

# Business Association Profile

## Africa Agribusiness Academy (AAA)

### Quick Facts

**Sector:** Agriculture/Agribusiness

**Core Business/Subsector:** All agricultural value chains

**Initiative Duration:** March 2019 to March 2021

**Number of SMEs targeted:** 40 SMEs (M16, F24)

**Target Counties:** Makueni, Kitui, Homa Bay and Migori

**Leadership:** Male led

**Management:** Quarterly Board of Directors Meetings, audited financials, tax compliant, valid operating license, > USD\$ 110K in Operating Income, > USD\$ 3K in Total Assets in 2018

### Business Profile

Africa Agribusiness Academy (AAA) was founded in 2010 as an entrepreneur member organization seeking to foster innovation and growth of small and medium agribusiness enterprises in Africa. AAA has presence in Kenya, Uganda, Tanzania, Malawi, Rwanda and Ethiopia. It helps entrepreneurs to grow their businesses and capacities and improve their forward and backward linkages with markets and smallholders who are their main suppliers of raw materials.

AAA offers Business Development Services (BDS) to entrepreneurs, in the form of tailor-made business case-based & peer-to-peer coaching, training and mentorship of members and non-members. In addition, AAA introduces and connects business working groups (business clubs) to impact investors and financial service providers and provides coaching to SMEs in business planning, mentor-matching and business pitching. These networks have created platforms that provide role models and business opportunities for upcoming entrepreneurs.

Through its collaboration with MEDA as part of the M-SAWA project, AAA aims to support 40 registered SMEs (M16, F24) in Makueni, Kitui, Homa Bay and Migori in the agribusiness space. Under the proposed project, AAA aims to develop supply chain management skills, improve quality of agricultural raw material to meet international market standards in required quantities for processing/export as well as to enhance SMEs marketing & financial potential to access more local and export markets.

### Key Commitments

**Business:** 1) To develop supply chain management skills of AAA members and non-members; 2) To improve quality of agricultural raw material to meet international market standards in required quantities for processing/export.; 3) To enhance SMEs marketing & financial potential to access more local and export markets.

**Gender:** 1) Promote entrepreneurship skills through trainings and mentorship to women led SMEs through business incubator programs; 2) Provide women owned SMEs access to business growth finance through recently launched 'AAA Stitching Small Credit Fund'

**Environment:** 1) Support SMEs in ensuring all SEs supporting their value chains are exposed to good agricultural practice (GAP) training applying climate smart agriculture. 2) Conduct annual environmental audits.



*Joshua Otieno, CEO of Bwogi mac Bwogi Enterprise in his farm with AAA Business Club members in Homa Bay county*

### Highlights of Progress to Date (As of September 30, 2019)

- Business** – AAA initiated a market study to identify marketing opportunities and gaps in the horticultural sector to devise marketing strategies and tactics to enhance market penetration and economic participation of women and youth. Following completion of the research anticipated for end of October 2019, findings will be disseminated to various stakeholders including the 40 targeted SMEs, county governments in the target counties, development partners and the national government. In addition, 5 SMEs (M3, F2) were selected in the counties of Makueni, Kitui, Homa Bay and Migori to participate the business trainings and capacity building initiatives.
- Gender** – 2 women-led SMEs were recruited to benefit from the training and mentorship programs
- Environment** – 5 SMEs (M3, F2) identified to be supported by AAA in promoting GAP to enhance resilience to the effects of climate change and improve environment, water and energy conservation in Makueni, Kitui, Homa Bay and Migori.