



OKERE SHEA COOP BUSINESS MODEL 2024



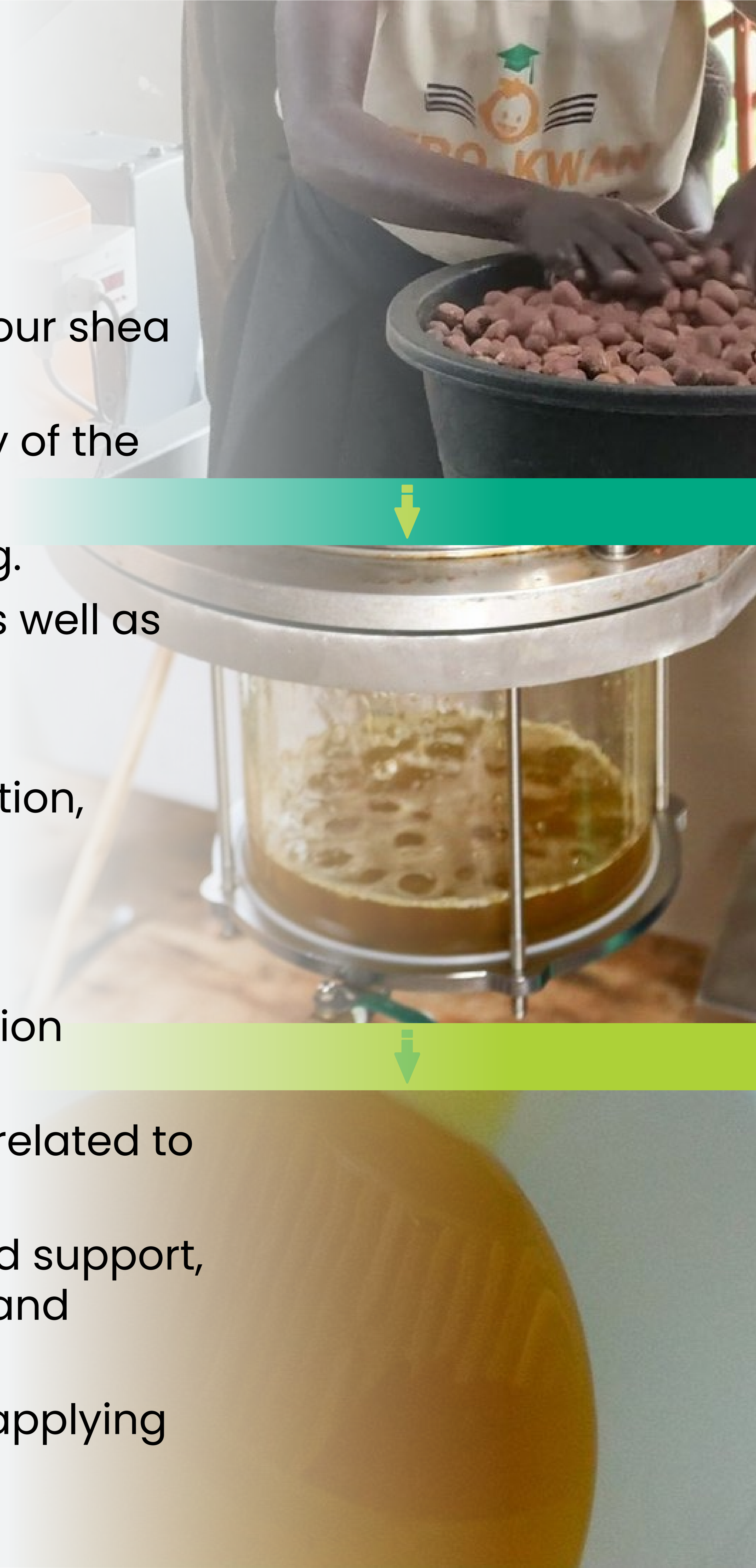


Our Value Proposition

1. We sell top quality cold pressed, pure and organic nilotica shea butter.
2. The shea nuts used for making our shea butter is ethically and sustain-ably Sourcing from the rural shea collectors in northern Uganda.
3. We support rural women by providing them with a stable income, which helps in improving their living conditions and financial independence.
4. Okere Shea Butter represents authentic African heritage and craftsmanship, offering consumers a genuine and culturally rich product.
5. Our product has amazing health and beauty benefits, including moisturizing, anti-inflammatory, and healing properties. It is also versatile and can be used in various products such as lotions, creams, hair care products, and cosmetics.
6. We are a growing global brand with market in the US, UK and East Africa which enables us to cater to a diverse and wide-ranging customer base, ensuring accessibility and availability of your products.

Our Key Activities

1. Shea nut collection and procurement from rural women.
2. Shea Butter Production at Moo-Me-Gen Factory, where we outsource production of our shea butter.
3. Packaging: Designing attractive and functional packaging that preserves the quality of the shea butter and appeals to customers.
4. Conducting market research and brand promotion mostly through digital marketing.
5. Managing the logistics of transporting shea butter from Okere to various markets, as well as establishing relationships with distributors and retailers to expand market reach.
6. Providing excellent customer service to handle inquiries, complaints, and feedback.
7. Conducting training sessions to enhance the skills of rural women in shea nut collection, quality control, and sustainable practices.
8. Using a portion of profits to fund community projects such as schools, clinics, and infrastructure improvements.
9. Ensuring compliance with organic certification standards and maintaining certification status.
10. Regulatory Compliance: Adhering to all relevant local and international regulations related to production, packaging, and export.
11. Partnering state and non-state actors to increase access to resources, funding, and support, as well as participating in industry events, trade shows, and forums to network, learn, and promote our product.
12. Managing finances, including budgeting, forecasting, financial planning as well as applying for and managing grants and other funds to support operations and expansion.



Our Distribution Channel

1. Local Partnerships: We partner with local businesses to sell your shea butter alongside their products.
2. International Sales: We sell Okere Shea Butter on Amazon in the USA. We are now working towards expanding to the UK. We use DHL Express to deliver to wholesale customers worldwide in less than 5 working days.
3. Local Deliveries (within Kampala): We use SafeBoda, a popular motorcycle taxi service in Kampala, for quick and efficient deliveries within the city.
4. Regional Deliveries (Outside Kampala): We partner with bus companies that offer courier services for deliveries to customers outside Kampala.

amazon.com



SafeBoda



Target Market Segments

1. **Health and Wellness Enthusiasts:** They are primarily female adults aged 25–45, who are health-conscious and prioritize natural and organic products.
2. **Medical prescriptions:** Most of these customers been recommended by their doctors to try nilotica shea butter for their dermatological problems.
3. **Beauty and Skincare Consumers:** These are mostly women aged 30–60 who are individuals looking for effective, natural alternatives to commercial skincare products. They are mostly interested in the moisturizing, anti-aging, and healing properties of our product.
4. **Eco-Conscious Consumers:** These are customers, predominantly in the US who prioritize sustainability and ethical sourcing in their purchasing decisions.
5. **Organic Product Shoppers:** These are mostly middle and upper class women in Kampala, Nairobi and the US who prefer products organic cosmetic products.
6. **Retailers and Wholesalers:** These are businesses that specialize in natural and organic products and they are interested in bulk purchasing and private labeling opportunities.



Our partners



2024 TO DATE
COMMUNITY ENGAGEMENT
PARTNER



2024 TO DATE
USA SALES PARTNER



2024
\$10 GRANT



2022
\$10K GRANT



2021 TO DATE
KAMPALA SALES PARTNER

Thank you

CONTACT US



www.okerecity.org/shea-butter



okeresheabutter@gmail.com | info@okerecity.org



+256 774 547023



Organic



Ethically sourced



Natural



Fair trade