



Pamat Foods

Adding value to your health

- ✓ Organic
- ✓ Healthy
- ✓ Sweet
- ✓ Natural

www.pamatfoods.com

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Introduction

- ❁ We were registered 2014 and became fully operational in feb 2015
- ❁ Farming & Value Addition Centre
- ❁ Our products are base on 4 key pillars
 - ❁ Healthy
 - ❁ Sweet
 - ❁ Natural
 - ❁ Organic





Matpal Enterprises limited
Email: info@pamatfoods.co.ke
Face Page: pamat foods
Website: www.pamatfoods.co.ke



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Pictorial...



Foods



NEW

Pamat Ujimix
For the whole Family
Tastes like natural sweetener
No Artificial Sweeteners
No Yeast
No Preservatives

Available Here!

R.R.P

- Good for Vegetarians
- Best for whole family
- Highly Nutritious
- Easy to cook



Our Mission

We are committed to providing the highest quality, fresh and natural foods, healthy and wellness products.



Our Vision

To be a market leader in the provision of natural, organic, healthy and sweet foods in East Africa.



Our Objectives

1. Offer our customers with organic and locally grown produce.
2. Provide safe, natural and healthy foods that are chemical and preservative-free.
3. Provide a ready market for the farmers who are always taken advantage by the middlemen.
4. Help on the socioeconomic status of the rural population.
5. Help eradicate the wastage of produce as a result of lack of market.



Our Products



INTERVENTIONS

- ⚙️ **When we started milling banana flour we thought we were doing it perfectly until we joined Switch Africa Green project through KAAA.**
- ⚙️ **We attended several trainings ranging from green business solutions and SCP principles ,bookkeeping ,marketing and business planning which were very much relevant to our business.**

Because of the SAG supporting the trainings our company has improved on

- ✓ **Record keeping**
- ✓ **Sourcing of raw materials**
- ✓ **Human resource**
- ✓ **Marketing**
- ✓ **Water and energy efficiency**
- ✓ **Reduction of waste generation**

Water / Energy Efficiency

- ❁ We used to use horse pipe while washing raw product and a lot of water was going to waste through leakages . Now we have installed proper piping and taps meaning we have addressed leakages .
- ❁ We use to share water meter with my house hold and it was very difficult to determine how much the business was consuming .the team advised us to separate meters and since then I can account the water costs and monitor what is consumed
- ❁ A key milestone to my company



Sourcing of Raw Materials

- ✿ Our company used to buy bananas whole stalk but now we buy bananas without the stems thus reducing waste
- ✿ Our cost of transportation has also reduced as our van could only carry 800kg but now without stems we can carry 1500kg

Record keeping

Our enterprise have managed to buy QuickBooks while before we used to use noted books and this has helped in getting

- ✓ Accurate and up to date data for easy decision making
- ✓ We can track inputs ,expenses and therefore cost our products appropriately

Human Resource

- ✿ We are now using agencies to recruit unlike before we could go through family members ,hence we have become more professional

Marketing

With implementation of SCP our production has increased and now have the confidence of doing aggressive marketing

- ✓ We are doing adverts online (face book page @pamatfoods , interactive website : www.pamatfoods.co.ke)
- ✓ Adverts on vernacular stations
- ✓ We have increased on our distribution by having more retail stores across the country
- ✓ We are now supplying porridge flour to 10 counties through partnerships like
 - NGOS (Ahadi kenya trust
 - Distributers (Siena Enterprises Ltd)



Distribution of flour Chakula kwa wote through Ahadi kenya trust and lotto foundation initiative



Training our farmers after learning from Switch Africa Green





School feeding programs with our porridge flour

Challenges

We had , and we have challenges

- ❁ Delay in payments
- ❁ Finances to adopt the SCP practices
- ❁ Solar drier taking longer to dry off course there is need for finance of acquiring electrical drier to be more efficient
- ❁ Continuous technical assistance

If we manage to overcome our challenges we will be impacting more on our community

Our Contacts

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