



MAC-DRC_Matunda ya Afrika Company

The Pride of African Craftsmanship

Transforming field gold into liquid gold

Semi-Industrial Peanut Oil Production | Bukavu, Democratic Republic of Congo

A Thirsty Market, A Costly Dependence

↗ **1.6 million liters/month** : Oil consumption in Bukavu (1M+ inhabitants)

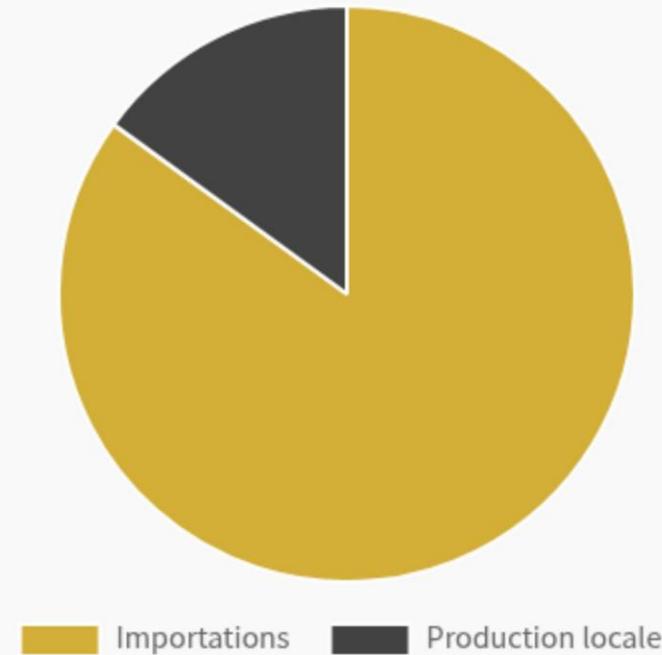
🛒 Over 85% of imports are expensive, irregular, and of uncertain quality.

↗ Volatile prices expose households to food inflation

🏭 Zero local industrial peanut oil production in Bukavu

🌿 Lack of market access for local producers: tons of peanuts sold raw materials without added value

Sources d'huile à Bukavu



100% Local, Pure & Affordable Peanut Oil



Semi-industrial production : consistent quality, regular volumes



Pure, unrefined oil : nutritional benefits preserved (vitamin E, antioxidants)



Direct partnership with farmers in South Kivu: stable supply + social impact



4 sizes : 500ml, 1L, 5L, 20L for all needs (households, restaurants, institutions)



Competitive prices compared to imports



500ml



1L



5L



20L

A \$19.5 Million/Year Market in Bukavu Alone



TAM (Total Addressable Market)

- 人群 100M+ inhabitants in the Democratic Republic of Congo
- 消费 Consumption: ~10L/person/year
- 货币符号 Estimated market: **\$2 billion/year**



SAM (Serviceable Available Market)

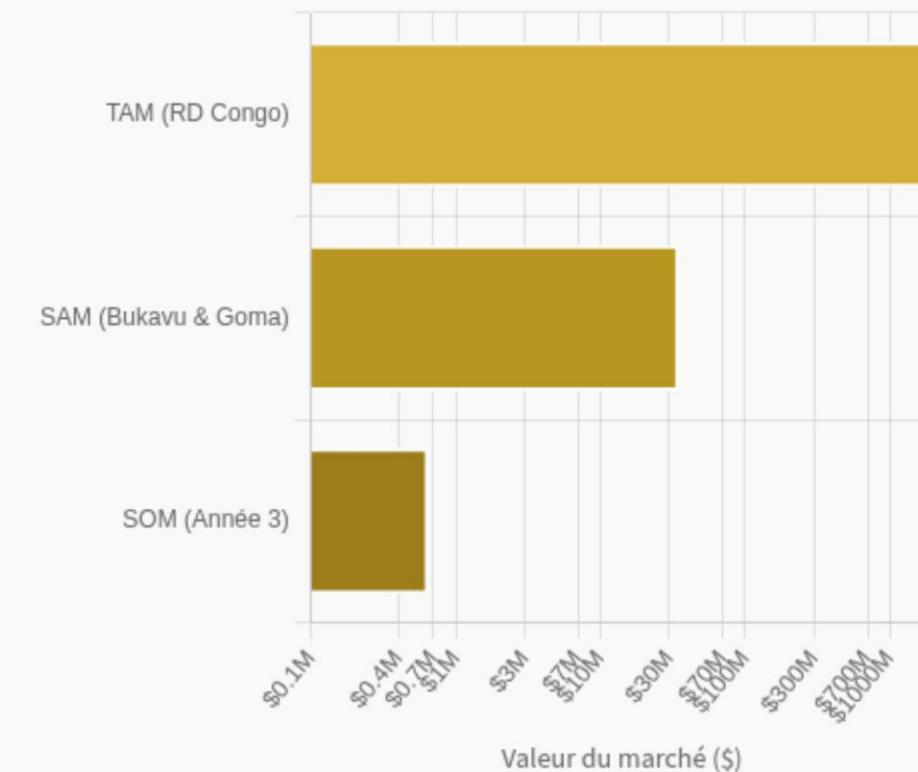
- 人群 2M+ urban inhabitants (Bukavu & Goma)
- 货币符号 26M liters/year = **\$35M/year**



SOM (Serviceable Obtainable Market)

- 日历 Year 1: **137,000 litres = \$183,580** (0.7% of Bukavu)
- 日历 Year 3: **500,000 litres = \$650,000** (2% Bukavu + penetration Goma)

Segmentation du Marché



\$19.5M

Bukavu Market

\$35M

SAM Bukavu+Goma

2%

Penetration Year 3

A Value- and Accessibility-Centered Model



PRODUCT

- שמן

Pure, semi-industrial peanut oil
- FORMAT

Multiple formats (B2C: 500ml-5L | B2B: 20L)
- LABELING

Transparent labeling with nutritional values



PRICE

- STRATEGY

Penetration strategy: 10-15% below premium imports
- DISCOUNTS

Volume discounts available (B2B).
- POSITIONING

Mid-range positioning: superior quality at a local price



PLACE

- SALE

Direct: Retail sale at our point of sale
- Retail

Retail: Supermarkets, grocery stores, local markets (50+ points)
- B2B

B2B: Restaurants, hotels, institutions (dedicated delivery)
- EXPANSION

Expansion: Bukavu (Year 1) → Goma (Year 2) → Provinces (Year 3+)



PROMOTION

- MARKETING

Community marketing: tastings, partnerships with women's associations
- ADVERTISING

Local radio + strategic advertising in markets
- PROGRAM

Ambassador program (retailers)
- STORYTELLING

Storytelling: "From our fields to your table"

Navigating the DRC Context with Realism



POLICY



Government pro- local agriculture and import substitution



Instability in Eastern DRC: location in Bukavu (relatively stable area)



ECONOMIC



Urban population growth (+4%/year to Bukavu)



Inflation (15-20%): indexed prices, mixed USD/CDF farmer contracts



CDF volatility: USD pricing, flexible payments



SOCIAL



Cultural preference for peanut oil (taste, traditional cuisine)



Strong social impact: 200+ partner farmers (Phase 1)



Young population (60% <25 years old) = growing market



TECHNOLOGICAL



Accessible semi-industrial equipment



Intermittent electricity: backup generator planned



ENVIRONMENTAL



Sustainable and climate-adapted peanut cultivation



Valorization of oilseed cakes (animal feed) = circular economy



LEGAL



Compliance with international health standards
ISO 22000, Codex Alimentarius, etc.



OCC (Congolese Office of Control) certification planned

Why Matunda ya Afrika Will Win This Market



Local industrial quality

Only semi-industrial production in Bukavu • Unreliable for artisans • Costs lower than imports



Vertical integration

Farmer partnerships = **quality control + price + stability** • Reduction 30% cost vs. spot market



Freshness & Traceability

Local production = **field → consumer time <2 weeks** • Imports: 3-6 months + questionable storage



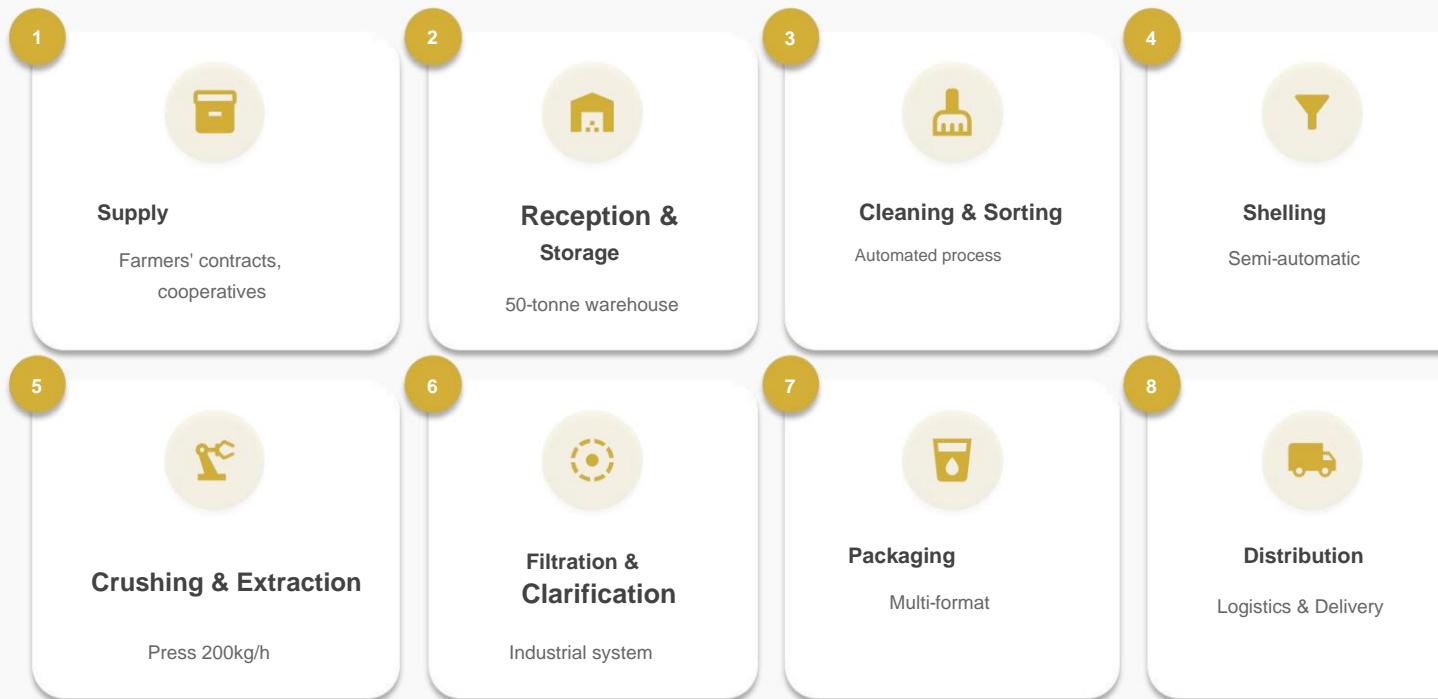
Strong brand identity

"The Pride of African Craftsmanship" : local pride + quality • Distinctive packaging with logo • Stories from partner farmers (emotional connection) • Measurable social impact: each liter = support for 0.5 local farmers

Comparison of Competitive Advantages

Criteria	MAC	Craftsmen	Imports
Quality	✓	-	✓
Price	✓	✓	✗
Regularity	✓	✗	-
Freshness	✓	✓	✗
Local Impact	✓	✓	✗

From Seed to Bottle: A Controlled Chain



Production Capacity

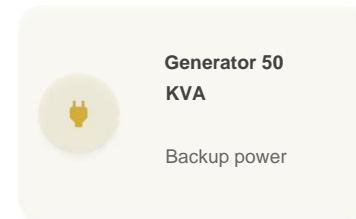
11,440

liters/month

Phase 1

2 shifts, 5 days/week

Key Equipment



Scalability: +100% capacity with a 2nd press (minor investment) • Annual production: 11,440 liters/month × 12 months = **137,280 liters/year**
(consistent with financial projections)

A Team Rooted in African Excellence



Elia Baraka

CEO / Founder

Training: Business Management
Experience: **8 years** in the leadership sector

Vision: To build the agro- champion industrialist from Eastern DRC



Elia Mastaki Michael
Production Manager

Education: Agricultural Engineer
Expertise: **extraction processes**, quality
standards, maintenance
Experience: 5+ years in food
production



Miriam Wakwela Baraka

**Sales Manager &
Marketing**

Experience: FMCG Distribution in
DRC
Established network in **retail and B2B**
Bukavu/Goma
Specialization: Community
marketing and penetration strategies



**Ntabalira Mushagalusa
Nehemiah**

Financial and Accounting

Education: Chartered Accountant and
Management Economist
Experience: **Financial management** in the
agri-food sector
Skills: Budget planning, reporting,
control of
management

Advisors / Board Advisors



- Agronomist expert**
Supply chain improvement
- Financial advisor**
Investment structuring, fundraising
- Entrepreneurial Mentor**
African agri-industry experience



Production Worker

Local recruitment preferred
Hygiene standards training



Production Worker

Local recruitment
privileged
Hygiene standards training



Production Worker

Local recruitment
privileged
Training in
hygiene standards

Progress & Momentum Before Investment

Achievements to date



Business plan finalized

Detailed financial projections • Comprehensive market analysis • Operational strategy



Field market research

100+ interviews (consumers, retailers, restaurants) • **87% purchase interest** in quality local oil • Acceptable price: \$1.30-1.50/liter



Farmers' Partnerships

Preliminary agreements with 2 cooperatives • Capacity **80 tonnes of peanuts/year** • Relationships established with 50+ farmers



Equipment sourcing

Quotes confirmed • Budget optimized • Technical specifications validated



Market validation and operational preparation

The project isn't just an idea on paper. We've validated the market, the costs, and the partnerships. Investment triggers execution, not exploration.

Immediate milestones (post-funding)



Preparation

Months 1-3

- Securing financing and premises
- Equipment ordering and installation
- Recruitment of the core team
- Finalizing farmers' contracts



Launch

Months 4-6

- Production start-up & quality testing
- First 20 partner points of sale
- Bukavu commercial launch
- Target: **5,000 liters sold**



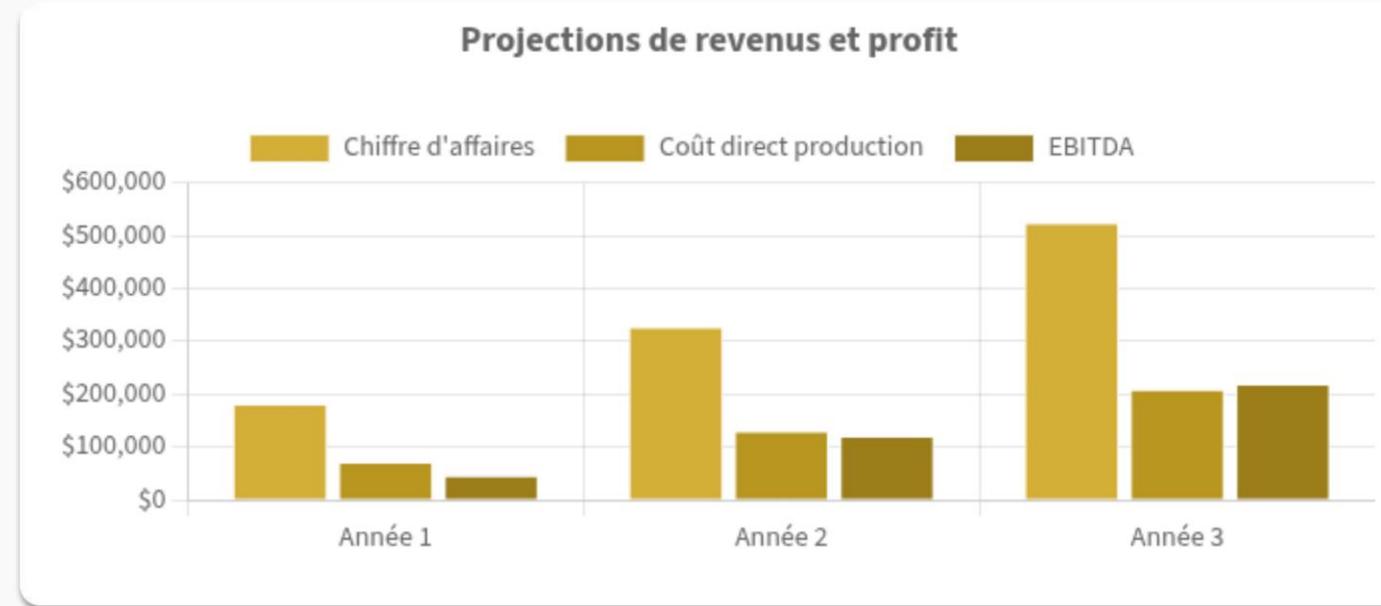
Growth

Months 7-12

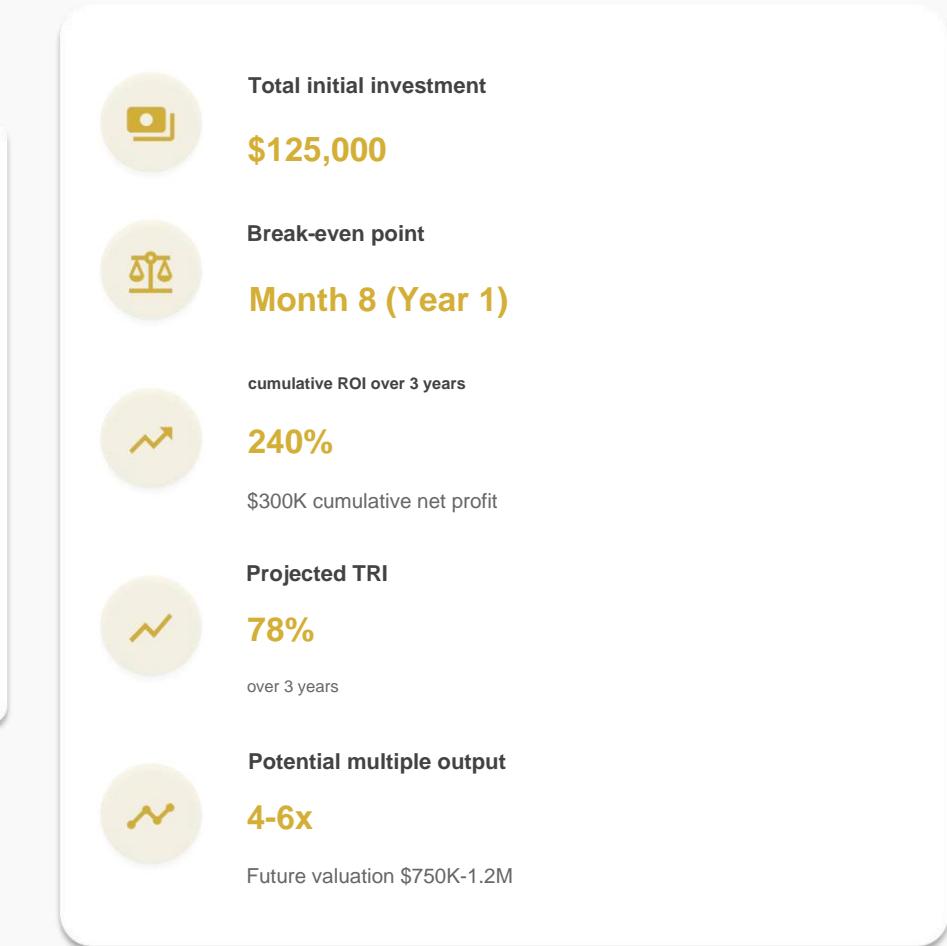
- Ramp-up: **11,440 liters/month**
- Expansion: 50+ points of sale
- Goma prospecting (field reconnaissance)

Profitable and Conservative Growth

↗ Financial Projections (3 years)

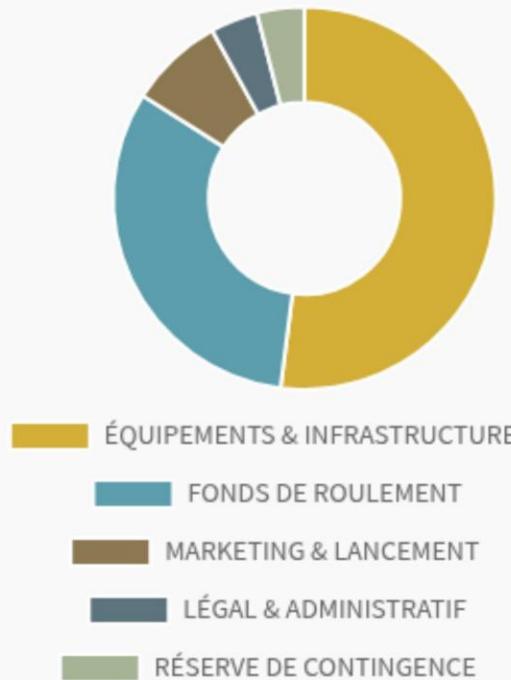


\$ ROI Metrics for Investors



\$125,000 to Launch & Scale Intelligently

Répartition de l'investissement initial



Total investment: **\$125,000**

EQUIPMENT & INFRASTRUCTURE 52%



\$65,000

WORKING CAPITAL 32%



Raw materials inventory (3 months), initial packaging, pre-revenue salaries (3 months) **\$40,000**

MARKETING & LAUNCH 8%



Complete branding & packaging design, launch campaign, promotional materials

\$10,000

LEGAL & ADMINISTRATIVE 4%



Business registration, licenses, health certifications (OCC, CSAN), insurance

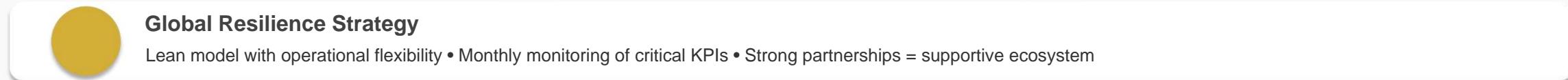
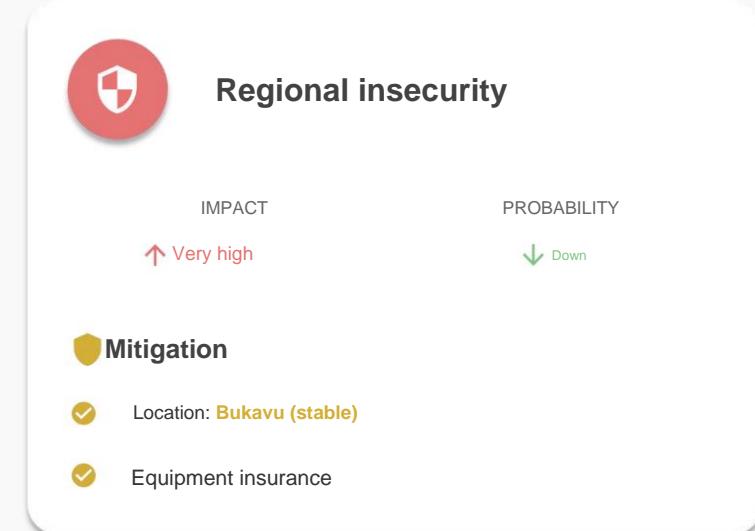
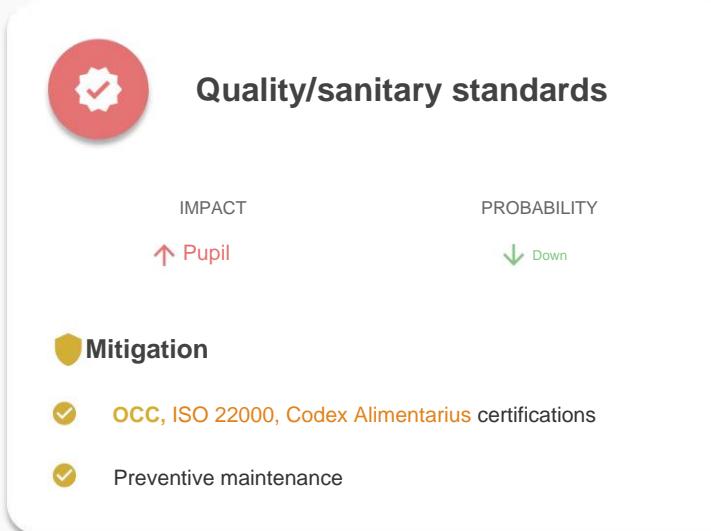
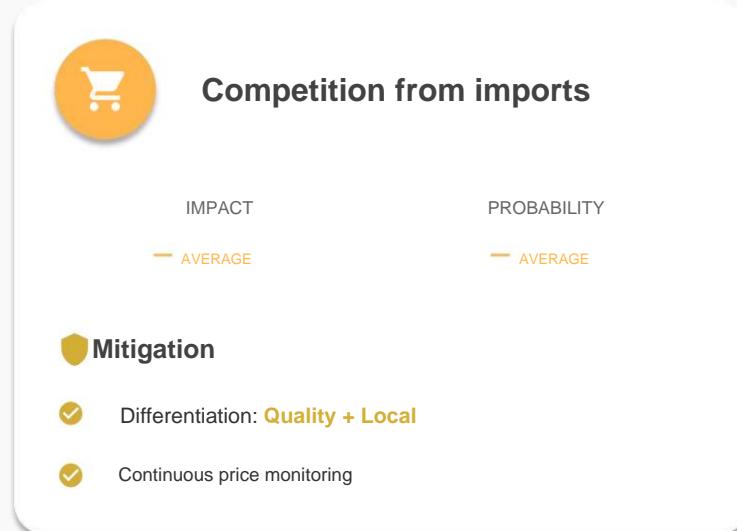
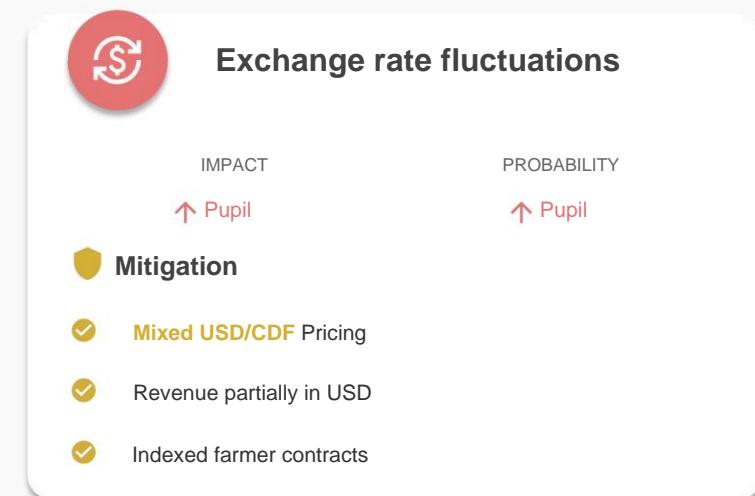
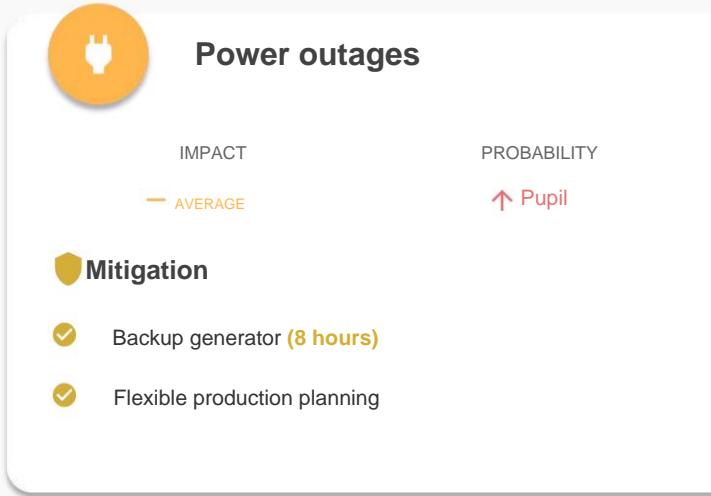
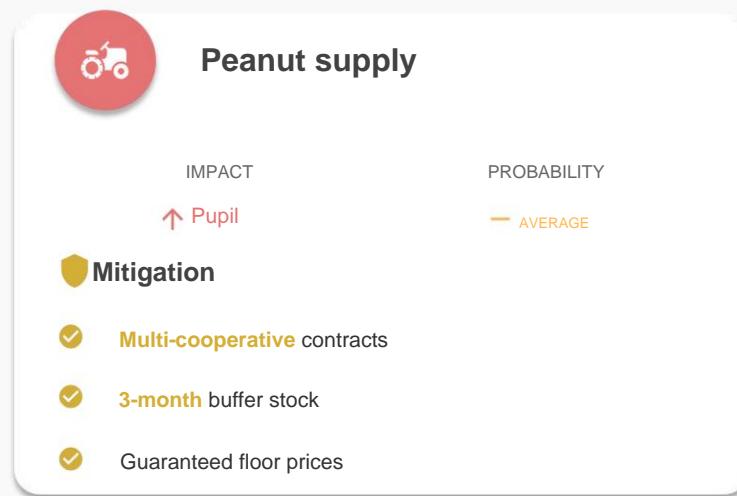
\$5,000

4% CONTINGENCY RESERVE



Unforeseen expenses, initial adjustments **\$5,000**

Anticipate Challenges, Secure Success



Invest in the Agro-Industrial Future of the DRC

\$ OFFER

\$125,000

Amount sought

Equity (shares)

Participatory loan

Pre-valuation
money

\$250,000

Equity offered

33%

★ WHAT YOU GET



Attractive ROI

Projected IRR: 78% over 3 years

Output multiple: 4-6x in 5 years

Dividends from Year 2 (30% of profits)



Measurable social impact

200+ farmers supported (Year 1) 12 direct

jobs created (Year 3)

Substitution of \$500K imports



Scaling potential

Goma expansion (Year 2): +\$200K turnover

Product diversification: +40% revenue (Year 4)

East-DRC Market = \$35M SAM

↗ EXIT STRATEGIES



Acquisition by an agribusiness group

Acquisition by a regional agri-industrial group (Years 5-7)



Expansion and Lifting Series A

Expansion and Series A funding round (valuation \$3-5M)



Management buyout

Management team buyout

Together, let's build food sovereignty for the DRC

Our vision for 2030



Agro-industrial leader in Eastern DRC

5M+ liters/year of multi-oil production • Presence in 10+ cities • 2,000+ farmers partners



Agricultural Transformation Platform

Hub for other products (tomato sauce, flours, legumes) • Agricultural training center (yield improvement) • Model replicable in other provinces



National pride & continental impact

"Matunda ya Afrika" brand recognized in the DRC • Export to neighboring countries (Rwanda, Burundi, Uganda) • Ambassador of quality "Made in Congo"



*Africa does not lack resources, it lacks
Visionary transformers. Let us be those transformers.*

— Founder, Matunda ya Afrika Company



Join us on this adventure



mac-drc@outlook.fr



+243 994 780 251



THANKS

Matunda ya Afrika Company



mac-drc@outlook.fr



+243 994 780 251