

Managing IBs in Nairobi Markets

By Samuel Mugo¹



Samuel Mugo, IBM of the Nairobi Markets

Before I started working with the AgriTrade Network I was in the chicken trading business. I bought from the farmers and sold to the hotels. From this experience I have a good idea about marketing around Nairobi. I am now taking up the Information Board (IB) business full time and will set up boards, find managers and coordinate the markets in Nairobi.



AgriTrade boards at the entrance to Muthurwa market and in Kangemi market



I started with my first IBs in Kangemi and Kawangware; two smaller markets in Nairobi. I collect market prices from Wakulima and Kangemi and send these to AgriTrade. I am collecting prices for maize, beans, potatoes, cabbage and kale.

Kangemi market is on the Nakuru road out of Nairobi. It is used by commuters who buy on their way to or from work. It is also used by traders buying and selling in the villages. It is a fruit, vegetable and cereal market as well as selling textiles and electronics.

We have secured a place in Muthurwa market just next to Wakulima market, Nairobi. I am continuing to receive guidance and assistance from the officer in charge of Muthurwa market who has offered to allow us to install other IBs on the best situation sites within the market. Muthurwa market can be our best pivot point for business in Nairobi region and the country as a whole. I am certain that the business community will have an investment interest in the kind of work that



we are doing. I have learned that our kind of installation will be termed as wall branding and will attract 6,000/ Ksh rent per annum. The license will cost us 2,000/ Ksh. The IB in Muthurwa was put up on Sunday 22nd March; immediately the board was up a vegetable seller requested to put up an advert for 100/ Ksh. This market was created as a Hawkers market for small traders. Experience so far is that people value the boards. The market traders feel a sense of ownership as they see it as promoting their business. I will be asking for advertisements from big companies to put on the boards on a yearly basis. I already have adverts from traders in the markets, from individuals with houses for rent and from agents who have plots for sale. Ideally I would like three more boards at Muthurwa market and boards in the markets at Kikuyu, Kabete.

Through these boards I would like to start to link up buyers and sellers and take a commission on the deals. I have ideas for sourcing dairy goats and dairy cows for buyers in the peri-urban area. I would also like to link up the chicken producers with buyers in the markets.

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¹ Interviewed by Anne Dennig in March 2009