



**THE MARKET**

Nomi is one of the leading powder detergent brands in Uganda. The product targets consumers from all sectors of society who interact with the brand by using the detergent and provide word of mouth referral. The brand's long heritage has also gained it loyal customers.

Marketing initiatives are aimed at the top, middle and bottom-end market segments. In Uganda, Nomi controls a 60 percent market share and close to 30 percent share in the neighbouring countries.

Modern retail trends have encouraged the brand to invest in better and larger shelf placement in retail outlets. This initiative is aimed at giving the brand maximum visibility and satisfying the growing demand for the brand. Nomi is also available in various package sizes to target its diverse customer base. The Nomi brand is now able to meet the demand in all parts of Uganda, has gained far more visibility and ensures that it is always available. These moves have seen sales soar, and have had a positive impact on turnover

The brand is well entrenched in Uganda and the East Africa region. In the next five to ten years, the brand expects to grow by expanding its market and making the product easily available across all areas in the region. This will result in a larger market share and higher turnover. The Nomi brand aims to be the leading detergent brand in East and Central Africa.

**ACHIEVEMENTS**

Starting with sales out of a factory almost ten years ago, Nomi is currently a countrywide market leader in the detergent arena, boasting the widest bouquet of packaging sizes. The brand has also won various awards, including the Uganda Export Promotion Board Award for Export Volume.

Nomi and its manufacturing facility received the International Standards Organisation (ISO 9001:2000) certification which was acquired after a rigorous evaluation process. The company sought ISO certification because the whole Mukwano Group of companies underwent the ISO evaluation exercise. Due to its ISO status, the Nomi brand has achieved an enhanced status and now enjoys wider recognition in the market.

The brand was the first locally produced powder detergent in Uganda and continues to be the only one. It was also the first

detergent powder brand to be manufactured and sold in an array of pack types like sachets, PET jars and pails.

**HISTORY**

Nomi was first produced nine years ago at a factory in Kampala, Uganda, where it is still manufactured. The company started with a small number of production and sales staff and has grown over the years into a vast, modern factory with increased human capital, advanced packaging technology and diversified production of other cleaning products. These include liquid detergents like Supa, hygiene products such as Blik and Klix, and water purifying solutions.

When the company started production in 1998, most of the production process was manual with some automation. The detergent was packed semi-automatically in sachets, pails and cardboard boxes. By 2001, the detergent packaging was upgraded with the introduction of newly designed sachets and PET jars.

Nomi was the first detergent brand in East Africa to be packed in PET jars. Box packs were discontinued in the same year and in 2003, the detergent packaging portfolio grew to include a pail and more sachet packs. Currently Nomi is available in 40g, 50g, 100g, 500g and 1kg sachets, 250g, 500g and 1kg pails, 3kgs, 5kgs, 15kgs and 25kgs bags, 100g, 200g, 500g, 1kg and 1.25kgs PET jars.

In its early years when the product was still new on the market, it was distributed via door to door sales to small kiosks and corner shops, given that it had limited production and distribution capacity. The brand has since grown to become a market leader,



manufactured in a modern factory that is able to meet the growing consumer demand. Distribution channels cover all parts of Uganda and major outlets in Kenya and Tanzania.

**THE PRODUCT**

Nomi is a cleaning detergent that aims to become the household brand leader in Uganda and the East Africa region. The detergent is manufactured to meet the dynamic needs and tastes of all consumer and industrial segments. It is a world class formulation which includes cleaning and stain removing features that are comparable with other leading detergent brands across the globe.

The brand is marketed through in-store add on promotions, exclusive floor displays and point of sale display stands in various retail outlets.

**RECENT DEVELOPMENTS**

Recently, Nomi has introduced new packs such as the 3kg, 15kg, 25kg bags and the 1kg pail. Nomi has also ventured into new markets like Rwanda, Burundi and Southern Sudan, where the sachets are popular.

**PROMOTION**

The Nomi brand is promoted using print and electronic media. It runs radio and television adverts and sponsors programs on all major radio and television stations in Uganda. The brand is also advertised in bridal/wedding pull outs and sponsors school quiz contests and sports tournaments. The adverts are thematically planned and clearly communicate the features and benefits of the brand. The marketing initiatives are designed mainly to encourage the association of Nomi with good housekeeping, hygiene and clean clothes.

The brand also organises various promotional events at leading supermarkets and stores in Uganda all year round. They are often held during festive seasons and school opening times. Nomi also does a lot of experiential marketing activities like hand wash



demonstrations, live performances by trained crews, and interactive sessions with audiences using the company's mobile audio/video units.

To support marketing initiatives, Nomi has produced posters, leaflets and billboard signs with special promotional announcements. Its slogan, "Tough on stains and remarkably gentle on hands" has been very successful in boosting the brand. These activities have had a positive impact across all consumer segments.

**BRAND VALUES**

Nomi is an authentic detergent brand that lives up to its promise and performs up to and beyond to its claimed features. It is affordable, available and appealing. Nomi really is tough on stains and remarkably gentle on hands, the promise it makes to its consumers. With its advanced stain removal and cleaning formula, it makes whites whiter and colours brighter.

The brand is committed to satisfying its broad range of customers. Through its quality policy - clearly stated in the quality management system - the production process adheres to stringent quality parameters, and constant batch quality checks on both raw materials and the finished product.

Nomi's product logo and packaging are designed with eye catching colours associated with detergent powder packs, making them easy to identify with the product category.



**THINGS YOU DIDN'T KNOW ABOUT NOMI**

- Nomi was the first - and still is the only - locally produced powder detergent in Uganda
- The brand undergoes periodic formulation checks for further additions and improvements in a bid to constantly enhance performance
- Periodic customer satisfaction surveys are conducted to evaluate performance and appeal
- Nomi is promoted using a variety of marketing tools that keep awareness levels high
- The detergent is known for its high and longer lasting lather ability and pleasant, lingering fragrance