

26 April 2022

# Innovations Session N°9

## Successes from women-led agribusinesses in Africa



INNOVATIONS  
SERIES



# KENZA MARKET :

Food processing with a concept of pre-cooked products



Promoter :  
**Zambou Kenfack Gaelle Laura**  
Telecommunications Engineer

## KENZA MARKET :

- ▶ is an agropastoral company **created in 2016** with the aim of facilitating the daily life of households by offering them **ready-to-cook** products.
- ▶ its mission is to promote **local products** and to enhance the value of ***made in Cameroon*** products.
- ▶ grows and processes only **organic products**.
- ▶ offers a **home delivery** service.
- ▶ offers multiple services:
  - ▶ Dietary coaching
  - ▶ Training, including **entrepreneurship coaching**
  - ▶ Marketing
  - ▶ Real estate





# KENZA MARKET products

Kenza Market distinguishes itself from other companies through the variety of its products:

- ▶ spices
- ▶ dried and smoked meat, poultry and fish
- ▶ local flours
- ▶ wide range of vegetables
- ▶ vegetable oils
- ▶ amuse bouche
- ▶ local teas for infusion
- ▶ dietetic products



# Spicy salt (organic cube)

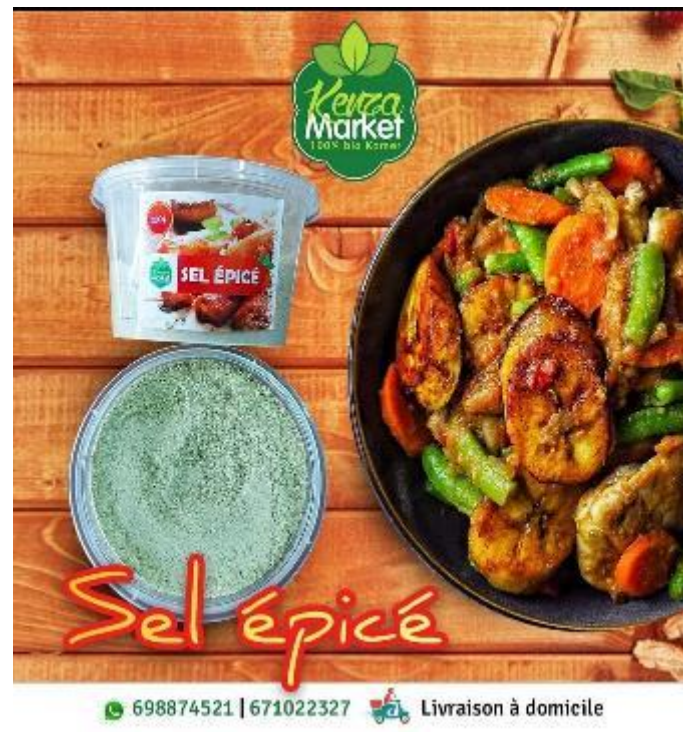
## Composition

- ▶ Salt
- ▶ Spices
- ▶ Green condiments
- ▶ Crayfish (only for shrimp flavour)



## Properties

- ▶ Replaces the cube in cooking
- ▶ No health side effects
- ▶ Enhances the flavour of your dishes
- ▶ Excellent for raw vegetables





# KENZA MARKET packs



**Pack Okok Sucre**  
Prêt à cuisiner  
5000F \*5plats  
LIVRAISON A DOMICILE

698 87 45 21 - 671 02 23 27 | kenzamarket | Yaoundé et Douala

**Pack Mbongo Tchobi**  
6000F \*5plats  
Prêt à cuisiner  
LIVRAISON A DOMICILE

698 87 45 21 - 671 02 23 27 | kenzamarket | Yaoundé et Douala

**Pack Nilolé**  
Prêt à cuisiner  
6000F  
698 87 45 21  
671 02 23 27  
kenzamarket

**Pack hypertension**  
10.000F  
LIVRAISON A DOMICILE

698 87 45 21 - 671 02 23 27 | kenzamarket | Yaoundé et Douala

**Pack Sauce Jaune**  
Prêt à cuisiner  
7000F \*5plats  
LIVRAISON A DOMICILE

698 87 45 21 - 671 02 23 27 | kenzamarket | Yaoundé et Douala

**Pack Mbongo Tchobi**  
6000F \*5plats  
Prêt à cuisiner  
LIVRAISON A DOMICILE

698 87 45 21 - 671 02 23 27 | kenzamarket | Yaoundé et Douala



# KENZA MARKET packs



**Pack Eru**  
Prêt à cuisiner

7500F  
\*5 plats

LIVRAISON À DOMICILE

698 87 45 21 - 671 02 23 27 | kenzamarket | Yaoundé et Douala

This advertisement for 'Pack Eru' shows a variety of fresh ingredients including a large carrot, a bunch of green beans, and several small bowls of spices and nuts. A bowl of cooked Eru is also visible. The price is 7500F for 5 meals. A red icon of a motorcycle indicates home delivery.

**Pack Okok Bassa**  
Prêt à cuisiner

8 000F  
\*7 plats

LIVRAISON À DOMICILE

698 87 45 21 - 671 02 23 27 | kenzamarket | Yaoundé et Douala

This advertisement for 'Pack Okok Bassa' features ingredients like okra, a yellow pepper, and various spices. A bowl of cooked Okok Bassa is shown. The price is 8000F for 7 meals. A red icon of a motorcycle indicates home delivery.

**Pack Sanga**  
Prêt à cuisiner

4000F  
\*3 plats

LIVRAISON À DOMICILE

698 87 45 21 - 671 02 23 27 | kenzamarket | Yaoundé et Douala

This advertisement for 'Pack Sanga' shows ingredients such as green beans, a yellow pepper, and spices. A bowl of cooked Sanga is visible. The price is 4000F for 3 meals. A red icon of a motorcycle indicates home delivery.

**Pack Bouillon - grillades - hotis**  
Prêt à cuisiner

10.000F

LIVRAISON À DOMICILE

698 87 45 21 - 671 02 23 27 | kenzamarket | Yaoundé et Douala

This advertisement for 'Pack Bouillon - grillades - hotis' displays several jars of bouillon, bags of grillades, and hotis. The price is 10,000F. A red icon of a motorcycle indicates home delivery.

**Pack Tout Pour la Sauce**

10.000F

LIVRAISON À DOMICILE

698 87 45 21 - 671 02 23 27 | kenzamarket | Yaoundé et Douala

This advertisement for 'Pack Tout Pour la Sauce' shows various jars and bags of sauce ingredients. The price is 10,000F. A red icon of a motorcycle indicates home delivery.

**Pack Légumes Séchés**

4000F

LIVRAISON À DOMICILE

698 87 45 21 - 671 02 23 27 | kenzamarket | Yaoundé et Douala

This advertisement for 'Pack Légumes Séchés' features bags of dried vegetables like okra, green beans, and hotis. The price is 4000F. A red icon of a motorcycle indicates home delivery.



# KENZA MARKET packs



**Pack Complément alimentaire**

12.000F

698 87 45 21 - 671 02 23 27 | kenzamarket | Yaoundé et Douala

LIVRAISON À DOMICILE

Detailed description: This advertisement shows a collection of food supplement products in various packaging, including brown paper bags and clear plastic containers. A woman's face is partially visible on the left. The Kenza Market logo is in the top left corner.

**Pack pousse de cheveux rapide**

6000F

698 87 45 21 - 671 02 23 27 | kenzamarket | Yaoundé et Douala

LIVRAISON À DOMICILE

Detailed description: The advertisement features a smiling woman with long dark hair. In front of her are several bottles of hair care products. The background is dark with a wood-grain texture.

**Pack Rondeurs**  
(Raffermissant et tonifiant seins & fesses, anti vergetures)

10.000F

698 87 45 21 - 671 02 23 27 | kenzamarket | Yaoundé et Douala

LIVRAISON À DOMICILE

Detailed description: The advertisement displays a variety of products including bags of powder, bottles of oil, and tubs of cream. A woman's torso is visible in the background. The background is a solid blue color.

**Pack minceur et ventre plat**

10.000F

Coach sportif en bonus

698 87 45 21 - 671 02 23 27 | kenzamarket | Yaoundé et Douala

LIVRAISON À DOMICILE

Detailed description: The advertisement shows a woman's toned midsection. Several product packages are arranged in front of her. The Kenza Market logo is in the top right corner.

**Pack FaF**  
(Pack fort aux fesses)

6000F

698 87 45 21 - 671 02 23 27 | kenzamarket | Yaoundé et Douala

LIVRAISON À DOMICILE

Detailed description: The advertisement features a man's muscular back and buttocks. Several product packages are shown in the foreground. The background is a solid red color.

**Pack Fertilité**

7000F

698 87 45 21 - 671 02 23 27 | kenzamarket | Yaoundé et Douala

LIVRAISON À DOMICILE

Detailed description: The advertisement shows a smiling woman holding a baby. Several product packages are displayed. The Kenza Market logo is in the bottom left corner.



# Our achievements

- ▶ A wide range of products and services
- ▶ A skilled workforce
- ▶ A large distribution network in Africa and Europe
- ▶ Participation in several events
- ▶ Won awards
- ▶ Increasing production and improving packaging





## Our ambitions

- ▶ Having a skilled workforce
- ▶ To expand our production facility
- ▶ To increase the number of KENZA MARKET outlets
- ▶ To modernise production equipment
- ▶ To expand our business on the African continent



# Pressbook KENZA MARKET

<https://www.voaafrique.com/a/succes-des-start-up-camerounaises-dans-l-agro-alimentaire-et-la-transformation-des-produits-locaux/4005417.html>

<https://www.france24.com/fr/info-en-continu/20210810-le-made-in-cameroun-un-pari-pour-l-avenir>

<https://www.cameroonbusinesstoday.cm/articles/289/fr/kenza-market-saveurs-depices-du-terroir>

[https://www.lexpress.fr/actualites/1/monde/le-made-in-cameroun-un-pari-pour-l-avenir\\_2156355.html](https://www.lexpress.fr/actualites/1/monde/le-made-in-cameroun-un-pari-pour-l-avenir_2156355.html)

<https://youtu.be/8pNXMM2ZMPE>

<https://youtu.be/SSL3n1AjF8U>

<https://www.agoraafricaine.info/tag/kenza-market/>





THANK YOU FOR YOUR KIND ATTENTION!

We remain available for you

Contact details:



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KENZA Market



Kenza\_market





*The PAFO-COLEACP Innovations Series focuses on innovations and successes of African farmer-led businesses and SMEs. These activities are supported by the Fit For Market SPS programme, implemented by COLEACP within the Framework of Development Cooperation between the Organisation of African, Caribbean and Pacific States (OACPS) and the European Union.*



# Thank you

