⬚ Page 1: Understanding the Market and the Core User – *"Baba Nyanya"*

1.1 Introduction

The informal food distribution network in Nairobi — especially in markets like Muthurwa, Wakulima (Marikiti), and Gikomba — is supported by small- to medium-scale tomato resellers. These individuals form the link between bulk suppliers and thousands of daily vendors, mama mbogas, and hotels in the city. One such key player is commonly referred to in this document as **"Baba Nyanya."**

1.2 Who is Baba Nyanya?

Baba Nyanya is not just a tomato seller — he's a vital intermediary in the food chain. He plays several roles at once:

- **Wholesaler:** Buys crates of tomatoes in bulk from trucks or large farms.
- **Distributor:** Resells to mama mbogas and hotel workers at retail or semi-wholesale rates.
- **Loan Officer (informal):** Gives trusted customers stock on credit (deni), usually payable later in the day.
- **Logistics Coordinator:** Sometimes arranges delivery of tomatoes to customers via porters or mkokotenis (pushcarts).

1.3 Daily Workflow Example

1. Baba Nyanya receives 20 crates of tomatoes from a supplier at 5:00 AM.
2. By 6:00 AM, mama mbogas begin buying from him — some pay cash, others request to pay later in the day.
3. At 7:00 AM, a hotel buyer takes 5 buckets on credit, to be paid by 3:00 PM.
4. Baba delivers these buckets using a porter (Otieno), but forgets to write the details down properly.
5. By end of day, multiple clients still haven't paid — and Baba has no clear record of who took what.

1.4 Pain Points in the Current System

Problem	Description
Debt Tracking is Manual	Records are written in a small notebook (or in memory), easily lost or forgotten.
No Delivery Confirmation	Delivered orders are not recorded; if a client denies receiving them, there's no proof.
Unpaid Orders Hurt Cash Flow	Many unpaid sales = Baba cannot restock the next day.
Stock Waste	He doesn't know which tomato types sell fast, so some rot by evening.

1.5 Objective of This Project

The purpose of this project is to build a **simple, mobile-first system** that enables Baba Nyanya to:

- Record tomato sales accurately (paid and unpaid)
- Track debt per buyer and send automated reminders
- Log deliveries and assign them to specific agents
- Keep a basic view of current inventory levels

The goal is not to introduce complex technology but to **simplify what he's already doing manually** using pen, paper, and memory.

1.6 System Value to Baba Nyanya

Feature	Real-World Benefit
Digital Sale Logs	No more forgotten transactions
Buyer Profiles	Easy identification, even for repeat debtors
Debt Management	Know how much is owed and by whom
Delivery Logs	No more disputes — there's a record of who delivered where
SMS Reminders	Friendly nudges to customers to pay before day ends