

Application Details

1. Application ID

165

2. Application Number

KJET-A1190165

3. What is the name of your cluster?

BusoloWJD Solutions Kenya Ltd

4. What is your registration status?

Private company

5. Registration Status (Other)

N/A

6. What is your registration number?

PVT-EYU3ZZ63

7. Which county are you located in?

Bungoma

8. What constituency are you in?

Sirisia

9. What ward are you in?

Malakisi/South Kulisiru

10. What is your location? Please specify the nearest landmark or village.

Bisunu location, opposite Bisunu Trinity Academy

11. What is your phone number?

0748288486

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12. What is your alternate phone number?

0789524751

13. What is your email address?

jotham403@gmail.com

14. Who is the Chairperson?

15. Who is the Secretary?

Jackyline Kisongochi

16. Who is the CEO?

17. Who is the Director?

Jotham Wafula Busolo

18. Who is the Manager?

Ephrem Wangila Busolo

19. Who is the Treasurer?

Hedwiq Simiyu

20. Does your enterprise qualify as a woman-owned enterprise based on the following criteria:

At least 51% owned by woman/women; OR

At least 20% owned by woman/women AND:

Has at least one woman as CEO/COO/President/Vice President; AND

At least 30% of the board of directors composed of women (if a board exists).

Yes

21. If yes, please explain how your enterprise meets the criteria:

Half of our company's leadership and workforce consists of women, demonstrating our strong commitment to

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gender equality and diversity in the workplace.

22. Where is your place of operation?

Private_Premise

23. Place of Operation (Other)

0

24. What is the name of the place of operation specified above?

Busolo Dairy Farm

25. Number of members in 2022

0

26. Number of members in 2023

0

27. Number of members in 2024

0

28. Number of employees in 2022

8

29. Number of employees in 2023

6

30. Number of employees in 2024

8

31. Number of males:

4

32. Number of females:

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4

33. How many members are aged 18-35?

7

34. How many members are aged 36-50?

1

35. How many members are above 50?

0

36. What is your value chain?

Dairy

37. Other Value Chain

38. Please describe your economic activities and participation along the value chain. Include: What products/services you offer and their approximate % contribution to annual turnover. The steps of the supply chain you occupy (e.g., what you procure, produce, process, and who you sell to). (200 words or less):

BusoloWJD Solutions Kenya Ltd is at the forefront of commercial milk production and distribution in Bungoma County. We also specialize in the breeding of pedigree in-calf cows, offering them at competitive prices through our climate-smart dairy system and zero grazing unit approach. Our commitment extends to providing consultancy and training to farmers in sustainable dairy practices, dairy feeds, and formulation tailored to the specific needs of small-scale dairy farmers.

Our primary mission is to enhance adaptive capacity to climate change through innovative dairy farming solutions, and to combat malnutrition and hunger stemming from climate-related challenges. By effectively blending our service and product offerings, we generate 80% of our total turnover as a dynamic, youth-led private limited company.

39. 2022 Annual Turnover (Ksh)

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373800

40. 2022 Net (After-Tax) Profit (Ksh)

132300

41. 2023 Annual Turnover (Ksh)

387700

42. 2023 Net (After-Tax) Profit (Ksh)

139700

43. 2024 Annual Turnover (Ksh)

402000

44. 2024 Net (After-Tax) Profit (Ksh)

147300

45. Business Objectives

Our key targets are sales revenue, customer acquisition rates, our brand equity, sales and marketing achievements, production amounts and number of service delivery. In the traction Stage, we focus on enhancing key performance indicators such as client acquisition, revenue growth rate, conversion rates, and engagement metrics. These traction metrics serve as empirical evidence that our product or service addresses a genuine market demand. High performance in these areas is indicative of our potential for sustained viability and scalability in the competitive landscape.

46. Main Competitors

Lato Milk, Tuzo Milk, Kitinda Dairy, and Dodla are key competitors in the dairy industry, along with various small-scale dairy farmers in Bungoma County.

47. Success Factors

What distinguishes us in the marketplace is our strategic focus on a niche market combined with our unwavering commitment to delivering customized products and services that meet the specific needs of our clients. With a team of

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highly skilled professionals, we harness the power of cutting-edge AI technology to optimize our operations and outcomes.

Dedicated to ethical practices and green business leadership, we aim not only to enhance farming success but also to foster positive, sustainable change within the communities we serve.

In the fiercely competitive landscape of the dairy industry, we understand that effective advertising and promotion are pivotal for establishing a distinctive competitive edge. Our strategy is centered around brand development, dynamic public relations, engaging social media campaigns, exciting marketing events, in-depth market research, and a captivating website.

We have embraced a hybrid approach to milk promotion that employs a diverse array of marketing channels to connect with our audience.

By leveraging disruptive technology, we aim to reach as many potential clients as possible. Our marketing arsenal includes vibrant social media platforms like Facebook, Twitter, and WhatsApp, alongside a user-friendly company website

(currently in development). We utilize print marketing materials such as eye-catching flyers and banners, powerful public relations efforts, targeted mobile marketing campaigns through Safaricom and Airtel, engaging radio advertisements, and

the invaluable support of referrals from our loyal customers.

48. What key pieces of equipment and technology are most critical to your business? What investment plans do you have in the next 2-3 years?

Key business investments and equipment are a zero grazing unit, security cameras, cutting-edge AI technology, a chaff cutter, a reliable water tank, milking cans, and efficient milk storage containers, as well as sprayers, motorbikes, silage bags, a store, and various essential farm equipment. Over the next 1 to 2 years, we plan to strategically expand into new market regions while launching an innovative product line. This initiative will significantly enhance our brand recognition within 2 to 3 years.

Moreover, we are committed to elevating our operational efficiency by an impressive 30% during this period. To achieve these ambitious goals and objectives, we aim to secure Kshs. 5000000 in funding.

49. Do you know your price-cost margins by product? Please specify.

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The average market price for a liter of unprocessed and nutritious milk is Kshs. 65. A six-month pregnant heifer is valued at Kshs 120000. Additionally, the fee for consultancy and training services is set at Kshs. 2000 for a duration of four days. Our product margin, calculated based on a profit margin of 30%, is subject to fluctuation according to prevailing economic and fiscal conditions.

50. Does your organization use an accounting package? If so, which one?

Other

51. Other Accounting Package

Microsoft Office Excel

52. Please describe your backward linkages – current suppliers of raw materials. Specify the main items your organization procures. For each item, indicate: - Whether it is locally sourced or imported - Whether it is procured from large firms, MSMEs, cooperatives, or other types of suppliers - Any notable challenges or dependencies in your supply chain

Agricultural Finance Corporation has extended a loan of Kshs. 100000, which we are utilizing as seed capital for our dairy operations. We procure commercial dairy meals and nutritional supplements from Ronak Agrovet, a local supplier. Additionally, we enhance our dairy feed by sourcing Pakchong grass, hay, and desmodium from community-based agricultural groups within Kenya. Currently, we are facing challenges in securing highly nutritious grass from local producers who possess the potential to meet our dietary requirements for our dairy herd.

53. Do you sell through digital e-commerce channels (for example, online digital marketplaces such as Jumia, Kilimall, etc.)?

yes

54. Sales to domestic firms (i.e., domestic B2B)

0

55. B2B Description

56. Direct sales to domestic consumers/individuals (i.e., domestic B2C)

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100

57. B2C Description

Small scale urban and rural households, farmers, schools, churches, hotels, groceries, hospitals, and retail shops.

58. Exports

0

59. Exports Description

60. What is your marketing plan for future market expansion? Please describe the markets you aim to grow in, the reasons for targeting them, and your strategies for achieving this growth. Include details such as: Customer outreach methods, Operational enhancements, Planned investments, Progress made so far (e.g., discussions or MOUs with potential customers)

Our approach to market entry in Bungoma County emphasizes the importance of innovation and ongoing research and development to ensure we remain attuned to current industry trends. This focus is fundamental for brand positioning and revenue enhancement across the county. We employ advanced public relations techniques, including effective storytelling to engage customers, conducting comprehensive service reviews, maintaining organizational discipline, issuing press releases, leveraging cultural marketing, promoting our unique value proposition, and deeply understanding customer preferences and needs related to milk production and consumption. The use of AI cutting-edge technology is at the center of our reliable marketing and sales strategy. These strategies collectively enhance our market relevance and differentiate us from the competitive landscape by specifically targeting the consumer segment within Bungoma County.

We have succeeded in establishing business contracts with five clients within Bungoma and aspire to grow our market segments by 30% within 3-5 years.

61. What is the problem statement - description of the current challenges of the clusters business activities and the needs to be addressed? Additionally, specify specific areas where project Business Development Services support could be helpful.

We are currently facing a capital shortfall that hinders our ability to expand and compete effectively within our industry. It is imperative to secure funding to facilitate business growth, enhance our competitive positioning, establish robust

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market and professional networks, and refine our research and development initiatives. By addressing these areas, we can better align our strategies with market demands and drive sustainable growth.

62. What sustainable practices have you adopted? Sustainable practices refer to environmentally friendly initiatives or actions taken by your cluster to minimize negative impacts on the environment and impacts from the environment (e.g., resilience to drought). Please describe any green initiatives implemented by the cluster, if any.

Our dairy business embodies climate-smart agriculture centered around a zero-grazing unit. At the heart of our venture lies a commitment to green business leadership that champions sustainable entrepreneurship and prioritizes environmental protection. We actively promote responsible dairy farming practices through biogas production and have integrated AI technology into our operations to gain insights into our environmental impact. We fully embrace organic farming for maize cultivation and silage preparation, and we implement water harvesting techniques to mitigate surface runoff.

63. Submitted At

2025-06-11 18:38:41