

19 June 2024

## Innovations Session N°19

Online agrifood marketplaces:  
presence of African entrepreneurs  
and smallholders



INNOVATIONS  
SERIES



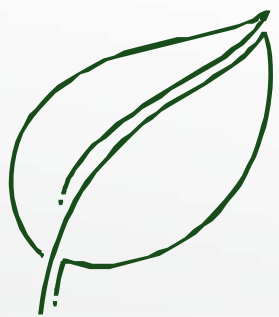


# Aga's Wholesome Foods Ltd

*100% natural, nutrient dense foods*



Innovation series: Online agrifood marketplaces  
- presence of African entrepreneurs & smallholder farmers





# ABOUT AGA'S



## FOUNDER & CEO: Ebube Akah

- Certified Food Handler, Certified Health Coach
- Product Formulator & Recipe Developer
- Social Media Marketing Expert
- Chartered Accountant / KPMG Alumna
- Wife & mum of 3 lovely girls

## WHAT WE DO

At Aga's Wholesome, we are on a mission to promote health & wellness through clean, delicious and nutrient dense food alternatives, made from West African superfood ingredients

In a quest to change my diet during my post partum weight loss journey, I fell in love with healthy living and that is how our story started.

Our business started in July, 2017, and we are currently a team of 13 full time staff and 3 outsourced services.



Ebube Akah (Founder & CEO)



# OUR PRODUCTS



Low sodium & MSG free seasoning powder



Natural immune boosters



Plant based, gluten & dairy free beverage powders



Peanut Oil



# BUSINESS MODEL



## RAW MATERIAL SOURCING / PRODUCTION / MARKETING

- Partnership with aggregators who source our raw materials from select small holder farmers in Northern Nigeria
- Partnership with a bulk processing facility in Northern Nigeria that processes our raw materials to powder
- We mix the powders based on our formulation, and package all products in our facility in Lagos, Nigeria
- We market and distribute the products

## ONLINE MARKET PLACES

- Our ecommerce website - [agaswholesome.com](https://agaswholesome.com)
- Social media - Instagram & Whatsapp
- Jumia Nigeria

We drive traffic to our website through social media & facebook/instagram ads.

Our products are also stocked in supermarkets and by distributors

**DATES  
CHOCO**®

Your **Natural** Delicious  
Choco Beverage Powder



Fe  
High in  
Iron

Mg  
High in  
Magnesium



GLUTEN FREE | DAIRY FREE  
PALEO | VEGAN | ADDITIVE FREE  
PRESERVATIVE FREE | LOW SODIUM



Net We  
250g  
(8.8oz)

# CHALLENGES

Lack of trust for online sellers - requests for payment on delivery

Delayed delivery and manhandling of packages by logistics companies

Instability of Nigerian economy significantly impacting raw material prices

Staffing the digital marketing role

Funding required for online marketing



Thank!  
You!



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# Thank you

