



Investing in Agribusiness

Value Addition

Module One: 19th - 21st July 2017

Module Two: 27th - 29th September 2017



Program Overview

The produce-and-then-sell mentality of the commodity business is being replaced by the strategy of first determining what attributes consumer want in their food products and then creating or manufacturing products with those attributes. With the continuous shifting to a global economy, the international market for value-added products is growing. Market forces have led to greater opportunities for product differentiation due to:

1. Increased consumer demands regarding health, nutrition and convenience;
2. Efforts by food processors to improve their productivity
3. Technological advances that enable production of what consumers desire.

Attentiveness to consumer demands in quality, variety and packaging are important, because demographic trends show growth in the convenience-oriented, health-conscious and environmentally concerned consumer segment to which price is not as important as quality. Targeted research is becoming commonplace. Producers are now experiencing competitive advantages obtainable with processed products compared to raw commodities.

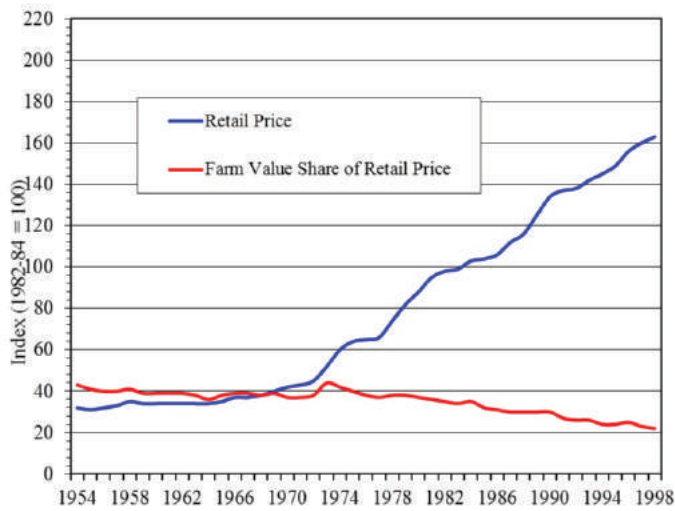
Key Focus Areas

- Opportunities in Agribusiness production
- Agro- processing strategy and execution
- Costing Management & Pricing in Value Addition
- Developing Comprehensive Financing Plans
- Developing Fundable Agri – Processing Business Plans
- Business Modeling & Strategy formulation
- Agro-Processing Route to Market
- Brand Development & Management
- Mistakes in Processing & Value Addition

“Agribusiness is no longer just something you do when you retire. There are massive opportunities for wealth creation such as value addition, which I have realised is not as complicated as I thought. With the right knowledge and strategy it is a very worthwhile venture.”

John Kariuki
Founder & CEO, AAR Credit
Services Ltd

**Participant, investing in
agribusiness Value
Addition, 2016**



The graph above shows the dynamics of agricultural produce retail prices against farm value share. This is a wakeup call to investors, entrepreneurs and farmer groups to think more of value addition opportunities, hence the rationale of this program

Program Delivery

The program will be delivered in two modules that will incorporate a mixture of class sessions and farm visits. In addition, the program will seek to expose the participants to successful entrepreneurs in the production field as well as experts in the financing field and potential buyers.

Firm Visits

The farm module is undertaken in specific farms across the country. The objective of the module is to expose participants to successful commercial farms for them to learn best practices in the specific value chains. Investors also acquire technical knowledge and skills that they can apply directly to their enterprises to enable them thrive.

Other Facilitators

- Transnational Bank credit managers
- Successful Agri- entrepreneurs

Contacts

For more information on the program, contact Peter Kibe on pkibe@strathmore.edu or call +254 (0) 739 149 151

Value Proposition

This program will enable you to:

- Understand consumer food trends so as to perform market-led production
- Understand how to finance a value addition business
- Conceptualize A-Z of raw material sourcing for a value adding enterprise.
- Understand the certification and legal compliance in food products.
- Understand Marketing and market dynamics of value added products.
- Develop a bankable agribusiness value addition business plan.
- Conceptualize and come up with a real and workable business model.
- Analyze business opportunities in Agribusiness value addition.
- Identify and mitigate risks in Agribusiness value addition enterprise.
- Know the factors to consider in selecting a value addition enterprise.
- Learn manufacturing and production efficiencies.
- Understand in depth the agricultural local supply chains as a success factor in a value addition enterprise.

Who Should Attend?

This program is designed for Investment Groups (Chamas), co-operatives, individuals, groups, companies in value addition, current farmers in primary production agriculture, government executives, non-government policy advisors and aspiring investors.

Cost

Investment: **Ksh 82,500** for both modules



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