

YANSE Services Market Access Company, Busia, Kenya

By Susan Nduku¹

YANSE Services



My name is Susan Nduku, I run YANSE Services. My vision is to be a leading trustworthy market provider which is profitable and beneficial to all market chain actors i.e. suppliers, consumers, farmers, traders etc.

I came to know about AgriTrade through a workshop which was organized by the regional coordinator Solomon Mulindi. He has helped me to develop YANSE Services Market Access Company (MAC). I have three staff Catherine Nabwire, Dismus Wanjala and Betty Emukule, and three Information Board Managers (IBMs). I have a small office in Busia.

Deal Making

My services include deal making. I have already made a commission on a maize deal. I supplied 100 bags of 90 kg of maize and arranged transport to Nairobi. I bought the maize at 35 Ksh per kg and sold it for 40 Ksh per kg. I can see more deals coming for maize, especially if I can get adverts into Uganda.

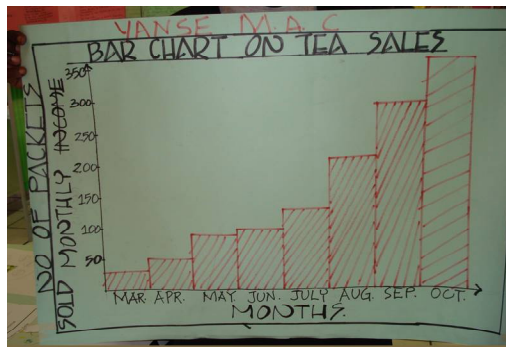
Demand for animals here is high; there is a shortage of cows due to Tsetse fly and tics. I have been in touch by phone with Solomon Robon the IBM in Kapsabet. We met up face to face at the Nakuru Trade Fair and discussed the supply of dairy cows. I have also made deals supplying day old chicks and I want to source sunflower cake as there is a demand for this as chicken feed. I will do this by linking with AgriNet (Uganda) or with BIDCO. Poultry feed is cheaper in Busia, Uganda. Chicks go to Uganda from Kenya and then eggs are supplied from Uganda.

Marketing Local Tea

Good quality fresh tea is in demand here. I buy in bulk (400 packets) from a local tea estate, Kaimosi and I repackage the Williamson tea. The factory packs tea in half kilo bags and I repack and sell it in



the smaller quantities demanded by my customers. Tea is a major income stream for YANSE MAC. I started the sale of tea in March 2008 with capital of 2000 Ksh and with an average sale of two packets per day. To date the sales have increased to an average of 40 packets per day with two more people doing full-time sales. Customers include hotels, Primary and Secondary schools, supermarkets, offices (government and NGOs) and home sales. YANSE workers start before 8:00 am by delivering tea leaves in different selling points (each individual has a different route). In the afternoon monies are collected. I pay my staff on commission because it makes sales go higher.



YANSE MAC Tea Sales March to October 2008

This graph shows the income from tea sales Up to the end of May I was doing it on my own. In June/ July I got another lady who started working with me. In August I had the chance to get a loan from Ravi. With the loan I bought more tea so we increased our sales from two packets to 40 packets a day and then I added another person so we had three people selling the tea leaves. I also used the loan to buy a bicycle so I could move faster and go to more distant places.

Using a Mobile Increased Business

I got a mobile phone which meant that I didn't have to go and look for the order with the customers. Someone could just call me up or

¹ Interviewed by Anne Dennig in November 2008

SMS me an order. Through the mobile I am also able to book the tea leaves from the factory and that means that I don't waste a lot of time. Before I had to go and wait a few days for the tea leaves; now I take the phone and call the factory. I order and they pack the tea up for me so I just go and pick it up.

The loan has contributed to the increase in the tea sales and I am able to pay it back. I want to increase sales per month from 400-500 packets.

Analysis of tea income stream month of October 2008

inputs

Purchase of tea leaves 400 packets @80/=	Kshs.32,000
Paying works=	Ksh. 9,000
Servicing the bicycle=	Kshs 200
Airtime=	Ksh.600
Transport=	Ksh. 1,000
Loan repayment=	Ksh. 830
Total Expenditure	= Ksh.42,000
Income from tea sales	= Ksh.52,000
Profit	= Ksh.10,000

Bulking Milk

Another income is milk bulking and sales. I have cows myself but I have a lot of people who want milk so that I buy milk from four smallholder farmers producing around 50 litres per day in total. Demand for milk is high. I boil, bulk and sell on the milk. I do not need a license because I am doing this on a small scale of about 50-60 litres per day. YANSE supplies four schools a total of 33 litres daily. We also supply Busia Fresh Dairies with 15 litres per day and eight individuals who take one litre per day and pay monthly. I purchase the milk at 35 Ksh per litre and sell it at 40 Ksh per litre. Schools and institutions require milk in large quantities; they need a regular supply; good quality; standard measures and agreed prices. To satisfy both market and supply YANSE MAC comes in as a bridge to buy, preserve, store and deliver. I intend to expand the milk bulking service. At the AgriTrade trade fair in Nakuru I have been able to meet people from Uganda and I have been talking to them and they can get milk for me from Uganda so that I can increase my sales. I have made some very useful contacts here at the Trade Fair and I am very happy.

An Information Board Network

I have three information boards; two of them are situated in Busia town- this is a border

town where there is a lot of movement – so two of them are there. The third is situated 14 kilometres from Busia town which is my home area. YANSE's two IBs are run by James Maund, Justine Omoit and Lukas Nyongesa. Each IB manager has another job that they can do alongside running the board. The boards are located in Busia where there is a lot of traffic;



one board is close to the border gate into Uganda. On the boards are adverts from hotels, chemists,

teachers etc. and information on market prices. The boards are collapsible and freestanding so that they can be brought inside at night or in bad weather. There is council tax to pay each year of 2,500 Ksh. I collect money from those wishing to advertise and then send the adverts to the boards. I charge 50 Ksh per two weeks for an A4 size advert.



An IB near the busy Ugandan border

I want to get regular market information from the IBMs in Bungoma and Kakamega through SMS. It is important for me to get information on Nairobi market prices from AgriTrade. I have a link at the local Busia market through Tabitha Masinde, the Ministry of Agriculture market information officer. Tabitha gathers the prices and gives advice to the traders. She networks with me on markets for the farmers from her links to the prices from other local and national markets. Busia market deals mainly in maize, cassava, soya beans, sorghum, finger millet, ground nuts, simsim cowpeas and rice.

Contact: Susan Nduku
E mail: nduku.susan@yahoo.com
Mobile: 00254 720235877