



# Aqu@firm

Transforming aquaculture  
in Kenya



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# Executive Summary

## Mission

To develop smart aquaculture practices in Kenya through integration of technology

Aqu@firm sells high quality fish feeds and fingerlings to fish farmers on credit, mentors them on smart aquaculture practices and use of Aqu@ app for fish farmers to use in their day to day farming technique.

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### The Product

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### The Leadership

The company was founded in 2022 by it's CTO and founder Ms. Venessah Keziah.

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### The Overall Industry

Very few players dominate the industry however, Aqu@firm focuses on improving aquaculture experience in the country.

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### The Competitors

Major competitors include Victoria Farms and Aquarech.

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### The Financial Status

Aqu@firm wants to raise an annual per capita of \$300,000 but currently it fetches an annual revenue of \$ 100,000.

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### Future Plans

By 2030, the company wants to be able to transform aquaculture in Kenya by improving food security in the country. It should have capacity to even expand to other East African countries.

# The Organization



**Venessah Keziah**

Chief Technical Officer

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Venessah Keziah is the founder of Aqu@firm. As young as she is , she strives to bridge the gap in food security through increasing production of quality fish. Fun fact, she loves swimming and has medals in swimming.



**Martin Ochieng'**

Chief Financial Officer

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Martin is the financial manager in Aqu@firm. He has more than 10years in the financial world and he manages all the companies finances. Fun fact, Martin is a dog lover.

# Business Description

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## Aqu@firm

Aqu@firm focuses on bridging the gap in the aquaculture industry by integration of technology to provide farmers with knowledge on smart aquaculture practices and quality and affordable fish feeds and fingerlings. Aqu@firm is able to offer farmers quality and affordable fish feeds and fingerlings on credit to increase produce. Traders and consumers can get quality fish at market friendly prices.

# Product List

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## Fish Feeds

Aqu@firm focuses on providing farmers with high quality fish feeds which vary depending on the fish sizes. Our feeds are imported from countries all over the world and they improve the quality of the fish making farmers' harvest robust.

## Fingerlings

To get good harvest, the quality and fingerlings species is equally important. Aqu@firm sells fingerlings to farmers that have a faster growth rate and longer survival rates at affordable prices.

## Fish

Aqu@firm has also partnered with fish farmers so that not only do they sell the feeds to them but they buy fish from them providing them with ready market for their produce. The fish is then supplied in our depots around the country and sold to traders and local consumers directly.

## Free mentorship and training on smart aquaculture

Aqu@firm has topnotch licensed aqua culturists who study the farmers pond environments and advise them on appropriate ways that can allow them increase their productivity and profit margins.

# Industry Background

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## Aquaculture Market

Aqu@firm is a Kenyan start-up that focuses in the aquaculture business line. Our main offices are based in Kisumu, Kenya and we have several outlets all over the country.

The major services and products we offer on a day -to-day basis involves selling of processed fish, fish feeds , fingerlings and field visits by our aqua culturists to offer consultation services and conduct quality inspections.

The history of aquaculture dates back to the 18th Century and it was an economic source majorly practiced by the Nilotes' along the Lake Victoria region and several developments in the industry has been made to date.

Aquaculture is a field which has a great niche that is yet to be tapped into and creating advancements in this field could help increase food security in the country.

# Competitor Analysis

## Aquarech

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"><li>• Affordable farmers feeds.</li><li>• Large market influence.</li></ul>	<ul style="list-style-type: none"><li>• Lower quality feeds.</li><li>• Poor customer service.</li><li>• Unstable power connection.</li></ul>	<ul style="list-style-type: none"><li>• Increase in fish farmers.</li><li>• Increase in fish consumers.</li><li>• Cheaper alternative power sources like solar.</li></ul>	<ul style="list-style-type: none"><li>• Increase in farmers and traders engaged.</li><li>• Improvement in customer service.</li></ul>

# Market Analysis

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## Target Market

Aqu@firm targets fish farmers and traders located in Nyanza , Central and Nairobi provinces. The market has an estimate age of 30years and above and has more females than males in trading while more males than females in farming. Most of this people have little or no academic background and they solely depend on aquaculture as an income source.



# Marketing Plan

## Marketing targets

The estimated market size is approximately 15000 farmers and traders in Nyanza, 5000 in Central and 10000 in Nairobi Provinces. Nairobi has less than 100 potential farmers but the consumption rate of fish is very high .

## Brand Awareness Strategy

The company plans on promoting their brand in the market through:

- Digital marketing
- On- site visits
- Offering free trainings to farmers
- Word of mouth.
- Advertisement through local media channels.

## Lead generation strategy

Contact is established with clients in the market through:

- Online platforms especially company website
- Farm visits
- Training sessions.

# Financial Plan

## Capital Requirements

Description	Value	Percentage
<b>Research and Development</b>	\$20000	13.1%
<b>Marketing and Advertising</b>	\$25000	15.94%
<b>Daily Operations</b>	\$10000	6.45%
<b>Stock</b>	\$100,000	64.51%
<b>TOTAL</b>	\$155,000	100%

A close-up photograph of many fresh sardines packed in ice. The fish are silver with dark backs and heads, some showing pinkish-red gills. They are nestled among large, clear ice cubes. A bright green triangular graphic is in the top right corner.

Contact us  
for further  
inquiries

