



UCHUMI SUPERMARKETS LIMITED

UCHUMI Background

- ✓ Kenya's Oldest Supermarket
- ✓ Founded in 1976
- ✓ At best had 31 operating stores / branches in 2005
- ✓ Currently having 14 shops in Kenya
- ✓ Also 1 shop in Kampala, Uganda



UCHUMI Background..... Cont.

- ✓ Public Limited Company, trading at the NSE (though currently suspended)
- ✓ Traded Kshs. 10 billion in 2004/5
- ✓ Mission Statement – “To be a vehicle for local enterprise & industry”



UCHUMI Background..... Cont.

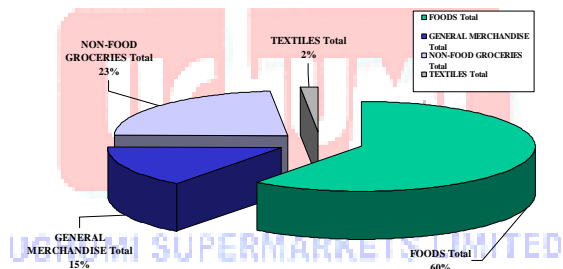
- ✓ Uchumi is Largely a FOOD STORE
- ✓ 60% Food Sales
- ✓ Anchor / Destination Categories:-

- ❖ Fruits & Veg Section
- ❖ Instore Bakeries

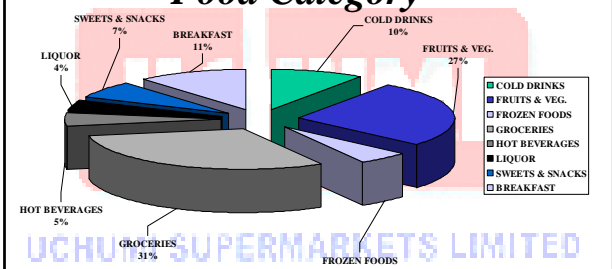
COMMENTS:
Fruits & Veg. now account for 5% of our Sales Turnover & 27% of Food Sales



Performance by Division



Performance Food Category



COMMENTS:
Fruits & Veg. account for 27% of all Food Sales.



No Compromise on Freshness

- ✓ Uchumi's Destination Category
- ✓ Fruits & Veg. as a category is key in driving Uchumi's business forward.
- ✓ We are therefore keen to embrace all market trends in the industry including **Organics**.

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Our commitment

.....offer a TOTAL solution in our fruits and veg. offering. Uchumi's fresh produce category will offer the best-in-class product/service proposition.....

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Our product/service proposition

- ✚ Widest product range
- ✚ Best service
- ✚ Most competitive prices
- ✚ Best product quality
- ✚ Safe & hygienic food products

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... proposition..... Cont.

We will also endeavor to improve the eating habits of our valued customers by providing:-

- ✚ Nutritional information for healthy eating
- ✚ Recipes & Food demos for tasty and healthy meals
- ✚ Handling & storage tips to keep food safer for longer
- ✚ Organic Food Corner

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Organics.....

.....we currently offer a limited range of organic products on our shelves

.....we plan to start an organic corner in our busiest shop – Uchumi Sarit Hyper

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Organics.....SUNRIPE

1	ORGANIC BABY CORNS 150G	35.00	55.00
2	ORGANIC BABY CORNS 200G	45.00	70.00
3	ORGANIC SUPERFINE BEANS 150G	15.00	24.00
4	ORGANIC SUPERFINE BEANS TT 150G	20.00	31.00
5	ORGANIC EXTRA FINE BEANS 150G	20.00	31.00
6	ORGANIC EXTRA FINE BEANS TT 150G	25.00	39.00
7	ORGANIC BABY CORN/ GARDEN PEAS 150G	30.00	47.00
8	ORGANIC GARDEN PEAS 200G	25.00	39.00
9	ORGANIC FRENCH BEANS/BABY CORN/G. PEAS 250G	45.00	70.00
10	ORGANIC BABY CORN/ BEANS 150G	30.00	47.00
11	ORGANIC BABY COURGETTES 250G	15.00	23.00
12	ORGANIC ROUND BABY COURGETTES 350G	18.00	27.00
13	ORGANIC COURGETTES 500G	25.00	38.00
14	ORGANIC ROUND COURGETTES 500G	25.00	38.00
15	ORGANIC BABY LEEKS PUNNET 250G	25.00	38.00
16	ORGANIC SWEET CORN PP 300G	35.00	60.00

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Organics.....SUNRIPE

.....Sunripe range of Organic products are about 25% more expensive than non-organic.

.....Sunripe, being an exporter into Europe has no organic “local veges.” – *that’s the disaster!*



Organics.....WAY-Forward

.....To have more certified farmers in East Africa who can grow organic “local veges.” to feed into the Supermarkets.

.....The launch of the EAOM will be a major step forward in this direction.



*Presentation by Peter Nderu
Fresh Produce Manager –
Uchumi.*

END!

Thank You.....

