

23 November 2022

Session n°7:

Entrepreneurial skills needed for businesses to succeed and expand



Caribbean Agrifood Business Series ...



The making of a brand !

Kenneth van Gom, CEO.



GOM FOOD
Industries

Quality
SISHADO
Product

SISHADO
QUALITY PRODUCTS

Contents:

- Company history
- Marketing aspects
- Financial & Technical aspects
- Export to EU and others
- Quality aspects: managing & assurance
- Corporate Social Responsibility (CSR)
- Way forward



History of Gom Food Industries

- Motive to establish the company
- Mission & vision
- Company profile



Motive to establish the company

- Availability of recipes
- Eagerness of entrepreneurship
- Downfall of local economy (lack of foreign currency)
- Awareness of export potentials



Mission

To establish quality food brands globally
and create value for our shareholders and
employees



Vision

We are a Surinamese company that has a leading role in multiple countries in the fancy and healthy food sector by:

- Local production and joint venturing locally and internationally
- Providing a working environment where people feel engaged and committed
- Sharing our successes with our local community



Company profile

- LLC (Family owned/ major shareholder)
- Established 1998 (after two years of R&D)
- 32 full-time employees (FTE) / 4 part-time employees (PTE)
- 9 Sishado products / 4 Private label
- 10 markets (including Suriname)
- Volumes 2000: 10,000 liters / 2010: 310,000 liters / 2020: 520,000 liters.



Mother Yvonne and Son Kenneth, founders of the company.



SISHADO Brand name



Old factory



New factory



New factory



Marketing Aspects, Research & Developmnt (R&D)

- Marketing has always been leading
- Different market visits and research
- Participating in fairs; workshops; seminars
- Market entry strategies and promotions
- R&D of new products / Product Liability / Customer Loyalty
- Intellectual Property (IP)



SIAL Paris 2022



R&D / Product Liability / Customer Loyalty



IP / Counterfeit issues



Financial and Technical aspects

- Funding at first and beyond
- Family capital / Local banks
- Grants for technical assistance and others
- Different kinds of consultants during the years for specific issues



Commencement of exports and beyond

- Research of possibilities and planning of export
- Commencement of EU exports and other countries
- Efforts to expand and maintain exports





Quality management & assurance

- Good Manufacturing Practices (GMP) / Hazard analysis and critical control points (HACCP) / International Organization for Standardization (ISO)
- HSEQ (Health, Safety, Environment, Quality)
- Others





CSR and giving back

- CSR commitment
- Respect for people and nature
- Promote healthier lifestyle
- Giving back to society



Suriname Trade & Industry Association CSR AWARD

2016



2017



Way forward

- Expand product range
- Private and contract labeling
- New markets
- Continue innovation (new labels)
- Expand production plant (phase 2)





In a land of different races and cultures, there is a taste that brings them all together. In striving to introduce this unique blend to the rest of the world, continuous efforts are made to maintain high Quality!

Try Sishado
and make your meal a **tasty one!**

WWW.SISHADO.COM

GOM FOOD
Industries



MARINADES, BARBEQUE & GRILL SAUCES





The IICA-COLEACP Caribbean Agrifood Business Series focuses on innovations and successes of Caribbean 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

