

15 February 2023

Innovations Session N°12
Entrepreneurial skills developed
by successful African SMEs



INNOVATIONS
SERIES



foodCare



Food Processing



PROBLEMS

FOOD INSECURITY

- Accessibility and availability of food with quality and hygiene.
- Lack of adequate sanitary conditions.



PROBLEM ILLUSTRATION



- Products rich in nutrients, but are contaminated during processing.



- PRODUCTS PRODUCED WITH HIGH QUALITY CONSIDERING HACCP (HAZARD ANALYSIS AND CRITICAL CONTROL POINTS) AND ISO 22000 (Food Safety Management System).



- PRODUCTION OF PET PACKAGING (constitutes an obstacle to the entry of new processors).



- RAW MATERIAL VALUE CHAIN.



PILOT UNIT

DURING THE PROCESS, IT IS MAINTAINED:

- Organic (no dyes or preservatives added)
- Keeping the quality and originality



MARKETPLACE



CURRENT PARTNERS



Brevemente:

SHOPRITE



AVAILABLE ALSO:
www.foodcare.co.ao



LinkedIn



MARKETPLACE

African Food Market: \$1 trillion by 2030.

- Distribution at 4 provinces
Hypermarket Kero
- Europe (Portugal)

- EXPORTATION

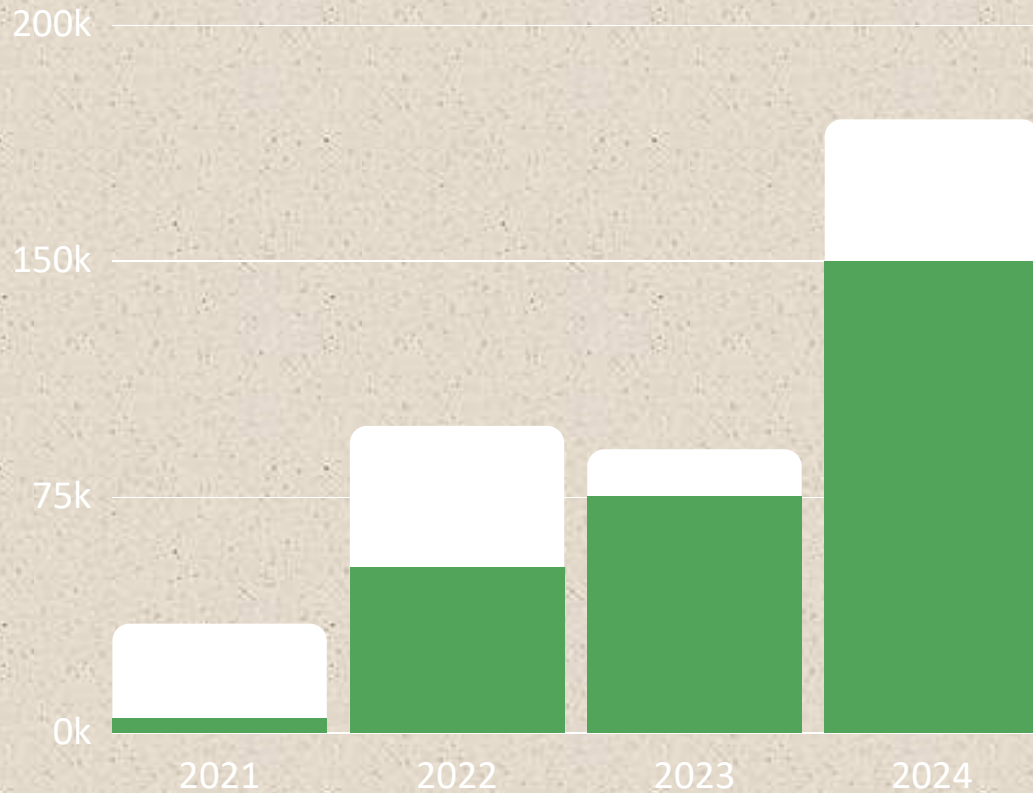
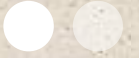
Europe



America



TRACTION



- **36 MONTHS IN ANGOLA MARKET**
- **MONTHLY SALES: 10.600.00 USD**
- **MORE THAN 300 CUSTOMERS WITH 10% RETENTION**



**DIRECT
COMPETITION**

**INDIRECT
COMPETITION**



**Public
market**



**Products
substitutes**

MUSHROOM



Rehydrated mushroom

Mavu's rehydrated mushroom results from the solar dehydration of different mushrooms, depending on the season, such as oyster, shitake and oshiha. These are rehydrated and frozen. The dehydrated mushroom contains 35 grams of protein, calcium, iron, calcium, phosphorus, and vitamin B.

- Innovation
- Quality
- Accessibility
- Food safety

CHALLENGES:

High investment

Differential

THE TEAM



HAMILTON JOSÉ

Chemical engineer



MARLENE JOSÉ

CEO



GERMANA PEDRO

Marketing and designer



WIZANA MESQUITA

Sales manager

11 fixed workers

25 part-time

Total 36

ACTION PLAN



STARTUP JANUARY,
CONCEPT VALIDATION

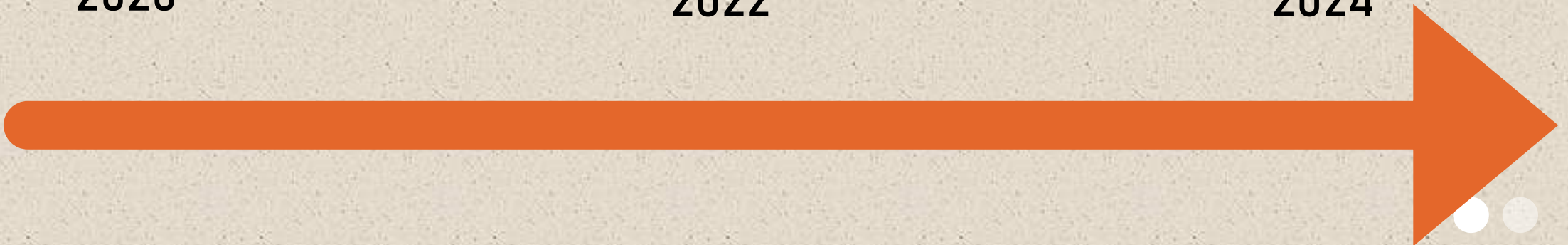
2020

- 
- INCREASE
INFRASTRUCTURE
AND SALES
 - EXPORT

2022

- 
- BREAK EVEN
 - NEW PRODUCTS

2024



1 ERADICATE
POVERTY



3 HEALTHY
LIFE



8 DECENT WORK
AND ECONOMIC
GROWTH



12 PRODUCTION
AND
SUSTAINABLE
CONSUMPTION



SDGs – Sustainable Development Goals 2030

My Learned Lessons to succeed as SMEs:

- **Planning and execution is key;**
- **Master of craft;**
- **Consistency and patience;**
- **Mentoring, engaging, empower;**
- **Physical and mental exercise;**
- **Continious learning and innovation;**
- **Be able to adapt and adjust;**
- **Have extra Motivation and Resilience (FAITH);**
- **Be accountable**



THANKS

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Thank you

