

Coffee project

“Moomoo”

Women all over the world want the best for their family, friends, loved ones, but most of all want to be empowered to make a difference with something that they build, own and grow. From this vision and idea, we decided to assist a group of women who genuinely wanted to have their own work platform to support their families, improve their lives and that of the people around them. Their only problem, was financing and a bit of organization.

During our visit to Banjul, we noticed that something as simple and easy to operate as a coffee service or coffee bar could provide an income and a possibility to grow a small business to a full income generating opportunity for the women who wanted to control their own destiny.

Project Overview

The 1st phase of the project was to review if there was a requirement, a need or a demand for a fresh cup of coffee, charged at a competitive rate and provided with a service level and smile. All of these points were quickly achieved.

The current product that is served or provided is sachet powdered coffee, which has little “coffee” taste of flavour. The current sachet comes in the form of one supplier. It is served in the majority of local cafes, hotels etc. Yet the demand for a better product, with better taste and service was clearly required. During our visit, we took a simple cafetiere, some fresh coffee and proceeded to test the theory of what could be achieved.

Our first test was to the local hotel guests at the hotel we stayed in. We sampled with different nationalities, locals and various traveller’s and visitors to the country. All 100% of the participants said “best coffee we have had here”. We tested the expatriate community which consists of International companies, NGO’s, local Expatriates living in the country. Again, same result, with the comment “if this was served in a café I would be there every-day”. Last but not least, we visited a few local restaurants who served the standard powder coffee, let them sample the coffee from the cafetiere, and all agreed it was better, tasted nicer and better presented.

Phase 2 was to look at the cost, quality and potential of the new coffee project and to see if it was sustainable. The simple answer is yes, without going into an extended explanation.

What is the Plan

The concept and idea is to provide the group of local women with the products to create sustainable operation that provides income, savings, the capacity to be able to determine the next direction in the project.

We are currently committing to the following:

- Provide Cafetieres of different sizes to the group of women as a community project.
- Provide a supply of coffee over the next 6 months
- Micro financing to purchase local supplies
- Sourcing of locations in country to operate (currently working with a supplier)
- Marketing materials, plans and consultancy to the project
- Support logistics (we currently have organized transport for upto 2cbm for the product to arrive and storage per month
- Qualified consultancy to the project and in country help

What do we need

We are looking for partners to join the collaboration to supply the following

- 80 cafetieres of 2 sizes (40 of each size total)
- Ground Coffee in sealed packs
- Condiments: stirring spoons, sugar in single sachets, long life milk in single cups
- Contribution to micro financing for the project
- Cups

General

If you are interested in the project then please reach out to the project coordinator via email or by telephone on this site.