MARKET
The name Nzoia Sugar is synonymous with high quality brown sugar in Africa. Harvested from the rich soils of Bungoma County, Busia County and Kakamega County in Western Kenya. Owning over 15% market share, with a turnover of KSh 5.5 Billion, this company not only reached its target, but exceeded it. 70% of the sugar sold is in 50 kg packets that get used commercially or resold in smaller quantities. Nzoia Sugar branded packages of ¼ kg, ½ kg, 1 kg and 2 kg packages sell indirectly through the retailer. With the constant growth of supermarkets, hypermarkets and medium size stores the demand for Nzoia Sugar, a well-recognised and trusted brand, is constantly growing.

ACHIEVEMENTS
Nzoia Sugar Company is one of the key players in the sugar industry, providing a locally sourced high quality product to the West African region. In addition to this, they contribute to the economic livelihood of the inhabitants of western Kenya and tax contributions to the National Government. They employ about 1,300 permanent members of staff and over 3,000 casuals. Nzoia Sugar Company impacts 20,000 peoples livelihood directly. There are over 66,000 cane farmers who indirectly rely on Nzoia Sugar company cane payouts.

The company does so much more than just provide a commodity; it supports communities, provides an income and creates livelihoods. The company has continued to invest in quality management systems geared towards customer service. Due to this the following achievements have been achieved:-

ISO Certification: Nzoia Sugar is ISO 9001-2008 certified, an indicator of the Company’s competence in rendering quality services that match international standards.

Diamond Mark of Quality: The Company was awarded the Diamond Mark of Quality by Kenya Bureau of Standards for producing high quality brown sugar which meets world class standards.

Gold Medal Award: Nzoia Sugar was recognised internationally when it was awarded the Gold Medal Award for excellence in business practice in Geneva, Switzerland.

Re-Branding: The Company successfully went through a re-branding exercise by embracing a new brand identity and new logo all in new colours. The re-branding message has been reinforced through increased promotions and advertising efforts.

IChemE Logo 2015: The Institution of Chemical Engineers (IChemE). Not everyone gets the opportunity to use the logo of a leading global professional body to endorse their organisation. But all shortlisted, highly commended and winning entries at the IChemE Awards are granted permission to use the official IChemE awards logo. It’s a tangible badge of quality for Nzoia Sugar Company to keep and use on stationery, online and all promotional material – forever.

HISTORY
Nzoia Sugar Company was established in 1st August 1975 as a result of the Companies Act Cap. 486 law of Kenya. The Government owns 98% of the shares, the remaining 2% are privately owned by Fives Cail Babcock (FCB) and Industrial Development Bank (IDB). Cane planting and sugar production only started in 1978 at a milling rate of 2,000 tonnes cane per day (2,000 TCD) and sugar of about 200 tonnes per day.

Nzoia Sugar Company (NSC) factory and head office is located in Western Kenya, Bungoma County, and partners with over 70,000 sugarcane farmers in Bungoma and parts of Kakamega County.

A total of 23,500 hectares is under cane farming and, out of these, 3,600 hectares is the Nucleus Estate that is owned by Nzoia Sugar Company. The factory is rated at 3,000 TCD with annual sugar production of about 65,000 metric tonnes of brown sugar. Initially Nzoia Sugar was packaged in 100 Kg Bags but later changed to the current bulk packaging of 50 Kg.

In 2008 Nzoia Sugar Company Management Board took the initiative to diversify into branded sugar packages, introducing the Nzoia Sugar brand into market place for the first time, allowing people to recognise and choose the quality of sugar they used.

PRODUCT
Nzoia Sugar initially only produced 50 Kg bulk packing. These large packs were bought by retailers, divided up into smaller portions and sold in generic packaging. There was no way
for the consumer to identify the origin of the sugar or quality of the product. The board of Nzoia Sugar Company realised they had to make drastic changes or lose their identity completely. The decision to re-invent the brand and produce smaller branded packaging was a heavy investment but worthwhile to save the brand. In 2008 three sets of branded sugar packaging machines allowed the brand to produce smaller recognisable packaging that could directly be distributed to the retailers giving the people a choice of what sugar to buy. The new look Brand was launched in March 2012 and is available in 5kg, 2 Kg, 1 Kg, ½ Kg and ¼ Kg packages.

The Nzoia Sugar Company produces the highest quality, sweetest sugar in the region and its loyal customers are testament to this.

RECENT DEVELOPMENTS

The Nzoia Sugar Company is constantly evolving and looking for better ways to serve its loyal customer and improve the brand. As the demand grows, so does its production line with additional packaging machines, evaporators and sugar dryers.

PROMOTION

Nzoia Sugar continues to reach out to people, and promote its brand with new campaigns and promotions. The promotions have mainly been through National Radio Stations, major TV Houses i.e. NTV, KTN, and Citizen TV among others. The company advertises in the popular print and digital media and Nzoia Sugar also promotes its products through sponsorship of events e.g. the various Agricultural shows and Trade Fairs i.e. Bungoma Agricultural Show, Nairobi International Trade Fair, and Kitale Show. The Company has also embraced outdoor advertisements through the use of wall branding, billboards and posters using the current tagline of “Sweetening Kenya Since 1978.”

BRAND VALUES

Nzoia Sugar’s vision is To be globally competitive in production and marketing of sugar and other products.

Nzoia Sugar’s mission is To efficiently, innovatively and sustainably produce and market sugar and other products in a clean and safe environment to the satisfaction of all Nzoia Sugar stakeholders.

Nzoia sugar as a brand is committed to fulfill consumer requirements by deliberately delivering the following values:

Fulfilment - Nzoia sugar products are made to satisfy consumer needs and aspirations.

Value Proposition - Nzoia Sugar is committed to avail its products as a market leader in value for money.

Consumer choice - Nzoia Sugar currently has a wide product line portfolio in form of various convenient packages to fit in diverse consumer needs and incomes.

Innovativeness - The brand is sensitive to continually changing consumer needs and through innovation it will evolve to remain relevant in line with consumer aspirations.

Sense of belonging - Nzoia sugar is a strong Kenyan brand that matches any brand in the same category.

www.nzoiasugar.co...