

BINGO AGRICULTURE TRADERS

KINGSLEY SAUTSO MPONDA MBEWE



DESCRIBE YOUR BUSINESS:

Bingo Agriculture Traders is a business specializing in dried fruits, currently offering a line of premium dried mangoes, including Alphonso, Tommy Atkins, Kent, and Keitt varieties. We currently supply three established off-takers who purchase our products for resale.

If granted the loan, we plan to expand our market reach by introducing our products to the general public through retail stores and events. Additionally, we will increase our stock levels by procuring more raw materials and improve our branding—currently, our products are packed in clear, plain plastic without proper labelling.

The funds will be used to:

- Purchase a **packet heat sealer** for better packaging and increase packing speed to increase volume output.

This machine will help us **generate more income** by reaching a wider customer base. With increased sales, we will be able to scale operations to meet other business needs, which are branding, certification, stock levels, and processing space/shop.

This investment will significantly boost our revenue and pave the way for future growth.

EXPLAIN THE PROBLEM.

The Malawian market is currently dominated by imported dried fruit products, which are primarily sold in high-end supermarkets targeting affluent and expatriate consumers. These foreign products are often priced beyond the reach of the average Malawian, making them inaccessible to the majority of the population.

Apart from this, as we grow, we see ourselves as a reliable off-taker for the growing number of mango farmers who are currently selling their mangoes in raw form.

EXPLAIN YOUR SOLUTION.

At **Bingo Agriculture Traders**, we intend to bridge the gap between local mango farmers and Malawian consumers by value adding to the product and making it available for a longer duration than the seasonal availability trend that currently exists.

Our Step-by-Step Process:

1. **Sourcing Fresh Mangoes**
2. **Processing**
3. **Packing for Retail**

HOW LONG HAVE YOU BEEN IN BUSINESS?

Bingo Agriculture Traders has been in business for 14 months since its inception.

YOUR NET INCOME

Explain how much your revenue is, what your expenses are, including salaries, and what your profit is.

Income \$516 - expenses 115 = Net profit = 180

SERVICE OR PRODUCT DELIVERABLE:

Current Focus: Premium Dried Mango Products

Bingo Agriculture Traders specializes in producing high-quality, naturally dried mangoes sourced from Malawi's finest varieties:

- **Tommy Atkins** – Sweet with vibrant color and firm texture
- **Alphonso** – Rich, creamy flavor with aromatic sweetness
- **Kent** – Balanced sweet-tart profile and juicy texture
- **Keitt** – Mildly sweet with low fiber content

Product Offerings:

✓ Retail packs (60g & 100g) for consumer convenience

Future Product Expansion Roadmap:

We plan to increase our product portfolio as we grow into additional nutritious dried products:

1. **Bananas** – Energy-boosting snack chips
2. **Pineapples** – Tropical-flavored dried rings
3. **Ginger** – Spicy, immune-boosting dried slices
4. **Sweet Potatoes** – Vitamin-A rich dried strips or whole
5. **Cassava** – Gluten-free crispy alternative

DESCRIBE YOUR BEST CUSTOMER:

Primary Customers:

Our current customers are individual resellers, Mrs Mzungu (Lilongwe), Mr Waleke Chanza (Lilongwe), and Miss Leah Mzumara (Blantyre)

WHY CUSTOMERS DO BUSINESS WITH YOU RATHER THAN WITH YOUR COMPETITORS:

Unlike other dried fruit traders in Malawi:

1. We offer **superior value** to low- and middle-income consumers through pricing and accessibility
 - Affordable small packs (60g/100g) priced for daily consumption
2. Since our product is locally sourced, processed products cost **30-50% less** than imported equivalents

WHAT IS THE MOST COMMON CAUSE FOR A BUSINESS LIKE THIS TO FAIL?

Businesses in Malawi's agro-processing sector—especially dried fruit ventures—often struggle or fail due to the following key reasons:

1. Poor to non-existent Quality Control and Inconsistent product quality
2. Struggles to establish a market and create a brand due to poor distribution and marketing channels
3. Financial Mismanagement, especially since most businesses start as an income stream to support daily needs, which might exert pressure on the business in its infancy
4. Difficulties in storing product for longer periods, resulting in quality loss and, in some cases, rotting
5. Stiff competition from established suppliers with official certification and proper branding
6. Lack of working capital and up-scaling challenges

HOW CAN YOU AVOID THIS PROBLEM?

How Bingo Agriculture Traders Mitigate These Risks

Currently, we are working with the informal market and target to sell the product within a short period of production to avoid extra storage and losses. Other than that:

- ✓ We are working with an established entity to use a controlled drying process
- ✓ We are working to establish a branded product and obtain certification in order to enter a formal market

LIST YOUR SERVICES OR PRODUCTS AND THEIR PRICES:

PRODUCTS: Dried Mango

PRICING: 60grams – 0.57usd per packet

100 grams – 0.79usd per packet

HOW DO CUSTOMERS KNOW THAT YOU EXIST?:

To ensure our target market knows about our high-quality, affordable dried fruits, we use word of mouth and person-to-person approaches.

WHY DID YOU CHOOSE THIS BUSINESS?

Having worked for a dried fruit processor supplying the international market, I identified a critical gap in Malawi's agro-processing sector: while premium products were being exported, ordinary Malawians lacked access to affordable, high-quality dried fruits. Other factors include the availability of products from local producers and the few number of value-added businesses in the country. Also, the fact that the product is easy to handle.

LIST YOUR TOP WAYS TO FIND NEW CUSTOMERS:

1. Enter and expand into retail distribution
2. Visit event sites like sports and entertainment venues

Insert pictures of your business activities here and give a brief explanation of each:

1. Bags containing unpacked raw material on the way from sourcing:



2. Unpacked product



3. Products from transport bags and spread on the packing floor



4. Repacking at home:



5. Separating orders:



HOW WILL YOU USE THE MONEY? (Include pictures of the product/service (s))

The Entrapov funding is specifically geared to achieve one critical thing:

1. Buy a heat sealing machine that is more efficient and high production capacity. This will cost our business an equivalent of **USD838**



NEW



CURRENT

Entrapov funding and proceeds from sales as we increase production

Income Statement

Month	9 Months Ago	8 Months Ago	7 Months Ago	6 Months Ago	5 Months Ago	4 Months Ago	3 Months Ago	2 Months Ago	Month (Current month)	Forecast	Forecast	Total	
Sales revenue	188	116	51	43	67	97	409	455	295	359	600	800	3,481
Total transactions or units sold	328	203	89	76	117	169	716	797	516	589	1400	1751	6,751
Revenue per transaction or unit	1	1	1	1	1	1	1	1	1	1	0.43	0.46	1
Expenses													
Self salary	50	50	50	50	50	50	50	50	50	50	80	80	660
Employee salaries	0	0	0	0	0	0	0	0	0	0	30	30	60
Raw materials	46	29	14	14	14	29	57	57	43	69	114	128	614
Store Rent	0	0	0	0	0	0	0	0	0	0	0	0	0
Technology	2	2	2	2	2	2	2	2	2	4	4	4	30
Advertising	0	0	0	0	0	0	0	0	0	10	10	10	30
Transportation	3	3	3	3	3	3	3	3	3	11	11	11	60
Loan repayment	0	0	0	0	0	0	0	0	0	0	0	42	42
Taxes/Fees	0	0	0	0	0	0	0	0	0	29	29	29	86
Other	17	17	17	17	17	17	17	17	17	26	26	26	231
Total Expenses	118	101	86	86	86	101	129	129	115	198	304	360	1,813
Expense per transaction or unit	0	0	1	1	1	1	0	0	0	0	0	0	-
Net Income to reinvest	70	16	-35	-43	-19	-4	280	326	180	161	296	440	1,668
Net Profit Margin	37%	13%	-69%	-99%	-28%	-4%	68%	72%	61%	45%	49%	55%	

Cash Flow Statement

	2 months ago	last month	this month	next month	month 3	month 4	month 6
Income	455	295	359	600	800	1000	1400
- Fixed expenses	-115	-115	-278	-310	-394	-420	-500
- Loan payment	0	0	0	0	-37.5	-37.5	-37.5
- Variable expenses	-35	-35	-70	-80	-80	-95	-95
= Profit (or loss)	305	145	11	210	288.5	447.5	767.5
Starting cash	0	305	450	461	671	960	1407
Available cash	305	450	461	671	960	1407	2175

WHAT HAVE YOU DONE WITH THE PROFITS YOU MADE TWO MONTHS AGO AND LAST MONTH? BE VERY SPECIFIC ABOUT ITEMS PURCHASED AND THE AMOUNT SPENT.

- The profits from previous months have generally been ploughed back into the business to increase stocks

What did you learn from the practice pitch you gave to your area supervisor's Rotary Club? What was the date of that practice pitch event?

The date of the pitch was 31/07/3035

Two major things were: (a) Clarity in presenting, (b) Picking the major items into the presentation, which include income trend and profit projections over the period

Share about your family and picture here:



My family of 6, 1st born is 15 years old, secondborn is 11 years old, 3rd board is 10 years old, and lastborn is 4^{1/2} years old.

CONTACT DETAILS: Entrepreneur Name: Kingsley Sautso Mponda Mbewe Phone number: +265999938600 Email: bingo.traders@yahoo.com

Course Facilitator Details Name: Mr. George Victor Phone: 0993387214 Email: georgevict400@gmail.com