

Kuja Pamoja

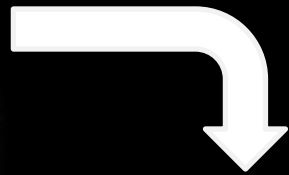
bulk purchasing for small-scale
traders in Kibera



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A little context

Kibera



Needfinding



PoV



High input costs => Low earnings

Perishable goods
in small quantities



...lead to high costs,
small profits (200ksh/day!)



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Perishable goods
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...lead to high costs,
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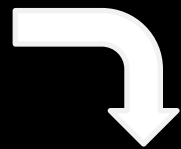


Build on existing groups of traders
+
Achieve volume discounts through
bulk discounts in groups of 4-5

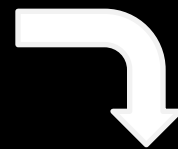


Increase earnings by 40% or looksh

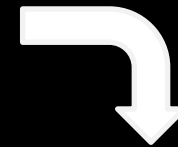
Leverage existing financial networks



Target direct costs
(80% of total)



Save 20-25% of
per unit costs

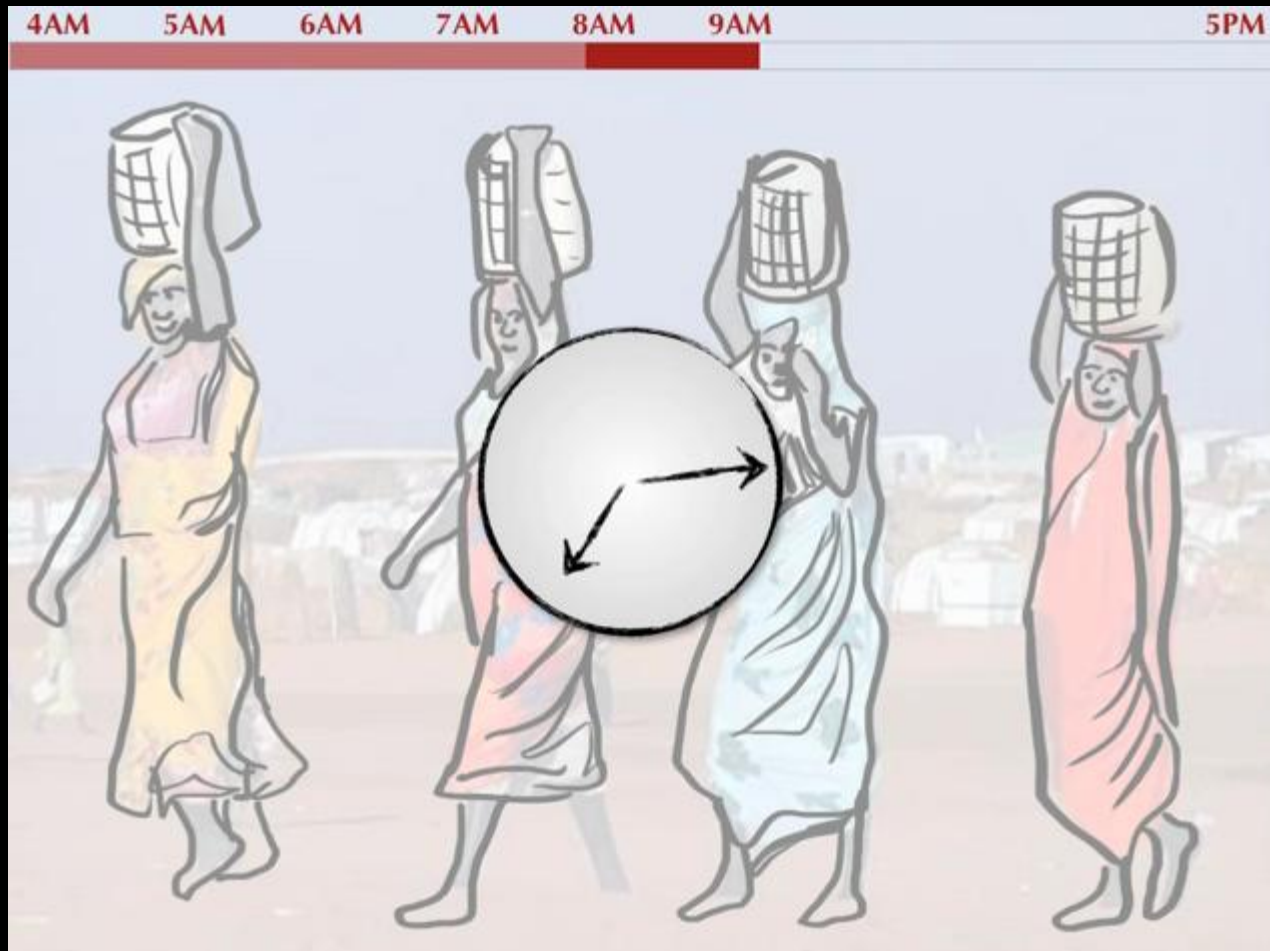


Dramatically
increase income
(15% - 60%)

In prototype with Umande Trust:

Total Revenue:	2900 Ksh	→	3000 Ksh
Total direct cost:	2600 Ksh		2600 Ksh
(Cost per unit:	4		3.2)
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Total profit:	300 Ksh		410 Ksh

A day With Kuja Pamoja



[Vimeo](#)

Next Steps

Sharing Responsibility

- Trust among group members grows over time
- Save bus fare and time by sending some members to market to purchase on behalf of others

Business Development

- Savings generated can be invested into diversification of a higher margin product base (i.e. paraffin)

Additional Tools

- Skill-building worksheets and financial tools supported by Umande Trust
- Bridging small-scale traders with real-time price information across Nairobi markets via SMS

