



# 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)

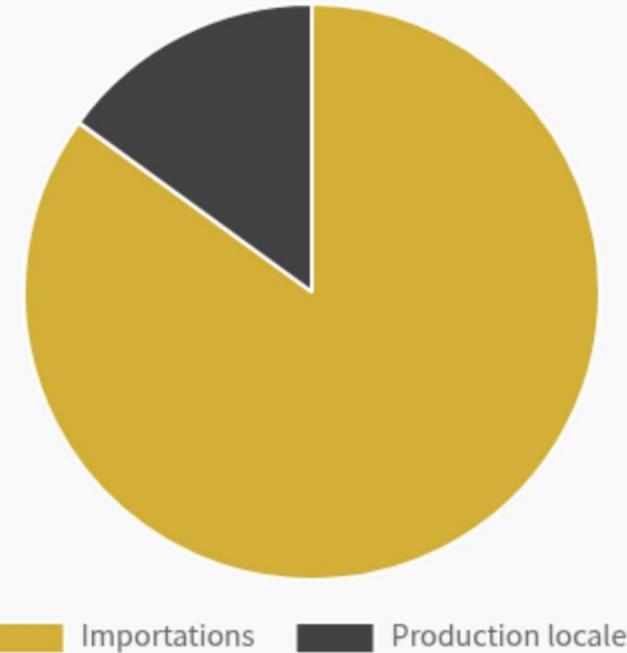
🛒 Over 85% of imports are expensive, irregular, and of uncertain quality.

↗ 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



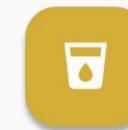
**4 sizes :** 500ml, 1L, 5L, 20L for all needs (households, restaurants, institutions)



Competitive prices compared to imports



500ml



1L



5L



20L

# A \$19.5 Million/Year Market in Bukavu Alone



## TAM (Total Addressable Market)

100M+ inhabitants in the Democratic Republic of Congo

Consumption: ~10L/person/year

Estimated market: \$2 billion/year



## SAM (Serviceable Available Market)

2M+ urban inhabitants (Bukavu & Goma)

26M liters/year = \$35M/year

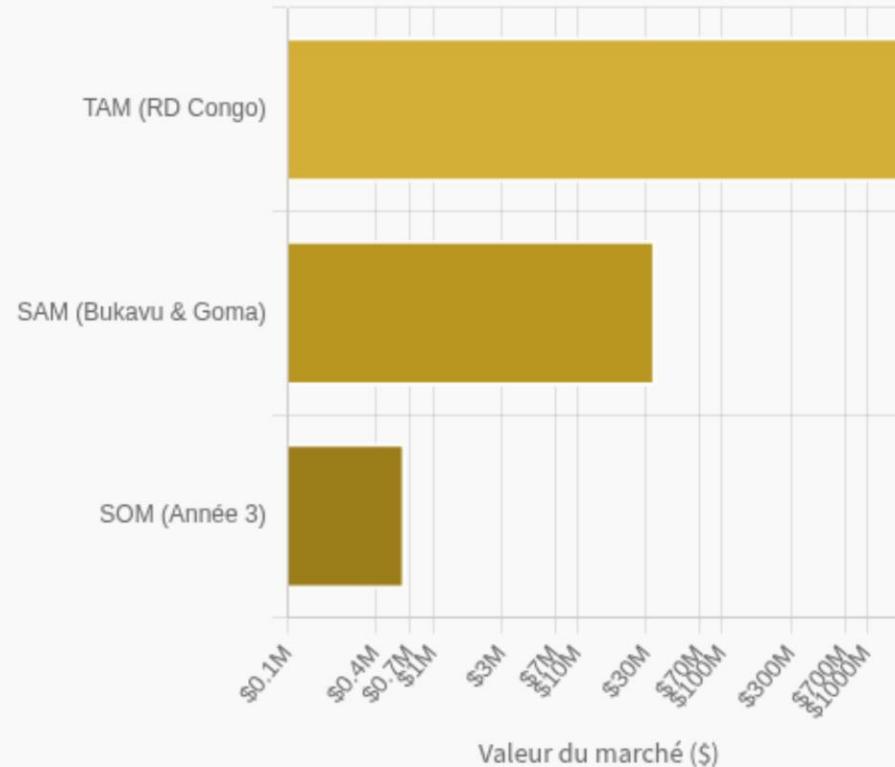


## SOM (Serviceable Obtainable Market)

Year 1: 137,000 litres = \$183,580 (0.7% of Bukavu)

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
- טבליות

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

Transparent labeling with nutritional values



## PRICE

- penetración  
Penetration strategy: **10-15% below premium imports**
- volume discounts  
Volume discounts available (B2B).
- equity  
Mid-range positioning: superior quality at a local price



## PLACE

- direct sales  
**Direct:** Retail sale at our point of sale
- supermarkets  
**Retail:** Supermarkets, grocery stores, local markets (50+ points)
- business-to-business  
**B2B:** Restaurants, hotels, institutions (dedicated delivery)
- expansion  
Expansion: Bukavu (Year 1) → Goma (Year 2) → Provinces (Year 3+)



## PROMOTION

- community marketing  
**Community marketing:** tastings, partnerships with women's associations
- local media  
Local radio + strategic advertising in markets
- ambassador 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



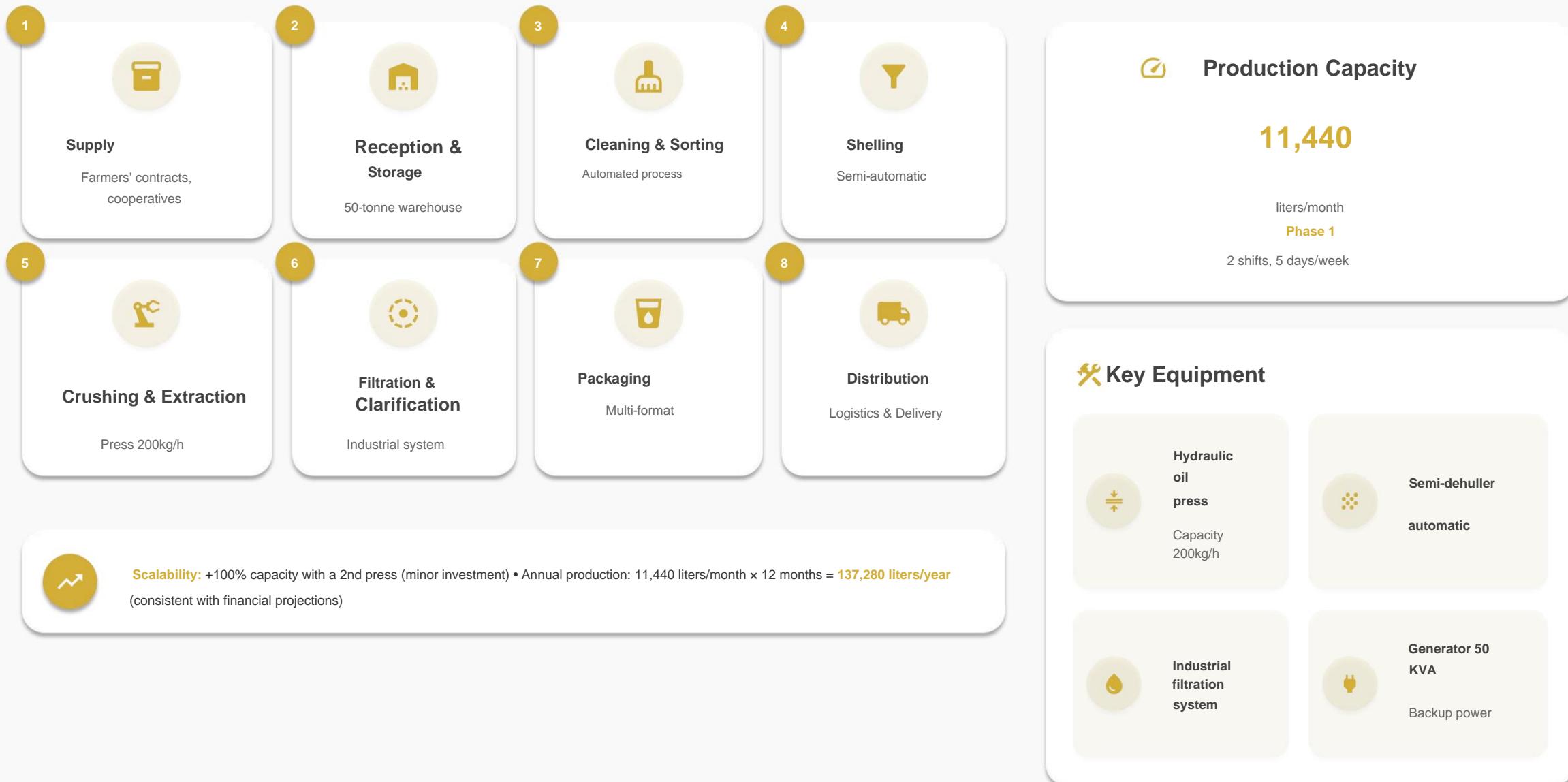
## Strong brand identity

**"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



# 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**



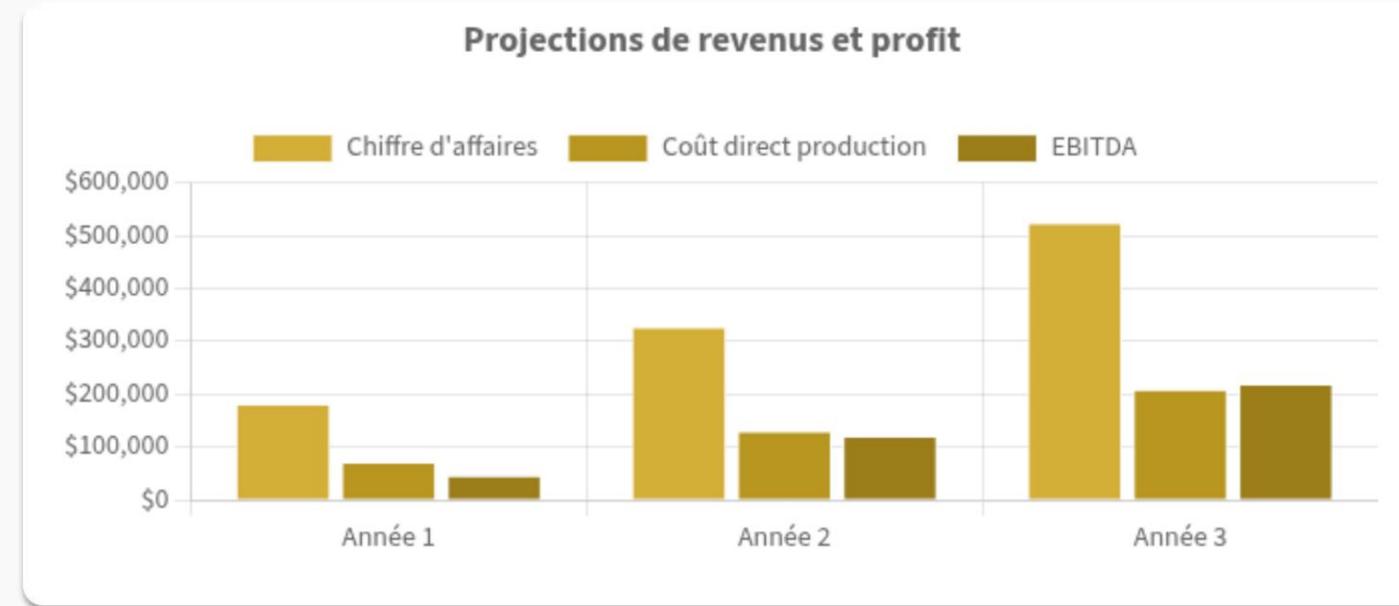
### Growth

Months 7-12

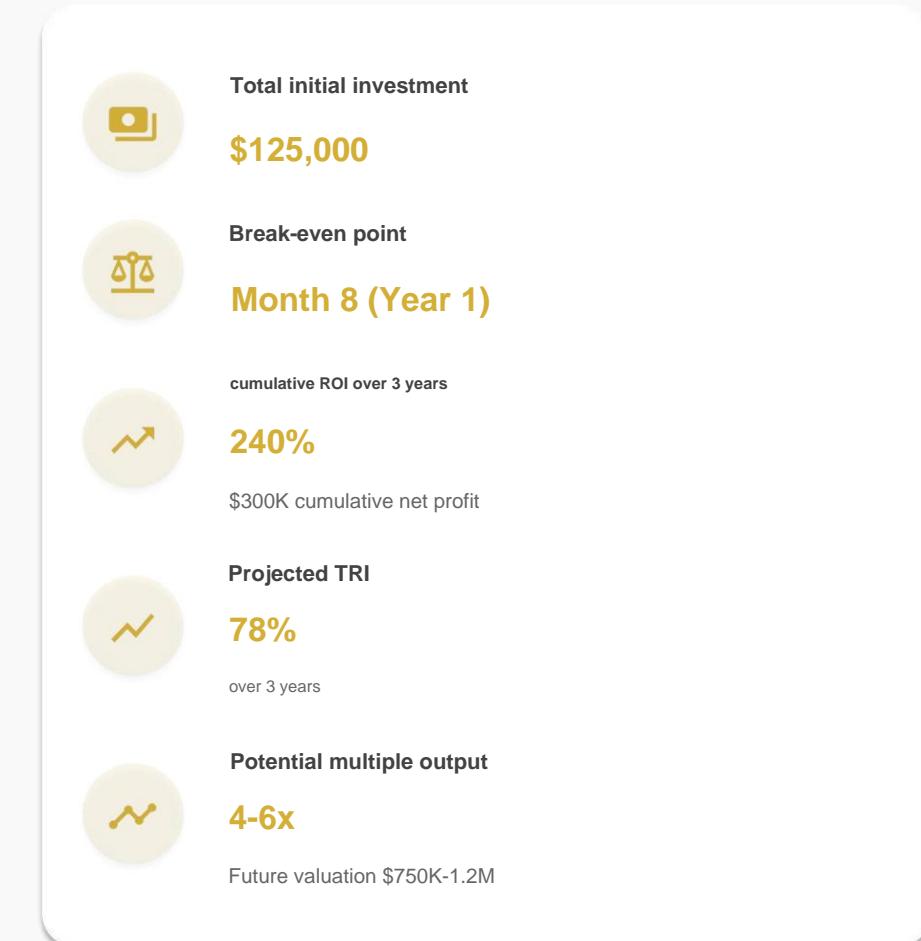
- Ramp-up: **11,440 liters/month**
- Expansion: 50+ points of sale
- Goma prospecting (field reconnaissance)

# Profitable and Conservative Growth

## ↗ Financial Projections (3 years)

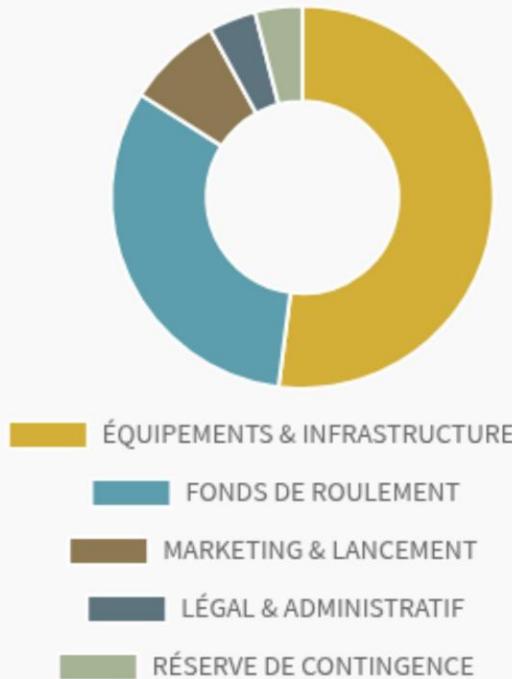


## \$ ROI Metrics for Investors



# \$125,000 to Launch & Scale Intelligently

## Répartition de l'investissement initial



### EQUIPMENT & INFRASTRUCTURE 52%



Hydraulic oil press, huller, filtration system, packaging machine, generator, local equipment

\$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



## Peanut supply

IMPACT

↑ High

PROBABILITY

— AVERAGE

### Mitigation

- ✓ Multi-cooperative contracts
- ✓ 3-month buffer stock
- ✓ Guaranteed floor prices



## Power outages

IMPACT

— AVERAGE

PROBABILITY

↑ high

### Mitigation

- ✓ Backup generator (8 hours)
- ✓ Flexible production planning



## Exchange rate fluctuations

IMPACT

↑ high

PROBABILITY

↑ high

### Mitigation

- ✓ Mixed USD/CDF Pricing
- ✓ Revenue partially in USD
- ✓ Indexed farmer contracts



## Competition from imports

IMPACT

— AVERAGE

PROBABILITY

— AVERAGE

### Mitigation

- ✓ Differentiation: Quality + Local
- ✓ Continuous price monitoring



## Quality/sanitary standards

IMPACT

↑ high

PROBABILITY

↓ Down

### Mitigation

- ✓ OCC, ISO 22000, Codex Alimentarius certifications
- ✓ Preventive maintenance



## Regional insecurity

IMPACT

↑ Very high

PROBABILITY

↓ Down

### Mitigation

- ✓ Location: Bukavu (stable)
- ✓ Equipment insurance



## Global Resilience Strategy

Lean model with operational flexibility • Monthly monitoring of critical KPIs • Strong partnerships = supportive ecosystem

# 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-drc2025@outlook.fr



+254 701 410931



THANKS

Matunda ya Afrika Company



mac-drc2025@outlook.fr



+254 701 410931