



## **CORPORATE COMPANY PROFILE**

*Building Businesses. Creating Value. Driving Growth.*

LAGOS, NIGERIA

## About Footabay Enterprise

Footabay Enterprise is a Nigerian-owned diversified business enterprise established to operate, develop, and support ventures across multiple sectors, with interests spanning trade, creative services, digital technology, education, and other strategic business opportunities.

Founded with an entrepreneurial outlook, Footabay Enterprise serves as a parent enterprise through which business ideas, services, and strategic opportunities can be developed into structured operations. The enterprise aims to build sustainable ventures, create value, encourage innovation, and support opportunities for people and businesses.

Originally established with a focus on import and export activities, Footabay Enterprise has broadened its strategic outlook to include creative services, digital technology, education, and other commercially viable opportunities. This reflects an evolving business direction rather than a claim that every area is currently an active operation.

## Founder's Message

At Footabay Enterprise, we believe meaningful businesses are built through vision, discipline, sound execution, and the right people. Our ambition is to develop an enterprise that can recognize opportunities, build practical solutions, and support ventures that create lasting value.

We understand that sustainable growth takes more than ambition. It requires accountability, a willingness to learn, responsible decision-making, and a team committed to shared standards. As we continue to develop our business interests, we remain focused on building with purpose, adapting to change, and creating opportunities for the future.

This message reflects the collective direction of the executive team guiding Footabay Enterprise.

— The Executive Team  
Footabay Enterprise

## Our Vision & Mission

### Our Vision

To build a diversified Nigerian enterprise that develops sustainable businesses, embraces innovation, creates opportunities, and delivers lasting value across industries and communities.

### Our Mission

To identify promising opportunities, develop practical and innovative ventures, and provide the structure, resources, and strategic direction required to build sustainable businesses that serve customers, partners, communities, and stakeholders.

## Our Core Values

- **Integrity** — We conduct our activities with honesty, transparency, accountability, and professionalism.
- **Innovation** — We remain open to new ideas, emerging technologies, and better ways to solve problems.
- **Excellence** — We aim for high standards in the businesses, services, and experiences developed under our enterprise.
- **Growth** — We support continuous learning, development, adaptability, and long-term progress.
- **Opportunity** — We seek to identify and develop opportunities through business, technology, education, and partnerships.
- **Sustainability** — We prioritize responsible development and long-term relevance over short-term gains.

## Who We Are

Footabay Enterprise is a diversified parent enterprise with a long-term approach to business development. It provides a broader corporate home for business arms with distinct identities, services, and target markets, while maintaining a shared commitment to responsible growth and value creation.

## Our Business Philosophy

We believe a strong business requires more than a promising idea. It requires structure, execution, people, adaptability, and a clear understanding of the value it intends to create.

Our approach is to identify real needs, evaluate feasibility and risk, develop practical solutions, and support ventures with the right operational focus. Diversification does not mean pursuing every opportunity; it means choosing opportunities that align with our objectives and have credible potential for sustainable value.

## Our Corporate Structure

### FOOTABAY ENTERPRISE

*Parent Enterprise*

#### **TSG CREATIVES**

Creative & Digital Services

#### **TSG ACADEMY**

Education, Mentorship & Career Development

The current business arms identified in this profile are TSG Creatives and TSG Academy. Other ventures may be developed as the enterprise grows. The exact legal relationship and trading style should be stated consistently with Footabay Enterprise's CAC registration and relevant records.

## **Our Business Interests**

### **Trade & Commerce**

Import, export, sourcing, distribution, and other legitimate commercial opportunities, subject to the enterprise's current operational capacity and applicable requirements.

### **Creative & Digital Services**

Graphic and visual design, web development, branding, digital communication, content creation, social media management, video production, and related services.

### **Technology & Digital Innovation**

Technology-enabled products, services, platforms, digital solutions, and emerging opportunities that can address practical needs.

### **Education & Skills Development**

Professional education, digital and technology training, mentorship, community development, and career guidance.

### **Strategic Business Opportunities**

Potential partnerships, joint ventures, investments, and other commercially viable opportunities aligned with the enterprise's objectives.

These are areas of interest and strategic direction; this list should not be interpreted as confirmation that every activity is currently operating.

## Our Current Business Arms

### TSG Creatives

Website: [www.tsgcreatives.com](http://www.tsgcreatives.com)

TSG Creatives is the creative and digital services brand associated with Footabay Enterprise. It supports businesses, organizations, entrepreneurs, and individuals through visual communication and digital solutions designed to strengthen their presence and connect with their audiences.

Key services include:

- Graphic design and visual design
- Website design and development, including WordPress
- Social media management and content creation
- Video production and editing
- Motion graphics and creative communication
- Digital branding and related creative services

### TSG Academy

Website: [www.academy.tsgcreatives.com](http://www.academy.tsgcreatives.com)

TSG Academy is the education, mentorship, and technology skills development arm associated with Footabay Enterprise. Its focus is on helping learners develop practical digital and technology skills through learning resources, mentorship, community support, and career guidance.

Key areas include:

- Digital and technology skills training
- Mentorship and learning community support
- Career guidance and advisory initiatives
- Practical learning and skills development
- Instructor-led learning opportunities

The availability of specific courses, mentorship sessions, and services may change over time; current offerings should be confirmed through the Academy's official platform.

## Our Approach to Business Development

### 01 Identify

Recognize problems, market gaps, emerging trends, and opportunities with potential to create value.

### 02 Evaluate

Assess feasibility, market demand, resources, risks, and long-term potential.

### 03 Develop

Turn selected opportunities into structured businesses, products, services, or initiatives.

### 04 Operate

Give each venture an appropriate identity, operational structure, and strategy.

### 05 Grow

Improve and expand through learning, innovation, partnerships, technology, and responsible execution.

## Our Commitment to Innovation & People

We recognize that technology continues to change how businesses operate, how people learn, and how services are delivered. We seek practical ways to use technology to improve efficiency, create better experiences, and develop new opportunities.

We also believe businesses are built by people. Through our business activities and education-focused initiatives, we aim to support talent development, encourage collaboration, and create environments where people can contribute and grow.

## Partnership Opportunities

Footabay Enterprise is open to exploring purposeful relationships with organizations and individuals whose expertise, resources, or objectives align with its business direction.

- Businesses and entrepreneurs
- Investors and commercial partners
- Educational institutions
- Technology and creative professionals
- Industry stakeholders and development organizations
- Potential suppliers, distributors, and trade partners

Partnership discussions are considered on their individual merits, with attention to shared objectives, operational feasibility, accountability, and mutual value.

## Our Long-Term Outlook

Footabay Enterprise is being developed with a long-term perspective. Its ambition is to build and support ventures that respond to real needs, operate responsibly, and remain adaptable as markets and technology evolve.

As capacity and opportunities develop, the enterprise may establish additional business arms, enter strategic partnerships, or pursue opportunities in other sectors. Expansion will be guided by feasibility, responsible management, and the potential to create sustainable value.

## Our Commitment

We are committed to building responsibly, pursuing opportunities strategically, embracing innovation, developing people, and creating lasting value. Footabay Enterprise represents a platform for building businesses and developing opportunities across sectors.

## Corporate Information

Registered Company Name: **Footabay Enterprise**

Year Established: **2018**

Country of Operation: **Lagos, Nigeria**

Business Address: Lagos, Nigeria

General Email: **Footabay@gmail.com**

Current Business Arms: **TSG Creatives; TSG Academy**

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