PROFILE - Kofi Nsiah - Poku

The enterpreneural bug caught Kofi early. Half way through his pharmacy programme at KNUST, he had already started business. Saving-up through vacation jobs in London and investing in fast moving European manufactured pharmaceutical brands for resale. By graduation, he already had a fair sized and profitable Wholesale and Retail business going in Kumasi.

He was chosen to be a Teaching Assistant in his Department which he graciously accepted and jumped deep in as well as spending what little free time was still available running his shops and manufacturing basic syrups and formulations including extemporaneous preparations like Mist Magnesium Trisilicate, Cough Mixtures, Paracetamol syrup etc.

In time, due to resilience, hard work and more than a thing of providence, Kofi become an Assistant Lecturer. His shops grew from one to two and then three and counting. The imported small scale purchases for resale become real licensed manufacturers’ representations and his formulations become FDA registered and properly packaged products made from a decent sized respectable plant. He now was faced with a dilemma. He loved to teach but so did he love business with equal passion. Hating to do anything by half, he had to make a choice. Reluctantly, but so he could focus and still serve.

Kinap, until this point the name of the small beginning had to give way to Kinapharma. Over an eighteen year period from this point, he has pressed on adding new manufacturing products and adaptations at the rate of about 10 every few years. The business outgrew the initial location quickly and then found new space at the old Accra Chemists Factory initially on rental but soon as full owners of the entire old factory.

Over the next decade and a half, Kinapharma would push, grow, face the inevitable hiccups, flounder, rebound and continue. The factory would be gradually outgrown, expanded and retooled till date. The products manufactured would increase till the current 154 and counting. The staff from the initial three to the current 560 including 24 pharmacists and in total over 150 members of staff with at least a Bachelor’s Degree! This is for the pharmaceutical section only.

In the last decade, Kofi has taken several bold diversification initiatives and massively increased his footprints, setting up Xpert security Ltd to offer cutting edge electronic security solutions including Intruder Detection Systems, electronic surveillance and vehicle tracking to blue chip multinational companies, diplomatic missions and luxury real estate complexes across the country.

Green Diamond Estates was the next venture a few years later, engaged in the building and managing of multi-unit high end full-service residential enclaves.

Kofi's most recent venture is Healthilife Beverages Ltd. A spec built and managed Tetrapak food processing facility which has quickly created and established relished juice, milk and energy drink brands including Go! Xtra, Pure Milk and Gluconade. Also already a contract manufacturing concern for some of the world’s biggest multinational drink brands. To date Healthilife remains arguably the largest indigenous privately owned and managed food manufacturing facility built at an estimated 40million Dollars.

The facility, too big for just the local market now has offices and Distribution throughout West Africa including Nigeria, Liberia and Sierra Leone and counting.

Intensely engaged personally in the initiatives, direction and leadership of his business , Kofi brings his calm, persistent, constantly learning self to bear on all the businesses , his steady hands sure to make them businesses that are built to last from the current direct staff strength of  over thousand to who knows ..................twenty ?