



Nora Foods Business Profile

Company Name: Khaulezani t/a Nora Foods SA

Founded: 2018

Founder: Nomsa Mkhwanazi

Industry: Manufacturing & Packaging

Location: Aeroton/Soweto, with plans for future expansion

Vision:

To become an essential player in the food industry, promoting sustainability and ensuring a food-secure future.

Mission:

To make a significant positive impact on food security, poverty alleviation, and malnutrition in Sub-Saharan African countries through innovative food solutions, supporting sustainable agriculture, and fostering a better food ecosystem.

Objectives:

- Enhance food security in Sub-Saharan Africa
- Align with the UN's Zero Hunger initiative to eliminate hunger and malnutrition
- Support sustainable agriculture by 2030
- Establish a meaningful global market presence
- Preserve culinary heritage through competitive products
- Ensure product affordability for low to middle-income families
- Innovate and enhance product offerings
- Reduce food wastage and promote sustainability
- Engage with local communities for poverty alleviation
- Maintain a competitive edge through sustainable practices



Products:

- Canned Foods: Soya, Rice, Spinach, Baked Beans, Chakalaka, Lentils, Tomato Gravy
- Indigenous Foods: Mogodo, Giblets, Chicken Liver, Morogo, Cassava, Okra
- Dried Foods: Cassava flour, Sorghum Flour
- Frozen Foods: Fruits, Vegetables,

Market Focus:

- Target market includes low to middle-income families and extends to Sub-Saharan countries.
- Key segments include individuals aged 0-80 years, vegetarians, indigenous groups, displaced people, and B2B customers in regions affected by global warming and conflict.

Key Participants:

- Nomsa Mkhwanazi: Product Developer and Business Owner
- Desree: Food Technologist
- Sibongile and Pride: Marketing & Branding Strategists, Digital Marketing

Competitive Advantage:

- Creating food security and eliminating food shortages
- Contributing to the UN's Zero Hunger initiative
- Alleviating poverty within Sub-Saharan Africa
- Preserving food for longer shelf-life and minimizing wastage
- Providing essential protein and nutrition
- Offering convenient solutions for households

Challenges:

- Access to Markets: Overcoming cultural preferences and distribution challenges in new markets
- Funding: Securing initial and ongoing funding for operations, R&D, marketing, and expansion
- Partnerships: Building reliable supply chains with local farmers and establishing effective distribution networks

Marketing and Sales Strategies:

- Media advertising (newspaper, magazine, television, radio)
- Digital marketing (social media, email marketing, SEO, blogging)
- Joint advertising partnerships, sponsorships, and community events
- Providing free or discounted products to local non-profits

Operational Structure:

- Manufacturing and packaging of canned foods, with plans to introduce indigenous, dried, and frozen foods in phases.
- Sourcing raw materials locally, with imports for materials unavailable locally.
- Emphasis on in-house packaging and labeling.

Facilities:

- Initial operations in a rented factory in Aeroton/Soweto, with plans for future expansion to own premises.

Financial Goals:

- Secure necessary start-up capital
- Project sustainable revenue and profits
- Maintain a sound financial forecast

Contact Information:

- Address: 196 Thephe Street, Diepkloof, Soweto, 1862
- Email: info@norafoods.com
- Phone: +27-081 245 3516

Nora Foods is committed to leveraging its expertise and resources to contribute to a sustainable and equitable food ecosystem, ensuring food security and poverty alleviation in Sub-Saharan Africa and beyond