

• KENYAN • INFORMAL BUSINESS SECTOR • SMALL BUSINESSES • CULTURE • MARKETS • ECONOMY •

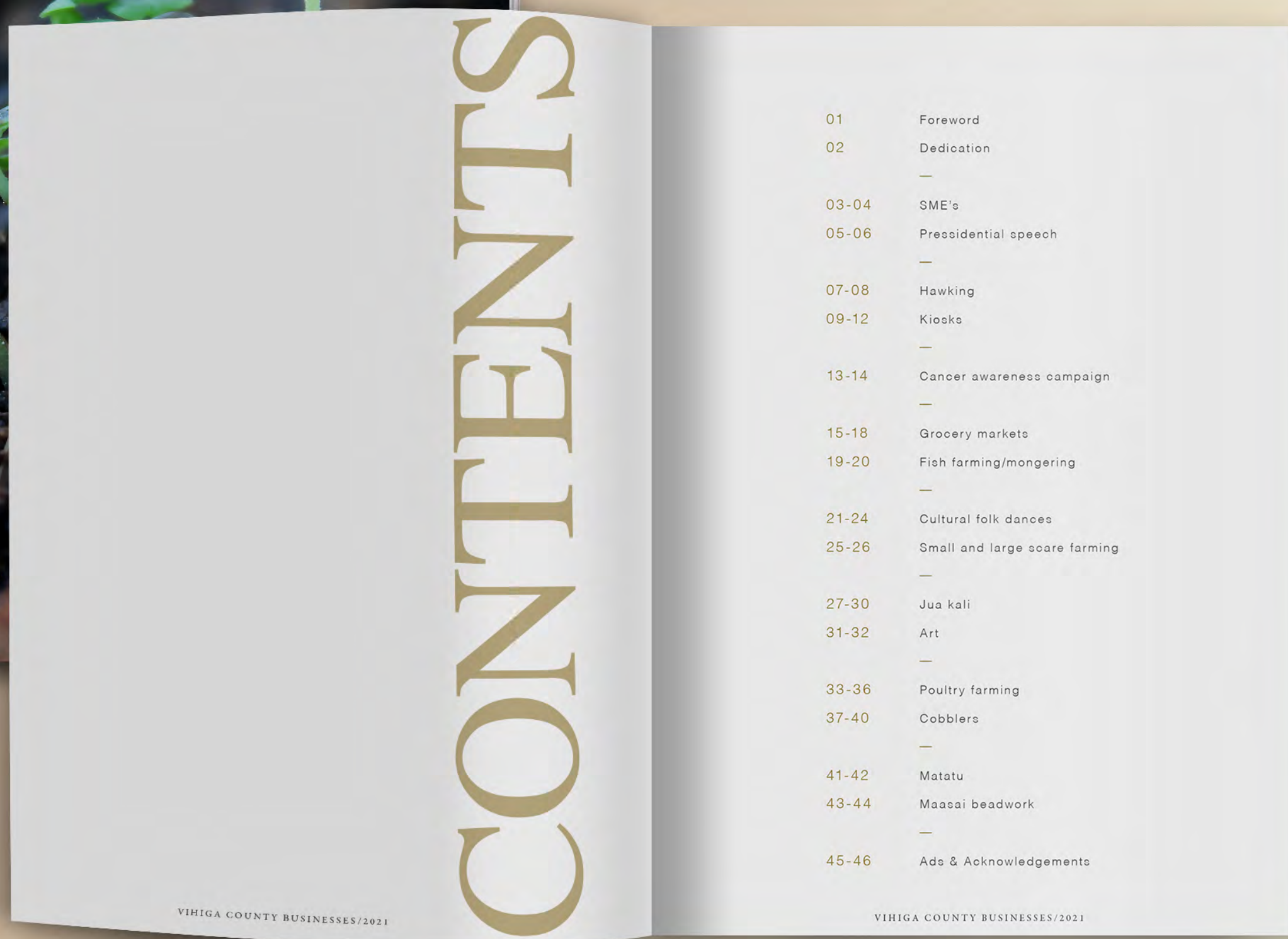
VIIIGA



EXCLUSIVE • KENYAN • SMALL • BUSINESSES
• 2021 •



Front page and the contents page of the Vihiga county business showcase journal. The magazine is inspired by simplicity and the design highly embraces the uses of white or negative space as the magazine is heavy with content and good quality raw photography. I wanted the readers to be able to appreciate the content of the magazine and not so much the design of it. even though thats great too.



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FOREWORD

Journals have a responsibility to refine and define information and act as an information filter. The launch of this exciting and innovative series of editorial design and publications for the county businesses this fiscal year was to, one, encourage young and upcoming businesses in the county that drive the Kenyan economy but more specifically the beautiful county of Vihiga. The idea is to encourage young people and small business owners in the county to take part in building the country and get into business but also to encourage and create opportunities for people in the creative industries like the young group of designers and photographers who are from the county to take up opportunities in the government and help with our vision 2030 and global development goals for the young people of Kenya. Following the covid 19 global pandemic, the county's economy was mostly sustained by small businesses so the county leadership was compelled and greatly pushed to appreciate small businesses in the county and this happens to coincide with Kenya's Annual National Agricultural and business summit which attracts loads of investors and global business people across the board. We appreciate anyone who has taken an interest in this phenomenal piece of art and design and our county.

DEDICATION

This business journal and showcase has been a labour of love and we're delighted to finally launch it for the people of Kenya, our investors and people who do business in this great county of Vihiga but most importantly, the journal is for the local people of vihiga. The people who by far and large invest their money in vihiga but also reside here and contribute to the day to day running of this county. This journal is for all the people who diligently contribute to the economic but also cultural growth of Vihiga. To all people who want to come and set up their businesses in the county, tour and be a part of our beautiful country and county, our cultures and ways of life. We promise you shall not be dissapointed.

UUZAJI WA VYAKULA



A full spread page with images of Kenyan men and women at the market place hustling and bustling preparing food mostly for Kenyan people who work in the informal sector. This form of business is mostly known to Kenyans and Swahili speaking people as "kibandaski" which is slang for a small and affordable restaurant.

KIOSKS

"The Kenyan retail food sector has expanded significantly during the last ten years as a result of population growth, urbanization, a growing middle class, and a financially attractive business environment. The sector will continue to grow at a compound annual growth rate (CAGR) of 4% at constant 2016 prices over the 2017 to 2021 forecast period."

With an increasing demand for customer-centric service and changing customer behavior, Kenyan supermarkets are having to redesign and rethink their strategies in order to survive. Kenya's big-box grocery chains continue to adapt to capture new markets and tackle competition. The Kenyan customer is changing; it is right now more informed. The customer has now become more complex, he is demanding more. Around two-thirds of Kenyans buy their groceries in traditional markets or smaller stores and kiosks. Kenya is still a traditional market from a shopping standpoint, but I think it's prime to move towards more of a modern market. As well as changing consumer behavior, supermarkets are facing competition from international brands. Sun detailed how this competition has changed the industry. The international players have come in and what we have seen is a change in the discussion. It's much more of a focus on customer experience, things like consumer understanding.

Constance Mhaní /



GROCERY MARKETS

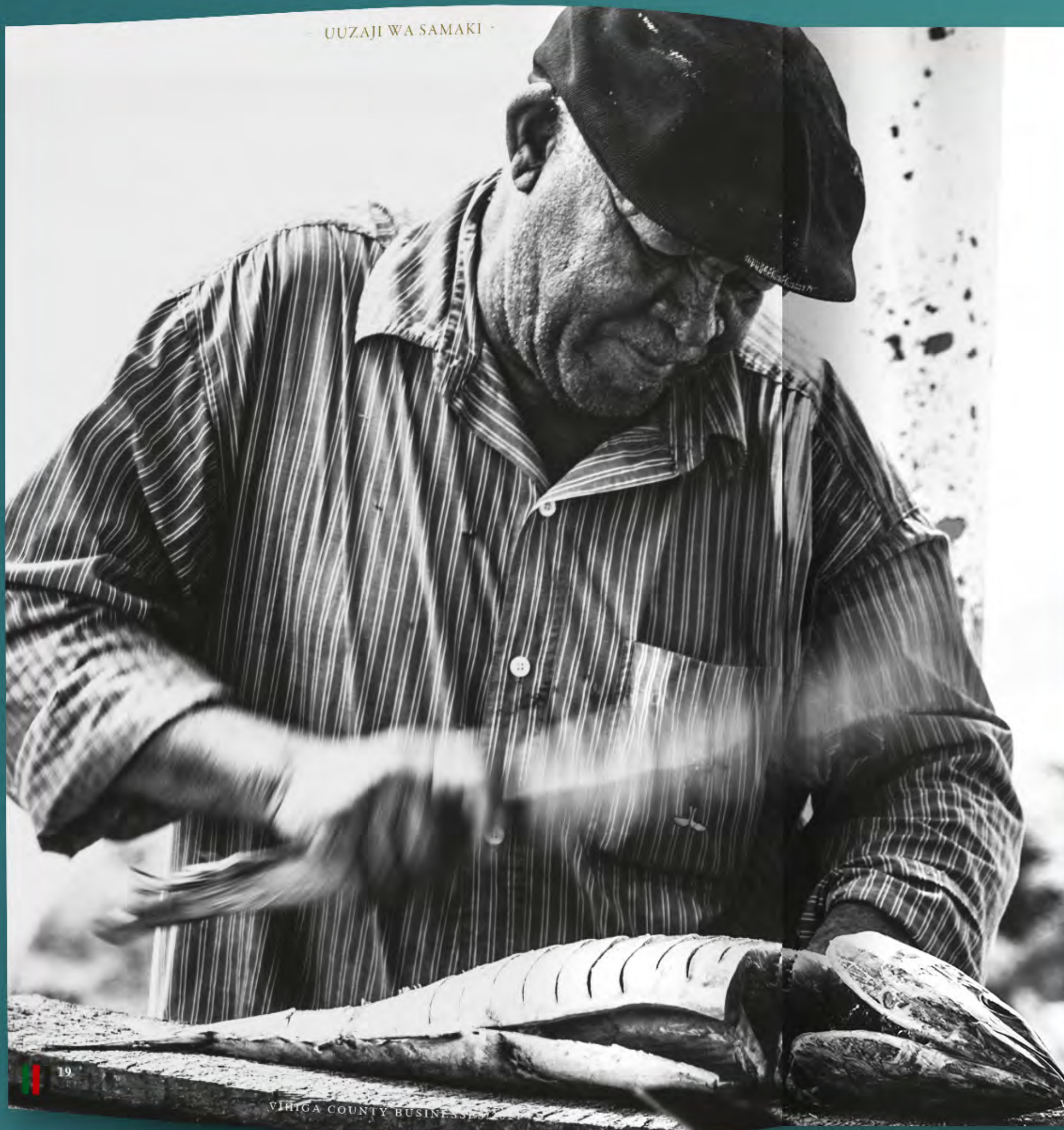
The Kenyan food sector has expanded significantly during the last ten years as a result of population growth, urbanization, a growing middle class, and a financially attractive business environment. The sector will continue to grow at a compound annual growth rate (CAGR) of 4% at constant 2016 prices over the 2017 to 2021 forecast period, according to Euromonitor International 2016 estimates. The value of sales in the grocery retail sector reached \$7.4 billion from 103 410 retailers in 2016, according to Euromonitor International.

The penetration of formal retail establishments estimated at 30% is mainly concentrated in the urban and suburbs. Informal establishments continue to play a dominant role in stabilizing the sector with over 70% of Kenyans doing their shopping at kiosks/dukas, and roadside stalls. The local retail chains still maintain dominance evidenced by countrywide and regional coverage in the retail sector despite intense competition from the new entrants. The entry of international players in Kenya's retail market space, the increasing purchasing power of a growing middle class, a robust macroeconomic growth, and affordable retail space attributed to a proliferation of shopping malls in the last five years and, among other factors has led to continued expansion of the retail sector.

Vihiga county/



Kenyan grocery market with small scale traders selling goods.



FISH MONGERS

Kenya's fisheries sector includes industrial and small-scale fishers, and produces fresh and processed fish for domestic and export markets. Yet, fisheries have experienced declines in both diversity and productivity due to poor management, and currently make a limited contribution to the country's Gross Domestic Product. Improved fisheries management and policies could increase the sector's contributions to Kenya's economy and food security. About 35% of Kenyan children under 5 are stunted, 16% are underweight, and approximately 24% of the population is undernourished. Fishing communities in Kenya often experience high poverty rates. A recent study found that 64% of fish workers in western Kenya live below the poverty line and rates of poverty are higher in households that rely on fishing as their primary source of income. Average per capita annual fish consumption is estimated to be 5 kg, and the contribution of fish to overall protein intake is low at 7.6%, likely because many Kenyans do not regularly consume fish for historical or cultural reasons. However, for communities along Kenyan lakes and coastlines, small-scale fishing is essential to overall household well-being as it provides both income and nutrient-rich food.

Constance Mnani /

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