

nzoia sugar

Sweetening Kenya since 1978

MARKET

Nzoia Sugar produces predominantly high quality brown sugar made from cane harvested in the rich soils of Western Kenya - mainly Bungoma County, Busia County and parts of Kakamega County. Last year they achieved a turnover of Kshs. 5.5 Billion, attaining about 15% market share.

Their target reach is across all consumer segments but the bulk of Nzoia Sugar (70%) is sold in 50 Kg bags to wholesalers who resell to retailers for self-packaging in smaller units for onward selling to consumers. Nzoia Sugar branded packages of ¼ kg and ½ kg targets the lower end of the market. The growth of various



Chemical Engineers (IChemE). Not everyone gets the opportunity to use the logo of a leading global professional body to endorse their organisation. But all shortlisted, highly commended and winning entries at the IChemE Awards are granted permission to use the official IChemE awards logo. It's a tangible badge of quality and for Nzoia Sugar Company to keep and use on stationery, online and all promotional material – forever.

HISTORY

The Company was incorporated in 1976, with cane planting, and later sugar production started in 1978 at a milling rate of 2,000 tonnes cane per

day (2,000 TCD) and sugar of about 200 tonnes per day.

The Government is the majority shareholder owning 98% share while Fives Cail Babcock (FCB) and Industrial Development Bank own the remaining 2%.

The factory and head office are located in Western Kenya Bungoma County and the Company is mainly involved in sugar cane growing through input supply to farmers and cane milling. A total of 27,800 hectares is under cane farming and, out of these, 3,400 hectares is the Nucleus Estate owned by Nzoia Sugar Company. The factory is rated at 3,000 TCD with annual sugar production of about 65,000 metric tonnes of brown sugar.



1,300 permanent members of staff and over 3,000 casuals. This translates to over 20,000 people whose livelihood relies on NSC directly. There are over 66,000 cane farmers who indirectly rely on Nzoia Sugar company cane payouts. The company boasts of three modern packaging machines that have contributed to increased output and quality branded sugar.

The company has continued to invest in quality management

channels like the supermarkets, hypermarkets and medium size stores have created a huge opportunity for the bulk of their branded sugar, mainly 1kg and 2 kg packages. Nzoia Sugar has managed to serve these key channels either directly or indirectly through distributors.

There has been a general increase on branded packaged sugar in line with the rapid growth of the channels based on current shopping trends. Nzoia Sugar aims at strengthening distribution to cope with current and anticipated growth in demand for branded sugar.

There is also a huge demand in the market for white sugar and Nzoia Sugar plans to market the same product in 2016.

ACHIEVEMENTS

Nzoia Sugar Company is one of the key players in the sugar industry, contributing immensely to the economic livelihood of the inhabitants of western Kenya counties and tax contributions to the National Government. It employs about

systems geared towards customer service. Due to this the following certifications have been achieved in the recent past:-

ISO Certification: Nzoia Sugar is ISO 9001-2008 certified, an indicator of the Company's competence in rendering quality services that match international standards.

Diamond Mark of Quality: The Company was awarded the Diamond Mark of Quality by Kenya Bureau of Standards for producing high quality brown sugar which meets world class standards.

Gold Medal Award: Nzoia Sugar was recognised internationally when it was awarded the Gold Medal Award for excellence in business practice in Geneva, Switzerland.

Re-Branding: The Company successfully went through a re-branding exercise by embracing a new brand identity and new logo all in new colours. The re-branding message has been reinforced through increased promotions and advertising efforts.

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Initially Nzoia Sugar was packaged in 100 Kg Bags but this has changed to the current bulk packaging of 50 Kg.

In 2008 Nzoia Sugar Company Management Board, acting on marketing research feedback, took the bold initiative to re-position their products in the market place by re-branding and the introduction of branded sugar packages. The Company's commitment is to continue developing new products that meet changing consumer needs and lifestyles

PRODUCT

Nzoia Sugar initially relied on 50 Kg bulk packing for its business. These packages lost identity immediately they were offloaded at the retail outlets due to various traditional modes of repackaging. With the lost identity consumers could not differentiate Nzoia products from various imported sugars, leaving the brand vulnerable to market forces.

A few years ago Nzoia Sugar took the path of brand rejuvenation through re-branding. This was enhanced by heavy investment in three sets of branded sugar packaging machines to boost output and raise quality standards that meet consumer satisfaction.

The branding exercise that commenced

in 2008 was also aimed at re-positioning the company in the market place, increasing brand visibility and gave the brand the required aesthetic qualities to compete. The new look Brand was launched in March 2012 and is now available in 5kg, 2 Kg, 1 Kg, ½ Kg and ¼ Kg packages. Consumer up take of the listed products has been impressive.

Nzoia have also maintained the bigger packages of 50kg, 25 Kg and 10 Kg that are partially branded.

RECENT DEVELOPMENTS

NSC intends to enhance its branded sugar production by installation of additional packaging machines.

A second set of evaporators have already been commissioned. These have helped reduce the frequency of evaporator cleaning and thus increased the processing time and Sugar output.

A second sugar dryer to handle 800 tonnes per day was commissioned and has greatly improved sugar quality.

PROMOTION

Nzoia Sugar strengthens its promotion efforts to communicate the New Look Branded sugar and to support its customers and sell out its sweet sugar.



The promotions have mainly been through National Radio Stations, major TV Houses i.e. NTV, KTN, and Citizen TV among others. The company advertises in the popular print and electronic media and Nzoia Sugar also promotes its products through sponsorship of events e.g. the various Agricultural shows and Trade Fairs i.e. Bungoma Agricultural Show, Nairobi International Trade Fair, and Kitale Show.

The Company has also embraced outdoor advertisements through the use of wall branding, billboards and posters using the current tagline of "Sweetening Kenya Since 1978".

BRAND VALUES

Nzoia Sugar's vision is:-

To be globally competitive in production and marketing of sugar and other products.

Nzoia Sugar's mission is:-

To efficiently, innovatively and sustainably produce and market sugar and other products in a clean and safe environment to the satisfaction of all Nzoia Sugar stakeholders.

Nzoia sugar as a brand is committed to fulfil consumer requirements by deliberately delivering the following values:-

Fulfilment - Nzoia sugar products are made to satisfy consumer needs and aspirations.

Value Proposition - Nzoia Sugar is committed to avail its products as a market leader in value for money.

Consumer choice - Nzoia Sugar currently has a wide product line portfolio in form of various convenient packages to fit in diverse consumer needs and incomes.

Innovativeness - The brand is sensitive to continually changing consumer needs and through innovation it will evolve to remain relevant in line with consumer aspirations.

Sense of belonging - Nzoia sugar is a strong Kenyan brand that matches any brand in the same category.

www.nzoiasugar.co.ke



Things you didn't know about Nzoia Sugar Company Ltd

Nzoia Sugar avails the largest offer of brown sugar in the country.

Nzoia Sugar Company has the largest company owned nucleus Estate farm in Kenya of 3,400 hectares.

Nzoia Sugar zone boasts of having very rich soils suitable for producing high quality cane hence the sweetest sugar in Kenya.

Nzoia sugar was recognised internationally for excellence in business practice in Geneva, Switzerland and awarded the Gold medal award.

Superbrands