE

your business profits by 100%



Are you a female business owner debating whether or not to have an end-of-year sale? Keep reading! As the year ends, a lot of individuals are making plans to purchase products for the festive season, including your existing and potential customers. This is your opportunity to harness the momentum of year-end shopping, create a strategy to market your products, boost your sales and set the stage for a successful new year.

Let's discuss some actionable steps to help you capitalise on this critical period.

Do a Thorough Analysis

New strategies are always a great idea for business growth, but what makes them more effective is taking out time to study your business' performance over the past year. Go through your sales data, customer feedback, and marketing efforts. Identify what worked well and what didn't. This introspection will inform your year-end strategies and help you make data-driven decisions. Establish specific, measurable goals for your year-end sales such as increasing revenue by a certain percentage, acquiring new customers, or boosting engagement on social media.

Maximising year-end sales to increase your business profits 100%

Leverage the Holiday Spirit

The holiday season is an excellent time to create themed marketing campaigns. Offer holiday discounts, bundles, or limited-time offers. Highlight your products or services that make great gifts or are particularly relevant during this time of year. You can also update your business website and social media channels with holiday-themed graphics and messaging to create a festive atmosphere. Also share engaging content, including behind-the-scenes looks at your business, customer testimonials, and user-generated content.

Harness Digital and Email Marketing

Marketing is unarguably the most effective channel for driving sales. Utilise digital and email marketing to boost sales. Create good content and targeted email campaigns to inform your customers about year-end promotions, holiday gift ideas, or exclusive offers. Personalize your brand message to make your audience feel valued and encourage them to shop with you.

eye on the school calendar and plan ahead to attend key events. Volunteering or participating in school functions can help you stay connected with the school and show support for your child's participation in school activities.

Focus on Customer Experience

Delivering exceptional customer service during the busy holiday season can set your business apart. Ensure your team is prepared to handle increased inquiries and transactions. Consider implementing user-friendly features on your website, such as live chat or an easy return policy, and automated responses on your social media platforms, to enhance the shopping experience.

The year-end is a crucial period for you to maximise sales and set the foundation for future growth. Take advantage of the holiday spirit, foster connections, and leverage the unique strengths of your business to drive success in the new year. We are rooting for you!





RAPID FIRE QUESTIONS

Answer these quick questions for fun!



What's your favourite comfort food?

What's the last thing you binge-watched?

If you could teleport anywhere right now, where would you go?

What's your go-to karaoke song?

What's that show you'd never miss for anything while growing up?

EVENTS CORNER



PCOS movie screening and fireside chat



The Power of 100 Africa Launch Event



EVENTS CORNER

Session in Branches



Osun state



Sokoto



Port Harcourt



Lagos Mainland



Kano

EVENTS CORNER



Professionals Roundtable Conference Abuja





SAY HELLO TO YOUR NEW WHIP WITH THE W VEHICLE LOAN

As a business or career woman, owning a vehicle offers a great level of convenience and efficiency that can greatly enhance your work life. Imagine driving to a meeting down town in your own car, projecting confidence and professionalism as you arrive on time. Or picture a scenario where you need to catch up with a client at the airport on short notice—having a personal vehicle allows you to handle such situations with ease. Don't get caught up in the stress of saving for a car, especially when unexpected expenses keep chipping away at your savings. But wait, have you ever considered getting a pre-owned vehicle? We will let you in on the benefits of getting a pre-owned vehicle.

Cost-Effectiveness

Pre-owned vehicles are more budget-friendly than brand-new models, making them more affordable. Additionally, you get to avoid the steep depreciation that affects new cars, and if you'd ask us, it is a value-driven investment.

SAY HELLO TO YOUR NEW WHIP WITH THE W VEHICLE LOAN

Professional Image and Flexibility

Arriving in your own car not only portrays a professional image but also gives you the flexibility to manage your schedule better. It eliminates the reliance on public transportation or ride-sharing services, allowing you to plan your day with greater efficiency.

At the W Initiative of Access Bank, we understand the importance of mobility for professional women. Therefore, we have designed the W Vehicle Power Loan, a financing solution tailored specifically for women. With this loan, you can obtain a pre-owned vehicle that suits your needs while enjoying exclusive benefits:

Pay Back with Ease

The loan is structured with easy and flexible repayment options, allowing you to focus on your career or business growth without the stress of overwhelming loan payments.

Subsidised Interest Rates

One of the key advantages of the W Vehicle Power Loan is its subsidised interest rates, making the loan more affordable than many standard auto financing options. This ensures that you get a great deal for your investment. We recognise that time is valuable, this is why the application process is quick and straightforward, helping you get on the road in no time.

Fast and Simple Application

Take control of your mobility and enhance your career or business today. Reach out to us via email at wcares@accessbankplc.com to find out how the W Vehicle Power Loan can help you drive your success forward. Join the league of inspired, connected, and empowered women who are embracing mobility as a key to their professional advancement!



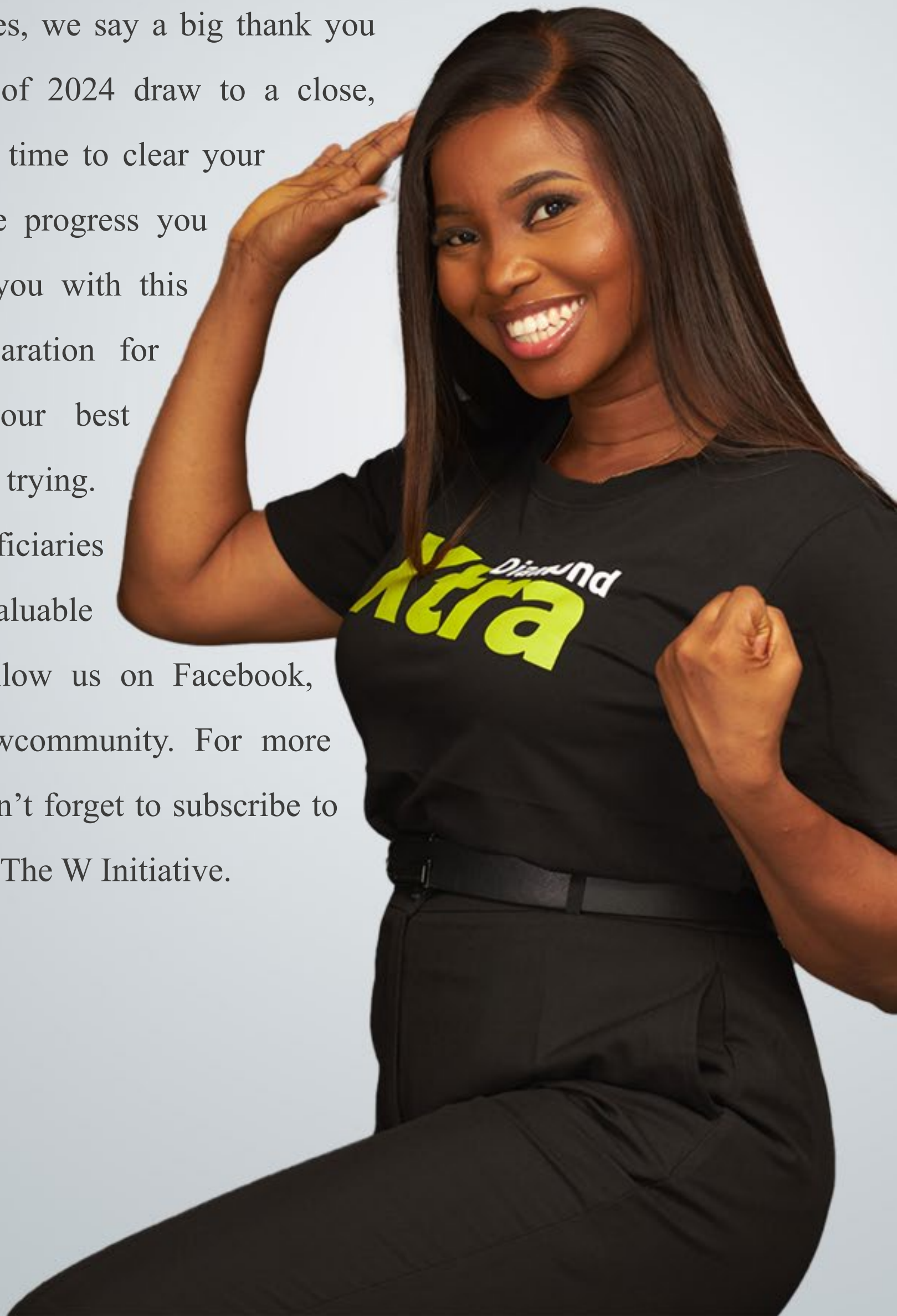
Puzzle

E T G S S D C C E I J F
C V E E B S W O C N X J
V L O X A E E N O S G U
P X V J L L M F M P R S
U D I K A F P I M I O U
Z L S C N C O D U R W C
C S I I C A W E N E T C
O L O H E R E N I X H E
Y C N K Z E R C T M V S
G P D E J W Q E Y B Z S
T L E A D E R S H I P B
Z C R E A T I V I T Y Y

- *EMPOWER*
- *CONFIDENCE*
- *SUCCESS*
- *CREATIVITY*
- *INSPIRE*
- *LEADERSHIP*
- *BALANCE*
- *COMMUNITY*
- *SELFCARE*
- *VISION*
- *GROWTH*

Goodbye Ladies!

Thank you for taking the time to read our November newsletter. Did you enjoy reading it as much as we enjoyed writing it? If yes, we say a big thank you again! As the curtains of 2024 draw to a close, remember to take some time to clear your table and reflect on the progress you have made. We leave you with this quote; “The best preparation for tomorrow is doing your best today.” Please don’t stop trying. Be among the first beneficiaries of our various valuable offerings when you follow us on Facebook, Instagram, or X @thewcommunity. For more enlightening content, don’t forget to subscribe to our YouTube channel, @The W Initiative.





• *Inspiring* • *Connecting* • *Empowering*