

Expanding My Business Through TSS

By Peter Mwangi¹

An interview with Peter Mwangi, CEO of Kemwa Foods. He has been buying cassava and sorghum flour through the Bonde Soko Transaction Security Service (TSS).



Peter Mwangi with Jari flour packers

Peter Mwangi, Kemwa Food Products

I'm Peter Mwangi, I'm 30 years old and I'm the director of Kemwa Food Products, which I started in the 2006. We process quality flour, which has the name of Jari. We have two brands, Sour mix and Pure, and we sell these in 1 kg and 1/2 kg bags. Cassava is the biggest component of Jari flour, plus we use some sorghum and groundnut and for the fermented one we use a souring agent (citric acid).

Sourcing Through TSS

The cassava and the sorghum come from Uganda through TSS. I think TSS is the best system ever. We have done it for three years now, through Moses Gichuru and Engineer Opio in Uganda. Engineer collects dried cassava chips from his farmer networks in Kyere, Uganda. He mills the cassava through his own machine and then sends it here to Kemwa Food in Kenya. TSS is reliable and I'm happy about the quality I've received. We are so conscious about quality, and with TSS we can trace back to the farmers in Uganda if we have a problem. So far we've had the best quality, with nothing sent back.

Demand for Jari Flour

There is a lot of demand for our flour. Like now we have been called by Turkana County

Government to supply them with our flour. With the already existing demand we need to scale-up our production, so we are planning to construct our own premises by the end of this year.

COB Payment helps Business

Normally we sell our product on a credit basis to our suppliers. So the TSS helps us because we are able to sell to more customers on credit without losing that business. Working capital in the form of credit finance is important. I think we need more capital to be able to expand and even to reach a level to export this flour.

A New Product and Export Plans

We have another product, which we want to launch. It's banana flour mixed with cassava flour. There's a big market for that flour for people suffering from HIV or diabetes, and banana has a lot of calcium, so it's also good for the growing children. Variety of product is good for the business and that will help our company grow.

It's my dream to export my flour in the future to Somalia, Ethiopia and Ruanda. There's a big population of 73 million in Ethiopia, so I think that is the way to go with my company. Road improvements are making this possible. The road from Mombasa to Ethiopia will help us to transport our product.

Being Price Competitive

We sell Jari flour in Nairobi, Narok, Naivasha, Thika, Eldoret, Marara, Nyere and the entire Nakuru area. We offer our flour at a competitive price. If you compare it with another local company, they're selling a packet of 1/2 kg at 50/ KES. Ours we are selling at 30/ KES. So we are targeting the wider market; everybody can afford our product.

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¹ Edited by Anne Dennig in 2014