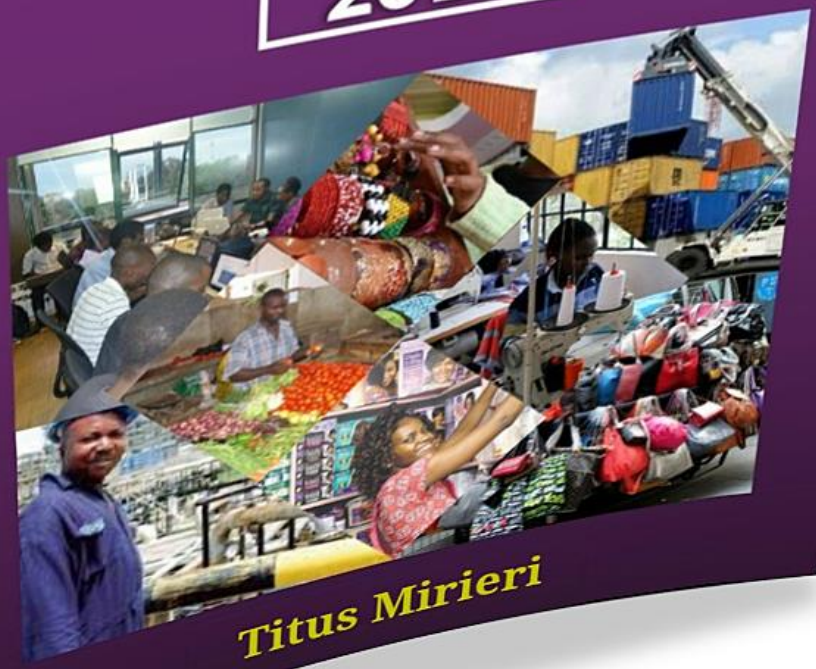
BEST SELLING EBOOK IN KENYA

200 PROFITABLE BUSINESS IDEAS IN KENYA

2017



Titus Mirieri

200 Business Ideas In Kenya 2017

200 Profitable Business Ideas In Kenya

By: Titus Mirieri

You want to start a business? Having that entrepreneurial drive is only half the battle: To begin your journey, you'll need a business idea that's practical and in-demand, but also unique enough to stand out among the millions of others.

Here in this eBook are 200 business ideas to get the wheels moving, along with real-life successful businesses to inspire you.

But remember;

The best way to get a winning business idea is to not think of any. Instead, you should be looking at which problems you can solve.

About the Writer



Dear friend, brother, sister, father or mother, this is Mr.Titus Mirieri, 32 years old and a father to two. I'm a businessman and i love entrepreneurship so much.

After spending almost all my adult life in the business world, I can't stop being ANGRY that I live in a generation where school brainwashes everyone about job

Apart from being a businessman, i have a mission in my life. To train one million Kenyans how to be successful business owners. I think it is STUPID of us as adults, at this terrible time, to continue teaching our children and youths how to be employees.

My goal is to liberate Kenyans from poverty. But i alone cannot do it. I need you to be part of this vision.

I started my first business before i was 15. If You Want to Learn My Secrets then read this eBook and more of my business training eBooks and i will see you at the top.

Introduction

Hope you're good today? I want to share with you some **lucrative businesses Ideas in Kenya** you can venture into.

Let me start with a warning.

You see, there is this great misconception by people who are just planning to be business owners or who are new in the business world.

They tend to see business as if some businesses are gold while others are stone. They tend to think, "If only I can get the gold, I will be rich in short time", that is, if I can discover that **profitable business idea**, I will make it fast.

This is ignorance!

The Real Truth about Lucrative or Profitable Business ideas in Kenya

No business idea is gold and no business idea is stone, at least to a good extent.

Selling cars in Kenya, we could assume is a very lucrative business, right? Yet, many people who are selling bottled water in Kenya are richer than car sellers.

If my above analogy didn't seem to make much sense, think about this one;

I was with a business partner of mine who is into **poultry business** last week and as we were talking he told me about some of his middlemen (or you call them middlewomen because they are women) who usually buy like 50 trays of eggs from him and other poultry farmers every day.

According to him, these women make as much as Ksh.5,000 every day just by being eggs distributors. Ksh.5,000 in 25 working days (not to talk about some of them who work every day) means Ksh.125,000.

My friend confessed to me, "Even we who are working tirelessly on the poultry farm are not making as much as they are making".

Get me right!

This is not to say that poultry business is not profitable. This is to show you that business profitability is not really what people think it is.

It pains my heart sometimes when I look at some great business ignorance in our day, but I know the cause.

The reason why so many people assume that there are certain magical business ideas that are so much profitable and could **make them millions** in a short time is because so many people never for once consider or prepare to be an entrepreneur.

Entrepreneurship, for most people, is just a burden being placed on them by the lack of jobs.

If you have prepared for the business world, you should have learned this immutable truth; Businesses are NOT profitable; entrepreneurs make them so.

Instead of concentrating on searching for some magical lucrative businesses in Kenya, I will soon tell you what you should focus your attention on, but for now, let me make it very clear to you that business ideas are NOT like gold.

No business is **naturally** profitable. Its smart business owners that make their businesses profitable.

But Titus, how can you claim no business is naturally profitable?

You take some time to look at any industry and you will see rich businesses and very poor businesses, in the same industry.

Start from the richest industries in Kenya. Think about banking industries. There are very rich banks in Kenya and there are struggling banks too (don't let me mention names), in the same industry, doing the same business.

You think about petroleum industry in Kenya. Is every company and business there rich and successful? No.

There are very rich players and there are very poor, bankrupt businesses, in the Kenyan petroleum industry. If you cannot see the top players and their debt profile, you can see the fuel stations (petrol retailers/stations).

Don't you see how wretched many of them are? Don't you see that many of them have run into loss and went out of the market?

Which other industry can I use as an example in Kenya?

Remind me please. Okay, telecommunication industry. By far, the telecom industry is one of the richest industries in the world. But is this a very profitable industry?

Is telecom business lucrative?

Yes and no.

It could be profitable for smart business owners and it can never be for the weak or ignorant entrepreneurs.

If you love argument, you think about Orange, YU mobile and other failed telecom businesses who had millions, invested it and lost it in the Kenya telecommunication business.

If you think about the great success of Google and the fact that Google has virtually become the king of the internet with their more than 100 products (Gmail, Youtube, and many complex ones you may not understand), you will be tempted to think that search engine is a very lucrative business.

But that will be a very wrong conclusion because there are hundreds of people who ventured into search engine business and failed.

In fact, I have a friend who started a search engine business and probably never made a dollar from his venture. Why?

Because business is NOT naturally profitable. Businesses only become profitable when the owner (you) are smart and got "business education" that requires to run a successful business.

If you truly want to discover lucrative business ideas in Kenya, you have to understand this hidden business truth I am revealing to you!

Let's move forward.

After I have made it clear to you that business is not naturally lucrative and shown you some very good examples, what else should I tell you?

Learn How to Make a Business Profitable in Kenya.

Yes, stop looking for a profitable business in Kenya! Start learning how to make a business profitable.

This is the business truth I discovered over 7 years ago and I can bet my life on it that you will find it unquestionably true anywhere in the world that profitable businesses are made, not found.

If this is the case, what am I advocating?

Really, not a very easy thing, especially for Kenyans. So many Kenyans hate learning or reading. I cry in my heart because of this.

Business is a very complex profession and that is the reason why so many people prefer to work for someone else than to run their own business but now that every sane person already knows that job security is a myth, everyone wants to **start a business**.

I salute your courage. But I challenge you to really take the bull by the horn. Be willing to do all it takes to really succeed in the business world.

The first thing it takes is NOT to discover a profitable business in Kenya because there is nothing like that. All you can do is to learn how to make your business profitable.

Titus, How Exactly Can I Learn How to Make My Business Profitable?

By taking some time out to study some **good business books** about how to start, run and make money from a business. These books will teach you **business strategies**, tactics and techniques to win competitors, sell many products and win the market.

You can argue with me if you have talent for argument but I will tell you the truth… business is NOT what most people think it is. It's deeper, tougher and contains too many things than most people never know.

If business were easy, why will people love jobs? The truth is, people love job mainly because it's very difficult to make a business profitable.

Why is it difficult to make a business profitable?

Because **business is like a war**. Business is tough. Business is not ABC. It's sometimes BYH and sometimes KPX, so it's sometimes confusing for anyone who is not prepared.

Go out to the nearby book store and buy some good books about business, marketing, negotiation, leadership and human relationship. These are the titles that will give you the skills to make your business profitable.

I know nobody else is telling you this. I know you might have read few other blogs on the internet and all they do is to list some businesses you can go into to make much money.

If you get to this page through Google, you can go back to read some other blog posts listed after you search for "**Profitable Business Ideas in Kenya**" and come and tell me what you see.

I bet none of them will tell you this truth I am telling you because none of them (as at the time of writing this book) knows how to own a profitable business.

I mean it!

You will see them telling you that if you could go into fishery business, snailery business, importation business, soap making business, travel agency business, poultry business, transportation business, dry cleaning business, private primary/secondary school business, blogging business, online retailing business, etc. you **will** make a lot of money.

They are ignorant and by saying this I don't mean to be abusive. If you want to know that these people don't know anything about business, you take a survey about the numbers of people who have gone into any of the above-listed businesses and ran into loss.

Anybody could tell you that **poultry farming business** is very lucrative, but ask them, "How many people are making much money from poultry business?"

The honest answer could be 2 out of 100 people who start poultry business.

Why can't everyone who go into soap making business become a millionaire like makers of Menengai, White Wash etc?

It's not about the products you sell; it's about HOW you sell it and what you know about making business successful.

Go and equip yourself with business skills. Go and learn how to run a business and how to sell profitably.

Keep the spirit of reading my. Business eBooks. I have a lot of business education that i need to teach you, so that you can sharpen your business ax.

Please note that it's NOT a must for you to read my eBooks to become a successful business owner, but it's a must for you to read good business books.

You can go out to a nearby bookstore and get some very good business books that will teach you business strategies, techniques, and tactics to make your intending business successful.

Someone will ask me, but Titus, why can't you just tell me those business strategies here and let me go and use them, instead of me to go and be reading books?

I know such people are the lazy ones who are always looking for the easy way out of life.

The truth is, your biology teachers could have called you on your first day of High school and said, "I want to teach you everything you must know about biology TODAY", but it's not possible.

Your Mathematics teachers could have spent a week to teach you everything you need to know about Math, in a single week, but you have to spend more than 15 years, learning Mathematics.

What am I saying in essence?

Entrepreneurship journey is a life-long journey of learning and growing that nobody ever graduates from.

Before I went to the business world fully in July 2008, I had touched and read from more than 200 books. You would have assumed that I knew so much about how to start, run and make profit from business, but I didn't.

From there till now, I am always learning, reading and asking questions from those ahead of me.

In fact, just last week I was in a bookshop in Westlands and came out with 8 books.

Why?

Because business and life is tough and you have to know more than most people to succeed in the business world.

This is very simple to understand yet, most people don't understand it.

Life is complex and competitive. Business is a war and very competitive. No matter what business you are planning to start, there are thousands of people in that same business who also want to **make money**.

You cannot become the largest market shareholder if you know only what everyone knows and do what everyone does.

You have to be smarter, wiser and more strategic. The best way to do this is to learn how to do it from people who have done it before.

If you don't know, that's the reason why we read business books from people who have been into business before, to learn from them the secrets they use to make money and be successful

Please don't forget my point.

There is no naturally profitable business idea in Kenya (or anywhere in the world). There are only entrepreneurs who know how to make their businesses profitable.

So I advise you to stop searching Google for "**Profitable Business ideas in Kenya**". Instead, take time to learn how to make your intending business profitable.

If you don't understand all my argument, I am sorry, you need magic or some lies. If you understand me, then, it shall be well with you because you have discovered the truth.

Just as I have been emphasizing since the introduction of this eBook, no business is naturally profitable. It is business owners who learn and master the art and science of making their businesses lucrative.

You can start any business of your interest and make it profitable if you know how to, if you can take time to learn how to.

Any of the below 200 business ideas could make you some money and some of them could make you millions, If you know how to run a business like an entrepreneur.

NOTE: I haven't arranged this ideas from the most profitable to the least profitable idea. No! I have presented them randomly. So it is up to you to read all the 200 business ideas to identify the most suitable for you. Let's get started...

1. How To Reap Riches From Mangoes By Making Powder Out Of Them



The mango harvesting season is just around the corner here in Kenya (it typically starts in October onwards to February). Soon truckloads and truckloads of the commodity will make their way into the city fighting to get a share of the ever competitive market.

Back in the villages where these nutritious fruits are grown, over **60% of harvest will go to waste** simply because it will not get to the market on time. That's a cycle that keeps repeating itself year after year…and you can bet that come October this year the same story will be replayed.

But is there something a small entrepreneur can do about it? The answer is yes. In developed countries, they don't let their mangoes go to waste. Instead, they make **mango powder** out of them and distribute it all year round. That clever way of doing things saves the farmers from losing their precious harvest and creates new opportunities for problem solvers to profit from. Let's talk about how you can get started on this kind of project.

Why Mango Powder Business Has Great Potential

By converting mangoes into powder, you will essentially be engaging in something called value addition. As you know, mangoes are highly perishable and therefore by converting them into powder you will be increasing their shelf-life and getting more value out of them.

But who buys mango powder? You might want to ask. Well, the answer is simple – anyone who loves mangoes would buy mango powder if the product is marketed to them. Yoghurt companies, cake bakers and even juice makers are just a few examples of potential buyers of this powder. You can even sell it to households that have embraced healthy eating habits.

Mango powder is popular in Asia and USA communities in Kenya (popularly refer to it as Amchoor) who use it to fortify meals and juice.

How You Can Get Started

First you need to get in touch with farmers so that you can secure a steady supply of mangoes. Typically, a kilo goes for Ksh.15 during the peak season. Almost every part of Kenya produces mangoes but the semi-arid Eastern region is the top producer (producing 60% of Kenya's mango harvest per year). Some of the places you can shop include Kirinyaga, Murang'a, Embu (Ishiara) and even Kitui.

Aside from the mangoes you will need a biomass solar drier which you can either make at home or purchase ready-made. You will also need a grinder whose job will be to convert dried mango peels into fine powder.

Another optional addition is sodium benzoate, a food preservative, which you may need to enhance the shelf-life of your product. You can find this and other preservatives at any local shops that sell food colors.

Lastly you will require some transparent packaging bags and a sealer – you can get these in shops that sell polythene bags.

Unit	**Amount**
	Ksh10,000
Mangoes (Opening Stock)	

Solar Drier	Ksh10,000
Grinder (Food Processor)*	Ksh5,000
Sodium Benzoate	Ksh1,000
Packaging Equipment	Ksh5,000
Miscellaneous	Ksh5,000
BUDGET	**Ksh36,000**

*For huge commercial production you can use a manual grinder which costs Ksh.90,000 or an electric one that costs Ksh.400,000.

The Returns

Well, the math is simple. You need 120 mangoes to produce 1 Kilogram of Powder which goes for Ksh.1,000 on the market. 120 mangoes will cost you Ksh.300 in the farm. We're therefore talking about triple returns after value addition.

Therefore, Ksh.10,000 worth of mangoes would give you roughly Ksh.30,000 in returns. Ksh.100,000 worth of mangoes would give you Ksh.300,000 in returns…and so forth.

Final Word

This can be a good idea especially if you approach it from the angle of making change in the society as opposed to making some quick bucks. But the most interesting bit about it is that by venturing out with your small amounts of capital you can empower others around you and possibly even pioneer a local industry that would change agri-business forever – cheers to **mango powder**.

2. Cricket Farming The New Agri-Business Goldmine?



Much has been said about cricket farming. Some have even christened it "the game-changer" in Kenya's food and agriculture sector. Media platforms are awash with success stories of farmers who "discovered gold" by rearing a handful of these orthopterous insects. But is this just another one of those over-hyped business ideas that end up disappointing investors? Or are there opportunities to be explored at this stage?Lets take a closer look at the concept of cricket agri-business; the opportunities and challenges it poses.

Crickets are dark insects that produce a certain sharp noise at night. You probably are familiar with them already if you were brought up in the rural areas. Well, according to research, their meat is more nutritious than beef and even soybeans.

Food	**Protein Content (per 100grammes)**
	36/100
Beef	
Soybeans	49/1000
Cricket	**60/100**
Almonds	21/100
Fish	20/100

Chicken	29/100
Eggs	13/100
Yoghurt	5.7/100

The Association of Dutch Insect Farmers (VENIK) lauds crickets as a viable option for solving widespread cases of malnutrition and kwashiorkor.

The good thing about this insect is that you can capture it in the wild and rear it in a closed set-up. It typically takes a few weeks for adult females to start laying eggs which you can then use to expand your farm.

A youngling takes about 3 months to mature after which it can be sold for Ksh.7. A typical 3m x 4m crate (which is recommended for farming these insects) houses 100 crickets. That translates to Ksh.700 revenue per crate.

Thus, a small piece of land (say 40ft x 20ft) can accommodate over 100 crates which potentially represent **Ksh.70,000** that can be made in 3 months – which is quite profitable. Compare this to sorghum farming which rakes in Ksh.16,500 per acre in 4 months.

How to Get Started

You need about **Ksh.1,000** to start a small farm. With that amount you can purchase the following items to catch around 50 crickets from the wild to start your farm.

Unit	**Amount**
	Ksh150
Basin/Bucket	
Net (for covering the basin)	Ksh20
Vegetable or chicken mash	Ksh50

Soil	Free
Cotton	Ksh20
Two tray eggs	Ksh400
Other Expenses	Ksh350
TOTAL	**Ksh1,000**

Once you capture your first batch of crickets, you will go ahead and feed them with food leftovers and greens until they start producing eggs. Keep this cycle going until you have enough crickets all over the farm after which you can start supplying (them) to the market either in raw or processed form.

Are There Enough Cricket Eaters in Kenya?

The jury is still out on whether Kenyans are warming up to this new eating trend or not. From my research i found a lot of interest about cricket farming in Nyanza regions and some parts of Uganda. There are also hotels in Nairobi that serve meals that are fortified with cricket powder. A medium-sized cake fortified with this powder goes for Ksh.500 according to the Business Daily Newspaper.

Is It A Good Idea?

Just like quail rearing, this idea has the potential to become another stuck ship if overdone. The consumption pattern on the ground does not justify mass production of crickets. On a positive note, there are still wide opportunities here yet to be explored. With value addition, public-sensitization and intelligent targeting of the market, this can turn out to be such a great business idea. It's indeed true to say that you can grow your Ksh.1,000 to Ksh.70,000 in 3 months – but that will certainly not come on a silver platter. You need to roll up your sleeves to get to the heart of this. Otherwise, this is an interesting idea to ponder upon.

3. The Mathematics of Farming Stevia – Is It a Good Venture?



If exploring new investment opportunities is your thing, it is time to get to know stevia. Native to South America, the stevia plant produces leaves that are packed with sweet compounds that remain stable even after the leaves have been dried.

Majority of health conscious people in developed countries and the rich among us are constantly avoiding taking refined sugar because of its negative impacts to health and replacing it instead with Stevia. As such, market for this crop is fast gathering pace in Kenya and you can be part of it today before it's too late – remember, it is the early bird that catches the worm.

Growing Stevia For Profit

The crop performs well in well-drained soil in relatively warm areas within the temperature range of 20 and 30 degrees centigrade. In fact, stevia is tolerant to most conditions prevailing in the country and you can enhance productivity by using compost manure. Generally, the ideal acidity level is pH 4 to 5 although the crop does not tolerate salty soils.

A plant that grows in the right conditions can reach up to 24 inches in height with leaves equally as wide.

Land

You can grow the crop either outdoors or indoors but for commercial purposes most farmers prefer to use the outdoor option. Basically, you want to use a piece of land that is well-drained and easily accessible as you'll need to gather stems often.

Planting Stevia

Plant your stevia in such a way that there is about 18 inches in between any two plants. Ideally you should plant it just before the rainy season although you can always try another season by using irrigation. Keep enriching your farm with manure and mulch. Look out for any weeds that may develop and be sure to remove them in good time. Basically, it will take about 3 months for the herbs to mature and be ready for harvesting.

Harvesting & Storing

To harvest the herb, you will need to cut the whole stem and then strip the leaves and tender stem tips. Put your harvest in a clean gallery and allow it to dry. You can take it outdoors on sunny days or even use a dehydrator if you own one. Once the leaves are crisp, they will be ready for purchase and you can even take a few of them and crush them to meet your sugar needs at home.

The Mathematics of Farming Stevia – Is It a Good Venture?

Currently, the business of stevia is proving quite beneficial in counties like Nandi, Kericho, Nakuru, Uasin Gishu, Narok, Laikipia, Bungoma and Meru. There is a farmer in Kericho who has planted a large 15 acres farm and he has been quoted saying that he makes an average of Ksh.700,000 per year. He sells his produce to a company called PureCircle which buys a kilo of dry leaves for Ksh.105.

He also sells cuttings (stevia seeds) to farmers who are looking to get started in this business at Ksh2 per cutting. A kilo of cuttings contains 370 cuttings on average and this one goes for Ksh.400.

In his opinion, Stevia has better returns per acreage than tea, sugarcane or maize but the downside is that the herb requires constant weeding.

The company, Pure Circle buys directly from farmers and exports the herb to China where the sweetener is extracted before final processing in Malaysia. Currently, Kenya produces 240 metric tonnes of stevia against a demand of 10,000 metric tonnes.

4. Just How Profitable Is LPG Cooking Gas Retail Business? Read The Details



With rapid urbanization taking place in most parts of Kenya, more and more people are switching to using LPG Gas for cooking. Cooking gas is cleaner and more convenient as compared to using charcoal or kerosene. That's why the idea of starting an LPG retail business is not only a timely one; but also an environmentally conscious one. Let's dive into the details on how you can implement this low-cost business idea (and how much you can potentially make).

Step One

Like with any other business the best approach to setting up a cooking gas retail business is by first conducting research. You are probably here to do just that – but it is even wiser to

carry out some on-ground research to get the finer details. Some points you need to pay close attention to during your research include:

- ❖ Ideal location for the business
- ❖ Rules and regulations of the industry
- ❖ Challenges
- ❖ Safety measures
- ❖ How to manage the business

Step Two

If you are satisfied with your research and are sure that you have spotted a gap in the market, the next step is to draw-up a budget. Your budget should include the cost of premises, licensing costs, equipment and miscellaneous expenses. Here is a sample budget using real-time data.

Cost	**Amount**
	Ksh10,000
Premises (Rent & Deposit)	
Metal grill for storage & security	Ksh20,000*
County Government License	Ksh10,000
Acquire a license from ERC	Kshxxx**
Certified weighing scale	Ksh2,000
First supply of gas stock	Ksh30,000***
Marketing and advertising	Ksh1,000
Wheelbarrow for deliveries	Ksh5,000****
Miscellaneous Cost	Ksh10,000
TOTAL (Excluding ERC license cost)	**Ksh88,000**

*We recommend you invest more in making the premises more secure especially if you are operating in an area where theft of gas cylinders is rampant.

**Current cost of ERC license was not readily available for our perusal. Note that most small retailers opt to venture in first without this license and figure out its processes much later.

***The current wholesale cost of gas is Ksh.98 per kilo in Nairobi and its environs.

****You can upgrade to a motorbike once the business gets well established.

Step Three

Once you're comfortable with the budget and have raised the funds required, you can go ahead and set up the premises. Then as the fundi's finish their job, you can approach a few distributors serving in your area and draw a sales agreement with them. You can then proceed make your first order so you can stock your outlet. (A list of wholesale distributors approved by ERC at http://goo.gl/n0o9fq)

Dos



• Ideally, you should locate your business in a relatively busy or growing residential area. Think of those upcoming estates like Joska, Kantaffu, Kiserian, Isinya and so forth. Most established estates are quite competitive although you can still find some gaps to fill.

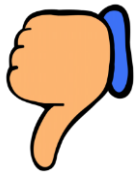
• Be sure to market your business through good branding and distribution of posters in the estate

• You can offer free delivery to your clients as a way to win over their loyalty

• Security is a very important aspect of this business, make sure you put in place proper security measures and don't compromise

• Keep good books and be sure to issue all your customers with receipts on each transaction

Don'ts



• Don't buy gas from shady distributors – it may be cheaper but it can land you in trouble

Just How Profitable Is Cooking Gas Business?

The profitability of this business depends entirely on your customer acquisition and retention efforts. This is how the LPG gas business works.

You purchase gas from wholesalers at Ksh.100/- per kilo of gas (price may vary) and sell for as much as Ksh.154 per kilo. Thus 13KG gas will cost you Ksh.1300 and you will re-sell it at Ksh.2000 thus making Ksh.700 profit. The 6KG one will cost you Ksh.600 and you will in turn retail it at Ksh.1,000 making profit of Ksh.400.

On a good day you can make sales of Ksh.10,000 with a net profit margin of about Ksh.2,000. A bad day is when you make sales of less than Ksh.5,000.

Final Word

Cooking gas business is a good retail business in Kenya provided you find a market where prices are stable and quality of gas is not compromised. Unlike other business where you need to be involved on a day-to-day basis, this one can be operated remotely as long as you hire a good shop attendant.

5. Is Capsicum Farming A Good, Low-Cost Business Idea To Invest In?



If you perform a simple Google search for the keyword “Capsicum Farming in Kenya” or “Pilipili hoho farming” I am sure you will comes across dozens of articles hailing this agri-business as one of the best investments one can possibly make. Some call it a low-cost, high yield investment. Others describe it as one of the few farming products with a ready market. But just how true are these claims? Is capsicum farming as profitable as they describe it in blogs; is it a good business idea for a small investor? Here are the answers.

Requirements for Farming Capsicum

There are two ways to farm capsicum. The first way is through open ground farming and the second alternative is through greenhouse. The greenhouse option is more popular because it yields better harvests and minimizes on usage of pesticides and fungicides although it’s a bit expensive to set up. Open ground farming on the other hand isn’t all that bad either, it’s cheaper to set up and productivity can still be improved by tweaking a few things here and there.

- **Open Ground Farming**



Capsicum crops grown in an open farm with drip irrigation.

To practice open ground farming you will require a fertile piece of land preferably in an area that receives adequate rain and is neither too hot nor too cold (20 – 25 degrees centigrade). Most parts of Central Kenya, Central Rift Valley, Western and Nairobi meet these conditions. Then you will till the land. Get some seeds from the agrovet and plant them in a nursery before transferring them to the farm. You will need to have a consistent supply of water and labour to ensure that your farm is well taken care of and that production is optimized.

- Capsicum Seeds – 0.5Kg/Ha Cost:Ksh.2,000
- DAP Fertilizer – 25Kg Cost:Ksh.2,500
- NPK/CAN Fertilizer – 50Kg Cost:Ksh.4,000
- Manure Compost – Ksh.200 per Bag
- Pesticides and Fungicides – Ksh.5,000
- Water supply and drip irrigation – Ksh.30,000
- Labour and Others – Ksh10,000

RECOMMENDED BUDGET: Ksh 50,000

This arrangement can yield 120 Kilograms of healthy capsicum per week on less than a quarter acre of land or up to 800 Kilograms over the entire harvesting season.

- **Greenhouse Farming**



Capsicum plants inside a greenhouse.

Greenhouse farming is hailed for its benefits particularly in improving the quality of produce and maximizing on value per acreage. To use this strategy you will need to invest a good 8meter by 15 meter greenhouse with drip irrigation pipes incorporated. You can order one from Amiran or other local contractors. Under this formula your spending will be something like this:

- Capsicum Seeds – 0.5Kg/Ha Cost:Ksh2,000
- NPK/CAN Fertilizer – 50Kg Cost:Ksh.4,000
- Manure Compost – Ksh.200 per Bag
- Pesticides and Fungicides – Ksh.5,000
- Water storage and supply – Ksh.20,000
- Labour and Others – Ksh10,000
- Complete Greenhouse – Ksh.180,000

RECOMMENDED BUDGET: Ksh.230,000

A greenhouse will boost production, reduce water consumption, prevent most of the common capsicum diseases and most importantly enhance quality. A capsicum fruit from a greenhouse is easy to distinguish and it easily finds market both locally and internationally. A

well maintained greenhouse structure of 8 meters by 15 meters can yield 180 Kilograms on average per week or 1250 Kilograms per harvesting season.



Healthy, mature, capsicum

Is Capsium Farming In Kenya A Profitable Venture?

Capsicum farming`s returns like in any other business depend on how well you manage the farm. A well managed open farm (1/8 acre) can produce Ksh.64,000 per season while a smaller greenhouse structure can produce Ksh.100,000 per season.

The secret to succeeding in this business lies in maximizing the available space. For instance, you can put two greenhouses on a 1/8 th acre plot and that will give you about Ksh.200,000 per season. You can keep adding more greenhouses as your investment grows and as you seek to tap into crop rotation.

In short, the success or failure in this business depends on how big your dreams are. You can start small with an open farm and then scale up to greenhouse after the first one year. As with any other business, the secret is patience.

6. Don’t Start Limousine Hire Business Unless You Use This Kind of Strategy



People nowadays like to spice up their weddings, graduations, political campaigns and even vacations with a limousine ride. It is a craze that is taking over the middle-class segment of our society which, Kenyan economists predict will keep growing onwards to year 2030. From an investor’s point of view, limo hire business may look like the ultimate venture to undertake – but is there more than meets the eye? We take a closer look at the hustle and its intricacies.

Starting Limousine Hire Business

There are three major things required to run a successful limo hire business. That is (1)A fleet of limos (2)Good management (3)Good staff.

Fleet of Limos

You may not be in a position to cough out millions as a beginner, but that should not discourage you as there is a cheaper way of doing things. For instance, you can consider leasing – whereby you link up with an established Auto company and negotiate a deal.

Companies like Mash Auto can offer you some of their limousines with as little as Ksh.10,000 per hour and you can in turn hire them out at Ksh.15,000 per hour. That way you get to reap a decent profit margin without necessarily investing heavily.

If leasing does not sound like a good idea to you, then you can take vehicle fabrication or soup-up route. For instance, you can get a used Toyota VX and get it converted into a limousine. This is done by cutting the vehicle into two pieces and stretching it out to mimic the features of limousines. The whole process will cost you about Ksh.5 Million per limo.

The third and most expensive option is to import a ready-made limousine from abroad: brands like Lincoln, Chrysler and Cadillac are quite popular. A slightly used limo from any of these brands will cost you to the tune of Ksh.15 Million and a new one well over Ksh.20 Million.

Good Management

Because of the sensitive & seasonal nature of limousine business, it is important to cultivate customer loyalty. Since not many people can afford to hire limos, you will require to invest in a good reputation so as to get some referrals.

Of course, aside from good management, you will need to invest in good marketing practices. A functioning website, search engine optimization and excellent networking skills will definitely be a bonus.

Good Staff

Hire rude ex-matatu drivers and your business will go to the dogs. Look, i don't have issues with matatu drivers but much as you want to run a successful business, then you need to invest in good chauffeurs and service staff.

Look for people with training and experience in hospitality. Only hire people with a certificate of good conduct. Remember, limo transport is more than just transport – it's a luxury and your customers will expect to be treated well.

How Profitable Is Limousine Hire Business in Kenya?

On average a single limo can rake in a net profit of Ksh.3.5 Million per year. The business tends to be seasonal with months of April, August and December providing the best returns. What you need to do is price your services proportionately and indicate the minimum number of hours per hire.

Remember, the price you charge should be based on the extent of luxuries packed within. An Audi Q7 with consumer delights such as a fridge, mini-bar, flatscreens and neon lights can go for as much as Ksh.35,000 per hour while a souped-up Toyota VX attracts as much as Ksh.15,000 per hour.

To Invest Or Not To Invest?

Limo hire has its ups and downs. While there is good money to be made, you can only count on a loyal customer base to survive. Currently, most limo companies operate around Nairobi…it would be a good idea to focus on other upcountry towns like Nakuru, Eldoret and Kisumu as well. Beyond the boundaries of Kenya, there are many untapped opportunities in Uganda and Rwanda. So – go ahead and invest. But do so with a good strategy!

7. Wondering What Venture You Can Start With 20K? Try Managu Business



Many people have come to realize the dangers of surviving on junk, processed food and red meat; a feat that has led to a boom in demand for indigenous foods such as Managu. To give

you the perspective, 10 years ago, managus worth Ksh.10 used to be enough to feed a family of four for two days. But today, even with Ksh.50 one would struggle getting enough stock to feed two people for a day. With such growth in popularity, it's possible to say that there is no better time to venture into the business of planting, packaging and wholesaling managu. You only need to think smarter than everyone else and launch your business with as little as Ksh.20,000 and end up making as much as Ksh1.2 Million per year. Read on to find out how.

What Is Managu?

Managu is a kikuyu word for the African nightshade plant. The Swahili call it Mnavu, Kisii people call it Amanagu, Luhyas call it Namasaka, Luos refer to it as Osuga, Kambas simply call it kitulu while the Kipsigis call it isoiyot. The herbaceous plant normally grows to about 1 meter high, producing many leafy-branches.

Native to the African climate, this vegetable is hardy meaning it requires little or no maintenance to thrive. You plant the seeds in a rainy seasons and they are ready for harvest in as few as 45 days.

You then pluck off the top leaves of every shoot (harvest), leaving other leaves to grow bigger and greener. You can do this repeatedly (once per week) over a period of 3 months making good sales with each harvest.

How Much Money to Invest

- 50 x 100 piece of land – Ksh.5,000 (lease per year)
- Manure & Fertilizer – Ksh.5,000
- Labour & Transport – Ksh.5,000
- Managu Seeds – Ksh.1,000
- Other expenses – Ksh.4,000
- Total Budget = Ksh.20,000

How Profitable Is It?

A 50×100 piece farm can produce anything between 200Kgs and 300Kgs of fresh managu every week. The average price per kilo is Ksh.30. That means you can make a minimum of Ksh.6,000 per week or Ksh.24,000 per month.

The returns are even better if you increase the acreage of your farm. For instance, an acre of land can produce managus worth over Ksh.140,000 per month. Each harvesting season lasts for three months bringing your income to Ksh.420,000 per season. There are three seasons in a year – meaning a year of consistency can bring you Ksh1.26Million.

Challenges

- Finding good productive land
- Inconsistent rain patterns
- Prices tend to fall during bumper harvest seasons

Scaling Up

Apart from just planting managu, you can scale up your business to include other indigenous vegetables like terere (amaranth), kunde, spinach and mrenda. And to explore even more profitability, you can start packaging and branding your produce and deliver it directly to the market. There are even some farmers who dry their managus, package and export it. There also others who dry the vegetables and use it to fortify other food products – e.g. terere wheat flour.

So, in other words, your opportunities as far as this kind of business is concerned are virtually limited.

8. Ways You Can Make Money By Investing In Insurance Companies in Kenya



If you are like most people, the word insurance probably brings back bad memories. I mean, we only take insurance cover when it's really important or when it's a legal requirement (e.g. car insurance). But did you know that you can actually use insurance to grow your wealth? Most people have overlooked or are plain unaware that insurance companies provide some risk-free plans for wealth creation. Here in Kenya, these are some of options you can pursue.

1. Unit Trusts

Insurance companies are always looking for money to invest in different projects e.g. real estate and treasury bills. Through unit linked policies, they collect your money and pull it together with other funds and invest it in bulk. The company then appoints a trained and experienced fund manager who will make investment decisions on your behalf. If your fund manager makes some pretty good decisions that grow your pool of funds fast, then you also get to reap handsomely. An example of a unit trust investment option is one offered by UAP Old Mutual Company and Britam.

2. Collateral For Loan

If you hold a whole life insurance policy, you can simply use your policy as security for loans. This can be a plus especially if you don't own tangible assets like land and motor-vehicles or when your other assets are tied up somewhere due to another loan. To a small investor, the opportunity of accessing an additional financing can make things a tad better especially when one is struggling to marshal up resources.

3. Money Market Fund

Money market funds are almost similar to unit trusts only that while the former offers fixed income while the other offers a variable one. Put simply, if you put Ksh.100,000 in a money market fund offering an interest rate of 7% per year, you are assured that you will get your money plus interest rate at the end of the maturity period. However, when you invest in a unit trust deal, your interest rate may vary depending on how your fund manager performs. The **Britam Money Market Fund** is a good example that's locally available.

4. Tax Exemptions

In Kenya, holders of life policies receive a tax relief of 15% of premiums paid under the taxation year. Subtracting this from your premiums means the premiums paid are usually 85% of the quoted price. In a life where every cent matters, this 15% exemption can translate to much-needed savings which you can use to fund other important aspects of your business.

5. Loss Mitigation (Non-Life Insurance)

Ultimately, insuring your business can help protect it no matter how small it is. Unfortunately, most small business owners see insurance as an added burden they would rather live without. But let me take you back to 2015 when the Gikomba market fire strategy shook the country. Those who had taken up insurance cover were reimbursed to the tune of Ksh 90 Million. Those who hadn't taken insurance lost everything – as a result hard-earned cash and years of sweat went down the drain. The Kenya Orient Insurance Limited is a good example of an insurance company that works with small business owners.

Final Word

Although investing in insurance is by no means a get-rich-quick alternative, the truth is that if used wisely, it can provide that much-needed competitive edge to your business. The world's best investors know this, which is why they keep growing their wealth no matter what challenges they go through.

9. Is Investing In UBER A Wise Move? Find Out



So, you want to invest in UBER – the famous taxi-hailing service that has brought a mountain of digital disruption to the traditional taxi business. How profitable is it from a business perspective? Do the numbers add up? What's the future like for this Uber in Kenya and Africa in general? Lets explore.

How Uber Operates

Well, if you really don't have an idea what this Uber thing is all about then perhaps it's important i tell you the ABCD of it.

Uber is an online service just like Facebook or Whatsapp. But to be specific while Facebook focuses on bringing the society together and Whatsapp focuses on chat services, Uber primarily focuses on bringing taxi drivers and taxi customers together.

People seeking to hire a taxi to move from place A to B simply log onto Uber and look for the most convenient taxi available. They then simply send the taxi driver a request. This simplifies things for everyone. The taxi guy gets customers easily while the customer gets the service conveniently at the touch of a button.

Let's Talk Business

Anyone can join Uber and take advantage of its popularity to make some money. The only thing you have to do is make sure you have a good vehicle (currently they're taking vehicles manufactured from 2009 onwards).

Once you're admitted as a driver, customers will easily find you – and the more business you do the better your profile becomes. Customers will be rating your services with stars. The more stars you get, the more trustworthy and marketable you become.

How Much Money Can I Make With Uber in Kenya?

The taxi hailing service's pricing guidelines are as follows (keep in mind that this prices came about after the previous offerings were revised down by 35%).

- Ksh.35 per Kilometer
- Ksh.3 per minute
- Ksh.100 Baseline
- Ksh.200 Cancellation Fine

For every customer you carry, Uber will take 25 per cent of the money you make…you keep the remaining 75 per cent. Basically, the more trips you make per day, the more you can make. The more customer requests you cancel, the more you lose.

Per Day Earnings (Estimates)

Having talked to a number of Uber drivers in Nairobi, i was able to get a rough idea of how much they make per day. One driver complained that there were too many Uber taxis and that the business had gone down significantly. He told me that on a bad day he gets at least 10 requests making at least Ksh.2,500.

Another driver said that he makes at least Ksh.100,000 per month with his Toyota Belta car but added that he was worried about the proposed Value Added Tax V.A.T charges.

Verdict

To join or not to join Uber? Well, that decision is entirely up to you. But while at it, it's worth noting that every business has its own fare share of challenges. Given the recent reduction in per-trip charges, rising competition and worries about who should shoulder the burden of V.A.T the venture may prove less attractive to car owners who buy cars on loan and hire drivers to do the job for them.

That's however not to say that the business is unprofitable. NO. If you can drive the car yourself, and maintain good client relations, you can make a decent living out of it. Alternatively, if you can afford to invest in a large fleet of cars, then you can take advantage of economies of scale to operate profitably.

10. Top 10 Legitimate Kenyan SACCOs That Can Speed Up Your Business' Growth [2017]



Ever heard the story of the taxi driver who ended up owning an entire fleet of transport vehicles? Or the grocery lady who grew from one small kiosk to owning an entire estate of rental apartments? Well, behind all those sweet stories are little-known financial institutions commonly referred to as SACCOs.

This is how SACCOs work – You become a member, set your saving goal and start saving. Let's say you start today and target to save Ksh.50,000 ($500) in the next 10 months. After you reach that target, your credit organization gives you a friendly loan that is as much as 3 to 4 times your savings. So you get Ksh.200,000 ($2,000) which you can use to expand your business further. Easy, right?

Unfortunately, some individuals have taken advantage of this opportunity to fleece Kenyans of their hard-earned income by starting false savings and credit organizations or scams. I would therefore like to dedicate this article to educate you on how to avoid scams and most importantly, I am going to give you a list of 10 SACCOs in Kenya that are legitimately registered and certified to operate.

How to Avoid False savings and credit organizations

- Make sure they are registered by SASRA (http://www.sasra.go.ke)
- Make sure they have a thriving membership
- They should operate ethically
- Avoid organizations that promise insane end of month returns on investment

Here now are a few examples of government registered SACCOs that are open to all and that offer financial assistance to small entrepreneurs who want to grow their businesses.

10. Imarika SACCO

Formerly known as the Kilifi Teachers SACCO, Imarika SACCO was initially based in coast but has since expanded its reach countrywide and opened its membership to all. They offer loans of up to 2 times your savings allowing you to clear it in up to 60 months. Their interest rate on normal loan is **1.25% per month**.

9. Wanandege SACCO

Originally founded by employees of Kenya's airline industry, Wanandege seems to be soaring at an all time high with its two branches (one in Nairobi and another one in Mombasa)

and a functional m-banking system. They offer 3 times the value of one's savings with a repayment period of 48 months at an interest of **1% per month**.

8. Harambee SACCO

Just as its name suggests, this SACCO aims to pool together resources for the common benefit of its members. Offering loans of up to 3 times your savings and allowing you to repay in 48 months at **1% per month**, this institution can offer a solid start for any budding entrepreneur. Its membership is open to all although one has to meet the requirements of their membership policy to be enrolled.

7. Maisha Bora SACCO

Started in 1974 by a small group of Unilever Factory workers, Maisha Bora SACCO has remained one of the most stable small-holder financial institutions in Kenya. They normally give out loans on **1% per month** based on reducing balance method with a repayment period of up to 72 months. You can borrow up to 3 times your savings. This SACCO is open to all.

6. Hazina SACCO

Hazina was established in 1971 and after decades of successful business operation it has now become a deposit taking SACCO society. With over 15,000 active members, the SACCO focuses on county employees, national government employees, organized youth & women group and private sector employees with membership being open to all. They give loans of up to 3.5 times the value of your savings and allow you to repay it in 72 months on **1% per month** reducing balance.

5. K-Unity Sacco

With its operations majorly centered in Nairobi and Kiambu Counties, K-Unity's track record has been stellar since 1974 when it was formally registered. Its membership is open to all, although one has to be vetted against their membership policy prior to being admitted. They give

loans of up to 4 times one's savings allowing for a repayment period of up to 36 months at **1% per month** reducing balance interest rate.

4. Waumini SACCO

This is a brain-child of the Catholic Church of Kenya and it mainly targets persons who are members of the congregation. With a country-wide reach and a solid financial foundation, this SACCO lends up to 3 times of savings allowing for a repayment period of 60 months at **12.5% per annum**.

3. Stima SACCO

With five branches across the country and a thriving mobile banking system, Stima SACCO has been growing steadily since its establishment in 1974. You can borrow loans of up to 2 times your savings and repay in as much as 60 months. They charge an interest rate of **1% per month** on reducing balance. Stima SACCOs membership is open to all.

2. Kenya Police SACCO

Founded in 1972 by Kenya Police staff, this SACCO boasts towering headquarter offices in Nairobi's Ngara area with its membership exceeding 52,000. Although it was initially meant for members of our security forces, the SACCO is now open to all. They offer loans of up to 3 times your savings and allow you to repay it in 48 months. Their interest rate is **13.5% per annum** on reducing balance.

1. **Unaitas**

Formerly Muramati SACCO, the institution which was conceptualized in Murang'a County is evidently one of the most advanced ones in Kenya. With rumors abound of its plans to convert to a fully-fledged bank, Unaitas remains the most sought-after SACCO by small investors. They offer loans of up to 3 times ones savings with a repayment period of 72 months at interest rates of between **1 – 1.5% per month** on reducing balance.

***Disclaimer: This list is in no particular order and should therefore not be used for ranking purposes.

So Which Is the Best SACCO to Join In Kenya?

Each one of the ten SACCOs reviewed has its benefits and downsides. Stima SACCO is best for land investment. Unaitas is best for business investment. Waumini is good for long-term projects like home construction although they have very stringent caps. Hazina is suitable for employees who want to save and make some informed decisions sometime down the line. K-Unity SACCO is quite good for small business growth and Kenya Police SACCO is renowned for its excellent at quality of service.

11. Why Building Rentals [Real Estate] Is Not Always a Wise Investment Idea



"So John and your chama what are you going to invest in if you win this Ksh.5 Million cheque?" Asked the TV programme presenter. John, like most us would do, grinned and responded "We are planning to buy a plot and construct rentals." I had been watching this Chama show for about one month and 90% of those interviewed said that if they managed to win the overall prize they would definitely aspire to become landlords. Well, as it turns out, real estate as an investment is quite **overrated**. The return on investment, if any, is not guaranteed. Worse still it might take you a whole lifetime to turn around the venture to make business sense.

Let's Do Some Math

In order to build rentals, you obviously need land in a fast-growing area where tenants can easily commute to work. Typically that would cost you Ksh.2 million in a place like Utawala, Ruai or Ongata Rongai. Keep in mind that those places are on the outskirts of the city and may therefore be **less attractive to tenants** given the traffic jam situation, lack of basic amenities etc.

Constructing a typical 1 bedroom house would cost you about Ksh.1 Million and since you are doing it for business, you'd certainly want to build several. So let's say you start by constructing 4 houses. By the time you finish, you will have already coughed out Ksh.6 Million (this figure will be much higher if you use a bank loan to finance).

So from that point, the hassle of finding good tenants (because obviously not all tenants are good) starts. If current rental prices in Utawala, Ongata Rongai and Ruai are anything to go by, then you will expect to charge a maximum Ksh.10,000 per month in rent.

Assuming 80% occupancy per year, your total annual income will be something close to Ksh.380,000. Don't forget, out of this money you will have to deduct land rates, cost of maintaining and repairing the house, electricity bills for security lights, paying the care-taker and cost of handling sewage waste.

If you took a loan to construct the houses (it's highly unlikely you would undertake such a project on cash basis unless you won a betting jackpot), then your expenses would go up because you'd have to clear the **loan plus the interest rate**.

Realistically speaking, your four 1 bedroom apartments would bring you about Ksh.300,000 per year. Of which, even if you decided not to touch a single penny of the rent so that you can repay the loan, it would still take you a minimum of 30 years to get out of debt.

So long story short, that would not be a wise investment option especially if capital is a concern.

Study

A recent study by Hass Consult, showed that rental prices in Nairobi's satellite towns e.g. Ngong, Ruaka, Kiserian and Thika fell. Mlolongo and Athi River experienced a fall in both land and rental prices. That alone confirms that there's no guarantee of a better future ahead for a small-scale real estate investor in this part of the world. (Source http://www.nation.co.ke/business/Nairobi-satellite-towns-rental-prices-fall-on-increased-supply/996-3316126-r43fbtz/index.html).

The notion that rent prices tend to rise over time is therefore misinformed. Moreover, tenants tend to prefer newer apartments to old ones.

Going by this observation, it is therefore likely that the houses you build today will be struggling to get good tenants 20 years down the line. And remember, even then, you will still be having 10 more years to clear your loan.

Even if you had the cash, why would you want to pump 6 Million just to be earning Ksh.40,000 every month? Aren't there far better investments that you can a tenth of that amount and make much better returns?

So is real estate a good investment in Kenya?

First let me say that real estate is such a good industry. It offers long-term security to investors. In fact, no other industry has made more billionaires than this one. But times are changing. The high cost of construction against dwindling fortunes means that you might easily get caught up in a debt trap. In terms of return on investment, real estate does not offer the best deal. It would therefore be unwise to jump into real estate with the notion that is it the goose that lays golden eggs.

12. How To Start An Exotic Fruits Retail Business [Apples, Peach, Grapes, Kiwi Fruits] With Ksh.5,000



Growing awareness of the value of healthy eating is good news for anyone interested in starting a small fruits shop, whether you grow the fruits yourself or not. You only need to set up shop in a good location and stock it with exotic fruits like apples, peach, grapes, kiwi fruit, strawberries, oranges and bananas.

The difference between exotic fruits and the fruits that are available in our markets is that the exotic ones are high-grade import quality. They come packaged in cartons and are generally appealing to the eye as they don't have blemishes. One major benefit of dealing with exotic fruits as opposed to any other category of fruits is that they tend to fetch better profit margins and they sell fast.

You Have 3 Options

There are three ways to get these fruits although only one option happens to be the easiest for a beginner.

Option 1: Start a farm, grow the fruits and sell them off. This is a rather expensive and time consuming process although it generally has the best long-term returns.

Option 2: Import the fruits from other countries in the region like South Africa (there is a company called Dutoit that supply to Kenya and other African countries). This option is also rather expensive as it requires one to have the capacity to order large quantities. Its advantage is that it offers better returns particularly in the short-run.

Option 3: Purchase from wholesalers and re-sell to your market. This is the cheapest and most feasible option for a small investor. You can get started with as little as Ksh.5,000. On the flipside, though, there is intense competition and one has to really think outside the box in order to operate profitably.

Getting Started

The method you choose to start with depends on the amount of money you have to spare. If you are starting out on a really tight budget, then you only need to hawk your fruits on the streets or market them on Facebook or Whatsapp and deliver door-to-door to your customers. If you have a small car, then you can start by setting up a car boot sale whereby you use your car's boot to sell on the streets. If you have some more cents to spare and you prefer to operate from a permanent location then you can start a fully-fledged shop preferably located on a street with high foot traffic.

Where to Get the Fruits

A good place to be ordering your fruits on a wholesale price is at Nakumatt Highridge which is located in Parklands, Nairobi. Once you arrive in town you can board matatu number 11A at Koja Mosque Round-about.

The wholesale shop normally open from 4.00am to 7.30am (Mon to Sat) meaning you have to be an early bird to take full advantage of this window of opportunity. Most of what is sold in this early hour is sold in bulk i.e. in cartons.

The table below shows you wholesale prices versus retail prices (i.e. prices you can sell your fruits at and still make profit.)

Fruit	Wholesale	Retail
	Ksh180 (Punet)	Ksh500 (Punet)
Grapes		
Kiwi Fruit	Ksh50	Ksh100
Apples	Ksh17	Ksh30
Oranges	Ksh18	Ksh30
Bananas	Ksh6	Ksh10

Note that the prices listed above may change as factors of the market change from time to time. A carton of apples goes for around Ksh.3,400…meaning to start with a capital of Ksh.5,000 it would be best to start with one carton of apples and a few oranges and bananas. No license is required if you are going to operate on a freelance basis. But if you are going to open a permanent shop then you'll be required to pay for a single business permit (charges for this license vary from one county to the next).

Challenges

- Business is susceptible to cut-throat competition especially in high density commercial areas
- One has to wake up at wee hours of the night to get the best deals
- Those in upcountry settings far away from the capital may have to arrange their travel in advance

Final Word

The idea of buying exotic fruits on wholesale and re-selling them in piecemeal is one of the simplest retail business options available. Best of all, the business is highly scalable meaning that you can start as a hawker and end up as an exporter particularly if you are willing to think big. You can even purchase the fruits to create juice or even salad (that's called value addition).

In other words, this can be a stepping stone or a stumbling block – it all depends with how you implement it.

13. Just How Profitable Is The Business Of Importing & Retailing Shoes From Ethiopia?



Ethiopia is known for many things, it is home to some of the world's best long-distance runners, a fast-growing economy and a vibrant textile industry. Talking about textile, Ethiopia's leather industry has of late been attracting all manner of international and local shoe manufacturers who have turned the Made In Ethiopia brand into a global phenomenon.

As a small businessman or investor, you can be part of this game-changer by importing Ethiopian made leather shoes and retailing them for a profit. The main benefit of doing this is that cost of doing business is cheaper than say importing from Turkey, Italy or China.

And because Ethiopia is a member of COMESA you can expect to pay friendly custom duties when bringing your cargo into the country. That is of course in addition to the fact that it takes fewer days to receive your cargo because of geographical proximity. Here's how to get started.

Know What You Want

A wise businessman is one who first identifies existing market needs prior to investing. Likewise, if you are planning to start importing leather shoes and accessories from Ethiopia, it is best to first identify what the local market is looking for. Are they looking for men official shoes, casual shoes, women or kids shoes?

Shop Widely and Wisely

You will have two options here. First option is to book a return flight to Addis Ababa for routine shopping and network building. Such a trip would cost you roughly about Ksh.65,000 (Ksh.50,000 for ticket, Ksh.15,000 other expenses from Nairobi to Addis and back). On the other hand if you are operating on a tight budget you can choose to shop online. However, not all manufacturers and wholesalers are available online. Here are the few examples of names that you can engage with online.

- *Ramsay Shoe Factory
- *Anbessa Shoe Company
- *Duka Leather

Other manufacturers and supplies that would require a physical visit are Huajian Shoe Factory, George Shoes, YED Wuha and Sole Rebels. Tip: Always request for sample of product first when ordering online.

Making An Order And Getting Your Stuff Home

After you have done thorough shopping and bargaining you can have the wholesaler pack and send your goods through any of the courier services linking Addis Ababa to your hometown. Here you can link up with DHL, Excel Cargo, Freight in Time Ltd, Salihiya Cargo or any other freight company for assistance.

Paying Customs

Once your goods are delivered at the airport or sea port, you will receive a call from the courier company advising you on the amount of taxes to pay. Luckily, because Ethiopia is a member of COMESA you will be saved from the worries of hefty duty. You will only collect your goods after clearing with the customs department after which you can go ahead and sell them to your target market.

Just How Profitable Is The Business Of Importing & Retailing Shoes From Ethiopia?

This business can be highly profitable if you have the numbers and if you price your shoes accordingly. One good thing is that Ethiopian shoes so far have a good reputation for being hand-made and comprising of pure animal leather. You can capitalize on this good name to charge a premium. It will cost you about Ksh.1,500 to import a pair of shoes into the country, then you can sell this for Ksh.3,500 and above. That is about Ksh.1,500 in net profit per shoe after you deduct all other expenses.

So the secret here lies in sales. The challenge however is that because this is an open market, anybody can start this business and therefore competition may become stiff with time. But…competition is a must-have in any industry…the key is to build a firm clientele that will give you long-term business.

Remember, in addition to shoes you can also import wallets, belts and other fast moving goods that have a leather finishing.

14. Just How Viable Is Sorghum Farming As An Investment? Here Are The Facts & Figures



Sorghum is the fifth most important grain crop after maize, wheat, rice and barley and when it comes to marketability this crop can surely provide an out-of-the-box plan for savvy investors. The crop performs well in most parts of Kenya with best returns being recorded in semi-arid areas like Mwingi and warmer areas like Siaya. Perhaps the best thing with sorghum is that it has a ready market and it only takes four months to mature. But just how profitable is it as an investment? Lets explore.

Conditions for Growth

Sorghum is a drought resistant crop that can survive in areas with a minimum 420mm rainfall supply per annum. The crop requires fairly fertile and well drained soils. It can also grow in high altitude areas as well with high rainfall supply but at that level it is susceptible to pests such as shoot fly and downy mildew disease.

Popular Sorghum Variety in Kenya

The most popular variety (in terms of marketability) is GADAM variety. It is gray in colour and, according to Kenya Seed, it is tolerant to bird invasion, stem bores and foliar diseases. GADAM is an excellent source of malt which is used to produce alcoholic beverages. This high yield variety matures in 4 months yielding an average of 500 Kilograms per acre. In

some farms, the yield goes to as high as 1,500 kilograms per acre. To get the best returns, it is recommended to purchase certified seeds from the agro-vet.

Planting and Caring for the Crop

Planting is usually done by broadcasting the seeds on tilled land with furrows. You can leave about 15 cm space in between two stands. For maximum yield, use farm-based manure. The biggest challenge sorghum farmers face is the invasion of Quelea bird which feeds on mature sorghum seeds causing serious loses. This is dealt with by either hiring someone to watch over the crop or by contracting the Ministry of Agriculture for assistance.

Where Is The Market?

Biggest demand for sorghum mainly comes from EABL through its subsidiary the East Africa Malting Limited. They use the sorghum to make a popular beer called Senator Keg whose demand has been rising steadily over the years after the government reduced its excise duty by 90% and banned illicit brews. According to a recent report, farmers are currently producing 19,000 tonnes against the company's annual demand of about 30,000 tonnes. It would be advisable to get in touch with the company in advance so that you can plan properly.

But aside from EABL you can create your own market through value addition e.g. by making cookies, porridge and even buns which you can then supply to the market.

How Much To Invest (Per Acre)

- Land Preparation – Ksh.10,000
- Planting & Harvesting – Ksh.10,000
- Miscellaneous – Ksh.10,000
- Total Budget – Ksh.30,000

How Much Can I Make?

On average an acre of land produces around 500 Kilograms per four-month season. With good farming practices and proper education a similar farm can produce up to 3,000 kilograms per season. If you choose to sell your produce to the beer maker, you will part with each Kilo at Ksh.33. Here's an estimate of revenue per annum.

- Low Yield per acre – Ksh.50,000
- Bumper Harvest per acre – Ksh.400,000

At the same time you can choose the path of value addition where you will have the freedom to dictate the price against market forces.

Verdict

Sorghum farming can be a good investment although you really need to dedicate yourself to it in order to realize its returns. In addition, it is important to make use of the latest farming tips in order to work towards realizing maximum yields per acreage. This is not one of those business ventures you get into to get rich over-night but if done right sorghum farming can make you a millionaire in a few seasons. So if you feel you've got what it takes to succeed in this, don't overthink – go for it.

15. Start A Sugarcane Juicing Outlet And Make Ksh.10,000 Per Day



If you want to succeed in any business you first need to learn the art of casting your net where the fish is. One business opportunity that can help you cast your net wider is that of processing sugar cane juice and selling to the public. This trend has already gathered momentum around the coastal area and Nairobi and Kisumu are just getting started.

So what about you start your own outlet in areas like Embakasi, Ongata Rongai, Machakos, Thika, Nakuru, Garissa or even Turkana? This business thrives in places with warm temperature as people seek to restore energy and quench thirst.

Initially, the idea might sound petty, but a planned and well-run sugarcane juice business can be a major profit earning venture in Kenya and Africa in general. Let us take a closer look at what you basically need to set up such a business.

Step 1: Spotting The Opportunity

This business can do well in a populated place with a community of mostly people who earn above Ksh.10,000 per month. That is to say, you can locate this business even in a place like Kibera and still make some sales.

Alternatively, you can locate the business in a high-end area like Kileleshwa and target the high-end market. It's virtually a business that you can start anywhere in this country although hot, coastal and semi-arid areas seem to have the best fortunes. Normally, sales are better during the hot season than during the cold season (for obvious reasons).

Step 2: Get The Machine



Photo: Electrical sugarcane juice extractor.

A sugarcane crusher or juicer is the most important asset you will need to conduct this business. If you are a small investor then you can start with a small manual machine which is made by our Jua Kali artisans around the country. On the other hand, if you are planning to set up a more organized and efficient outlet then an electric machine would be your best investment option.

Step 3: Book An Outlet

There are two options when it comes to booking an outlet. First, you can choose to go all out and lease a space in one of the busy streets along major urban centres in the country.

That will of course necessitate for a county single business permit license and rent payment (the advantage being that you will most likely get more customers). The second option is to put the machine in your home and market your products door-to-door or through online media until you generate enough market to sustain a fully-fledged outlet (this is a cheaper alternative but you may not get many customers).

*A small space of 5×5 square feet would ideal.

Step 4: Put Your Tools of Trade Together

Now that you have spotted the opportunity, bought a machine and identified an outlet you are pretty much almost ready to get started. The only few tools remaining are: aprons, hygienic gloves, drinking glasses, glass jars and a dustbin in which to collect the sugar cane remains.

Remember, since this is a food and beverage business you basically want to ensure that you are upholding the highest possible levels of hygiene.

Step 5: Get Your Canes And Start



Photo: Kisii sugarcanes known for their distinctive taste.

As you set up your business, be sure to shop around for the cheapest sources of quality cane. If you have means, you can order directly from places like Kisii and Western Region where canes are sold at throw-away prices. The good thing with sugarcane is that they are not highly perishable and hence you can acquire your weekly supply in bulk.

How Much To Invest

A good electrical sugar juicer goes for between Ksh.100,000 and Ksh.150,000. Overall, it will cost you a maximum of Ksh.200,000 to set up the business including paying rent, licenses and acquiring tools.

- Machine – Ksh.125,000
- Sugar Cane – Ksh.10,000
- Licenses – Ksh.10,000
- Tools – Ksh.10,000

TOTAL = Ksh.155,000

How Much To Expect

A meter long cane can produces 4 liters of cane juice. You can purchase such a cane for about Ksh.30/- and sell the juice produced for Ksh.400 translating to nearly 10 times returns. On a good day you can sell about Ksh.10,000.

*A cup of cane juice goes for Ksh.50/- in Kayole area of Nairobi, the same goes for Ksh.100/- in Kileleshwa area of Nairobi.

*In the coastal areas sugar cane juice is commonly known as “mkwaju”

*The bagasse (waste) that remains after the sugarcane has been crushed can be sold to farmers as animal feeds

Final Word

This is a good idea particularly if you identify a good place to locate your business and if you invest in good marketing and customer maintenance tactics. For instance, you can introduce different sugar cane juice flavours by adding some ginger and lime to your drink. In addition, you can introduce a fruit juicing business on the side – this will support you when the sugar cane juice business is not performing well.

16. Start Making Roofing Tiles Out Of Waste Plastic



Have you been in contact with anything made from plastic today? Chances are high that you have just answered yes. From the phone you are using, computer, buckets, comb, toothbrush, water bottle etc are all made from plastic.

There is so much plastic everywhere and the environment is struggling to deal with loads and loads of the non-biodegradable waste that is produced from our homes and offices daily. So what if I told you that you can start converting this waste into affordable roofing tiles?

You only need some plastic and sand to produce high quality roofing material which you can then sell at a good price to those building new homes, schools etc. Does this sound like something you would be honoured to do? Read the next few paragraphs to find out more.

Step One: Identify The Need

Affordable roofing has for many years remained a far-fetched dream for many people. Iron sheets and clay tiles are super expensive yet their durability and safety is not always guaranteed.

On the other hand, there is too much plastic being released to the environment in form of waster. For instance, Nairobi alone generates 560 metric tonnes of plastic waste every day.

And where does all this waste end up? You guessed it, it ends up in Dandora, Nairobi River or drainage systems clogging up everything and endangering our very own health. So there is a need to first get an affordable roofing solution and secondly a need to get rid of the mountains of trash that are choking our environment.

Step Two: Collect Plastics and Sand

*Collect The Plastic

The process is very simple. First you need to collect a decent amount of high density polymer plastic. Examples of high density polymer plastics are: used jerry cans, computer cases,

old pipes, water buckets, mobile phone cases and so forth. You can hire a few street boys or women to assist you with this. Normally they are paid Ksh.170 per Kilogram brought in.

*You Will Need Some Sand

Sand is the second most important ingredient needed here. You can collect this from the river beds or quarries around you. Just make sure you find the finest sand with no particles. The smoother and cleaner the sand, the better.

Step Three: Ooops I Forgot About The Machines

In order for you to do this business effectively, you will require two very important machines. The first machine is the Plastic Shredder. Just as its name suggests a shredder is a machine that chops plastic into small pieces. The second machine you will require is a Plastic Extruder.

This is the machine that will mix and melt the plastic and combine it with the sand. These two are nothing fancy really, in fact you can find them locally at Kariobangi Light Industries, Nyarweco Engineering, Makiga Engineering or Polystar. Alternatively if you would like to import one from abroad then you can link up with companies like Archana in India or Yaoan Plastic Machinery in China.

Step Four: Start Making Tiles

Now that you have the machine and raw materials, the process of making tiles will be pretty straight-forward. You simply shred the plastic, then mix with the sand and pour inside the extruder.

The extruder will do its job and you will collect a molten mixture of sand and plastic on the other end. This you will place in a molder (supplied alongside the machines) which will shape out the roofing tile and within 10 minutes your roofing tiles will be ready.

In addition to making tiles, you can as well make plastic poles or manhole covers. These require the same process only that you will replace the sand with saw-dust and adjust the molding process accordingly.

Tip: Mix 70% plastic with 30% sand for best quality roofing tiles.

Market

Construction sites and government projects.

Recommended Starting Budget

Ksh.1,500,000 ($15,000)…a perfect idea for a chama.

Estimated Returns Per Month

Ksh.1,000,000 ($10,000)

Final Word

This is such an interesting idea because you will be in a position to hire many people as the business grows. For instance, you will create employment for that woman in the streets who will be collecting waste plastic for you. You will also create employment for labourers in your plant.

Further you will create employment for retailers and marketers who will deliver your product to the market. Keep in mind that you will also be providing affordable roofing for the Kenyan builders and playing a part in improving our environment at the same time.

17. Start A Scaffolding Rentals Business And Be Part Of Kenya's Fastest Growing Sector




Are you aware that the construction sector is the fastest growing industry in Kenya currently? According to the recently released data from the Kenya National Bureau of Statistics, construction industry grew at 13.6% faster than the financial and agriculture sectors which grew at 8.7% and 5.6% respectively.

You don't need rocket science to know where the big money is. Going by the recent trends, an investment in this massive industry would certainly be timely as well as rewarding especially due to factors such as devolution, discovery of oil and a growing middle class.

But sorry for boring you with heavy jargon and numbers, I was just trying to help you see the opportunities that exist around you and what the future holds. Talking about opportunities, one incredible business idea from the construction industry is the one of scaffolding rentals.

My research has shown that Kenya has a serious shortage of scaffolds. Not many people have realized that it is possible to set up a small scaffolding rentals business with small amounts of capital. In my opinion, this is a ripe opportunity that is still under-exploited.

What Is Scaffolding Rentals Business All About

A scaffold is a **temporary** structure on the outside of a building that is being constructed. This structure can be used by workers to climb as they perform specialized tasks such as paint-

work, building repairs or construction. Another job of a scaffold is to hold concrete together in order to allow for formation of slab and pillars of a house under construction. Most constructors prefer to rent scaffolds as opposed to buying them as a way to save on cost and minimize liability. (Understood?)

Step 1: Getting Started



A picture showing timber for scaffolding use.

If you are planning to start on a small budget then its far much easier to start with wooden trappers and then you can advance to steel scaffolds as your business expands. So step one will be to find good quality pine/eucalyptus wood from the local timber yards. Kitengela would be a good place to begin your search although you can always expand your search to other parts of the region in order to get cheaper prices.

Tip: Ask for high quality 8 by 1 or 9 by 1 wood. Also ask for props.

Step 2: Look For A Yard

A yard is basically an empty plot of land where you can keep your wood and props as you await customers to come rent them. This doesn't have to be anything fancy. Just a central area from where you will be running your operations from. So if you have an idle piece of land near a growing town center then this could be a brilliant way to put it to good use. Alternatively you can lease one.

Tip: Look for a minimum 20x30ft piece of land that is accessible by motorized transport.

Step 3: Plan For Transport

Because scaffolds are heavy items, it is important to plan on how you are going to be picking and delivering them to your clients. If you have a pick-up truck or a small lorry then you will have a slight advantage. However, if you are just a small investor looking to start from scratch, then you will need to talk to transporters in your area an negotiate prices in advance.

Tip: Typically it costs about Ksh.2,000 to hire a pickup truck for about 1 hour.

Step 4: Print Brochures and Business Cards

Now that you have everything catered for, you can boldly start approaching prospective customers and handing them your business cards and price list. Your customers will mostly be foremen, commercial and residential property developers and so forth.

Tip: Your price list should be based on the duration of rental period. For instance, a popular price tag on the Kenyan market is Ksh.100 for each wooden scaffold rented for 40 days.

Important Facts



Picture showing a building under construction using a combination of wooden and steel scaffolds.

*Consistent marketing and good service are important ingredients for reaching a wider market.

*For short distance deliveries you can use a cart (mkokoteni) to deliver. A new mkokoteni will costs you Ksh.20,000 to acquire.

*Consider charging delivery/pickup fees to boost your revenue. Alternatively, consider providing free transport to woo new customers if there is competition.

*As you advance you can switch to steel scaffolds which have longer life than wooden ones. Each unit will cost you about Ksh.1,000 to acquire although the price varies depending on the international price of steel.

*You can expect to lose about 10% of wooden scaffolds due to wear and tear during each rental period. Essentially that means you can re-use a load of wooden scaffolds for a maximum of 10 times before they get worn out completely.

*Steel scaffolds can be re-used for a much longer time and they are preferred where unique building shapes are required (e.g. dome shaped buildings).

*The average rental price for wooden scaffolds is Ksh.100, steel scaffolds Ksh.150 and props Ksh.25 so you can think out your pricing on that basis.

*Apart from scaffolds other items that you can add to your rentals list include: bucket hoists, concrete mixers, shovels, vibrators, ladders and wheelbarrows.

*Consider insuring your equipment to avoid unexpected loses.

*Demand for scaffoldings rental is available throughout the country particularly due to the effects of devolution. Some prime areas include: Nairobi Metro region, Mombasa, Kisumu, Nakuru and Meru.

*The only mandatory license required is the county single business permit which will cost you about Ksh.10,000 per year at most.

How Much To Invest

- Minimum Estimates For Wooden Scaffolds
- 200 Pieces of Eucalyptus Timber – Ksh.50,000 (Ksh.250 per piece)
- 200 Pieces of Eucalyptus Props – Ksh.16,000 (Ksh.80 per piece)
- Transport To Your Yard – Ksh.10,000
- Others (Marketing, Miscellaneous) – Ksh.24,000

TOTAL BUDGET = Ksh.100,000

How Much To Expect

You can make a decent Ksh.1 Million per year on a small yard.

Final Word

The good thing about this business is that you don't have to be involved in its day to day running. That means you can continue doing what you do best even as you leave this business to run in the background (provided there's good marketing involved). Best of all, there is room for growth. The transport sector is a multi-billion venture and the future looks bright. So don't hesitate, if you feel this is the kind of business that would resonate with your needs and passion, go ahead and give it a try.

18. Got A Small Idle Plot? Kiwano Melon Could Just Be The Best Investment For You



From a glance, thorn melon (also known as kiwano or horned melon) might pass for just another ugly and worthless wild fruit of the African Jungle. However, as an entrepreneur and somebody who cares about good health, a closer look at the spiky tropical fruit will reveal endless potential waiting to be exploited.

First the fruit is rich in nutrients. It has made headlines across the world, and here in Kenya The Daily Nation and The Standard Newspapers have lauded its perceived health benefits. Secondly, it offers rich pickings for investors presenting a better alternative use of small chunks of land. So if you have a small ka-plot lying idle somewhere, this might just be the best way to utilize it. Let's look at the profitability and viability of this idea.

Step 1: Getting Started

It is very easy to get started. First you need to find land that sits anywhere in the altitude of 200 and 1800 feet above the sea level. Most parts of Kenya fall under this range. Besides altitude, you need to consider soil PH between 6.0 and 6.5. It doesn't have to be a large chunk of land – you can start with whatever small you have and then scale up as demand and production level out. You can plant on open ground but greenhouse tends to give even better results.

Step 2: How to Obtain Seeds

You can either choose to obtain ready seedlings from KARI or propagate some for yourself at home. You only need to pick a mature healthy fruit to extract the seeds. Then ferment the seeds for 3 days in a plastic container before planting. Normally, it takes 3 weeks for germination to take place. After germination, you should then transfer the plantlets to the farm in well spaced holes.

- *Holes should be spaced in 60cm by 60cm
- *Consider adding compost manure to the hole before planting
- *The best fertilizer to use is NPK 17:17:17
- *This is a climbing plant so you need to provide enough space for it to grow
- *You can spray leaves of mature plants with foliar feeds to maximize on production
- *No pesticides are needed, the plant is quite hardy

Step 3: Harvesting and Productivity

After planting, you will need to wait for 3 months for the crop to mature and start producing healthy fruits. Harvesting is done by simply picking the ripe fruits and putting them gently inside a bucket. The average shelf life of a harvested kiwano fruit is 6 months – giving you adequate time to find market for your produce.

How Much To Invest

On average Ksh.3,500 would be enough to start a small 1/8 acre (50ftx100ft) farm with about 80 plants.

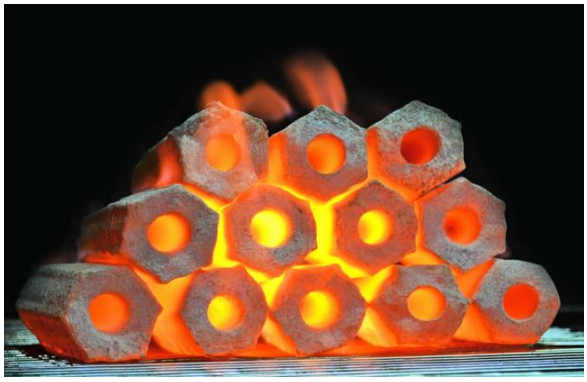
How Much To Expect

A single plant produces 15 fruits per season translating to potential revenue of Ksh.25,000 per harvest on 1/8 acre farm.

Final Word

This can be a great side-hustle especially if you have a plot of land that lies idle. The fruit can be grown on black cotton soil as well as red volcanic soil. So why not put that ka-plot of yours in Ruai, Kitengela, Isinya, Rongai or Joska to better use?

19. Make Sh.250,000 Per Month Doing Briquettes Business From Sh.20,000 Capital



Briquette Business Idea – Did you know that over 82% of Kenyans living in urban centres use charcoal fuel to cook? Or that Nairobi residents consume over 700 tonnes of charcoal per day? According to ICRAF, over 88 tonnes of **charcoal dust** is produced in Nairobi alone every day…and guess where all this waste ends up?

Some is dumped in the drainage pipes where it ends up blocking sewerage systems. Some is simply left by the roadside in **nylon sacks** in the middle of the night when no one is watching. But did you know that this disgusting waste can actually make you a **millionaire**? Well, if you are looking for a business idea that makes both economic and social sense then you might want to start converting this **waste into briquettes**.

Generally, the business of briquettes is performing quite well nowadays as many restaurants and institutions are looking for new ways to save on cost. And this craze is **not just a "Nairobi thing"**, you can actually take up this idea and replicate it in Kigali (Rwanda) or Juba (South Sudan) where the market is still green and **competition is low.**

Does this sound like something you would like to try? If Yes, then read carefully through the next steps.

Step One: Understand What This Business Is All About



Briquettes burning in a jiko.

It does not make sense to start a business you know nothing about. So it is important to understand what briquettes are, what they look like and why the market needs them. To put it simply, briquettes are **blocks** that are made from combustible biomass such as **charcoal dust**, sawdust, rice husks or paper used for cooking in a jiko.

The main benefit of briquettes is that they don't produce smoke and are cheaper than other sources of energy. For instance, if you spend Ksh.2,000 on charcoal per month you can spend about Ksh.1,000 on briquettes and save the extra Ksh.1,000…while protecting our environment at the same time.

In a nutshell, this business is all about making good use of waste items which are in abundant supply in our urban centres. And by doing that, you get to conserve the environment and make a decent living from small amounts of capital.

Step Two: Get Trained How To Make Briquettes



Briquettes production underway.

Link up with a trainer near you and learn how to make briquettes. Most of the time, training is offered free of charge by NGOs and briquette machine suppliers. Through my research i was able to identify organizations that can train you and even supply you with a machine so you can get started.

- *Briquettes Machine Kenya – Located in Kiserian
- *Lean Solutions Limited – Located in Nairobi.
- *Kencoco Limited – Located in Mombasa.
- *Practical Action NGO – Located in Nairobi, Nakuru, Kajiado, Kisumu, Mandera Turkana
- *FRB Kenya (NGO) – Located in Limuru Area

In addition, you can use Google or Facebook groups to spot trainers near you.

Step Three: Get Started



A final, packaged briquette product made in Kenya.

Just like that – you are ready to start your own briquette-making plant. One good thing about it is that you can even start on the veranda of your house to save on cost. Note that you don't need a **license** to start this kind of business except if you are starting an outlet where you will be required to pay for the county single business permit.

How Much To Invest

Option 1



Photo of a manual briquetting machine which costs about Ksh.20,000 to purchase.

Start with a manual machine with a capacity of producing 3 sacks of briquettes per day.

- Cost of Machine – Ksh.20,000
- Miscellaneous – Ksh.5,000
- TOTAL BUDGET – Ksh.25,000

Option 2



Image: An electric briquette machine.

Start with an electric machine with a capacity of producing 20 sacks of briquettes per day

- Cost of Machine – Ksh.150,000
- Miscellaneous – Ksh.10,000

TOTAL BUDGET – Ksh.150,000

It costs roughly about Ksh.300 to produce 1 bag of briquettes.

So depending on your financial strength and market-base you can choose to go for the option that suits you best.

How Much Profit

A bag of briquettes goes for Ksh.1,000 and above on the marketplaces. Particularly, hotels, restaurants and school tend to buy in bulk hence offering wider fortunes for you. Your profit margin will depend on production and sales capacity.

Option 1

Using a manual machine you can make about Ksh.2,000 per day or Ksh. 50,000 per month.

Option 2

Using an electric machine you can make about Ksh.10,000 per day or Ksh.250,000 per month.

Final Word

You can do this alone or as a chama. In fact, it does not matter how small you start. What really counts is your ability to nurture the business and market to the right clientele. As the world seeks to minimize on pollution and wastage, and as our tree cover diminishes by the minute, the future is bright for anyone who choose to engage in briquettes business.

Would you like to give it a try?

20. How To "Pump" Good Cash From A Milk Dispenser ATM



Hey, there is a new cash-cow in town and it is known as the **milk dispenser** or **milk ATM**. It works like a traditional bank ATM with the only difference being that it swallows coins and gives out milk (simply put). Well this is not exactly a new idea here in Kenya because several supermarkets are already offering it but according to my research there is still a lot of potential in this emerging opportunity waiting to be fully realized.

With so many upcoming estates in our urban centres and with abundance of raw milk from our hardworking farmers, there is absolutely no reason why you should not be milking some profits from this opportunity. Here's how you can get started.

Step One: Find A Good Location

The secret to success in this business lies in achieving a large volume of sales per day. You therefore should locate your business in an area that is adequately populated. The more walk-in customers your ATM can attract, the better. But what if finding such a location proves difficult? Well, worry not.

You can approach your nearest supermarket or mini-market and negotiate a revenue sharing agreement. Like there is one guy from Rongai who has partnered with Tuskys. They will give you the space and you will give them the machine and milk to dispense. Smart…isn't it?

Step Two: Choose A Good ATM Machine

Choose a machine that does not strain your budget and one that has enough capacity to sustain your customers' demand. You can start small with a 200 litre machine and then graduate to a bigger 1000 litre machine as demand rises.

As for purchasing the machine you can either buy one locally from local manufacturers like DASE or import directly from Italy. Locally manufactured machines are cheaper…and as you know, it's a good idea to BUY KENYA, BUILD KENYA. Here are some tip that will come in handy in your search for a good milk ATM machine.

*Buy one with an in-built cooler. Milk is a perishable product and you need to keep it cool.

*If importing, consider buying the machine in separate parts to be assembled locally. That will help you save on tax.

*Generally, look for a machine that is easy to use. Preferably one whose technology can be understood even by kids.

*Look for a machine whose spare parts are readily available locally and insist on warranty cover on all your purchases.

Step Three: Arrange With Farmers and Suppliers For Milk

Yes your business will be located in the urban centres but in order to get quality and consistent milk supplies you will need to link up with farmers or suppliers. As part of your planning, take time to visit the surrounding rural areas and compare cost before settling on the most feasible source.

Don't take chances. Have your suppliers sign a contract with you…that way you will be sure they'll not sell your milk to anyone else and leave your supplies hanging.

*Look for high quality milk that is not adulterated with water

*The Kenya Dairy Board requires only pasteurised milk to be sold. Try to find farmers who can supply pasteurised milk…not raw milk.

*If you can't find pasteurized milk, don't worry. You can invest in a pasteurizer and be purchasing cheap raw milk. Smart idea!

A litre of raw milk will cost you 35/- at the farms while a litre of pasteurized milk will cost you 50/-.

Step Four: Get Licensed

You will need a license from the Kenya Daily Board which will cost you Ksh.2,500 with a one-time application fee of Ksh.600. This is of course in addition to the county single business permit which may vary from Ksh.5,000 in remote counties to as high as Ksh.20,000 in urban counties like Nairobi and Mombasa.

HINT: Areas that fall in Machakos, Kiambu or Kajiado counties tend to have cheaper single-business permit charges than ones in the core Nairobi despite their proximity to the city (Examples: Ongata Rongai (Kajiado), Syokimau (Machakos), Githurai 45 (Kiambu), Kahawa Sukari(Kiambu), Kahawa Wendani (Kiambu), Ruaka (Kiambu), Mlolongo (Machakos), Kitengela (Kajiado)).

How Much To Spend As You Start (Estimates)

- Buying Milk ATM (200 Litres) – Ksh.275,000
- Rent & Deposit – Ksh.20,000
- Pasteurised Milk – Ksh.55 per litre
- Transport – Ksh.1,000
- Relevant Licenses – Ksh,20,000

MINIMUM STARTING BUDGET = Ksh.330,000

As your business grows, you can invest in a pasteuriser so that you can be buying raw milk and pasteurizing it yourself which is cheaper by 20/-…that way you will be able to get bigger profit margins and remain competitive. A good pasteurizer will cost you about Ksh.200,000.

You can also buy a motor-cycle which you will be using to collect milk from the rural areas and transport to your shop in the city.

Profit Potential (Estimates)

A well established milk ATM can sell over 200 litres of milk per day. This is because ATM milk is of the same quality as packaged milk yet 30% cheaper. So provided your shop is clean and your customer service is on point, there is no reason as to why you should not sell more than 200 litres a day.

There is even more potential if you partner with a renowned supermarket on a revenue sharing agreement. That way you can sell more than 2,000 litres of milk per day.

Okey…let's stop day dreaming and stick to the 200 litres for purposes of calculations.

- *Sales per Month = Ksh.420,000
- *Monthly Expenses = Ksh.255,000

***MINIMUM PROFIT Per Month = Ksh.165,000 (Per ATM)**

Going by this rule, you will need just 4 months to recoup your initial investment.

Final Word

In supermarkets, a litre of pasteurized and packaged milk goes for Ksh.100/- and therefore by offering cheaper prices you will definitely have a clear competitive advantage. Remember, you can start small even without a pasteurizer and still make a decent profit.

Alternatively, you can choose to invest a little more and buy a pasteuriser so you can be adding value to your milk and selling it at double profit. And milk, being such a basic product, you don't have to struggle to get customers. Isn't that something worth pondering upon?

21. Want To Venture Into Diaper Business? Use These 4+ Tips To Shake The Market



If you are a parent or if you've had an opportunity to raise a child in your life, I am sure you are familiar with the hassle of buying diapers. You go to the supermarket to buy one of those popularly advertised brands only to find that they are overpriced and of low quality.

You consider buying from a kiosk near you, only to realize that the price is double what you expected yet quality is still compromised.

It's such a frustrating way of life that most parents (particularly those busy with office jobs and businesses) would like to do away with. And therein lies an opportunity for you to start a diaper delivery business. You will only need Sh.5,000 minimum starting capital, marketing skills, an idea of where to find the best quality diapers at wholesale prices and the passion of an entrepreneur. Ready? Let's go.

Step 1: Decide On Who Your Customer Will Be

Your ideal customer may not the necessarily be the typical mama mboga or mzee mambo from your village. So you need to find the right calibre of people in order to increase your chances of survival. For instance, you can focus on busy working mums or stay-at-home parents particularly those drawn from young families in the middle-class. Also, you can consider the option of supplying retail shops in the rural areas for bulk sales.

The way to woo customers into your fold is to offer them slightly cheaper prices combined with door to door delivery services for the same (or even better) quality of diapers. You get the idea?

Step 2: Find a Reliable Supplier

Basically you want to find the cheapest wholesale prices so that you can still make a profit even when you've marked up the price and given a discount to your loyal customers. This is where you need to do your homework.

For those in Nairobi area, a trip to the OTC area near the Murang'a bus stop where wholesalers like Moska Enterprises and Parit Enterprises are located would be well worth it.

There you will find quality diapers going for as cheap as Ksh.10 per piece (Ksh.1550 per carton). The same can be sold at Ksh.30 per piece or Ksh.3,000 per carton!

Other wholesalers who have an outstanding reputation are Kimfay located along Masai Road near Sameer Business Park and Sojpar Enterprises along Bypass Highway in Kisumu.

Step 3: Pick the Fast Moving Brands

Not all diaper brands will resonate with the needs of your target market. So pick your brand choices wisely, particularly focusing on quality, price and value.

Some customers will buy any brand as long as it is well priced. Some will only buy brands they are familiar with or ones they've seen being advertised on TV. Once again, know your market and get them the right products.

Here is a list of some popular brands.

- *Phoenix Diapers
- *Giggles
- *Soft Care
- *Mummy Poko
- *Happy Kid
- *Marvel Baby Diapers
- *Pampers
- *Bouncy Baby Diapers

Remember, you can also choose to import your own stock of diapers from countries such as China and Turkey through the port of Mombasa duty-free.

Step 4: Venture Out

With your stock of diapers handy you are ready to venture out. Be very aggressive in your marketing efforts and use the first few months to build your networks.

With time you will find that orders will start trickling in and you'll not even have to walk door-to-door to sell. You can even proceed to open a fully-fledged baby shop selling things like nappy wipes, nappy rash creams, powders and bottle warmers among others.

Some Quick Marketing Tips You Can Use

*Invest in some nice-looking business cards, preferably ones made of art-board paper or ivory paper. A well designed business card will cost you about Sh.3 per piece.

*Create a Facebook Page and have potential clients like it.

*If you have some money remaining, consider creating a simple website – it can go a long way in adding to your credibility.

*Lastly, use word of mouth to create connections with potential customers in your estate, church or village.

How Much To Invest

You can start with as little as Ksh.5,000. Spend Sh.3,000 in purchasing two cartons of diapers and the remaining amount for transport and some marketing. Alternatively if you have enough funds you can start buying in bulk and supplying to shops in the rural areas.

How Much To Expect

The more you sell, the more money you make. As a beginner even if you sell 2 cartons a day you'll still be making good money – almost Ksh.130,000 in sales revenues per month. Net profit is usually about 40% of total sales.

Final Word

There is no excuse you can give for not starting a business. The idea of founding a diaper delivery business in Kenya is still a soft target that you can take on provided you are willing to put a little more effort than everyone else. Remember, nothing good comes on a silver platter. Don't just sit there and complain. Start small and dream big.

22. How to Import Goods Through Mombasa Port For Your Business Cheaply



One of the most effective ways to grow your small business is through importing. You can for instance buy some quality clothes in Turkey to boost your current stock, import sanitary ware from China for your small hardware or even get some seeds from South Africa for your agri-business project.

The world has become a global village and you cannot afford to limit your opportunities at such times. But the big question you might be having right now is "How do you bring these imports into Kenyan soil?" This article breaks down everything you need to know so that you can import and clear your goods at the Mombasa port.

Step 1: Identify the Goods That You Wish To Import

Some popular sources of import goods for small business owners are China (popular for: electronics, electrical fittings, sanitary-ware, packaging materials), Japan (cars and electronics), Turkey (clothes), Dubai (electronics, home decor items and clothes) and South Africa (agriculture commodities).

You can choose between visiting these countries and doing your shopping online e.g. on sites like Alibaba, Aliexpress, Amazon or Ebay.

Step 2: Link Up With a Local Clearing and Forwarding Agent

After you have done your shopping, the next important thing is to find a clearing and forward agent. The job of such an agent is to ensure your goods are shipped home and received at the port of Mombasa. They will advise you on all possibilities and even suggest important recommendations to you prior to effecting the shipping arrangement. (Check out KRA List Of Clearing & Forwarding Agents at http://www.revenue.go.ke/customs/pdf/THE_LICENSED_CUSTOMS_CLEARING_AGENTS_FOR_THE_YEAR_2007.pdf)

Step 3: Getting Your Goods Shipped

Once you pay for the goods of choice, the seller will package and take them to a shipping company. The shipping company will issue your cargo with a specific number which will be automatically lodged into the Kenya Ports Authority system known as KWATOS.

Through KWATOS, you will be able to track the whereabouts of your commodities along the way. Once the ship docks you can make a trip to Mombasa to start the clearing process (of course with the assistance of your clearing and forwarding agent).



A ship in the deep seas.

Step 4: Start the Clearing Process

Now that your goods are in the Kenyan soil, you will need to apply for something called a Bill of Lading. This is the document that will prompt the shipping company to hand over your goods to the Kenya Ports Authority (KPA) and Kenya Revenue Authority guys (KRA).

A **Release Order** will also be issued. Wow, now your goods are in the safe hands of fellow Kenyans so can you progress and claim them? Not so fast.

Step 5: Give To Caesar What Belongs To Caesar

The amount of duty and taxes paid will depend on the type of commodities you've imported. For instance, if you're importing alcoholic beverages then you will be required to pay: import duty, excise duty, import declaration fee and VAT.

As for new computers, printers and books you will only be required to pay the import declaration fee which is 2.25% of total value of goods imported or Ksh.5,000 whichever is higher. As a rule of the thumb, duty free commodities are generally cheaper to bring into the country – here's a list of some of them.

- *New computers
- *Printers
- *Books
- *Farm seeds
- *Diapers
- *Energy saving bulbs
- *Solar powered equipment

Please note that if you are importing second hand computers then you will be slapped with an excise duty fee of 25% of the total value in addition to the import declaration fee.

Step 6: Into The Long Room

Once you've paid duty and taxes you will be issued with official receipts and your goods will then be taken to the "Long Room". The Long Room is simply a special unit of the Kenya Ports Authority and KRA that scrutinizes everything that comes into the country.

Of course if your cargo has no legal issues or discrepancies you'll not need to worry about anything as you will be cleared and given the final go ahead.

Step 7: Collect Your Items

Finally your cargo will be ready for collection. You will go to the KPA gates inside the Customs Documentations Office carrying all documents and receipts issued during step 4, 5 and 6 as discussed above notably Bill of Lading, Custom Duty/Tax Receipts, Custom Release Order and Delivery Order. You will then be given permission to pass through the gate into the yard so that you can collect your goods.

Final Word

Most of the steps shared above will be undertaken by a clearing and forward agent on your behalf. However, we understand that it is very important for every entrepreneur to be familiar with them so as to avoid losing money through unscrupulous dealings or due to lack of information.

Knowledge is power, so before you order for your next consignment of goods for your small business, make sure you at least understand how goods are cleared at the Mombasa port.

23. Would You Like To Start A Shaggy Mats Business? Find Out More



If you have lots of freetime and are willing to make good use of your creative energy, the business idea of making and selling shaggy mats (or shaggy rugs) can be a good starting point. Making these mats is not only a fun way to spend your time but also a great way to raise a decent and honest income. You can start small today and gradually build a team and a brand for yourself so that you can handle bulk orders from clients. Here's a step by step guide on how to go about it.

Step 1: Get Trained

You need some practical skills in order to put together a great final product. One good way to acquire these skills is by working with a mentor. Normally, the learning takes 1 to 5 days and the average charges range from Ksh.1500 – Ksh.3000 depending on whether you have your own tools or not. For purposes of this article i engaged with a trainer, Wanjiku Machira (Her Facebook Profile is https://www.facebook.com/chreopatrah.machira) who trains potential shaggy mat makers around Nairobi and Thika areas.

Step 2: Buy Your Own Tools

Of course in order to setup a fully fledged business you will need some good tools. The good news is that most of these can be bought locally at very affordable prices. They include (estimates for a meter of shaggy mat):

- Tapestry (Mat Mesh) – Ksh.450 per meter
- 25 Balls of wool – Ksh.2,000 (Ksh.80 per ball)
- Good Scissors – Ksh.200
- Crochet – Ksh.100
- Marker Pen – Ksh.200

TOTAL BUDGET: Ksh.3,000

You can buy these items at your nearest shopping centre or if around Nairobi you can visit the shops on **Biashara Street** for the best prices in town.

Step 3: Make A Few Samples

In this business customers prefer to buy what they can see. You will need a few samples as part of your initial marketing. So do your samples nicely and then start approaching potential clients. Don't be afraid to knock on doors of big organizations, hotels, hospitals and schools for bulk orders.

How Much To Invest

You can get started with as little as Ksh.5,000 (inclusive of training fee).

How Much To Expect

Normally, it takes about 5 days for one person to complete a 1 meter rag which is sold at Ksh.7,000. That translates to about Ksh.4,500 in net profit. Remember, you can always hire more people to help you speed up production if you have bulk orders with tight deadlines. On a good month you can make Ksh.30,000 as an individual and even more if you go for bulk orders. How much you make depends on the number of orders you are able to get and process.

Final Word

The business idea of making shaggy mats teaches us that there is nothing that can stop a person with a determined spirit from achieving greater things in life. Lack of money should not dampen your dreams. Even with as little as Ksh.5,000 you can set up Kenya's next big name in the home decor industry.

24. Why Not Start Tamarillo Farming And Watch Your Money Grow On Trees?



If you have been dreaming of eating the fruits of your own labour then the idea of farming tree tomatoes (aka tamarillo or matunda ya damu) is a literal way to do just that. The oval-shaped fruit is gradually taking over the market and supermarkets are scouting for farmers to help them meet growing demand.

One good thing about this crop is that once you plant a few seedlings you do not have to care of them everyday which means you can set-up a farm somewhere near your current place of work and monitor it remotely as a side hustle.

The most interesting bit of it is that you can get started with your meagre savings and make as much as Ksh.133,000 per month out of a small chunk of land. But before you rush to invest here are some steps you need to follow.

Step 1: Find Land



Obviously, in order to plant anything you need some land. But you don't necessarily have to buy one. Nowadays, you can easily lease land from farmers across the nation. The ideal piece of land is one that is fertile and well drained. Preferably located in a place with adequate supply of water and relatively calm winds.

This is to say you can plant your tree tomatoes in places like Central Kenya, Western, parts of Nyanza, Taita Taveta and even parts of Rift Valley. The fruits can even grow in semi-arid areas provided there is adequate water to irrigate them (in addition to mulching). Set aside Ksh.15,000 for leasing land if you do not have any available.

Step 2: Prepare The Land



Apart from tilling the land and preparing the holes you will need to buy a water tank. This will come in handy during dry seasons because tree tomatoes require adequate watering at least once a week. A good water tank with 1000 litre capacity will cost you about Ksh.15,000.

Step 3: Find Good Seedlings



Not all tree tomato seedlings are good. Some take too long to grow and their fruits are bitter and unsightly. So at this point you need to look for high quality seedlings that are grafted. A good breed is the red otaria family that only takes 8 months to mature. The reason the red otaria type is popular is because 97% of it is edible and it has no seeds inside.

A seedling goes for Ksh.50 from HCDA and KARI recommended nurseries in the country. An acre of land will require 1,200 seedlings amounting to Ksh.60,000. Remember, you can always start small e.g. on 1/8th acre which requires 300 seedlings and thus a smaller budget of Ksh.15,000.

Step 4: Plant and Wait



Plant the seedlings, keep caring for the farm and wait for about 8 months. Normally, that is the time it takes to see the first fruits. And one more thing…remember to set aside a small budget for insecticides because aphids can sometimes be a bother.

But Is There Market?

Market for high quality fruits is always available. In fact by the time your first crop matures you will start to receive calls from potential buyers. But other than that, you can recruit a few young unemployed people to be retailing the fruits in shopping centers and bus stops near your place.

Alternatively, you can transport them all the way down to Githurai 45 market in Kiambu County or Wakulima Market in Nairobi County…or even Kongowea Market in Mombasa. And if you have connections with supermarkets, you can package your product nicely and deliver them to the shelves.

Further Training

Some farmers who are already doing this business are always willing to train others at a small fee. For purposes of this research i linked up with one Mr. Wambugu from Githiru Village of Nyeri County. He normally charges Ksh.200 per farmer for a day of training in his farm. He also sells grafted seedlings to those willing to start.

How Much To Invest

For a small farm like the 1/8 acre one you will require about Ksh.20,000 to get started. However, because i always believe in thinking big, i shall give you estimates for an acre of land for purposes of planning.

- -Leasing Land: Ksh.15,000
- -Buying Seedlings:Ksh.60,000
- -Farm Labour: Ksh.20,000
- -Manure and DAP:Ksh.20,000
- -Water Tank etc: Ksh.20,000
- -Insecticides etc: Ksh.5,000
- -Miscellaneous items:Ksh.10,000

1 Acre Total Budget: Ksh.130,000

How much To Expect

Of course, the bigger the land, the better the returns. On average a single tree produces 20 Kilograms of fruit per year (harvested once a week). So using the 1 acre farm as an example and assuming only 1000 out of 1200 trees mature then we can set our realistic expectations on a minimum of Ksh.1,600,000 revenue.

1000 trees x 20 Kgs x 80 (Price per Kilo) = Ksh.1,600,000 per year. (Or Ksh.133,000 per month)

Remember, this is a very minimalistic approach and you can even make more money if you are really serious about it. For instance the price per kilo currently varies at between Ksh.100 and Ksh.150. Also, the likelihood of losing 200 trees is very low.

Challenges

- Finding good land
- Many farmers might want to do this and hence flood the market and prices may go down (But for now prices are very stable)
- The fruits have to be watered at least once per week during the dry season

Final Word

How many investment opportunities in this world allow you to inject Ksh.130,000 to reap Ksh.1,600,000 per year? Well, very few. That is why the idea of planting matunda ya damu is a timely one. You can start small today and build onto to bigger things. If you do it so well, you can ditch your current occupation and focus on more potential revenue streams such as selling seedlings and value addition e.g. producing tree tomato juice. What a lucrative business idea!

25. Potato Farming In Kenya – A Good Business Idea?



Potato farming is one of those businesses that can either make or break you. You can get good returns provided you are willing to learn how to navigate your way up or you can literary "burn" your whole investment in less than 3 months. Read the next few paragraphs to find out the truth about this age-old business idea.

Potatoes are highland crops and they grow well in most major parts of the nation including Molo, Kinangop, Taita Hills, Yatta, Timboroa and parts of Laikipia.

Step 1: Getting Started

The first step is to find land in one of the high production areas. If you live in Nairobi area then you can think of going to places like Kinangop or North Nyandarua (an hour's drive from the City). Remember, you don't have to be a land owner to get started as you can simply lease. Currently, the cost of leasing a good chunk of land in Nyandarua about 1 Kilometre from the tarmac is Ksh.15,000 per year.

Tips For Picking Land For Potatoes

- Should not be too far from tarmac (1-2Km recommended)
- Look for one with reddish soil (toney)
- Avoid land with a bad history of potato production
- Avoid land that lies adjacent to a river to minimize chances of frost bite

Step 2: Prepare The Land

Now that you have found a nice piece of land, the next step is to till it and prepare furrows ready for planting. Here again you don't have to do all the work yourself. You only need to hire a few village labourers and delegate the job to them. If you're too busy with your current job or business, you can pick one of your idle uncles from the village and hire them as the farm manager.

Another thing to do is to get some manure. Manure is normally sold in lorries (mostly from Masai land) and a good load goes for Ksh.20,000 delivered to your place.

Step 3: Buy Certified Seeds

You may be tempted to take a short-cut by buying seeds from other farmers but you should know that this is the biggest mistake that most farmers make. If you want to get the best harvest, then you have to get the best disease-free seeds. A good source of these seeds is The Kisima Foundation…this is an organization that allows you to even pay by Mpesa and they deliver right outside your farm. The average cost of a bag of certified potato seeds is Ksh.3,000.

Tips For Buying Seeds

- Only buy certified seeds
- Talk to local farmers about which breeds do well in the area around your farm.
- Examples of potato breeds are Tigoni, Kenya Mpya, Asante and Shangi

Step 4: Plant and Wait For 90 Days



The good thing with potatoes is that they only take 90 days to mature. But in order for that to happen (and in order for the yield to be profitable) you need to ensure that your crop is well watered either through rain or irrigation. Also, be sure to apply DAP fertilizer in combination with manure. Take care of the farm by weeding it. Lastly, you will need to invest in chemicals and yield boosters – and these you can buy from the agrovet shops.

Tips For Buying Chemicals

- Go for nematicides if you notice small wounds on potato roots
- Go for fungicides in case of signs of blight

Now from this point we can start talking business…

How To Get The Best Prices

It is one thing to plant potatoes; selling them and getting the best prices is another. Let me tell you something…in the potato world, there exists some sharp individuals called **brokers**.

They come with lorries and move from door to door buying farm produce at some punitive prices. The good thing with brokers is that they save the farmer the hassle of finding the market, but the bad thing is that the prices they give are sometimes unsustainable and that explains why many first-time potato farmers "burn".

So what's the secret to dealing with brokers? The first strategy is to plant your crop at around December so that you harvest it at around February or March when there is short supply and prices are favorable. For instance, right now as i write this a bag of potatoes is going for Ksh.4,000 and above. However, the same bag of potato may fluctuate to as low as Ksh.1,000 at the month of July.



Overloaded potato sacks.

Another strategy is that some government and non-goverment institutions are now building special granaries where you can keep your potatoes until the market stabilizes. You can take your produce there and hold until the ripple effects of a bumper harvest subside.

But what if you don't want to wait or play with the seasons? If you can't beat them join them. Using the many sales and marketing skills, there is absolutely no reason why you should not look for your own market of potatoes. You simply need to approach fast-food chains, restaurants, schools, institutions etc and give them a good quote.

You can then hire a *mguu kumi* or *mguu sita* lorry and go back to the village where in addition to collecting your own produce you can link up with other farmers to fill up the lorry. This way, you will be in a position to dictate the price and you will be able to get better returns.

How Much To Invest

In total, you will require about Ksh.80,000 for an acre of potatoes (from planting to harvesting).

How Much To Expect

The current market price for a sack of Shangi potatoes is Ksh.4,000. An acre of land can produce 80 bags of potatoes in 3 months. So let's do the math.

Ksh.4,000 x 80 bags = Ksh.320,000 (Revenue)

Ksh.320,000 (Revenue) – Ksh.80,000 (Expenses) = Ksh.240,000 (Net Profit) in just 90 days.

Note that the recommended size of potato bag is 110 Kilograms according to the National Potato Council of Kenya.

Final Word

Potato farming is a good venture. It is not a get-rich-quick scheme (though) and majority of first time investors may lose their money due to obvious mistakes. On a positive note, if you have read this article to the end you can now proceed to make an investment confident of making returns. All it takes is a bit of discipline, hardwork and strategy.

26. How To Start A Perfume Business In Kenya – It is Easier Than You Think



Research shows that Kenyans spend over Ksh.5 billion a month buying beauty products. These include bath and shower products, cosmetics, skin care, baby care, oral care and perfume products. Talking about perfume products, the local industry is largely dominated by foreign multinationals; which begs the question – are there not enough Kenyans who can control their own market?

There is demand for scented perfume and even if you were to sell your product at 500% mark-up it would still be cheaper than most of the big brands on the shelves today. The secret to conquering this market when you are a small investor lies in producing a high quality product that can get you intimately connected with your target market.

But what does it take to create a perfume brand that can be loved by many people? As it turns out, the underlying concept is very simple. You can even start a small "factory" in your bedroom and grow with it.

Step One: Come Up With Your Secret Recipe

Your recipe is your business's secret. And how do you come up with one? The answer in simple you need to roll up your sleeves and learn. Youtube is an example of a free platform where you can learn how to create a simple perfume recipe in a matter of minutes. Although there are many recipes being suggested out there, you only need to experiment with a few until you can find one which appeals to you so that you can make a product out of it.

Step Two: Find Your Ingredients

In order to create a perfume you only need three ingredients (how you mix them is what matters) – essential oils, ethanol and a fixative (optional). Essential oils and fixatives are sold together and they are available at local fragrance shops and even on sites like OLX. Go for quality brands such as Ylang Ylang or ElCaptain.

As for ethanol you can find it cheaply from those companies that manufacture methylated spirit or alcohol-based products. A good place to commence your search would be Kijabe Street (Nairobi), Industrial Area (Major towns) or Athi River (Machakos). Alternatively you can use Vodka provided it's the odourless type. Remember, what you cannot find locally, you can always import.

Step Three: Test Your Product

Once you have mixed all the ingredients according to your secret recipe you will be able to develop a final sample. Keep perfecting this sample until you're sure it is the very best you can create. You can even spray yourself with it and ask your friends for an opinion.

Step Four: Market to a Small Market

The secret to succeeding in this market lies in creating an intimate connection with your customers. So start by selling your product to your friends, family and close accomplices. For instance, you can offer to be refilling their spray bottles at a competitive fee.

Step Five: Get KEBS License

Step 4 above will help you understand your market even better and as such you will be able to improve the quality of your perfume. But before your product can be sold to the general public you will require to obtain a KEBS license. This will cost you Ksh.32,000.

Step Six: Brand Your Product

In order to brand your perfume, you will require two things spray bottles (glass bottles) and a label. You can import 1,000 bottles to start with and these will cost you Ksh.10 each so set aside Ksh.15,000. As for the labels, you only need to approach a good designer cum printer for assistance.

Step Seven: Your Own Product

Finally, your product is ready for the market. You have a brand, a KEBS license and an existing customer base. Now it is time to take on the big markets and swim with the big fish.

How Much To Invest

You will require Ksh.50,000 to get up to Step 4 after which the business can become self-sustaining.

How Much To Expect

This will depend on your pricing and brand positioning. But on estimation, a small entity can earn you Ksh.500,000 per month if you do your homework.

Final Word

Remember that every big company you see out there started just as a small dream. Coca cola for instance only sold 25 bottles of soda during its first year of operation. KFC was started by an old retiree who was surviving on pension – but when he cooked a special chicken for his friends a global company was born.

Even those big perfumes you see out there once started as small and hopeless entities. It's continuous marketing, persistence and consistence that keeps them going.

So don't let anybody tell you that you can't do it. There is nothing that can stop you from starting your own perfume business in Kenya.

27. Cosmetics Shop Business Idea In Kenya – How To Run Profitably



Demand for beauty and cosmetic products in Kenya has grown steadily over the last one decade. Within those few years, some of the small retailers in this line of business have grown into "supermarket" status and they have opened branches across the region. Clearly, you don't need rocket science to understand just how promising this industry is. Today we are going to talk about how you can start your small cosmetics shop using the least possible capital. Remember the rule is: start small, grow with it.

Where to Source For Cosmetic Products at Wholesale Prices

There are many wholesalers in the country. The best prices are however to be found in Nairobi mostly in the downtown side of the CBD along Dubois Road, River Road or Munyu Road. You can visit the city and take a window shopping walk particularly in shopping centres like The Perida Business Centre, Kamukunji Trading Centre or Best Lady Ronald Ngala. Take your time until you find the best prices.

What Are Some Of The Fastest Moving Goods?

Generally, the fastest moving goods out of a cosmetics shop are the items people use on a day-to-day basis. Think about ponds, hair food, gel, conditioners, shampoos, weaves, wigs, braids. And don't forget bangles, earrings and necklaces.

What Legal Fees Are Required To Set Up A Cosmetic Business?

The only legal fee that is mandatory is the single business permit fee which is applicable to all brick and mortar outlets. Otherwise you can start an online shop and be selling your items on Facebook or an ecommerce website to avoid these overheads.

Finding a Stall

You can start this business as a freelancer until you build a reliable client base. Later on, you can look for a stall in town (by town I mean any town not just Nairobi) – a permanent location or office is quite good because it boosts your credibility to customers and even

financiers. A good 10ft by 5ft stall in a busy street goes for Ksh.20,000 in Nairobi. Some landlords ask for a goodwill payment but some don't.

How To Grow Your Business

During the first few months of the business you will need to be thoroughly aggressive to make a sale. So don't just sit in the shop and expect that customers will come in somehow. You will need to invest in your networks. Look for clients who work in offices and offer them door-to-door deliveries. You might even want to start your own small fashion blog so that you can tap into a wider market.

How Lucrative Is This Business?

Competition is quite stiff because of the sheer number of suppliers especially in major towns. But that should not worry you at all because demand is increasing steadily every day. Most of the products sold in a cosmetics shop have a wide profit margin. Take for example sleek/mac ponds, kapriz and studs which have more than 200% return on investment. Other fast moving products like the weaves and hairfoods have 20% return on investment. So yes, this is still a very lucrative business. And don't forget that you can create your own perfumes and start selling them in there as well.

How Much To Invest

If you start as a freelancer then a capital base of Ksh.50,000 will be more than enough. However, if you want to open a stall or fully-fledged physical outlet then that budget may vary from as low as Ksh.100,000 in an estate like Makongeni in Thika to as high as Ksh.500,000 in Nairobi CBD.

How Much To Expect

If you are aggressive, you can make sales of up to Ksh.5,000 per day out of a small freelance or online based business. The profit margin is 40% on average. So per month we can

talk about Ksh.50,000 net profit. If you have a small stall in a good location then the sales can go to as high as Ksh.15,000 per day but with a profit margin of 25% due to the high cost of running the business.

Final Word

The cosmetics shop business is the ideal business for the fashion conscious individual who is willing to go to great lengths to keep their customers satisfied. Do you fit this description? Well, don't be a non-starter, go for it. As the old saying goes, done is better than perfect.

28. How To Grow Your Sh.100K Into Sh.5M In 4 Years With Eucalyptus Grandis



If you are a patient investor who is willing to risk it all and wait for returns in 5 years or so, then Eucalyptus farming might just be the right business idea for you. Not only is this an opportunity to create some income but an avenue to help the country achieve a 10% tree cover by 2030 as well.

But is there market for these trees or is it just hype as usual? Well, don't take my word for it. Statistics from the Kenya Forest Service show that Kenya imports Ksh.7 Billion worth of timber from countries like Tanzania every year. Local forests can barely sustain the nation's demand hence the need for farmers to step in to fill up this gap.

Eucalyptus trees in particular have a wide variety of uses including as: electricity transmission poles, props for construction industry, production of essential menthol oil, timber for furniture and fuel wood for industrial and domestic use.

Demand for mature Eucalyptus trees is very high in most parts of the country and this trend is expected to hold for at least the next 20 years – and herein lies a good investment opportunity for you.

Step 1: Get A Piece of Land

Eucalyptus trees can grow in almost every part of the country (from Turkana to Central Highlands and Coastal Lowlands). Ideally, you should purchase or lease a minimum of 1 acre piece of land. If leasing, let the lease period be at least 10 years so you have enough time to utilize the land. An acre of land goes for as little as Ksh.150,000 (purchase) and Ksh.5,000 per year lease.

Step 2: Prepare It

You don't need to till the land but you will need to dig holes in which to plant the trees. Spacing of 1 meter in between holes and rows is recommended (but you can always talk to a forestry expert for more concise advice on this).

Step 3: Obtain Seedlings

Only get seedlings from reliable outlets. For starters, you can check with your nearest KEFRI office, they have branches in Muguga, Maseno, Kitui, Nyeri, Londiani, Gede, Kakamega and Turbo. Alternatively you can consult the Kenya Forest Service or any KFS-approved tree nursery in your area. Good seedlings retail at a price range of Ksh.20 – Ksh.30.

An acre piece of land can accommodate up to 3,800 seedlings. But you can always start with as few as 3000 seedlings.

Note: Different types of Eucalyptus Species Include Grandis, Saligna, Globulus and Regnans. A forestry expert will be able to advice you on which species best suits your region. Generally Grandis is the most popular type in Kenya.

Step 4: Plant & Wait

Plant the trees at around the long-rains season and cover with enough soil. Keep animals off the young trees and if possible keep checking every few weeks to see how the farm is faring. The trees are not susceptible to frequent infections; but if you spot any signs of improper growth you will need to either destroy the weak trees or consult an expert.

Step 5: Market

Market is readily available with mature unprocessed poles being bought at Ksh.3,500 per piece by processing plants which then sell to electricity suppliers in Kenya, Northern Uganda and Southern Sudan. Each processed pole is then sold for Ksh.17,000 per piece. One example of a processing plant that buys eucalyptus directly from farmers is the Millennium Trading House located in Ndenderu, Limuru in Kiambu County.

Useful Tips

-Grandis Eucalyptus trees take less than 4 years to reach market maturity.

-A few trees may die or fail to grow properly along the way. 90% success rate would be a good estimation to start with.

-Sometimes you can harvest the trees at only 18 months of age if you have ready market for props and posts (mostly this market comes from real estate constructions). Props go for Ksh.100 per piece.

-Always get KFS certified seedlings. Don’t take shortcuts as you might compromise the quality of your final product.

How Much To Invest

You will require about Ksh.150,000 to set up the farm with around 3,000 trees. You can set aside another long-term budget of Ksh.50,000 to cater for other charges that may arise in running the farm. So total investment **Ksh.200,000.**

How Much To Expect

If you manage to harvest 3000 trees at full maturity (which is 4 to 5 years) and sell each unprocessed piece to a processing plant at Ksh3,500 then you will expect **Ksh.10,500,000** in sales revenue. This is largely passive income because you don't need to spend every day managing the farm once the trees are planted.

Final Word

In this world you have to make two choices. The first choice is to work hard for your money and the second choice is to let your money do the hard work for you. If you choose the former then your options are quite limited. But if you go for the latter, and think about eucalyptus farming in Kenya seriously, you will realize there's a lot in store for you in the future. What's your choice?

29. How To Start A Small Profitable Day Care Business With Little Capital



The number of parents looking to wean their babies as early as possible is rising as the middle-income earners strive for better jobs and better salaries by working for extended hours.

However, long gone are the days when hiring house-helps cheaply from the rural areas was the norm.

If you've been following local news lately, house-girls have become very expensive to maintain because of the additional burden of employees' benefits (e.g. NHIF deductions) recently enacted by law.

Don't forget there is free basic education that has made it possible for many potential house-helps to proceed with education aiming for better jobs and better pay. It is also worth keeping in mind that cases of rogue house-helps abusing children or even kidnapping them are on the rise across the nation.

Due to these reasons, parents nowadays prefer taking their infants to baby day care centres – and herein lies a potential investment opportunity for you.

Baby Day Care Centre Business in Kenya

Unlike many other business investments that require a huge capital outlay and intensive investment in infrastructure, starting a day care can cost you next to nothing.

Basically, the two most important assets in starting are: **knowledge on early childhood development** and **the love for children**. The next most important asset is trust from parents so that they can entrust you with the noble task of taking care of their children.

Step 1: Getting Started



The first step is to find a good location for your business. Whether you choose to operate it from your home or in a commercially leased house, you will need to get a professional determination on whether or not the premises are suitable for a childcare facility.

A spacious house with several rooms in rural areas can go for as much as Ksh.5,000 and a similar one in urban centres for as much as Ksh.20,000 (low tier areas) and Ksh.50,000 and above for high tier estates.

Step 2: Get The Licenses

Once you've figured out the location of your business, you'll need to think about getting licenses and insurance. So far, the most important licenses you will need are the Single Business Permit and Fire Safety – both which are issued by the county governments.

The former goes for about Ksh.15,000 and the latter for Ksh.3,000 or thereabout. You may also need to purchase Liability Insurance cover to protect facilities, staff and children (cost may vary).

Step 3: Prepare The Premises, Buy Equipment



Call in a carpenter and a painter to do the job of converting your premises into a typical child-friendly environment. At the same time, you can request the carpenter to help you with making affordable equipment. Some basic equipment and appliances you may need include:

- *Toys (dolls, water colors, finger paint, ribbons, markers, small people, plastic blocks, stuffed animals and puzzles)
- *Basic educational materials (story books and charts)
- *Furniture (small chairs, tables, nap mats, couches and stools)
- *Appliances (Refrigerator, microwave, plates, small sufurias, buckets and cups)
- *Playground equipment (Used car tyres, bouncing castles, trampolines etc)

You can also buy these locally (in markets and classified ads websites) at very reasonable prices.

Step 4: Market it

The best way to market a baby day care business is through referrals. So even as you set up the facility remember to network with as many parents as possible – good reputation is key. Invest in a few business cards and flyers as well. You can introduce a bit of social media marketing later on.

Step 5: Hire Additional Staff

Before you hire any member of staff make sure they have a clean criminal background and knowledge of caring for children. Always request for a certificate of good conduct. Examples of team members you may need to hire include: security personnel, cooks, cleaners and ECD tutors. Basically, the smaller the team the better.

Step 6: Invest In Documentation

Keep a list of documents for parents to sign, including an acknowledgement that the parents fully understand and accept the policies and procedures of your day care center. These will help safeguard your business and reputation if things don't go as planned.

Lastly, determine your pricing by considering the cost of renting the premises, hiring employees and buying supplies for your business. Compare your price to other daycare businesses in your area.

How much to invest

Starting small is the way to build a successful daycare business. For starters you can invest Ksh.100,000 this being enough to pay for the room (if leased), buy basic supplies and market the business.

How much to expect in return

Parents pay as much Ksh.30,000 per term (per child) in the middle-to-upmarket estates of Nairobi. Using this estimate, we can project revenue of Ksh.600,000 in 3 months for a small care centre of 20 children. That could translate to Ksh.100,000 net profit per month (after deducting all expenses).

Final Word

You have the idea, the energy and determination. What are you waiting for? Go ahead and utilize this opportunity to build a business that will make the world a better place.

30. With Ksh 25,000 You Can Start Importing and Selling Watches



Many of us would like to invest in a business that does not cost much to set-up – and one that is easy to manage. A quick look at local Google analytics shows that "small business ideas in Kenya" is one of the most searched keywords.

This shows just how aggressive we are at looking for business information. Probably you are also looking for some ideas and that's why you're reading this article.

That is why i wrote this ebook and as usual i do not let my readers down, i have one brilliant venture that you can start with less than Ksh.25,000/= capital.

Start Importing Watches and Re-selling Them

The main advantage with this kind of business is that you do not have to open an expensive store right in the middle of the city to reach your market. You simply need to start a Facebook Page or Twitter Profile where you will be marketing your merchandise.

You can then charge your customers a small delivery fee and hire a messenger to be delivering on all orders made.

Some Inspiration For Our Youth

Martha Kirobi Waceke, a graduate of Dedan Kimathi University, has been doing this kind of business for a couple of years. She started her Facebook Page (Adore Jewelry) some 1 year ago.

In her own words "This is like my small shop where the world comes to see and buy my jewelry, I have no regret choosing social media to market my merchandise."

Martha started selling jewelry while still in campus and to date, she candidly adds that there is no need for one to tarmac looking for a white collar job. "There are many opportunities that lie unused out there, it is upon (the youth) to identify and make good use of them," adds Martha.

Where can you get the watches?

China is known for its cheap merchandise and this should therefore be your first place to go shopping. Of course, we know you might not be in a position to fork out over Ksh1 million in the name of air fare, so what about you do shopping online?

There are many websites that sell cheap Chinese merchandise. All you need is to shop around for the best deal in the market before you place an order. Alibaba.com is one of them.

How do you avoid conmen?

Well, the easiest way to avoid being conned would be by asking your friends or relatives who live in China to confirm if the seller is indeed legitimate.

Else, if you don't have a reliable contact person in China you can run a brief Google search of the company to see what other people have to say about it.

For instance, if you're dealing with say YongYoon Watch Merchants, all you need to do is Google "YongYoon Watch Merchants Reviews", this search should bring you results that explain how good or bad the company is.

Avoid dealing with companies that have no reviews posted about them – – chances are that they're non-existent. A normal company should have a credible address on Google Maps.

Cost specifications

A nice watch goes for about **$2.1** on alibaba.com (china's equivalent to eBay). Most sellers will require you to order for a **minimum of 100 watches**, so if you order the minimum amount you'll spend **$210** (**Ksh 17,000**).

Then you can expect to pay an additional Ksh5,000 shipping charges (e.g via Kenya Airways). Now you've spent **Ksh. 22,000** out of **Ksh 25,000**. Let's say you use the remaining **Ksh3,000** to pay for Facebook Ads.

NOTE: Unless your item is zero-rated, you will be required to pay tax upon collection. You can estimate your tax liability by visiting www.kra.go.ke.

The Profit

In short, you'll have spent Ksh.250 on every watch by the time you start selling your merchandise. Assuming that you get every customer to buy at an average of Ksh.1,000 how much will you have made in profit? Let's do the math:

Ksh.1000 X 100 Watches = Ksh.100,000

Ksh.100,000 – Ksh.25,000 (Capital)= Ksh.75,000

Even if you pay taxes, the messenger and other miscellaneous charges, you will still be left with something worth talking about. This is something you can do in less than 1 month.

The comfort

You see, the beauty about this business is that you can run it comfortably from the comfort of your home. All you need is access to a good computer, internet and good communication skills.

Other than that, you need to be an excellent customer service person so you can build a good relationship with your customers who will in turn refer you to their friends.

31. Is A Car Wash A Profitable Business To Start?



Did you know that over 7500 new vehicles are introduced on Kenyan roads every month? Data from the Kenya National Bureau of Statistics shows that a total of 134,664 new cars were bought in Kenya in 2016 alone!

In fact, you don't need to be a statistician to see just how fast the number of local car owners is growing – it's obvious, everyone is driving nowadays and therein lies a potential business idea that you might want to invest in (the car wash business). But just how profitable is it?

Step 1: Identify A Yard and Buy or Lease It

The ideal location for a car wash is an area where the prevailing living standards enable residents to own and maintain personal cars. For ease of access and maximum exposure go for a yard that is situated on a busy road ideally on levelled terrain. Avoid areas with physical obstructions like trees, ditches or electric poles. If possible, focus on areas near shopping malls, churches and other public facilities.

Step 2: Rehabilitate The Land

You can't start a car wash in a bush or in the middle of some shady looking joint and expect it to perform well. You have to rehabilitate the site to make it conducive and secure for car owners. Start by removing any barriers, then fence it, level up the ground, dig trenches and so

on. If money allows it, convert the ground into concrete. Then put a “Car Wash Coming Soon” banner somewhere and move to step 3.

Step 3: Apply For License

The most basic form of licensing required to start a car wash in Kenya is the single business permit which is issued by the county government. Price for this may vary from one county to another with Nairobi and Mombasa being the most expensive spots in the country. Other than that, if you’re planning to start a really big car wash you may want to get clearance from NEMA.

Step 4: Get Equipped

You will need a source of water; this can be piped or acquired from a natural source and stored in a 1000+ litres water storage tank. You can also acquire a car washing machine (petrol-powered), a vacuum cleaner and detergents. For a really small start, you can start with a few buckets and cotton hand towels and buy the sophisticated machines later as your business expands.

With those 4 steps completed, you’re ready to start.

How Much To Invest (Approx.)

- Yard rent: Ksh.15,000
- Rehabilitation: Ksh.10,000
- Licenses: Ksh.20,000
- Equipment: Ksh.50,000
- Marketing: Ksh.5,000

Total: Ksh.100,000

Just How Profitable Is A Car Wash?

On average a small car wash business that has just started can handle 15 cars per day (weekends are peak days). The average price of cleaning a car is Ksh.200. In addition you can offer services like carpet cleaning, night parking and restaurant to bolster your margins. Overall, a well run car wash business in Kenya can rake in Ksh.130,000 per month with a net profit margin of 40%.

Summary

Car wash business is a safe bet especially for anyone who is in employment (or another business field) looking to explore a new arena. Its risk potential is quite low and there is massive potential for it to grow given the fast rising number of car ownership in the region. However, just as with any other business it requires a great deal of patience, strategy and timely judgement.

32. Is Starting A Video Game Parlor A Good Business Idea Nowadays?



Gaming is fast becoming a popular pass-time activity in Kenya; and since most people cannot afford to buy and maintain private gaming consoles at home then you can capitalize on this opportunity to launch a small business. One good thing about setting up a gaming lounge is that you don't need to a lot of pre-training to get the wheels of the business rolling.

A strategic location and ability to keep up with trends are the two most important qualities required in order to conquer the market. Here is a step-by-step guide (inclusive of capital breakdown) that will help you get started.

Step One: Pick A Location

Your choice of location can either make or break your business. Previously, a location in the Nairobi CBD would have been highly recommended but nowadays there are too many outlets there and competition is cut-throat. Consider looking for a cheaper location, preferably near an upcoming college/university.

Think of areas like Chuka (Chuka University), Kabianga in Kericho, Karatina near Karatina University, Chepkoilel near Eldoret, Machakos near Machakos University and so forth. If you are near Nairobi then a location near an upcoming college branch (campus) in the estates is highly recommended.

Step Two: Carry Out A Small Market Survey

Market research is nothing really complicated. You can for instance create a short questionnaire form and request a few people in your locality to share their expectations with you. If you get an overwhelming response – say 70% YES – then that means there is widespread interest in the market and therefore higher chances of survival. On the other hand if you get a 15% acceptance rate, then such a market would probably be difficult to survive in and you might want to keep off.

Step Three: Rent A Room, Polish It Up

Look for a 50 square feet room, one that can accommodate several machines, chairs and still leave some space for future expansion. The average rent price for such a room is about Ksh.5,000 with a deposit amount of a similar amount. If you don't have a lot of money to spend, avoid going for rooms where landlords ask for a good-will payment. Lastly, bring in a carpenter and let him do his job (this will typically cost you around Ksh.10,000).

Step Four: Shop And Buy Equipment

Basically you will require a minimum of one 21 inch colored TV. You can get a new one for as little as Ksh.25,000 in places like Luthuli Avenue in Nairobi or in top supermarkets countrywide. Secondly, you will need gaming units like consoles, pads among other accessories. The cheapest gaming unit on the market currently is Playstation 2 which goes for Ksh.10,000.

Playstation 3 and Xbox 360 cost about Ksh.40,000 each. Note: There are two main categories of gaming units i.e. chipped and unchipped. Chipped ones have their lenses changed in order to read a wide variety of DVDs. Unchipped ones only work with original DVDs copies only. Be sure to ask your vendor for a clarification on consequences of owning chipped vs unchipped gaming equipment.

Step Five: Get Your Licenses

Single Business Permit: Issued by County Governments. Cost may vary from one county to the other.

Music Copyright License: You will need this license if you'll be playing music in your premises.

If you are planning to open the business within the boundaries of Nairobi County, then you should be prepared to set aside at least Ksh.35,000 for licenses. In Kajiado County (areas like Ongata Rongai, Kitengela, Ngong, Kiserian etc), the charges are cheaper and you can set aside Ksh.15,000 for this cost head.

Step Six: Market Your Business

Attracting new customers (and retaining them) is another area that needs to be taken care of. 50% of the battle is won if you find a prominent location with enough footfalls. The other 50% is won by coming up with good marketing strategies e.g. in-house tournaments, pamphlets,

opening offers & discounts among others. Your typical target market will consist of male students, teenagers and working class people aged up to around 30 years.

How Much To Invest

The overall cost of starting a small gaming business is Ksh.80,000 (Start small and keep re-investing your profit for 6 months).

How Much To Expect

A fully-fledged gaming lounge with 4 TV screens can rake in about Ksh.3,000 per day or roughly Ksh.60,000 net profit per month.

Final Word

The main advantage of starting this business is that you can start small and grow big in a short period so long as you are prepared to sacrifice for some time. You can even expand your business to further accommodate things like: movie shop, DJ classes & lessons, event management, audio and video production and so forth.

33. How To Start Commercial Turkey Farming With Ksh.10,000 Seed Capital



Turkey farming is one of the unique business ideas you can venture into with as little as Ksh.10,000 seed capital. The return on investment per sale of turkey (and turkey products) is enough to not only provide you with a decent monthly income but also enable you to hire a farm manager to run the business on your behalf.

In fact, it is quite possible to attempt commercial turkey farming in Kenya and still keep your day job. Does this sound like something you would like to do? Read through this simplified guide.

Step One: Getting Started

As with any other business, the first step is to carry out a thorough feasibility study on the potential of this opportunity. You can talk to farmers who are already keeping turkey on a commercial basis.

Besides that, you can visit your nearest agricultural office (either at County or National level) to get more insights. Also, take this opportunity to familiarize with the potential market and identify the challenges you're likely to encounter.

Step Two: Build Simple Structures

You will need to build a coop (poultry house) that is slightly larger than the one for chicken. Also build another smaller structure to accommodate the turkey younglings (poults) after they hatch.

Note: The poults' structure should be warmer and cleaner than the one for the mature turkeys.

Step Three: Buy Turkeys

You can start by buying three turkeys i.e. two females and one male (tom). A 2-months-old turkey currently costs Ksh.1,000. Note: A 1/8th acre piece of land can accommodate about 30 to 40 mature turkeys.

Step Four: Invest in Feeds

Turkeys require food that is high in protein so that they can mature fast and remain healthy. You can prepare a mixture of maize flour with ground omena in addition to other feeds that you may buy from your nearest agro-vet.

Step Four: Keeping Your Turkeys Healthy

The 2-months-old turkeys you'll buy will take 4 more months to reach full maturity and start laying eggs. In order to keep them in good shape you will need to invest in vaccines and antibiotics.

Common diseases facing these birds include: mycoplasma (sneezing), coccidiosis, blackhead and haemorrhagic enteris all of which can be treated by an avian veterinary in your area. Health Note: Don't mix turkeys with chicken.

Step Five: Reaping the Benefits

A turkey hen lays 15 eggs over a period of one month and requires 28 days to incubate with an 80%-90% hatchability . Assuming your two females lay and hatch poults successful, then your flock will grow to 25 turkeys.

You can sell some and keep some. A 2 month-old turkey goes for Ksh.1,000 while a mature one (6 months old) goes for Ksh.4,000 – Ksh.6,000.

The Dos

- *Maintain a male to female ratio of 1:3, best species is Heritage Turkeys
- *Separate young poults from the mother during the day
- *Poults should always be kept in a warm room
- *Vaccination and general health is an important part of turkey farming
- *Wider is readily available in upscale markets such as Village market, Enashipai, Fairmont the Norfolk and Supermarkets like Tuksys.

The Don'ts

- *Don't invest until you carry out a feasibility study
- *Don't mix turkeys with chicken to avoid cross-infections
- *Don't compromise on quality of feeds and coops

How Much To Invest

You can start a small farm of three turkeys with Ksh.10,000. However, as your flock grows you will need to invest more in constructing coops and supplying feeds.

How Much To Expect

Mature turkeys weigh about 7 Kilograms and can be sold for Ksh.5,000 per bird. Turkey eggs can be sold for Ksh.65 – Ksh.100. On average you can earn Ksh.20,000 per month on a small farm that requires Ksh.10,000 to set up.

Final Word

Turkey farming in Kenya is a rare type of business idea because it requires small amounts of capital to set up and a little bit of innovation to scale-up. Therefore, if you have a desire to invest but don't have a clue which way to go, this could easily be your best bet in 2017.

34. How To Turn Your Love For Dogs Into A Business That Pays Ksh.500,000 Per Month



For the real hustlers, the idea of starting a dog breeding and training business in Kenya will sound like a heaven-sent gift. First, the business does not have seasonal fluctuations.

Secondly, if you're really passionate about it you can even start with NO monetary capital. Thirdly, no formal training is required which means you can start as soon as you're ready to get going. And the returns? Well, keep reading to find out.

Step 1: Get Dog Trainers Training

Dog trainers training is offered on an apprentice basis and NO FORMAL TRAINING is required. Past experience in a dog training facility and the disciplined service e.g. ex-NYS or local security companies can be a big boost.

Step 2: Do This Simple Market Survey

The reality of the market is that you need to go where the demand is high. Population density and dog-ownership percentages go hand-in-hand. A related consideration is that the demand for dog training services is high in urban areas than rural areas with Nairobi, Mombasa, Kisumu, Embu, Nakuru and Thika towns topping the list.

Step 3: Identify a Market Gap

It's very easy to see if your market has a gap to be filled. If you notice most trainers in the area are usually busy for weeks or even months ahead, it means demand for services currently exceeds supply and hence you can join in. Remember, even if there is no gap in a market, you can still join in by adding a differentiating factor to your services. For instance, door-to-door services, boarding facilities or even free blog tips on dog care can significantly make you stand out.

Step 4: Start With Few Puppies

If you want to become a breeder cum trainer, it goes without saying you'll need to keep a few dogs. You can talk to other local breeders (the East Africa Kennel Club is a good reference point) so that you can book puppies with them. Good dog breeds include:

- Boxer
- Great Dane
- Labrador Retriever
- Rottweiler
- German Shepherd
- Golden Retriever
- Chihuahua
- Japanese Spitz

Step 5: Build Kennels

As you wait for the puppies to be delivered, build a few kennels. For instance, you can start with 5 boarding kennels and 1 warm maternity kennel.

Step 6: Get the Word Out

Print out a few brochures and drop a few batches at busy shops and agro-vets in your target area. Put your contacts up in one of the many free classified ads websites. Place a cheap classified ad with the local daily newspaper and then do a bit of social media sensitization.

A Quick Note

Some of the services you can offer include:

- Dog training services – obedience and aggressive training, potty training, guard dog training (Average Price: Ksh.30,000)
- Dog breeding services – breed puppies and sell them after training (Average Price: Ksh.10,000 – Ksh.50,000)
- Dog boarding services – when dog owners want to travel they can leave their dogs with you (Average Price: Ksh.500 per dog, per day)

How Much To Invest

If you're short of starting capital, you can start off as purely a freelance dog trainer and in that case you will not require any monetary capital, just sweat capital and a hustler's attitude. You can however consider widening your opportunities by venturing into the more lucrative dog breeding business.

- Kennels – Ksh.10,000
- Puppies – Ksh.20,000 (Pure breed)
- Dog food – Ksh.10,000
- Marketing – Ksh.10,000
- City Council Dog License – Ksh.1,000 (Rate applicable in Nairobi City Only)
- Miscellaneous – Ks.h20,000

Ideal Budget – Ksh.100,000 to Ksh.150,000.

How Much To Expect

On average, an established trainer and breeder makes Ksh.500,000 per month.

Final Word

Contrary to popular opinion, starting a dog breeding and training business in Kenya isn't that complicated. You only need to be passionate about the hustle and ready to do what it takes to get going. What's stopping you?

35. The Courier Service Business Idea That Gets Better And Better With Time



There is no doubt that Kenya's business environment has improved over the years and many investors have set up shop in all major towns across the country. This has further created fresh demand for speedy delivery of goods and packages – a need that has not been properly met by the national postal service.

The few big courier companies that rule the industry on the other hand have not been able to match the efficiency that most clients are looking for.

According to research, clients are looking for courier companies that are small enough to offer personalized services and big enough to provide same day deliveries even at odd hours.

Very few of the big companies meet these criteria – and here lies a modest opportunity for you to invest in.

Starting a Courier Delivery Business in Kenya

The most important asset you will need is a reliable customer-base and a good reputation. Gathering a good customer-base should not be a big issue provided you give good value proposition and honest services. It is a simple business to start and operate, and you do not need any training to get off the blocks.

Step 1: Getting started

You can start with three motorbikes and a small stall (office) in town. A brand new motorbike will cost you less than Ksh.100,000 and a leasing a decent stall will cost you about between Ksh.4,000 and Ksh.15,000 per month depending on the town. Alternatively you can buy a small used car (Toyota vitz, Suzuki alto or Toyota Passo) and one motorbike.

Since this business does not largely depend on walk-in customers, you can look for an office in upper storeys or in places outside the CBD. That might help you avoid paying good-will charges and high rent prices.

Also, take this opportunity to register your business at the Attorney General's office or nearest Huduma Centre.

Step 2: Invest in equipment

A bit of preparation will go a long way in ensuring you're ready for the market. First you will need to soup up your motorbike (or van) by attaching a small parcel's compartment to it. You may also do a bit of branding e.g. labeling the bike, printing out a few fliers, business cards, delivery notes etc.

Step 3: Get licensed

Courier services in Kenya are regulated by the Communications Authority of Kenya. For starters, you can apply for the intra-city license that goes for Ksh.30,000. This will enable you to deliver parcels across (and within) all major towns in Kenya.

Those using motorbikes may want to consider going for a "town operators" license which also costs Ksh.30,000. Bigger companies can apply for regional license which costs Ksh.50,000. Add the cost of a single business permit (around Ksh.20,000 per year). Apart from licenses you'll also need to think about acquiring liability insurance cover.

Step 4: You are ready to start

One of the cheapest yet effective methods of getting new clients is prospecting. This involves cold calling and knocking on potential clients' doors seeking to build a network.

Assure your potential clients that you will provide more personalized services than the big boy companies. Give them your business cards.

Also, liaise with busy retail joints in your area so you can leave a stack of your company's fliers for regular customers to pick. A bit of social media marketing can also help you to build links with online sellers.

Step 5: Grow big

When it comes to courier business, your company will need to grow as big as possible while still maintaining the handiness of a small entity. Think of investing in a simple website.

Think of getting a few branded t-shirts. Hire a few more riders and buy a few more vans. You can as well incorporate the business of running errands to the initial model in order to attract more customers.

Step 6: Focus on wholesale contracts

Having your loyal clients sign contracts with your company is the easiest way to stabilize your market and guarantee your existence even when business is slow.

Contract clients are much better than one-off clients – and it's therefore wise to give them a price discount to get them to agree to a wholesale contract deal where they'll be paying either monthly, bi-annually or annually.

How Much To Invest

In order to succeed, you will need to start really small so that you can build a solid bond with your clients as you go up the rungs. Generally, a budget of Ksh.500,000 can be enough to simply get you off the ground.

But it may not be sufficient to guarantee your of sustenance and for that reason you will need to keep re-injecting your profit so that you can grow the business up to the take-off point. The break-even period for courier businesses is 24 to 30 months.

How Much To Expect

Your returns will depend on the type of clientele you attract and your pricing formula. Small letters can be priced at Ksh.250 and bigger parcels for Ksh.500. Sensitive documents and delicate cargo can be priced at over Ksh.1,000. Bigger and heavier luggage can attract even more charges.

A small courier service business serving up to 50 clients per day can deliver average sales revenues of Ksh.300,000 per month or Ksh.3,600,000 per year.

Final Word

The future of this kind of business is really bright. Kenya (and Africa) is on the rise. As more and more foreign and local investors set up shop, you have the best opportunity to expand your footprint. And just like wine, the attractiveness of this opportunity gets better and better with time.

36. Investing in unit trusts



Unit Trusts are vehicles used to pool resources together by different investors for investment in channels such as stocks. They're managed collectively by a fund manager.

They are a short-term investment suitable for an investor who is averse to risk (losing money).

They give better returns than interest in bank savings accounts or fixed deposit accounts. Last year, some unit trusts offered up to over 18 per cent in returns, which was higher than T-bills.

If you want to buy unit trusts, you'll need to go to a licensed fund manager. Currently, there are 20 licensed fund managers in Kenya.

How it works:

On the basis of compound interest every month. Each month you earn interest which is added to your principal.

Minimum investment: Varies from trust to trust but the lowest is Zimele Asset Management's unit trust at Sh250. You can invest additional capital at any time.

Types of unit trusts

1. Money Market Fund – Invests in bonds and deposits made and kept outside Kenya, also known as offshore deposits.
2. Balanced Fund – It's a stable and less-risky investment. Invests in assets offering income, domestic money market, and offshore deposits which gain from the higher returns offered by countries outside Kenya such as Switzerland, Mauritius and Cayman Islands.
3. Bond Fund – Invests in bonds issued by the government and corporates.
4. Equity Fund – Invests in securities and is best suited for long term investors looking to invest for over five years.
5. Fixed Income Fund – Invests in securities such as bonds.

Takeaway: The Money Market Fund is the best option for new and small investors. It is low-risk, invests in short term securities, and has minimum balances unlike the other options.

Yields

Yields from unit trusts range from 6 per cent to 16 per cent per year.

Taxes:

- No tax on these, except when you sell your units.

37. How I make Sh.195,000 monthly from my watermelon ice-cream



If there is one farmer who has tasted the sweet and bitter returns of farming, it is one Larry Keya. To be where he is — a mixed fruit ice cream maker in Uasin Gishu — he made several costly blunders.

In his journey to finding his footing in agri-business, Keya says he has grown it all — from tomatoes to capsicum to watermelons and cucumber. And most of the crops failed miserably prompting him to think harder. "I was growing tomatoes and capsicum in 2010, but there were too many challenges. The biggest problem was the pest and diseases that damaged my entire crop yield year after year," says the 30-year-old farmer.

The most shattering blow was one particular incident in 2012. "If there was once incident that would have made me close shop and return to the job market, it was when my pili pili hohos failed," he says. Keya holds a Bachelor of Arts Degree in Agricultural Economics from Moi University.

He says he harvested an impressive 500kg of cucumber from a single greenhouse. But little did he know that bad news was waiting for him at the market. When he took his harvest to Eldoret town, it was rejected because it was of poor quality. That was devastating. "I was told the cucumbers were bent so they had lost value. I was so disappointed because nobody had told me that bent fruits had no market value.

"I lost Sh.150,000 worth of produce. The sad bit is that money was a loan from the Youth Fund," he says.

Not one to be discouraged, the young farmer picked up the pieces fast and moved on. “I decided I will not cry over spilled milk. I took the episode as a learning experience. To avoid such costly blunders in future, I vowed to research well in journals and the Internet before picking up a new venture,” Keya says.

It was in this period of reflection and self discovery that a brilliant idea came to his mind: making and selling watermelon and cucumber juice as he had been taught by a friend who is an expert on the same. “I consulted an ice cream maker friend who was doing the water-based flavour which requires water, milk, sugar and food colouring. He taught me how to do it step by step until I perfected it. But for me, I chose frozen fruit as the core ingredient,” he says.

And that is how he started Sweet De Laat Company that is based in Eldoret. To roll off the project, he bought the juice-making machine at Sh.300,000 at a machinery dealer in Nairobi. He made the juices as he had been taught and started selling to his friends, family and neighbours.

Secure market

With the drinks ready for sale, he says the challenge was finding a secure market. “At first, things were slow as customers took their time to embrace the drink. “I became more aggressive with my marketing strategy by going from vendor to vendor in Eldoret town and convincing them to sell the dessert,” he says. Along the way, he discovered that the cucumber and watermelon-flavoured ice creams were more popular compared to the juices.

That is how he decided to concentrate on ice cream. And with that discovery, he went full throttle with value-addition. He bought a machine for making popsicles (ice cream on a stick) which cost him Sh.120,000.

Making ice cream

“Making ice cream is easy provided you have the right equipment and ingredients.

“What you need is to extract juice from the fruits and make a syrup, which you flavour with a few additives and food colour then freeze on the sticks,” he explains. The initial process of making the fruit popsicle ice cream involves cleaning the fruits, slicing them before blending them and mixing them with water, milk and sugar. “After blending the fruit of the flavour required, we mix with sugar, milk and water without any additives. We then pour it in the molds (cups) and insert the sticks and put it in the popsicle machine for 15 minutes,” he says.

He adds that the freezer can be used in the process but takes longer than the special machine. So far, he says Kenya Bureau of Standards has certified the vanilla and mango flavours which he sells on large scale. The strawberry, cucumber and blueberry flavours are still in the research and development stage awaiting certification. The business is gradually growing g and he now makes 700 pieces of ice cream sticks a day and sells at least 500 pieces to vendors at Sh.5 per stick.

“I make 2,000 pieces at most. Because of the legal requirements, I cannot do more until KEBS approves the brand. “The process has taken long because previously ice cream was mainly milk-based but my invention of fruit needs additional tests,” he says. The demand for the ice cream has been growing by the day, he says.

“It has grown significantly and when vendors started coming for more orders, I had to get a larger capacity processing machine which cost me Sh.380,000. “The machine can make 7,800 pieces of popsicles in 20 hours,” he says. He adds that he has 10 vendors who buy the ice creams at a wholesale price of Sh.7 and sell them at between Sh.10 and Sh.15. “to fully utilise the high capacity machine.”

The new machine he says, is more efficient, since it moulds ice creams in attractive compact shapes. With an average daily sales of 900 pieces, Keya makes Sh.6,300 per day. Keya, who comes from Kapseret in Uasin Gishu, says the demand for ice cream is now so high, he has to source for watermelons from other farmers in other parts of Uasin Gishu.

He says he buys fruits directly from farmers, and not through middle men. Before he pays for them, he tests them in his laboratory to ensure that the product is of good quality and safe for human consumption. “We agree with the farmers and being a crop grower myself, we monitor

the calendar of pests and diseases control and observe the withdrawal period before the fruits are processed to avoid intoxication," he says.

Business is looking up for this graduate, there is no limit. As a way to give back to society, he has developed literature from his farming experience for the benefit of greenhorns and also trains young farmers on how to start agri-business.

"I make farm visits besides hosting farmers in farm. I charge between Sh.1,500 and Sh.3,000 per session," he says. Though his ice cream project is thriving, he has not given up on his horticulture dream which was his first love. "I still have tomatoes in the greenhouse but that is a side venture now that the popsicles are very popular in the market," he says.

38. Snow Peas Farming In Kenya: How To Make Ksh.60,000 Per Week Working 1 Hour A Day



Snow peas farming is a relatively new introduction in Kenya and despite its relatively unsung tales of success in the media-space its high returns combined with a fast growing market make it an irresistible investment venture.

You only need to find little capital to start with, and within 10 weeks, you will be smiling all the way to the bank. Would you like to find out how? Keep reading the next few lines.

Snow peas grow well in upper and lower highlands within temperatures of 20 degrees, rich organic soil and well distributed rainfall.

Most parts of Kenya meet these requirements with most parts of Central, Western and Rift Valley meeting the criteria.

Step 1: Getting Started



Of course, you need land to plant your snow peas crop. An acre of land would be sufficient for a beginner.

You can lease out a piece of land cheaply in parts of Nakuru County for as little as Ksh.5,000 per acre per year so the issue of "I wish I had land" should not prevent you from getting started.

Once you have secured a decent piece of land, in a place with adequate water supply, you need to look for seedlings.

The best varieties to go for are Oregon Sugar Pod II, Sweet Horizon or Snow Wind which are supplied by Amiran or Syngenta.

You will require about 10 Kilograms of seeds per acre. Given that each kilo of seeds goes for Ksh.600 then your minimum investment in seeds alone will cost you about Ksh.6,000.

On top of the cost of buying certified seeds you will need to add an extra Ksh.4,200 for fertilizer (DAP and CAN), agro-chemicals (Ksh.15,000) and sticks/stoppers (Ksh.5,000).

Step 2: Prepare The Land

Till the land, get rid of weeds and soften the soil. You may want to add some manure later on to ensure a healthy supply of nutrients to your crop.

Sow the seed at a depth of 3cm with a spacing of 10cm between plants and 75cm between rows. The recommended seed rate is 10Kg per acre of land.

Step 3: Ensure Steady Water Supply

Snow peas require a large supply of water during the growing season. In case of poor rains you will need to have an irrigation system on stand-by.

You can invest an extra Ksh.50,000 to ensure steady water supply to your farm. A back-up water tank would also be an important investment.

Step 4: Harvesting And Selling Your Produce



An acre piece of land can produce 400Kgs of fresh snow peas per week and harvesting can be done once per week for 13 weeks or more.

Each kilo goes for Ksh.150 at the current market price. Now assuming your farm produces 400Kgs per week we multiply that by 13 weeks to get 5200Kgs. That is an equivalent of Ksh.780,000.

It is possible to recover your initial investment within just 12 weeks (or 3 months) of starting the farm!

How Much You Need To Invest

Ksh.100,300 per acre (minimum)

How Much You Can Harvest

Ksh.780,000 per acre over 13 weeks

Where To Sell

Snow peas are not widely eaten here in Kenya and as such you will need to target the export market. You don't need to worry about exporting the produce yourself either.

All you need to do is approach local vegetable exporters among them Homegrown Kenya Ltd, Idu Farm, Wamu Enterprises, Everest Enterprises and Kenya Horticultural Exporters Ltd (K.H.E).

Final Word

You don't have to be a "big fish" to succeed in snow peas farming in Kenya. All you need to do is find a good piece of land, invest in high quality seeds and use approved agro-chemicals.

If you have Ksh.100,000 or thereabout and you are wondering which business to start with it, don't be fooled to invest in pyramid schemes.

Start small in snow peas farming today and 24 months down the line you will be a notable horticulture exporter – creating jobs, not seeking jobs.

5 Ways To Earn Through Online Jobs And Save To Start A Big Business



It is no longer in doubt that it is possible to make money online in Kenya. You only need a computer, internet and well…a brain. But from my perspective there is more to these online jobs than just the quick money and instant gratification that most people expect.

If done with the right mind-set, these jobs can actually provide you with a cheaper and stable source of capital which you can then use to set up your dream business venture.

So forget about taking that loan for a moment. Think about how you can establish yourself as an online freelancer first, grow your savings and get into serious entrepreneurship later.

Here am discussing how you can start working online to raise money to fund your entrepreneurial ventures.

39. Become an Amazon Kindle eBooks Writer and Seller



Amazon.com is the world's largest online marketplace. Every minute millions of people visit this mega-outlet to buy and sell commodities. You can be part of this frenzy by creating your own products and hosting them on the site too.

An example in this case is about writing small eBooks of about 2500 words on popular topics such as health and fitness, business, internet and online business etc.

You can spend your free time to write such books and then publish them in line with Amazon's copyright laws.

As your book collection grows, and as people download your kindle eBooks, Amazon will pay you royalties. In most cases you will get 35% royalty for every book downloaded. So assuming you price each eBook at $2.5 then Amazon will give you $0.9 per download.

The secret to succeeding in the kindle world lies in writing many eBooks. If you have like 100 eBooks and each copy is downloaded 5 times per month then you can make $450 (Equivalent to Ksh.45,000).

This amount may increase if you get more downloads and if you keep adding more books to your virtual bookshelf.

The best thing about Amazon Kindle's royalties is that they last a lifetime, for as long the eBooks you've written and submitted to the website are being downloaded.

You can then use the royalties to start your dream business, without having to borrow an expensive loan.

40. Blog in a Profitable Niche



If Amazon Kindle sounds like too much work, then blogging could just be your next best bet. The science behind making money blogging is quite simple.

Step 1

Start a free or paid blog. If you are unsure about your blogging skills, then we would advise you to go for the free blogs. Visit blogger.com or wordpress.com and register your first blogging platform for free. However, as you get into serious blogging business, you will notice the need to invest a small amount for a paid blog. Typically this involves hosting, web-design, purchasing a domain etc.

Step 2

Pick a profitable niche. A niche is a topic area that you are comfortable talking about. It could be politics, tourism, farming, law, business etc. My advise is you should pick a niche that attracts either a huge number of readers or a small number of buyer-intent traffic.

Step 3

Start blogging, keep improving your blog design and learn a few tactics for driving constant traffic to your blog. Keep writing, keep updating to build a solid following.

How to Make Money Blogging

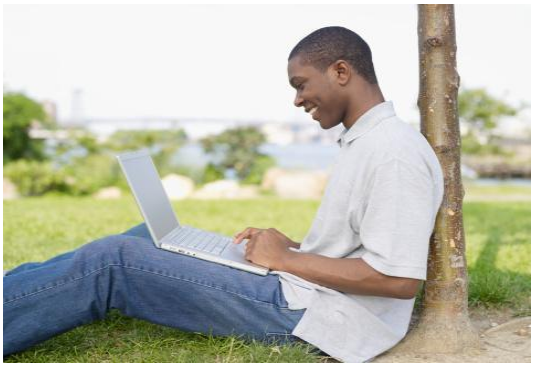
Bloggers make money either by (1) Advertising/recommending other people's products (2) Selling their own products or (3) Google Adsense.

In option 1 you build a good website, high quality content, decent traffic and then approach companies and urge them book your advertising space. In option 2, if you have your own product e.g. mix tape, deejaying services, maize, eBook etc, you simply advertise it on the blog and get buyers.

In option 3 you simply apply for Google Adsense and wait for them to approve your request, once successful Google Ads will start appearing on your blog and you will be paid for clicks made on those Ads.

An average (small) blog can make you about $15 (Ksh.1,500) per day or Ksh.45,000 per month which you can then use to pursue your dream business career.

41. Write Content for Others



Blogging and Amazon Kindles may be good ways of making money online in Kenya but then they take months to pay back. If you're looking for a quicker method, then perhaps you should give article writing a try.

In this example, you simply need a computer and internet. Then you can register at one of the many content mills available on the web. Sometimes you will be required to do a bit of bidding to land your first job, but once you get it, your dreams will start to expand.

Alternatively, you can take to sites like OLX and advertise your freelance services (or you can still take to OLX to find for people looking to hire content writers for short gigs); this will help you get work from locals as well.

In order to succeed in this industry you need to be in a position to produce high quality articles on various topics. The more you keep writing and delivering good works, the more customers you will get and the more money you can make. It is as simple as that.

Some well-known content mills that you can register and start working for in a matter of minutes include:

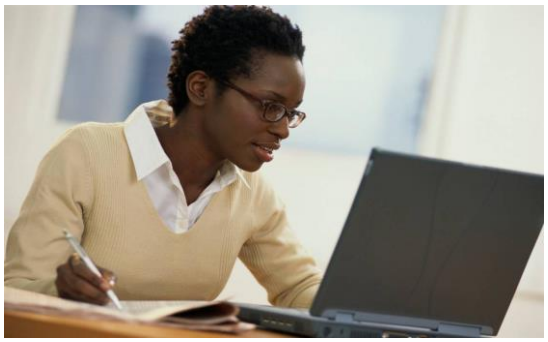
(1)Freelancer – A great site where you can get gigs starting from as low as $1 per 500 words.

(2)Elance – A professional freelance site where beginners are paid up to $5 per 500 words written.

(3)iWriter – Although this site is not accessible through some local ISPs, it still remains one of the easiest platforms for beginners. You can start your first gig immediately after finishing a simple grammar test and earn a low of $2 for every 500 words written.

On average junior freelance content writers make Ksh.30,000 per month. Surely, if you join this bandwagon you certainly can't lack some savings to inject into your dream business.

42. Be an Academic Research Writing Guru



If content writing sounds like too much work and too little pay, then academic writing might just be the right thing for you. Here you are paid by scholars and think-tanks that want finer bits of their research work done independently and professionally.

Here, clients will be sending topics and research guidelines. If you are able to meet those guidelines and deliver the paper back in good time, the client will pay you.

A bit of training and mentorship is however necessary in this field. In addition, your chances for success are bolstered if you were sharp in class. University graduates and college goers are best placed to take on this career.

There is however a lot of controversy surrounding the field of online academic writing. For instance, questions have been raised in cases where some students misuse these platforms to have their classroom assignments done by ghost researchers for a small fee.

As the debate rages on, there are still new opportunities being discovered on these platforms ever day particularly as new research questions emerge in the world.

You can get started as an academic research writer by signing up (or getting an account) from:

(1)Uvocorp.com – A site that has a decent average pay and supportive editors.

(2)Essaywriters.net – Known for its relatively stable workflow throughout the year.

(3)4writers.com – Has been described as being similar to essaywriters but with a smaller workflow.

(4)Writerbay.com – A huge research site that, though quite strict in standards, has a decent workflow throughout the year.

Academic writers are paid a low of $3 per page of research content submitted to the client. This can translate to an average of $500 per month (equivalent to Ksh.50,000). You can save some of these monies and use them to set up a local business.

43. Explore the Affiliate Marketing Expanse



Freelance or home based affiliate businesses are slowly coming to prominence here in Kenya and there are several people who are opting for them to generate income. But what is affiliate marketing in the first place?

Let's say your friend John has a company where he sells many products, including mobile phones, shoes, clothes, travel packages, air tickets etc. John would like to reach a wider audience and so he approaches you and tells you "You know what, I am going to give you 10% commission for every customer you bring to me."

So you set out to find customers on your social media platforms, blogs and friend networks and mint out more commission as you sell John's products.

In Kenya currently, there are two well known companies which are giving such affiliate opportunities. Such that, when you sell their products you get paid a commission. The first one is Jumia, a popular eCommerce shop that deals with a wide variety of products. The second one is Travel-Start which sells airtickets, hotel spaces etc.

At an international level you will find programs such as Amazon Affiliate, Clickbank, Hostgator and Payoneer-Refer-A-Friend. All these are potential opportunities for you to make an honest living, passively, particularly if you have a good blog or an email list.

Earnings for affiliate marketers vary widely, due to obvious reasons, but on average with a good strategy you can raise between $500 (Ksh.50,000) and $1000 (Ksh.100,000) per month in commissions. You can make some savings and start your own enterprise from such earnings.

Final Word

The purpose of this article is NOT to show you some shortcut methods for getting rich. Rather, am here to show you more on how you can use one opportunity to take on another bigger one.

44. How couple made millions from rearing ornamental birds



Stephen Macharia rears ornamental birds in his quarter an acre land in Nyeri County.

He began by acquiring a Sh.2,000 permit from the Kenya Wildlife Service three years ago and bought 10 guinea fowls, 400 quails, pigeons and falcon birds. Now he has about 500 indigenous birds of different types.

The 65-year-old man rears the birds together with his wife Teresa Macharia, 60.

"We began the venture in 2008. That's when we got a license from Kenya Wildlife Services. We had conducted a research that proved that the costs of rearing meat and egg chicken was prohibitive which reduced profits margin. Many farmers are going for broilers and layers, making competition very stiff, that's why we decided to take a risk and go for ornamental birds. We do not regret the decision," says Macharia, whose compound is decorated by a collection of birds from all over the world.

"We spend a lot of time in research, studying different types of birds in the world, their behavior and how they breed. We have identified a good number of other types of birds that we do not have here, and we intend to get and breed them here. We won't rest until we have almost all types of birds in the world," Macharia adds.

The birds and their eggs fetch better markets than breeds traditionally kept by local farmers.

For example, an egg from kienyenji chicken retails at between Sh15 and Sh20, while those from some of the birds they rear sell at Sh200 each.

"A chicken sells at between Sh500 and Sh1,000, while we sell some of our breeds such as bantam at Sh4,000 each. The cost of production for the layers and other chicken is far much higher compared to that of ornamental birds," Teresa adds.

They first bought guinea fowls, quails, pigeons and falcon birds.

Other species of birds in the farm include the Egyptian geese, silkies, marans, bantams such as pekin bantams and booted bantams, crown birds, Turkeys, a variety of indigenous chicken and many others.

Bantam is a small variety of poultry which has increasingly become popular as pets due to their small size and more varied exotic colours and feather patterns than other chicken.

Some of the ornamental birds are small in size compared to local types, but Macharia says the breeds are the most sought after and expensive breeds in the world.

A week-old bantam chick sells at Sh1,000, compared to other types of chicks that retail at between Sh100 and Sh150 when they are a week old.

“Birds like Egyptian geese sell at Sh7,000 each and Sh9,000 for a vulturine guinea fowl. However, some birds can even fetch Sh20,000 each depending on their type and availability,” she says.

Macharia says most of their customers are from outside Nyeri county, some visiting from as far as Kisumu, Mombasa and Eldoret.

“Ornamental birds are easy to manage and feed. A good number of them feed on insects, plants and scattered grains in the compound,” he says.



According to Teresa, the minimum she earns from sale of eggs from ornamental birds is Sh1,200.

“Some buyers place orders for chicks through phone. In case of such orders, we advise them to collect the chicks when they are about one week to one month old instead of when they are a day old, this is to ensure high survival rate,” Teresa said.

The couple has invested in four modern incubators, whose capacity is a total of over 6,000 eggs and a 5,000 capacity hatchery.

By the end of the month, the least the couple makes fro the ornamental birds could go as high as Sh.1.2 million!

45. 23-year-old student set to make millions from farming onions



John Wachuma,a student at Kenyatta University,at his red pinoy onion's Farm, at Ngari Nyiro Village in Laikipia County.

As a boy growing up in Naromoru, John Wachuma’s dream was to become a veterinarian after witnessing several dairy cows belonging to his neighbour succumb to diseases. He felt the vet had not given the livestock much attention and he would do better. He also wanted to be a livestock farmer in the future and had to be prepared to prevent such a loss.

Wachuma, now 23, passed his 2011 Kenya Certificate of Secondary Education (KCSE) exam and was admitted to Kenyatta University to pursue a degree in animal health and production. Today he is a fourth year student and is already offering veterinary services.

However, even before embarking on his dairy project, Wachuma got attracted to crops last year. “This was after l read a lot on social media how youthful farmers are raking in quick money to the tune of thousands and millions of shillings through crop farming,” he says.

He immediately started collecting information on how to manage crops from newspaper cuttings, the Internet, agricultural materials and expert advice. He even made friends and visited prominent crop farmers in Nanyuki.

“For almost a month during my long holiday, I visited various horticulture farms to acquaint myself with practical knowledge on how to manage the crops,” Wachuma tells Smart Harvest. According to the weather patterns in his area at the time, there was going to be a dry spell in the next three months, which usually leads to a shortage of cabbage, hence high demand.

To capitalise on this, Wachuma settled for cabbages and put to use part of family land lying idle close to Ewaso Nyiro River. Using Sh50,000 he had saved from his vet services, he prepared the farm, bought seeds and planted nurseries, before transplanting the seedlings in half an acre open field. His records show he had 3,800 stems of cabbage. Then came the first challenge.

At the time of planting, there was enough rain, but this soon disappeared and everywhere was dry. He says at home, they had an old generator, which his mother had bought to use in farming but later abandoned to pursue other interests. He spent Sh.15,000 to buy new pipes and started supplying water to his cabbage farm. After managing the drought, which claimed around 20 young heads of cabbage, entered monkeys.

Wachuma says he would keep vigil of the farm during the day, but monkeys would sneak in at night and devour the cabbages. By the time he harvested, he had lost 50 heads of cabbage. When he harvested, the demand was high and he sold his 3,750 heads at between Sh.25 and Sh.30 each, making over Sh.100,000. Wachuma then expanded the farm to about five acres and used income from cabbages to invest in onions.

“When l decided to plant onions, l had read a lot and learnt how to manage them. It was even easier to manage onions than cabbage,” he explains. Four months later, Wachuma harvested

12.3 tonnes of Grade One and 1. 5 tonnes of Grade Two onions. This time, however, a lot of onions were being harvest and they flooded the market.

He says he resorted to using a broker and got a fair deal. The broker linked his him to a bulk buyer from Sudan. All the produce were immediately loaded in a container at Sh.30 per kilo. He says he made slightly over Sh.410,000 from his onions sales. Wachuma now wants to invest more in horticulture. “I am planning to cultivate more acres to grow passion fruits, tomatoes, cucumbers and capsicums,” he says.

46. GYM/ FITNESS CENTER BUSINESS



Starting a gym or a Fitness Center is a good idea. People are getting more conscious of their health as time goes by and the value of physical exercise has been touted widely. Moreover, as a result of improvement in lifestyles, people are now struggling with weight issues.

Needless to say this is a business more suitable for the urban areas. But it does not have to be the big cities. Upcoming residential estates and towns are good places to start because you will most likely be the pioneer in this business.

If you have a background in fitness management, the better. But even if you do not have such a background, you can employ staff to train your clients.

An outgoing personality is a useful trait for a gym owner as you will need to constantly market yourself and your business to new clients. If you have a friendly character and a love for physical fitness, this is the business for you.

Costs

You will need to purchase equipments which can be expensive. Listed below is prices of some equipments in Ksh.(the list is not exhaustive)

- Max Rack – 240,000
- Preacher Curl – 55,000
- Adjustable Decline bench – 52,000
- Adjustable Bench – 90,000
- Olympic Flat Bench -55,000
- Olympic Bars – 10,000

To set up a fully equipped trendy gym might require about Ksh 1 million or more. However you can set up a cheaper gym by buying second hand equipment or by buying locally made equipment.

Depending on where you locate your business and your target market, the amount can be far less than that.

Other expenses include; business license, Insurance, wages, rent, and other utilities like security and electricity.

Location

Location plays a big role in determining the success of a gym/fitness center business. The best location is an area with a lot of traffic to help market your business. Your gym should easily accessible and you should consider providing adequate parking for your clients.

When people go to work out, they are looking for a safe, clean, and welcoming environment. You have to get a spacious room to accommodate equipment, work-out space, and locker rooms.

Equipment

The type of equipment to buy depends on what kind of gym you want to start. If you are starting a gym that focuses on cardio work-outs, you should invest in machinery such as treadmills, elliptical machines, recumbent bikes, and commercial upright bikes.

Also consider adding extra open space for functional training such as exercise balls, calisthenics, and possibly an aerobics, spinning, kick-boxing, or dance class.

If you are planning on opening a gym focusing on weight lighting, what you need is circuit machinery such as an abdominal crunch, chest bench press, bicep curl, tricep press, and other machines that work the legs, back, and shoulders.

Free weights would require a bench and a range of barbells, and free weights. You'll also want reinforced flooring and mirrors.

The easiest to start is a gym focusing on aerobic training that is mostly patronized by women. Such a gym requires space, a few basic equipments, wall mirrors and music.

To beat the competition, you can stand out by offering your clients newer and better gym equipment and gym facilities.

Staffing

Some staff that you might need include; receptionist, personal trainers, physical therapists and/or nutritionists depending on the services your gym will offer.

If you'd like to offer fitness classes, you might consider hiring aerobics, kick-boxing, or dance instructors. Personal trainers can help clients get the most out of their experience, with individual instruction, and a personalized work-out plan. Circuit instructors can help clients learn the proper lifting techniques while a dietician can work on the correct diet and exercise plan. To maintain credibility, hire certified personal trainers and fitness instructors. If you want to be in charge of day to day activities you should also get certified.

Niche Market

You can decide to specialize and target a narrow segment of the market for example you can cater for bodybuilders, powerlifters, boxers and others interested in strength training this is mostly for sports people. Alternatively you can offer extra services like training people in some dance styles that are in vogue like salsa, capuera among other exotic dances. People love that.

You can also widen your scope by offering your clients stress management and job application classes that many of them might be interested to participate in. You might also give the clients freedom to choose the style of music in the gym while they exercise.

47. By Rearing Kuroiler Chicken You Can Grow Your Ksh.100,000 to Ksh.200,000 In 4 Months



Poultry farming has always been an interesting option for small entrepreneurs. It does not require a lot of capital to set up, it is easy to manage and most importantly, its returns are always lucrative.

Today, we are going to talk about one breed of chicken that has been doing some magic in Kenya and Uganda over the year – Kuroiler Chicken.

What is Kuroiler Chicken?

Kuroiler is a genetically improved breed from India. This variety of chicken is derived from crossing coloured broiler males with Rhode Island Red females. This is a dual-purpose breed since it can be used for producing eggs and meat.

Benefits of rearing Kuroiler as opposed to other breeds

(1)They grow faster than ordinary chicken

The maturity period is about 10 weeks compared to local breeds that take several months or even up to a year to mature. At maturity, Kuroiler chicken weigh about 3.5kg as compared to other breeds that weigh 2kg.



(2)They are scavengers

Kuroiler chicken perform quite well under what experts call “scavenging conditions”. You can feed them on animal or plant remains. Unlike other breeds, you don’t need to spend a lot of money to feed them.

(3)They are as good as indigenous chicken

As we all know, indigenous chicken produce tastier meat than modern breeds. Also, indigenous breeds are known for laying yellow york eggs which are extremely nutritious. Kuroiler chicken are just like indigenous chicken, their meat is tasty and they lay yellow York eggs.



(4)High production

One thing about this chicken is that despite being a hardy breed, it is not encumbered by low productivity. While indigenous chicken produce about 40 eggs per year, Kuroiler does about 150 eggs in the same period.

While ordinary chicken weigh 2kg, Kuroiler weighs 1.5kg more. The only disadvantage with this breed of chicken, however, is that they don't incubate and hatch their eggs. As such you would need to purchase an incubator for the job.

How much do I need to start?

You can manage to start with as little as Ksh.10,000 but we would advise you to think about a bigger budget. Normally, if you want to make some decent profit, think about starting with at least 200 chicks.

The best budget to start with would be Ksh.100,000. Things to consider:

Land – do you have land available or you'll hire? You need at least 120 X 60 square meters minimum.

Cages – it is important to build durable cages for the chicken

Feeds – you need to feed your chicken well if you want to boost productivity

Market – market is always available so long as you have quality and quantity

Rules and regulations – Consult with your county government or Ministry of Agriculture officials on these…normally there are no stiff regulations to chicken farming

Sources of funding – The Youth Development Fund normally gives interest free loans for poultry farming

Profit – You can expect to double up your initial investment in 5 months.

48. How 25-year-old built a multi-million farm after quitting banking job



25-year-old Phylis Wangari Kanja decided to quit a marketing job in a bank to start Elim Gardens Spring Farm, where she engages in horticulture and dairy farming.

"When I decided to relocate from Nairobi last year, some of my family members and friends thought I was crazy. They told me that I was not going to last one month in the village but it's been six months and I am not looking back," Wangari says.

She did her degree in public relations in 2010 at Inoorero University. She then started doing small businesses in Nairobi and her last job was as a marketer in a bank.

An opportunity to get into farming came when her parents decided to dump maize farming.

“I was employed and my parents work in Nairobi and there was nobody living here so maize was a convenient crop to grow. I have always had a passion for farming so last year after the harvest of maize in August, my parents decided to venture into horticulture. That is when I decided to move to Njoro and make farming my full time job,” she says

Wangari is quick to add that before you venture into farming, information is key and one must do a lot of research. “I wanted to grow watermelon but after doing my research, I learnt that this weather is not suitable for watermelon. It’s important to understand the weather, type of soil and what crops can and cannot do well in the area you intend to farm,” Wangari advises, adding that she settled for tomatoes, vegetables and dairy farming.

Wangari has planted tomatoes, kales, cabbages, spinach and green peas in her farm.

She got about Sh.150,000 from the first harvest of tomatoes from one and half acres of land.

Tomatoes are currently selling at Sh.75 per kilo but Wangari sells using crates, at a cost of between Sh.1,600 and Sh.1,800.

She adds that black spots and pests are some of the challenges she encounters in her project, but through the use of pesticides, she has been able to realise decent profits. “We also have kales on two and half acres. Currently the demand for kales is low as most people have planted them in their farms due to the ongoing rains,” she says.

The market price for a bag of kales has gone as low as Sh500 from between Sh1,200 and Sh1,800.

Her main market is Egerton University, which buys about four bags of kales in a day at Sh.800 each. She gets about Sh.22,400 every week from the university. She also sells to individuals every Thursday. “However, the university market is tricky because it’s only there when the students are in school,” she says.

Wangari has also planted carrots, capsicum and cucumber. In addition, she has some lettuce, coriander and green pepper in the nursery. The farm also has fruit trees like tree tomatoes and avocados.

Wangari is currently harvesting green peas. So far, she has sold 15 (90kg) bags, with a kilo fetching Sh35, earning her Sh45,000. She is expecting to do another harvest in a week’s time.

Crop diseases have been a major challenge but she says having a farm manager who is knowledgeable on horticulture is a plus. Besides the farm manager, she also employs six women on a casual basis and pays them Sh200 per day each.

When she was starting the dairy farming project, she consulted an officer from the department of agriculture in Njoro on how to construct a proper dairy shed.

“I started with constructing a zero grazing unit from my savings and also bought a one year and ten months old pedigree Friesian heifer at Sh75,000. I have since added two more heifers which I bought at Sh40,000 and Sh60,000 respectively,” says Wangari.

However, she is yet to get back her returns as two of the cows have just calved, one is being milked and produces 15 litres a day.

She has also dug a borehole at Sh.2 million where she gets water for irrigation. She also supplies water to the neighbouring community. “We supply water to about 70 households in Njukirie, Belba and Lions areas with each household paying a minimum of between Sh400 and Sh500 per month. We are working to connect people at Michukiria area and our target is to supply 200 households,” Wangari says.

"Farming pays and at the end of it all, you will get back your money if you do it right and have the right information. Bottom line is, you must have a passion and do not venture into farming without information. Do research by visiting farmers, the Kenya Agricultural Research and Livestock Organisation and agriculture shows as the more information you get, the more equipped you will be to handle the challenges," she concludes.

49. FREELANCE ACADEMIC WRITING – (Online Business)



If researching and writing are your strong points then you should consider this business. Academic writing entails provision of term papers and projects for college students in the Western world. This is one of the best home based businesses if you have the necessary skills.

You need good research and writing skills. The subject of the essays could range from arts and history to science and technology. Most of your research will be conducted online. Luckily almost all information you need is available online.



What you need:

- Computer or laptop
- Internet connection
- Access to a library – To supplement Google scholar and Google books
- Office or quiet working place



Procedure for application:

1. Search for a site

It's now time to find your employer. You can start by browsing through search engines like Google and fill the application forms that they have or use the list of recommended sites provided at the end of this article. These are reliable services but the list is not exhaustive.

2. Prepare your Resume

Most sites will require you to submit a resume for approval make it attractive.

3. Write a couple of essays about two different topics.

All academic outsourcing service companies require you to submit sample of your works. Write something new for your application. Choose topics that you know well. Keep them simple and light but informative and insightful. Use proper citation style.



4. Take an online English Quiz

You will also be required to take an English language quiz to assess your language proficiency.

5. Set up a wire transfer account or any other online money transfer services

You get paid through;

Online money transfer services – Mostly Paypal which does not offer withdrawal services to Kenya. If there are other services available check whether they allow you to withdraw money in Kenya otherwise take the next option.

Wire Transfer – the money is transferred to your bank account directly. You need to visit your bank and get the SWIFT code which facilitates this money transfer.

Very Important Details:

- **Deadlines** – be very careful with deadlines. If you violate the deadline repeatedly, you'll be dismissed. In case you feel you might miss the deadline, contact the client and inform them in time.



- **Plagiarism** – Don't copy directly from any other paper or online material. There is software that checks for plagiarism. The leading plagiarism checker is called Turnitin.
- **Citation styles** – academic papers are written in specific citation styles. The most common styles are APA, MLA, Chicago and Turabian. Make sure you acquaint yourself with these styles before starting.
- **Communication with clients** – always communicate with your client to give updates and revisions. This will save you unnecessary revisions and cancellations.
- **Improve your typing speed** – the faster you type the more work you can do and the more money you will get.
- **Information sources –** You can supplement the internet with other sources of information. You can visit a physical library for more information.
- **Time management –** This is a time consuming venture and it needs a lot of commitment. Be committed to giving quality work and you'll always be in demand. Furthermore, you will be receiving your assignments through email, so be sure you have time to go online often.



Income:

Once you get accepted, you will start making money through these companies. The normal pay ranges from $3 to $20 per page. The shorter the deadline the higher the pay. But be

careful with assignments with short deadline. Only take them when you are absolutely sure you will complete it in time. You get paid at the end of the month if you attain the threshold amount which could be around $100. With the dollar being so strong against the local currency, you'll be all smiles come end month.

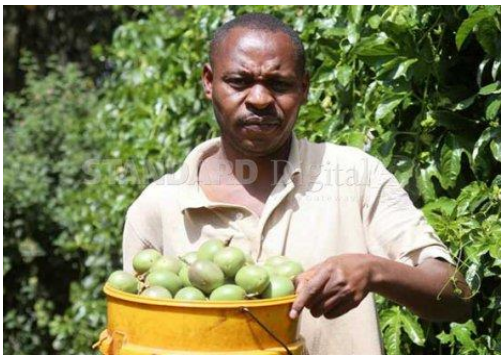
Never give up:

Some sites only accepts applicants from countries where English is the first language. However, if you do not succeed at first, do not give up. Apply again to another site. There are numerous sites online that you can work for.

Recommended Sites:

- www.academicwritersbureau.com/
- www.a1essays.com/
- www.freelancercareers.com/
- www.academia-research.com/
- www.prospectsolution.com/freelance–academic–writer.aspx
- www.eduwriters.com/
- www.essaywriters.com
- www.freelancewritingcenter.com
- www.academiaresearch.com
- www.essayfreelance.com
- www.masterpapers.com
- www.academicexperts.us
- www.pencamp.com
- www.directfreelance.com
- www.uvocorp.com
- www.researcheden.com
- www.allwriting.net

50. Meet farmer who makes Sh.300,000 from passion fruits



Passion Fruits farmer Stephen Mucheru.

In 1999, some 300 farmers in Mutaga village, Nyeri County, were in a booming venture, purple passion fruit farming. Each home had an orchard and they were making a fortune as they sold the fruits to locals and various juice making companies.

However, a passion fruit woodiness viral disease swept through the village and all the vines dried up, forcing the farmers to abandon the venture altogether. However, 17 years later, Stephen Muchoki has surprised many villagers by trying to rekindle the past glory.

“I was skeptical about it because of my experience with the woodiness disease, but I decided to help him because I was sure the fruits would make him some money as he was the only one willing to grow them,” says Jackson Kimaru, one of those who lost their vines in 1999.

Muchoki leased half an acre from his neighbour and embarked on passion fruit farming in December last year. “I bought 300 seedlings at Sh20 each, 100 wooden posts and 15kg of galvanised wire to hang up the vines,” he says.

He says the wires must either be galvanised or copper to avoid rusting, as the rest adversely affects the vines’ growth and production. “I know it is risky to try passion fruits here considering the outbreak that took place 17 years ago, but I am optimistic it will not affect my farm,” Muchoki says.

In July this year, he had his first harvest and got 100kg of passion fruits. “I was a bit overwhelmed by the high yield because I had only harvested from a few plants, but now each week I harvest up to 500kg of the fruits,” Muchoki says. Currently, one kilo of passion fruit is retailing at Sh200 in the local market. Muchoki sells at Sh150 to local vendors who then take them to the market.

He says he has not yet secured a regular client, but the demand from local vendors is always high. Muchoki harvests the fruits while they are still green so that they do not over-ripen while on transit.

The weight of each fruit is also higher when unripe than when purple and ripe. He says when planting, one should leave two metres between the rows and seedlings. The plants need water throughout the first six months and Muchoki has installed overhead sprinklers to ensure the crops are watered every day.

“I water the plants twice a day until they bear their first fruits six months after planting after which we water them only once a day,” he notes. As the fruit vines begin to grow, it is important to tie strings of clothes for the vines grow on before reaching the top of the post.

Kimaru explains, “We prefer to use clothes because they are cheaper than wire and are less likely to bruise the young vines.”

Purple passion fruit venture is not without its challenges as Muchoki must constantly keep birds at bay. Birds like to eat the flowers, which are crucial for pollination. “So, we have planted spinach between the rows around the farm to distract the birds from the flowers,” Muchoki says. He also keeps a close watch over his plants for blight and leafspot diseases and is constantly worried about the dreaded woodiness. The passion fruits can be harvested for the next three years before he has to clear the farm and replant the orchard.

Unfortunately, Muchoki expects the price of the fruits to plummet as the Christmas holidays set in. “During December, the markets are flooded with seasonal fruits such as plums, mangoes and pears, which affects the prices of other fruits,” he says.

51. 20 Examples of Consultancy Businesses One Can Start in Kenya



If you start a consultancy business, you will be seeking to sell one thing to your clients – knowledge. For instance, if you are skilled in matters of planning a wedding then you can start a wedding consultancy firm. If you have excellent social media skills you can start a social media consultancy firm.

Likewise, if you are a good goat farmer, dating specialist, cook, security person, lawyer, doctor, engineer, IT professional or environmentalist etc. the doors are wide open for you to engage in consultancy business.

Here's what you need to know.

1.Your Knowledge, Your Business

Do not start a consultancy firm in a field you're not 100% comfortable with. The kind of knowledge you offer is what sets your business apart from the competition. If you appear knowledgeable and helpful in the eyes of your clients then definitely they are going to give you more business. On the other hand, if you continuously give them half-baked information without much research to back it then they are going to leave you for someone else.

It is therefore imperative to be knowledgeable and experienced in your particular niche beforehand.

2: Specialize and Perfect

Don't cast your net too wide. Start with a small, super-specific niche and gradually build your profile from there. For instance, it would not be wise to start a PR/ Environment Research/ History of Kenya/ Car Import Consultancy Firm as this might send a signal that you are not focused. Moreover, it is naturally difficult to keep track of new developments in multiple industries at a go.

So, if it is goat farming, let it be goat farming consultancy. If it is environment matters, let it be just that. Specialization will make it easier for your clients to trust you.

3: Invest in Good Networks

Networking is key in consultancy business since most clients come in through referrals. To ensure stable flow of demand for your services make sure you start building your networks early enough. Invest in a few business cards and keep distributing them to your potential market. Host a few events (these could be free events and seminars), in your area of consultancy to strengthen the bond with your target audience.

As word about your consultancy services spreads out, your business will gradually gain a footing.

4: Invest in an Office

Although physical offices are not mandatory in this business, it is important to have a reputable location where you can refer some of your clients to in case they need further consultations. Lack of such a location can make you seem like a *fly by night warrior* who is out to make some quick cash and then disappear into thin air.

If you don't have the capital to invest in a new office then you can consider sub-letting.

5: Blog About It

Nothing beats blogging when it comes to establishing one's online authority in a particular area of life. A blog makes it easier to establish a bond with your online clients. Moreover, those looking for your services via search engines such as Google can find you easily through your optimized articles. No matter the type of consultancy you're embarking on, having a blog to connect with your audience is highly recommended.

20 Examples of Consultancy Firms One Can Start in Kenya

1. Relationship matters consultancy
2. Energy efficiency consultancy
3. Law firm
4. Health consultancy firm (in fields like ENT, Child healthcare, Fitness etc)
5. Social media consultancy
6. Search Engine Optimization consultancy
7. Business & Investment advice consultancy
8. Tours and travel consultancy
9. Fashion and beauty consultancy firm
10. Photography consultancy and services
11. Wedding planning and consultancy
12. Personal finance consultancy
13. Environment impact assessment consultancy
14. Interior design consultancy
15. Home building and plan sketching consultancy
16. Life and wellness consultancy
17. Personal security consultant
18. Talent management consultancy
19. Agri-business consultant
20. Youth empowerment consultancy

The list is as wide as the number of problems and challenges facing our society today.

Some Basic Requirements

- Business registration – This can be done using the eCitizen Portal
- Approval from relevant bodies (e.g. Kenya Medical Practitioners & Dentist Board, Law Society of Kenya etc.) and Business KRA PIN
- County Council or City Council business permit – cost for this will vary depending on the size of your business
- AGPO Certification – This is important if you'll be applying for Government Tenders

Cost

The cost of starting varies depending on the type of services you want to offer. It costs more to start a consultancy firm in a professional field (e.g medicine and law) as compared to fields such as social media consultancy, etiquette management and fashion etc. You can expect to incur more expenses at start as you register and market your business. As your business gains ground, the cost of operation may reduce since consultancy firms don't require a long list of inventory.

Is this the right business for me?

This business is ideal for people who have garnered substantial knowledge in a particular field of life and would like to share it with the world. For instance, if you are a great cook, musician, artist, teacher, banker, hotelier, farmer, tailor, IT person, writer, poet etc and you feel that you have sufficient expertise to share with the world then this is just the right kind of business to think about.

Of course, like any other business, a consultancy firm takes time to establish. You need to be extra patient and cautious about quality of your services to win over the hearts of your potential market.

Final word

Do you have a consultancy business idea that you've been thinking about?

52. Poultry Farming Tips On How To Make Profits Even When Others Complain Of Lack Of Market



Want to venture into the business of poultry farming? Kenya's (and Africa's) demand for poultry is growing at a steady rate of at least 5% per year all thanks to our diverse middle-class society segment which currently comprises about 44.9% of our active population.

One thing you should know about the middle class is that they are heavy spenders – and they are frequent visitors of fast food joints. The fastest moving products in fast food joints are poultry products and this explains why this is just the right time to be on the supply-side of this market.

Let me briefly guide you on the basics and estimates of starting a successful chicken farm…

You'll Require

- Land – At least 40ftx60ft
- Well Ventilated Cages – Ksh.60,000 (to construct)
- 100 One-Day Old Chicks – Ksh.10,000
- Chicken Feeds – Ksh.100,000
- Vet Products & Miscellaneous – Ksh.30,000

Land

Choose a piece of land that is in an open, secure and well-drained. The land should be near a source of electricity and should generally be easily accessible via motorized means of transport

Cages



Cages should be built in such a manner that they occupy at least half of the land. Tell your carpenter to allow for ventilation to the east and west of each cage. Also, very important, make sure to put cement flooring.

Day-Old Chicks

Don’t take short-cuts when it comes to buying chicks. If you want quality chicks that pay back your investment in 6 months then you better buy from an accredited retailer. Examples of renowned retailers of day old chicken in Kenya are: Muguku (Kikuyu), Bradegate (Nyeri) and Kenchic (Across the country). Alternatively you can buy from your reliable friends or referrals.

Chicken Feeds

Don’t underestimate the cost of feeding the chicken. Feeds alone can gobble up to 70% of the cost of maintaining the farm. A 20kg bag of feeds costs Ksh.800 or thereabout and you can

expect to buy feeds worth Ksh.18,000 and above per month. Note: You can subsidize feeds with sunflower seeds or other cheaper sources of nutrients as may be recommended by your vet.

Vet Products & Miscellaneous

All other tools and inputs you will need vary depending on where your farm is and the diseases that are likely to affect your chicken. It is recommended to keep an open back up budget for this cost head. For a small farm of 100 chicken we recommend you set aside a back-up budget of at least Ksh.30,000.

The overall budget of setting up the farm comes to about **Ksh200,000**. Let us now look at the returns side of the story.



Returns

Let's assume that all out of the 100 chicks you bought live to maturity and that 85 are hens and 15 cockerels. After 6 – 7 months (the time it takes for chicks to reach full maturity) you'll be expecting at least 80 eggs per day. That adds up to 2500 eggs per month.

You can opt to sell some unfertilized eggs of which each egg goes for Ksh12 (Or Ksh280 per tray on wholesale) at the current market rate.

Alternatively you can sell fertilized eggs of which each egg goes for Ksh30 (Or Ksh900) per tray on wholesale) at the current market rate.

Another option is to keep the fertilized eggs in a hatchery until they hatch and you sell the chicks. Day old chicks go for Ksh100 each at the current market price.

Say you make the following sales (per month):

- Sell 1000 Unfertilized eggs – Ksh.12,000
- Sell 1000 fertilized eggs – Ksh.30,000
- Sell 300 Chicks – Ksh.30,000
- 200 eggs – Spoilt

Total – Ksh.72,000

Minus expenses and your small farm will give you Ksh.50,000 income per month with just 100 chicken. Moreover, you can boost your returns by adding more chicken and branding to differentiate your products so you can charge a premium.

But there's no Market!

People who say there is no market are ones who are not keen to approach potential buyers – as an entrepreneur we believe you should be in a position to actively look for the market instead of waiting for vice-versa to happen.

The best target markets include: Education institutions, fast food restaurants, retail supermarkets and general consumers.

53. Strawberry Farming in Kenya: How To Make Ksh.100,000 Per Month on 1/8th Acre Land



Strawberry farming has huge income potential and can easily turn you from a job-seeker to a job-creator or from an employee to an employer in less than 12 months. Would you like to find out how? Keep reading the next few paragraphs.

Strawberries can grow in almost every part of our country provided there is constant water supply and stable temperature in the range of 10 – 30 degrees Celsius.

Step 1: Getting Started



Of course, you need some land to plant your strawberry crop. 1/8th of an acre would be adequate for a beginner but if you are in an urban setting you can invest in a few containers (which you can then put in your backyard) and start farming.

Once you have secured a good piece of land in a place that has adequate water supply start looking for seedlings. The best variety to go for is “Chandelier Strawberry” which is perfectly suited for the Kenyan environment.

You will require about 3,000 seedlings for a 1/8th piece of land. Given that each seedling costs Ksh10 then your minimum investment in seeds alone will cost you about Ksh.30,000.

On top of the cost of purchasing seedlings you’ll need to add an extra Ksh.15,000 for transport, fertilizer and agro-chemicals.

Step 2: Prepare The Land



Till the land, remove weeds and then soften the soil. Later on, add some manure (rabbit, sheep, goat or cow manure will work) and ash to ensure a healthy supply of nutrients to your crop.

Proceed to plant your strawberry seedlings leaving a distance of 30cm in between rows. Also, leave at least 50cm space between any two sections of the farm.

Step 3: Look For Market Early Enough

It takes about 70 days for the crop to mature and produce the first fruits. But because the fruits are highly perishable (stays fresh for 4-5 days after harvesting), it is advisable to start looking for market early enough to avoid incurring losses.

Demand is readily available in major urban markets especially among green-grocery suppliers. You can also access a larger market by marketing to companies like Brookside, Trufood, KCC and major supermarket chains. In that case, you will require to invest in good packaging and get accreditation from The Kenya Bureau of Standards.

Step 4: Harvesting and Selling Your Produce



A 1/8th piece of land can produce between 30kg and 50kg of strawberries per week and each kilo goes for about Ksh200 at the current market price. Now assuming your small farm produces 50Kgs per week then that means you can make Ksh40,000 per month using only a very small portion of your land.

Moreover, you can increase your farm's productivity by investing in aquaponics through which you can triple the productivity of your farm to make at least Ksh100,000 per month on just 1/8th of an acre.

It is possible to recover your initial investment (or break-even) within just 6 months of starting the farm!

Final Word

You don't have to be an agriculture expert to succeed in Strawberry farming in Kenya. All you need to do is find a good piece of land (e.g. in Isinya, Machakos, Kiambu, Nakuru, Naivasha, Kilifi…or simply anywhere near a potential market).

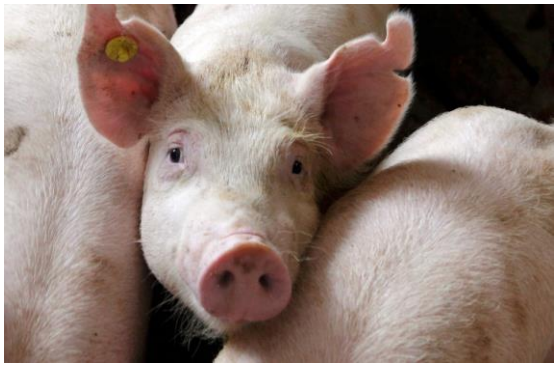
Then you need to source for the right seedlings – and this is where you need to contact KARI for assistance. Alternatively, you can talk to other successful farmers in your region for assistance in sourcing for the right crop.

What about marketing? Package your product nicely, take a few photos and post on various market-based Facebook groups. Also, carry a sample of your product with you and take it directly to your potential buyers.

Invest in a few business cards or fliers that you can leave with your potential customers so that they can contact you when need arises.

If you're out there wondering what business to do with your little capital, don't let this opportunity pass you. Start small today and good things will come your way!

54. How To Reap Millions From Pig Farming Business



If you are considering engaging in pig farming business then probably you're worried about many things. Is there a ready market? How much capital is required to start small? How has the Kenyan industry fared over the last 1 year? Well, look no further because this article has answered all these questions albeit briefly.

How's the industry performing currently?

The pig market has been out-performing other notable markets, including poultry farming and real-estate, since 2010. However, the industry seems to have stabilized between 2014 and 2016 although it is still clear that demand currently outstrips supply.

There are great opportunities for investors who are ready to work extra hard i.e. in keeping quality breeds, marketing, value addition, innovation and perfect timing.

What are the basic requirements?

You need at least a 40ft by 60ft piece of land to construct some sheds and a store for your farm. Make sure this piece of land is located in a quiet place and that there is adequate supply of water. Availability of good transport infrastructure is also an important factor to consider.

How can I get started? (Ideal Budget: Ksh.150,000)

Assuming you have a piece of land and some properly built sheds in place, the next important thing to do is to buy at least two pregnant sows. Each sow goes for about Ksh50,000 at the prevailing market price meaning that you'll require about Ksh100,000 just to purchase the animals. You'll also require an additional Ksh50,000 to cater for transport, feeds etc.

Within a few months, your sows will produce about 11 piglets each and therefore your community of pigs will have grown to 24. From that point, you'll have to wait for about 7 months for the piglets to mature and be ready for sale.

The most preferred breeds in the market are Landrace, Yorkshire and Duroc.

Can I Get Training?

Yes. There are several agencies and entities that train farmers on the best practices of pig rearing. You may want to contact the Department of Livestock, which is located at Hill Plaza 7th floor for more professional advice on pig rearing and marketing.

Also, one of the commercial pig companies in the country – Farmer's Choice – provides free educational material on this topic.

If you would like entrepreneurial training that spans beyond what other agencies offer you then you can link up with Kuza Biashara for more free training material and "How-To Videos".

How Are Pigs Fed?

Pigs are best feed with rice bran which can be bought in Mwea Rice Fields (Kirinyaga County) for Ksh450 for 70kg or Ksh1,600 for the same quantity in Nairobi. Mix the bran with maize germ, pollard, molasses and mineral supplements.

Cabbage can also be added and it costs between Ksh100 and Ksh150 per bag at your local Wakulima market. Pigs are fed once a day and provided with clean drinking water.

Is There Market?

Yes, there is market. In fact in some cases current farmers have remarked that "demand currently exceeds supply." You can decide to sell your piglets to other farmers – each piglet goes for Ksh.5,000.

Alternatively, you can sell pregnant sows for Ksh.50,000 to farmers who are just starting. But that's not all – here are some alternative pig markets available in Kenya.

When slaughtered a 60KG carcass goes for Ksh.13,800 on average. While one that weighs 70KG goes for Ksh.16,100. Assuming that you slaughter your entire first breed of 22 pigs, each weighing 70kgs then you can expect to make **Ksh.354,200** in the first 7 months of investing.

Commercial Firms

The biggest commercial pig buyer in Kenya is Farmer's Choice with a demand of 500 pigs per day. Another commercial entities that buy directly from farmers are Oscar Chef's Choice, Hurlingham Butcheries and Olive Enterprises (Limuru).

Local Abattoirs

Confirmed abattoirs or slaughterhouses that buy pigs from farmers include:

- Ndumboini Farm Slaughter House – Kikuyu, Kiambu County
- Lyntano Slaughter House – Nairobi
- Kabati Slaughter House – Murang'a
- Kitengela Pig Slaughter House – Yukos, Kitengela, Kajiado County

There is also wider opportunities for those who want to engage in value addition through branding, special packaging and even exporting to neighboring countries.

Some other quick takeaways include:

- Boars (male pigs) should be castrated if they're not kept for mating so they don't waste a lot of energy chasing after sows.
- Pigs should be dewormed after every two months to avoid parasites and diseases.
- Piglets should be left to breastfeed for at least two months.
- Payback period (i.e the period you have to wait to recover your initial investment) is 2 seasons or roughly 14 months.

Final Word;

Pig Farming is a business like any other. You need to do a Feasibility study before you proceed to invest. However, as you can see, the returns are attractive and the future for pig-entrepreneurs looks really bright.

55. Business of Selling Mitumba in Nairobi and Profits you will get



Mitumba business in Nairobi is among the best and most profitable businesses in the city. The business mostly does well in Gikomba market and Muthurwa where people travel from villages to come and buy in bulk.

Based on information in our possession,the mitumba sellers at Gikomba make between Ksh.3,000 - Ksh.15,000 per day:this is net profit after deducting expenses. Those in Muthurwa make slightly less because they mostly sell as retailers,but the profit ranges between Ksh.1,800 - Ksh.12,000 per day.

One of the individuals who operate at Muthurwa revealed to us that his daily profit is Ks.h5,000 but during festive season and end month,the profit can shoot to even Ksh.20,000.

“I started this business in 2012 after losing my job at Standard Chartered Bank, I was working as a sales executive staff. I resolved to start mitumba business after being introduced by a friend. Two years down the line, I started realizing significant increase in profits-I would make Ksh.2,000 per day, something that motivated me to work hard. Initially, I was selling at retail

prices but after I got enough money, Ksh.300,000, I started buying in bulk and selling to other businesses. Today I am a proud mitumba seller and I don't regret my decision to start the venture", confesses Patrick who operates mitumba business at Muthurwa.

Even as majority of Mitumba businessmen prefer operating near Nairobi CBD, there are others who are comfortable with operating from estates. Jacinta started her Mitumba business two years ago at Kabanas. She says her daily profit is Ksh.1,000 - Ksh.3,000.Though she wants to expand, she feels contented with what she gets from her business.

Every individual we asked about the capital required to start this business said different figure, but from our sample, those who wish to sell in bulk require Ksh.100,000 - Ksh.300,000 as capital while the small businesses require Ksh.10,000 - Ksh.50,000. In this business, you don't necessarily require a room to operate from, you can decide to sell from house to house or simply set it up at a busy street.

The source includes Dubai, Turkey-for those who wish to sell in bulk –or Gikomba for those who wish to sell as retailers.

The best type of clothes to sell include women and children clothes, which move faster than men clothes. You can also sell women handbags.

56. Honey Business is one of the most profitable businesses in Kenya



Starting business venture is often regarded as one of the hardest things for many entrepreneurs, but identifying the right business is what gives a business venture financial

mileage. Honey business is one of the businesses in Kenya which is not flooded but with attractive profits.

Honey business, especially in Nairobi, is booming and most business persons are making handsome profits from it. Several of those entrepreneurs intimate to use that in a single day, they manage up to Ksh.5,000 which is the average revenue of a high class citizen in Kenya.

Stella, who owns a honey shop in Nairobi explained to us about the dynamics of the business:

"I started selling honey 5 years ago after my job was terminated. Initially I was working for an Indian at Industrial Area but due to small disagreement, he decided to show me the door. Out of desperation, I started selling honey which I got from my home in Baringo.

I am into this business, both as a hobby and a way of making money. I feel that I got into the right career because I am enjoying what I do at the same time making money. This is in contrast with the experience I got with the Mhindi.

I make at least 60,000 per month from my business."

Apart from Stella, there are other entrepreneurs who have made it in this business. Honey business is a success story because there are many Kenyans who are under health instructions. They must eat honey to help them with breathing problems, cancer, high blood pressure and common cold. It is because of this reason that many people in towns like Nairobi have made it necessary to buy honey.

I know you are wondering where to source honey from: Well, you can buy original and genuine honey from Kitui, Baringo, Kisii, Eldoret, Kajiado, Garissa, Narok and Machakos.

The capital required to start honey business in Kenya range from Ksh.10,000 - Ksh.30,000.

57. Why Hay and Fodder Business is one of the most profitable businesses in Kenya



Hay business has been ranked one of the most profitable businesses in Kenya, especially drought. The business, which is lucrative in urban centres and drought, stricken towns, can give an entrepreneur up to Ksh.5,000 per day.

About a decade ago Kenyans used to graze cows on their farms, but over time the land has become scarce, prompting most farmers to turn to zero grazing, which require fodder and hay for survival.

For one to start hay business, you need at least one acre of land-if you will directly be involved in planting fodder-but if you will be selling pre parked hay in bales, then what you need is a small space to put the hay.

Those who plant fodder find it hard to determine the profit because the income depends on the type of seed you plant. But those who sell hay are able to approximate their profits before they even start selling the product. Due to this fact, i always advice people to consider selling hay because losses are not guaranteed.

One farmer who has been in the hay business explains:

I sell hay in Kiambu, where farmers come to buy for their zero grazed cows.I started the business in 2008 and since then I have been enjoying the business. In a day I make an average of Ksh.3,000, but there are days when I can make up to Ksh.7,000 especially during dry season.

The best thing about this business is that competition is not stiff, what I love most".

This business does well in some towns where land is scarce. The best towns to do hay business include Kiambu, Nairobi, Thika, Machakos, Nakuru, Naivasha and Coast.

From my research, the average price of a bale of hay is Ksh.300, but the price shoots up to Ksh.450 during dry season.

If you start the business, expect to earn Ksh.2,000 - Ksh.5,000 per day. And for your information, it's better to have hay business alongside an Agro-Vet. This is because farmers who come to buy hay will always consider buying other products from your Agro-Vet.

58. Timber Business is among the Most Profitable Business Ventures in Kenya



Timber business is one of the best businesses to start in Kenya, it's extremely profitable. Construction is ongoing in various towns in the country, especially in Nairobi. Since timber is one of the most important materials in house construction, it's therefore wise to have a timber yard.

Elizabeth, who owns a timber yard in Nairobi, told us when we visited her business:

"Okay, I started timber business 3 years ago with a capital of Ksh.600, 000. At that time, I was alone in this region and all the customers were being directed to my business.

At first the profit was not much, as I was making Ksh.1,500 - Ksh.3,000 per day. But within one year, my profit increased to nearly Ksh.20,000 per day.Today, I can make up to Ksh.500,000 per month, even more".

Capital required for starting Timber business

If you intend to start this business, you require at least Ksh.400, 000, which will cater for the cost of buying timber, license and business premise. You also require to have security in your timber yard.

Best towns for starting the business

The best town for starting timber business include Nairobi, Nakuru, Mombasa, Central Kenya and Kisii. This is where construction is actively ongoing.

Where to source timber from

The best places to get timber from include Kapsabet, Transmara, Kericho, Narok, Kisii, Eldoret and Bomet.

Challenges

The main challenges include security, police harassment when transporting timber and competition.

Profit from the business

The average profit from timber business ranges from Ksh.3,000 - Ksh.20,000 per day.

59. Dairy Farming in Kenya and profits



Dairy farming is one of the best businesses to do in Kenya due to the conducive climate experienced in the region and profits that come with the business.

There are over 10,000 dairy farmers in Kenya but most of them concentrate on small scale dairy farming. This business, however, is profitable regardless of what scale you pursue it.

Dairy farming is one of the easiest businesses to start in Kenya when you have land or a place to keep your cow(s). Fortunately, Kenya has plenty of land for farming and rainfall, which is a blessing to entrepreneurs who intend to venture into dairy farming.

With dairy farming, you can start with a single cow, which costs Ksh.30,000 - Ksh.70,000. The best breeds in Kenya include:

1. Friesian
2. Norwegian Red
3. Swedish red cattle
4. Guernsey
5. Ayrshire
6. Jersey
7. Red Poll

If you own any of the cows listed above, you are sure of getting up to 30 litres of milk per day. And in Kenya, a single liter of milk can give you Ksh.40. Summing up, you will arrive at Ksh.1,200 per day from a single cow.

I have realized that more than half of Kenyans don't employ zero grazing method, they prefer free range movement, which they believe is less costly. Well, if you have land totaling to upwards of 2 acres, then you can employ this method.

Compared to poultry farming, dairy farming is by far much better because there are few risks involved in the business. The only risk you shall encounter is having rare diseases like Anthrax, but with broilers and chicken in general, making profit is 50-50.

If you want to start dairy business in Kenya, the best places to do the business include Kisii, Kitale, Molo, Bomet, Nyeri, Kiambu, Kilifi, Eldoret, Kajiado, Transmara and most parts of Rift Valley.

Once you have your dairy farm, you will either choose to sell your milk to popular milk processing companies like Brookside, KCC and Daima or you simply supply in your locality. I would advise you to sell locally.

The average profit that you expect from a single cow per month is Ksh.20,000. Meaning that if you have 3 cows, you'll make a cool Ksh.60,000 per month.

Dairy farming is listed among the hottest businesses in Kenya, one that is more profitable than any other business started with small capital.

I normally advise people, especially those with university degrees but jobless, to consider going into dairy farming, or at least farming. This way, they won't feel the heat of being jobless.

60. Banana planting business and profits in Kenya



Planting and selling of Bananas is one of the best businesses to do in Kenya. The business is not only profitable but also booming.

Initially, people were not used to eating bananas but gradually they developed interest after realizing the health benefit of the food. Today, every part of Kenya is in need of bananas, which makes the business more profitable for entrepreneurs.

There are two ways you can do the business:

1. **Buy from farmers and sell in major towns like Kisumu, Mombasa and Nairobi**

This is the best method of making quick cash from bananas. Simply identify areas where banana farming is practiced. Then approach the farmers and negotiate the price. Hire a truck to transport the bananas to major towns.

Alternatively, you can sell in small scale if you are financially constrained. In this, you can make small profits but enough to pay your rent and save something small.

Large scale business is the best because the profit margins are high.

The second method is to plant bananas in large scale plantation.

If you decide to go this route, you have to be patient enough because it takes at least 1 year for a banana to mature enough for sales.

When planting bananas, unlike maize, you only require to dig trenches where to put the banana plants and then you leave it to mature. Fertilizer is needed but not much. Also moderate rainfall is enough to make it mature.

Best places to plant bananas

The best places to plant bananas in Kenya include areas where there is sufficient rainfall. Such areas include Kiambu, Kisii, Narok, Bomet, Eldoret, Kitale and the whole of Rift Valley. Also Kakamega, Bungoma, Busia and most parts of Western Kenya.

If you want to plant bananas in large scale, the best place is Rift Valley, which has enough land for the business.

Profits

In one year, one acre of banana plantation can yield up to Ksh.300,000. There is no allowance for loss because bananas are rarely attacked by diseases. Also, drought does not affect them much.

If you intend to sell bananas in Nairobi in bulk by transporting from Kisii or Rift Valley, you will make Ksh.5,000 - Ksh.15, 000 per lorry.

Capital required to start banana business

The capital required to start this business depends on the scale at which you want to conduct the business. If your intention is to do farming, the you require Ksh.10, 000 -

Ksh.20,000 to plant bananas in one acre but if you intend to sell in bulk, you require Ksh.90,000 - Ksh.300,000

You can also decide to sell in a grocery, which will require a capital of Ksh.5,000 - Ksh.50, 000

61. Posh mill Business in Kenya, Capital, Profits and the Best Area To Start the business



Posh mill is a very profitable business in Kenya, but it all depends on where to set it up and how you manage it. But all in all, this is one business you can give a try.

It is surprising that many people are not aware that the business is profitable, which is the reason why very few people engage into this business.

My survey shows that if you want to succeed in this business these are the areas to set it up:

1. Nairobi Eastlands
2. Mombasa
3. Kakamega
4. Bungoma
5. Kisumu
6. Kisii
7. Bomet

8. Eldoret
9. Siaya
10. Machakos
11. Busia
12. Keroka
13. Kericho

So many people are turning to maize that is not processed from the industry. Others prefer taking porridge to drinking tea, which is why a posho mill is important in this case.

The capital required to start a posho mill is Ksh.150,000 - Ksh.450,000 depending on location and the size of the machine.

Also, more important to note is that there are two types of posho mills, those using electricity and those using fuel. I recommend that you go for those using electricity because they are more efficient and reliable.

Finally, data in our possession show that the average profit you can get from a posho mill is Ksh.2,500 per day, but the profit can rise or fall depending on location of the business and time of the year.

The good thing about this business is that it’s not crowded, which provides a golden opportunity for you to thrive in any county and town. It is also profitable regardless of location you set it up. You will notice that none of the people in your locality have ever closed posho mill business, meaning that they are enjoying profits.

62. Is Salon Business profitable in Kenya? How much capital in required to start the business



Salon business is one of the most profitable businesses in not only Nairobi but the whole of Kenya. The business is most suitable for women especially those who have small resources but want to do big in the business world.

If you intend to start the business, here is the capital you would need in respective towns:

Town	Capital (Ksh)
Nairobi	200,000 - 600,000
Mombasa	150,000 - 450,000
Kisumu	120,000 - 400,000
Nakuru	70,000 - 300,000
Kisii	130,000 - 500,000
Kericho	120,000 - 350,000
Eldoret	120,000 - 300,000
Thika	200,000 - 500,000
Nyeri	180,000 - 370,000
Lodwar	130,000 - 300,000

Above ranges show capital required to start salon in major towns in Kenya starting from the smallest to the lowest. Nairobi is the leading cause of rental prices and cost of labour while Nakuru, which is a big city, is a bit cheap.

When it comes to profits, an individual is likely to make more money when operating the business from Mombasa or Nairobi than other towns. But there is one principle you should known in business; it doesn't matter where you set the business, what matters is your services and how you treat your customers. Salon business is tricky but a very profitable business if you indeed know how to run it.

From our survey, the average profit generated from a salon in Nairobi is Ksh.3,000 per day though several salons make up to Ksh.10,000 a day.

In small towns the profit ranges between Ksh.1,000 - Ksh.3,000 while in Mombasa it depends on seasons. For instance, during festive season salons make up to Ksh.10,000 per day but in February to May business is low.

Research show that chances of failing when operating a salon in Kenya are 20 %, meaning that you have 80 % chances of succeeding. We, therefore recommend anybody having a mind of starting a salon to set aside Ksh.150,000 - Ksh.350,000 for the business.

And before I finish, I should make you aware that in salon business, the kind of people you have as employees are the determinant of the direction your business will take. If they provide poor services, chances are that you will fail terribly. So it's important to source for the best people in the market, even if they will be expensive.

63. Is charcoal business profitable in Kenya



Almost 70% of Kenyans use charcoal in Nairobi, Kisumu, Mombasa, Nakuru, Eldoret and other major towns in Kenya. This makes the business very profitable. I have managed to monitor the business for a long time in Nairobi, Kisumu and Mombasa to determine whether it is profitable,and indeed it's a good business to do.

Capital required

You require as little as Ksh.3,000 to start charcoal business but if you want to trade in bulk you require at least Ksh.10,000.

Source of charcoal

There are several places where you can purchase charcoal but the best places to find cheapest ones include Makueni, Machakos, Kitui, Narok, Kajiado, Baringo, and Garissa.

How to transport charcoal

You are not allowed to transport several sacks of charcoal unless you are licenced. But you can use small vehicles to transport less than 5 sacks from the aforementioned areas. Alternatively, you can use trucks and personal vehicle.

Price of one sack of charcoal

Purchasing a single sack of charcoal in Narok is Ksh.350 - Ksh.600. In Ukambani it costs Ksh.250 - Ksh.500.

When selling the charcoal, there is huge likelihood you will make double the amount you purchase. For instance, in Nairobi a single sack goes for Ksh.1,200 - Ksh.2, 000, which is more than double the buying price.

64. Gaming Arcade Business



A foosball gaming session.

Now this is the perfect type of a small business idea to start if you live in an environment full of youngsters, students, college goers among others. All you want to do is start a gaming arcade that offers more than just the usual PlayStation and XBOX games. In addition, you can invest in a Foosball table, pool table and automated darts.

This will give your customers a wide array of gaming options to take from you and this potentially means more revenue to your small business.

A Foosball table costs roughly about Ksh.150,000 and a simple electronic dart board goes for about Ksh.15,000 (as your business grows you can invest in a bigger dart board that goes for about Ksh.300,000).

With an investment of around Ksh.500,000 you can successfully launch a small sized gaming arcade and grow your territory gradually onwards.

65. How To Start a Butchery Business



Kenyans love meat and you can never go wrong by investing in a good butchery to tap into this potential. But you need to be well armed with enough funds so your business successfully wades its way out of the murky waters of a start-up.

Your competition will come from other butcher shops in your area and some supermarkets that operate deli counters (e.g Nakumatt and Uchumi). A good price alongside quality meat and speedy services are what is required to succeed in this business.

*Location – find a location with high foot traffic e.g. near a matatu terminus

*Licenses – Single business permit (varies between Ksh.8,000 and Ksh.16,000 per county), health license and medical certificate

*Digital weighing scale, knives chopping boards and of course “gazeti ya kufunga nyama”

You can also budget for start-up capital as follows: Rent (Ksh.10,000), Worker’s salary (Ksh.10,000), Transport (Ksh.5,000) and Bad Stock (Ksh.10,000).

With a sale of around 15 Kgs of meat per day you can plan for a monthly revenue of about Ksh.35,000. This might increase as your sales increase.

67. How To Start PSV Matatu Business



Despite its relatively negative reputation, the matatu industry still has opportunities to offer to small scale investors like you and me. A typical minibus goes for about Ksh.1million and above and you can expect to incur roughly about Ksh.130,000 on branding and installation of seats.

You also need to install a certified speed governor which on average costs Ksh.30,000. Other additional expenses include:

*Sacco membership fee – Varies from as little as Ksh.20,000 to as much as Ksh.60,000

*Licenses – County government license, TLB, vehicle inspection, MCSK copyright license, and advance tax

*Maintenance cost – You can spend about Ksh10,000 on monthly maintenance of the van

*Of course, you need to pay for insurance

Overall, you can expect to spend roughly Ksh.1,600,000 just to get the mini-van on the road. You can then expect a revenue of between Ksh.5,000 and Ksh.14,000 per day depending on market factors.

68. Supply Home Automation Products



The idea behind home automation business is that most people particularly the growing middle-class section of the society would like to live in “Smart Homes”. A “smart home” is one whereby you can control most activities remotely.

For instance, you can switch on/off the lights with your mobile phone even when you are many miles away from home. Or you can even open/close the gate without being physically near your home.

There are many angles to this business, for an investor like you, and you can tap into the thriving real estate sector in our country to launch a thriving enterprise. Some potentially popular angles of this kind of business include:

- *Remote lighting control
- *Fire & Carbon Monoxide control
- *Remote control of security cameras
- *Remote control of alarm systems

To venture into this business, you may need to import most of the "smart home" tools. You can shop at online platforms such as alibaba, amazon or even eBay. Then you can start looking for market from people who want to automate their homes and increase family safety.

You may want to consider importing items such as: automated door locks, home automation controllers (e.g. Nexia or Leviton), automatable entertainments systems (e.g. speakers, home theaters), automated gate openers and so forth to re-supply them locally.

Best thing about this idea is that the market isn't flooded, and with the right kind of marketing you can easily establish yourself as a giant player in a couple of years.

69. Yoga Instructor Business



Kenya is fast catching up with the rest of the world as far as embracing the practice of yoga is concerned. Currently, there are few than 200 trained, local yoga youth teachers against an estimated market demand of 1 million. The middle class section of the society (mainly comprising of people who earn between Ksh.80,000 and Ksh.150,000 per month), is likely to provide the best market for yogis.

Before you start, it is best to work for an established yoga outlet so you can gain more experience in the craft and build a loyal following. Here in Kenya, you can take part in the Africa Yoga project. Check it out at http://www.africayogaproject.org/pages/volunteer-in-kenya.

Once you've built a clientele and are confident in the opportunities the market has to offer, find a good, accessible location and open your business.

You may want to add more services to your catalog e.g. by offering dance lessons, guitar training sessions and Zumba alongside yoga.

70. The Kiwi Fruit Farming Business Idea That Might Make You Consider Early Retirement



There are very few markets where demand exceeds supply. One such market is for Kiwi fruits which, despite being a relatively new idea in Kenya, has taken the market by storm. There are very few farmers who have gotten wind of its valued benefits and you can take advantage of this loophole to make a timely investment. Here is a step-by-step guide on how to go about it.

Step 1: Acquire or Lease a Piece Of Land

Kiwi vines grow well in areas with adequate rainfall and well drained soil. Think about areas that are neither too wet nor too dry and preferably with red soil which tends to be well drained (unlike black cotton soil).

For example Uasin Gishu, Nakuru, Western Kenya, some parts of Kajiado, warmer parts of Central and Nairobi areas. You can start out on a 1/8 th piece of land which can be leased at Ksh.5,000 per year or bought for Ksh.500,000. Preparing the land will cost you an extra Ksh10,000.

Step 2: Obtain Seedlings

Seedlings are quite rare to find but with a bit of searching you can always find them. Local nurseries as well as online classified sites like OLX are good platforms to start your search.

There is also the option of liaising with seed companies or The Kenya Agricultural Research Institution (KARI) for further assistance. Currently, Kiwi Vines that are ready for transplanting are retailing at an average of Ksh.300 per piece.

A 1/8 th piece of land will require about 50 vines amounting to Ksh.15,000 in total.

Step 3: Plant & Care for the Vines

Plant the vines at around the month of March to take advantage of long-rains. Note that Kiwi Vines are very vulnerable to strong wings and you may need to invest a bit more infrastructure-wise to protect them (e.g. by building a temporary fence or planting some trees around the farm).

Also you'll need to invest in a compost manure and some little amounts of fertilizer (D.A.P and C.A.N) to provide the crop with adequate nutrients.

Kiwi plants are susceptible to a bacterial infection known as Psa and so you may need to invest in biochemicals that are usually used on fruits like oranges and grapes.

Step 4: Your First Harvest

The average kiwi vine takes 2 to 3 years to mature and start producing fruits. The first few harvests may however not be as productive but this tends to improve throughout the plants mature life.

You can still commercialize your farm at this time by selling the few fruits that come out of it and healthy vines that you may choose to propagate (Remember, each vine goes for Ksh.300 on average, usually bought by new farmers).

Step 5: Take It To The Market

The local market is currently under-served as there are very few farmers who have taken up this idea. You can sell to roadside traders or even approach the big supermarkets.

There is even greater market potential in exporting to neighboring countries.

How much to invest

For 1/8 acre piece of land you will require a minimum of Ksh.50,000 and a maximum of Ksh.100,000 to start. Cost may however rise if you're leasing or buying the piece of land for the first time.

How much to expect

A 1/8 acre piece of land with 50 vines can produce 5,000 fruits per year (about 400 Kgs) on a bad season. A bumper harvest can reach up to 10,000 fruits (about 800 Kgs).

Each Kiwi fruit currently retails at an average of Ksh.100. In other words, there's potential for sales revenues of up to Ksh.1,000,000 per year on such a small piece of land.

Note that, a single vine farm can produce healthy fruits for up to 15 years of maturity.

Final Word

There are many benefits of Kiwifruit farming in Kenya, including the fact that this is a relatively passive activity. However, there are potential challenges in that the idea is still new in the market and treading through uncharted territory isn't always that easy. You should see this as a medium to long-term investment opportunity.

71. Firewood Delivery Business



Firewood is a commodity in plentiful supply in the forested parts of the country. On the other hand, this same commodity is in short supply in open areas where farms, schools and upcoming trading centers compete for the little available space. There-in lies a potential business venture that doesn't require a lot of capital to set-up. In order to succeed in this business you need to:

1) Find a reliable source of mature wood
2) Ensure that this source of wood complies with the national environmental standards (You can source from your farm, neighboring farms or from a neighboring forest whose crop of trees was recently harvested and re-forestation is yet to take place. Just make sure you have clearance from your area forest officer before you venture into the forest).
3) Buy a panga and axe and do the hard work of cutting the wood
4) You also need to organize for transport from point A (source) to point Z (market)

Preparing the wood and transporting it to the market will cost you about Ksh.10 per piece of wood. You can then sell each piece at Ksh.20 especially in places around Kiambu and Mombasa Counties and therefore make double profit.

73. Marketing Agric Produce Even Without Farming



If you don't like the idea of going farming what about marketing produce from the farmers and doing the work of delivery yourself to the market? You can for instance go to a rural farm in Kisii, order for as many bananas as possible and deliver them at a cost to a buyer in Nairobi.

Or you can even travel all the way to Kieni in Nyeri county, buy onions at Ksh.20 per kilo and deliver them to a hotel in Mombasa at Ksh.40 per kilo.

What do you need to start?

1) Good marketing and networking skills so that you can access high-end customers who are willing to pay well for your deliveries

2) Knowledge on good and cost-effective means of transport

3) Starting capital to enable you buy from farmers and deliver to the buyers in good time (Starting capital may vary from as low as Ksh.100,000 for small groceries to as high as several millions for bulk supplies).

74. Engage In Organic Farming; Stand Out From The Pack



Look, most farmers today are engaging in inorganic farming. They use tonnes of fertilizer, pesticides and even hormones to deliver the best looking products at the cheapest possible prices. However, as we all know, inorganic food is not good for the human body.

If you think something needs to be done to change the way modern people eat, then why not start an organic farm. Look for organic shops in big towns and tell them about your plans. Think about branding your produce so that everyone knows that you're an organic hub.

This will make it even easier for you to penetrate some otherwise flooded markets. And better still, you can always charge a premium for your product – meaning you'll get even more returns from your farm.

Requirements:

1) Knowledge of organic farming (talk to your area agriculture officer on the possibilities of this)

2) Good marketing and branding skills

3) A farm, source of water, labor and transport

The cost of setting up such a farm may vary depending on various factors. However, you should be able to set up something meaningful with as little as Ksh.100,000.

75. Start Camping Site and Hiking Services



Do you live near a recreation facility? Are enthusiastic about being outdoor and exploring new horizons? Then why don't you start small with a camping site cum hiking services business? You only need to market your business aggressively on social media so that you can get as many local and international tourists to come visit your place.

Once they come, you can give them a tour of the recreation facility, explain its history and stuff like that. It may seem like you are starting too small, but in reality that's how some of the country's largest tours and travel firms were started. Case in point is Bonfire Adventures, a leading firm that grew from such humble beginnings.

What you need to start:

1) Passion for travelling and understanding history

2) Ability to market your destination to a paying audience

3) You also need to be patient as the business may take some time to establish

4) You can make effort to brand your small business e.g. by creating a simple website, social media page, some posters and business cards

As the business grows, you can invest in a few vans and venture into the big business of cross-border tourism.

76. How cabbages and summer flowers give me a good salary



A black net sitting on several posts and stretching on an eighth of an acre meets a visitor to Paul Watheru's farm near Kireita forest in Kiambu County.

Underneath the net, there are several green leafy cabbages. Local farmers are wont to touch and squeeze them to determine if they are ready for harvesting.

"I will harvest them in about a month," says Watheru, 73. It is hard to believe that the ground on which the vegetables are flourishing was a few months ago occupied by flowers.

Watheru and his wife, Margaret Wangari, mainly grow flowers, an agribusiness that they have engaged in since 2006, and sell the produce to Wilmar Flowers Ltd in Thika.

However, once they harvest the flowers after every three or six months depending on the variety, they rotate the crops with cabbages.

“It takes time before one weeds the flowers, thus, the ground gets compact. I grow the vegetables to help soften the area and improve the soil texture, health and curb diseases,” he explains.

The farmer has grown the Platon F1 variety of cabbages that he bought at Sh.1,500 for a 25g pack. It only requires a fertile ground, water and is not easily attacked by diseases.

Before the cabbages, Watheru harvested Arabicum and Goblin, summer flower varieties which he says are “more or less like growing tomatoes or potatoes”.

The flowers only require adequate water and manure to grow well, with the climate favouring them.

“Their seeds resemble those of potatoes. I buy the seeds only during the first planting season. For the rest, I harvest, store for two months which allows for curing, and then I replant the next season.”

He first starts by sub-dividing his two acres land into 500 metre-squared plots that host 12,000 bulbs each. “My wife and I then prepare the land using double digging method that involves ploughing deeper to allow for aeration, water and nutrients to penetrate the soil.”

Thereafter, they make a metre wide beds. “We do this by raising the soil six inches from the ground to aid in proper drainage and, thereafter, add manure and plant immediately,” explains Margaret as she joins in the conversation.

Ephantus Mwai, an agronomist at Wilmar Flowers, says it’s important to conduct an analysis on the soil during land preparation. This helps to determine the soil type so that farmers can know whether to apply lime or gypsum.

The flowers require little water since they have bulb seeds susceptible to rotting but one must irrigate them twice per week if the weather is hot.

"We use the black net not only to help reduce the intensity of the direct sun but also prevent precipitation. When the area is cold or hot the farm will remain warm. The net also prevents the rainwater from directly hitting the fragile flowers," says Watheru, who has two workers.

Mwai notes that with the summer flowers, the sun speeds up their maturity.

"The flowers are graded depending on their length. Exposing them to direct sunlight makes them mature quickly but they will not develop the needed length. Inside the chamber, it's a little darker, thus, as the flowers struggle to reach the light outside, they grow taller at the required rate," he explains.

"Besides, rotating the summer flowers with cabbages helps to eradicate diseases because they are not from the same family."

Watheru, who was a potato and cabbage farmer before moving to flowers, says he harvests around 6,000 stems weekly that go for Sh3 each for three months, which earn him Sh.72,000 monthly.

After the three months, he takes a 30-day break, then adds manure in the garden while watering and weeding.

"It will take me a month before I start harvesting again for three months," says the farmer.

77. Rabbit Farming in Kenya – What You Need To Know



Rabbit farming has taken the Kenyan market by storm over the last few years; but like with any other upcoming business idea in Kenya, farmers are encountering a couple of challenges. Due to that, i did some research on this agri-business opportunity. I was able to put down a short informative article to help young farmers (as well as buyers) who want to venture into rabbit farming in Kenya.

Types of Breeds That Do Well in Kenya

According to the Kenya Agricultural Research Institute (KARI), there are three (3) breeds of rabbits in Kenya; California, Chinchilla and New Zealand white. Flemish Giant is also quite popular around the country. Chinchilla is a grey-brown breed and is preferred because it has a large mature weight.

Most rabbits reach maturity in 5 months and achieve slaughter weight in just 3 months. Rabbit's reproduce 3 to 4 times annually.

New Zealand and Californian are popular because they can be relied on for fur as well as meat. Chinchilla is preferred for meat because of its large mature size.

Benefits of Rabbit Keeping

Apart from the high turnover that is characteristic of this field of business, rabbits have numerous benefits. First, their meat is categorized as white meat. Rabbit meat is white, high quality, easily digestible and low fat. It has low cholesterol and high protein compared to most other meat. Rabbit meat provides low calories per kilogram of meat consumed than pork, turkey, chicken or beef.

Rabbit **urine** is used both as an insecticide and fertilizer. Their skin and fur can be used in the manufacture of fashion items. Rabbit droppings serve as tilapia food for those with ponds. A 20kg sack goes for between Ksh.50 and Ksh.200. Some local agrochemical companies have shown interest on Rabbit droppings but inadequate supply has always proved to be a challenge.

{Rabbit meat has 20.8% protein as compared to lamb meat which contains 15.7% and beef 16.3%}

Cost of Rabbit Farming

The cost of rearing rabbits depends on the type of system you use. Feeds are a major cost because rabbits consume about 25 grams of pellets per day. This translates to 2.25Kg in 90 days. On average 2Kg of rabbit pellets cost between Ksh.90 and Ksh.150. These feeds can be easily found in local agrovet shops and supermarkets.

Alternatively, you can feed them on vegetables. An average rabbit feeds on 2 leaves of sukumawiki (Kales) per day. You may also feed them on carrots. Aside from the cost of feeds, you should also add other costs as follows:

- Cost of labour (constructing rabbit hutches)
- Depreciation of hutches
- Transport to the nearest rabbit market

Regions Where Rabbit Business Thrives

Rabbits can be kept in virtually any part of Kenya provided they are housed properly and protected from predators. The Ministry of Agriculture Livestock and Fisheries will be able to furnish you with specific information like – where to source the right species and so forth. Kindly visit your nearest ministry offices to inquire more on requirements for starting up rabbit farming in your area.

Where to find Market

Finding market for Rabbits has proven to be a challenge to most farmers in Kenya. To some extent this can be blamed on poor flow of information from the sellers to the buyers (and vice versa).



Rabbit meat on display: Courtesy of Business Daily

Normally, there are **two different avenues** that you can use to sell your Rabbit products. First, you can sell through local companies that have established themselves as an authority in this line of business. Rabbit Republic is one such company. Benida Foods is yet another example of a company that deals with rabbit marketing in Kenya.

The second way to market your rabbits is through **direct marketing**. In that case you would have to visit big hotels and research centers looking for market. You may also want to approach supermarkets in your area and request them to sell your stock.

To market rabbits you need certification by the Veterinary services department (MALF), Kenya Bureau of Statistics.

One place to find market for rabbit meat is at local hotels. Most 5 star hotels are looking for **consistent suppliers**. You only need to visit several of these hotels in your area and talk to them about your farming business. Rabbit meat retails at a price range of Ksh.500 and Ksh.700 per kilogram.

Data from the Export Promotion Council (EPC) shows that demand for rabbit meat globally has not been fulfilled. For this reason, farmers with less than 100 rabbits are being urged to form groups at the county level in order to strategize on how best to supply other countries.

Where to find Halal Rabbit Meat



Delicious Rabbit Meat

Only a few suppliers are selling Halal certified rabbit meat. More information on this can be obtained from the Kenya Bureau of Halal Certification (KBHC). *"If you are looking for Halal Rabbit products, i would recommend buying live rabbits and getting Halal butcher to slaughter them for you. Alternatively, you can visit your local supermarket and look for products with the Halal mark of quality."* Recommends Josephine (a local rabbit farmer who is based in Ruai, Nairobi).

Finally;

There are many factors to consider before you venture into Rabbit farming in Kenya. I advise you to carry out thorough research before you rush to invest in any kind of business.

78. I earn much more from farming than my former teaching job



Antony Okoth is one of the few young men in Kisumu County who have decided on farming as his preferred career. The 24-year-old shocked many at his Kabol village in Nyakach sub-county when he opted out of the teaching profession to venture into farming full time.

"The little salary I earned as a teacher could not hold my raging passion to jump into farming as full time employment," he says. Okoth says the notion that farming is a "dirty" job for illiterate people in society is a misconception.

And he is a cheerful fellow as he takes us on a walk round his one-and-a-half-acre farm, narrating his successes. Apparently, what he started out as a hobby long before he joined a teachers training college is now a rewarding business opportunity, netting him on average Sh.50,000 per month.

Early in 2014 and armed with a measly Sh.3,000, Okoth had tried to domestic wild birds — guinea fowls and cranes—for ornamental purposes in 2014. When the birds increased, he started exploring possible markets for the birds from hoteliers in Sori, Migori County and in Nakuru County.

Lucky to get a ready market, the farmer sold part of his bird stock, earning about Sh.100, 000. From these proceeds, Okoth pursued a primary teacher career.



Fresh from college, he worked as a teacher at a private school in Kisii County, but the small salary— about Sh.13,000 per month— disappointed him as it could hardly sustain his livelihood. Early this year, he resigned from teaching to give farming a full-time commitment.

And he has no regrets. “From farming I earn about Sh.50,000 monthly, which is likely to grow depending on demand for my farm produce,” he says, smiling.

To increase his profits, the farmer has since diversified into keeping other domesticated animals such as ducks, doves and rabbits. He says keeping rabbits is quite profitable due to the high demand.

He sells mature rabbits on orders from hotels but he also has a contract with the University of Nairobi’s Department of Health Science as supplier of rabbits. Okoth also keeps dairy goats, guinea pigs and hybrid chicken. However, due to a good income from guinea fowls, he intends go on keeping them in large stocks. “Guinea fowls are rare birds which can generate good money.

A mature one goes for about Sh.2,500 which is more than three times the price of an ordinary chicken,” says Okoth. The birds’ eggs have a high nutritious and medicinal value so they fetch better prices than chicken eggs, each going for as high as Sh300.

Currently, the farmer has a population of about 20 guinea fowls and at least four birds are sold off each month. Guinea fowls have one big advantage over other birds— they are easy to maintain as they are free ranging and are disease-free.

“The birds mature faster and start laying eggs at between five to six months old. When well managed, a hen can lay up to 60 eggs in a season,” he explains.

Given a higher income, Okoth is not contemplating going back to teaching. “I am in farming to stay because I have tested the sweetness that comes along with it,” he says. A decent living and food security are some of the achievements he is proud of.

He plans to upgrade his farm into a small community-based organization where he can start training youth and other upcoming local farmers in farming enterprises.

His farm is registered with the Department of Social Services as Nyolo Nyambaja Farm, from which the group's name will be drawn.

"The aim is to empower the youth to take up farming as a potential source of employment," says the farmer, adding that he wants the entire community to benefit from his agri-biz skills. Already, Okoth has donated hens to some youths in the neighbourhood.

"Young people should engage in farming because it has untapped potential," he urges. Despite his successes, the farmer lists lack of farm space and harsh weather experienced in parts of Nyakach especially during dry seasons as challenges to his farming activities. Nevertheless, his farm remains a one- stock-shop where customers flock to get varied products.

79. Kenyans don't read, but bookshops make millionaires



If anyone claims there is no money in books, just laugh them off, even if they say Kenyans don't read.

Did you know that the family that runs Bookpoint are also the owners of the building (Loans House) that houses the bookstore? They also own the adjacent Guilders Centre that houses K-Rep Bank on the ground floor.

You can bet that all that money came from selling books, which they have done for more than 30 years. Yes, it might come as a shocker to you that Sarit Centre, that prestigious shopping mall in the heart of Westlands was built with proceeds from selling books. It is owned by Text Book Centre, whose mother office is along Kijabe Street.

The original owners of Prestige Bookshop, that tiny shop at the junction of Mama Ngina and Muindi Mbingu Street built Prestige Plaza, the mall that houses Nakumatt along Ngong' Road. The money came from selling books.

A bookshop is one of the most cost-effective businesses to venture into. Your major overheads are rent, electricity and salaries. In the case of Bookpoint, they didn't even have to bother about rent.

Publishers will be fighting over each other to deliver books to you, mostly on credit, which is payable once the books are sold.

New publishers give books to bookshops on a sale-or-return basis, meaning that they will be returned if they are not sold. Bookshops also get generous discounts from publishers – a minimum of 30 per cent – which is more than an author can ever hope to get. Authors get a humbling 10 per cent as royalty. Why write a book if you can sell one?

Finally, no self-respecting thief will break into a bookshop. No bookshop was looted in the 2007/2008 post poll chaos or during the attempted coup in 1982. Did you say Kenyans don't read? Think again.

80. Cereal Business Idea In Kenya – What You Need To Know



Africa is a hungry continent and you can never go wrong if you invest in food business. Everyone needs to eat and the escalating rate of rural to urban migration means more new mouths to feed every day. That is why the idea of starting a cereal shop is a good one. This is one

of those businesses that you can start with as little as Ksh.20,000 ($200) and scale up to Ksh.1,000,000 in a year if you play your cards right. Would you like to know more? Read the next few paragraphs.

Note: When i talk about cereals i mean dry grains e.g. maize, beans, green grams, groundnuts etc. Not breakfast cereals like corn flakes.

Step 1: Getting Started

You want to first identify an ideal (preferably residential) location. This should be a place that is densely populated. Places like Githurai, Mwiki, Ruai, Kamulu, Thika Makongeni, Mtwapa – generally you want to open a shop in an area that is densely populated preferably with people of the lower and upper middle class income levels. A good room with enough foot-traffic in these areas can cost you anything from Ksh.5,000 per month.

Step 2: Plan On What To Stock

You don't have to be a farmer to get your stock of cereals. There are many wholesalers who can supply you with your initial stock at a reasonable price (in Nairobi wholesalers are mainly found in Nyamakima area). Alternatively you can plan for a trip to the rural areas so that you can negotiate for even cheaper prices. For instance, you can get cheaper rice from places like Mwea and Kagio or cheaper maize from Chwele in Western Kenya.

Tips For Buying Stock

*Make sure the grains are properly dried to prevent rotting as this could "burn" you.

*Timing is important. For instance, it is cheaper to acquire your maize stock when farmers are looking to empty their granaries awaiting the next harvest.

Some of the fast moving products out of a cereal shop include:

Beans: Nyayo, Rosecoco, Yellow beans, Mwitemania, Butter Beans, Gituru and Gachuma varieties.

Porridge Flour: Baridi, Wimbi, Mawele, Mtama, Ndimu.

Green Grams: Ordinary, Nylon, Makueni, Lentils.

Nuts: Njugu Mawe, Groundnuts.

Rice: Pure Mwea, Thailand, Pakistan, Sindano, Fivestar, Basmati, Brown Mwea.

So now up to this point, you have identified a good location and identified the best places to buy your initial stock. What next?

Step 3: Get Licensed

You only need to go to your sub-county offices to get this. The officers there will give you some forms to fill and then they'll come to visit your premises. Then depending on the size of your premises they will issue you with a single business permit charge. In some counties like Nairobi, you can book a 3 month, 6 month or 12 month license depending on how flexible you are financially.

Step 4: Do Business

It is likely that the first days of opening the shop will be dry days in terms of few customers. But instead of sitting in the cereal store and whining the whole day, the best thing would be to start by visiting institutions around you. Make friends with the caterers, give them a good deal and they will gradually become your customers. Apply for tenders from local organizations also. As for the day-to-day customers, you want to sell to them on a cash-only basis – avoid selling on credit. From our research, credit sales are the main cause of failure for small cereal and wholegrain outlets.

How Much To Invest

Ksh20,000 – Ksh80,000

How Much To Expect

Returns vary depending on where you buy your stock and how aggressively you resell it. On average you get 25% net profit.

Final Word

The good thing with starting a cereal shop is that unlike other ideas that i've discussed above, you can start this immediately. Typically, apart from securing a good location, quality stock and the county license there are no other major requirements for starting. And unlike a video gaming or a movie shop business, you don't have to spend the whole day in the shop to ensure your workers conduct themselves appropriately.

So in other words, you can either start this as a full-time business or as a side-hustle. You only need to invest in stock cards so that you can track how and when every kilo of cereal is bought from your shop.

The returns are however not as mouth-watering as you would expect especially if you are one of those who dream of getting rich overnight. This is the kind of business where you start small and grow big especially as you build connections with institutions and hotels around your place.

81. Greenhouse Farming: Is it the newest goldmine?



Greenhouse farming has been practiced in Kenya for quite sometime now but it's not until recently that most Kenyans have started realizing the great benefits of practicing green house farming.

And its cool too. University graduates, fresh out of campus are soiling their hands in this business and they are not afraid of bragging about it.

Why?

Because it brings in the six figures. Something that would have taken them years to accomplish if they were seated behind a desk.

So, if you are there seated at home unemployed, or just bored out of your mind with your current job and are looking for a great business opportunity then you are in luck.

Let me introduce to you greenhouse farming and its many benefits.

You've probably seen this greenhouse structures at one time or another but your curiosity wasn't piqued that much, probably because you thought it was just some other ordinary farming.

No, you're wrong. Greenhouse farming is no ordinary farming. It's the latest 'iPhone' in farming.

And here's why

√ It produces a higher yield per acre- With just a small piece of land you are bound to produce more crop yield compared to outdoors farming.

Small greenhouses of 8 metres by 15 metres in size have been known to produce about 2,000-3000 kilos of tomatoes. And going by the market price of tomatoes at Kshs 100 per kilo you are guaranteed not less than Shs.200,000 per harvest!

√ It keeps pests and harsh weather at Bay- Greenhouse farming is controlled farming under a structure. This structure will protect your crops from wind, heavy rainfall, too much sunlight etc. Remember harsh weather and pests are the greatest enemies of crops.

√ Faster maturity- Crops cultivated under a greenhouse mature faster than the ones grown outdoors. A good example is tomatoes. Tomatoes in a greenhouse will only take 60 days to mature while the ones grown outdoors take as long as 90 days.

√ Higher shelf life for crops-Still using tomatoes as an example, you'll find that tomatoes grown in a greenhouse will have a shelf life of 21 days while the ones grown outdoors will have a shelf life of 14 days.

Now that you've known the advantages of growing crops in a greenhouse let's take a step further and delve into a few essential requirements needed plus the cost of setting up a greenhouse.

Just like any other venture, you need to do your research well before setting up a greenhouse.

First of all you'll need a bit of knowledge on greenhouse farming. Like I said earlier, this is no ordinary farming so you need to approach it a bit differently.

Luckily there are a few courses that you can partake. KARI (Kenya agricultural research institute) has very good tutorials and courses on this. Invest a bit of your time and money to learn.

And if you are going to employ some staff, then you need to teach them too. Nothing worse than your grand business venture being ruined by lack of basic know-how.

Secondly, you need to have clear details of your farm. What's your soil quality? How far is your farm from a water source? You wouldn't want to start a greenhouse very far from a water source unless you have some cheap ways of transporting the water to your farm. You should also determine the quality of your soil do that you know what minerals it has and what it lacks.

You now have details of your farm and basic knowledge of greenhouse farming and are ready to start shopping.

Since land is scarce in Kenya, we'll focus on the small greenhouse (8 metres by 15 metres)

This greenhouse costs between Shs.150,000 and Shs.200,000 for a fully equipped one that comes together with a water tank, plastic sheet, irrigation drip lines, seeds and chemicals.

You can also purchase these things separately especially if you have cheaper alternatives.

Crops that work better in greenhouses

√ Tomatoes
√ Cauliflower
√ Strawberries
√Onions

√ Broccoli

Like I had mentioned earlier, assuming you are growing tomatoes in a small green house you are bound to harvest 2000 kilos of tomatoes in 2 months. If a kilo of tomatoes goes for Shs.100, then you'll be raking in Shs.200, 000 after every two months which translates to a whooping 1.2 million a year! Good heavens! Isn't that great?

82. The 'Small Money' That Will Make you 6 figures in a month



The other day my good friend Edwin insisted that I get a movie at his shop. He knew that I loved movies and always buy them but not from his place. It's not like I've never been at his place. I've been there a few times but it's not convenient going to his shop because it's on the opposite side of my direction towards home.

So on this sunny Saturday, I decided to take the long walk to his movie shop since I didn't have much to do that afternoon. On arriving at his movie shop I ordered for a bottle of soda as I waited for my *Homeland season 5* to burn.

It was quite a beehive of activity in that tiny room. Guys strutting in and out buying movies, mostly on DVDs but some came with flash disks and laptops

"Seriously, how much does Edwin make in this business?" I wondered.

Yea, I know a movie goes for only 50 bob but the number of guys trickling in that tiny room was astonishing. I decided to order for season 1 and 2 of *power* just to spend more time and roughly gauge what this friend of mine makes in an hour or two.

15 mins, 30 mins….2 hours later and I swear I had counted about 25 guys walking in and none of them had carried just a single movie o their way out. It was either two or three on the minimum. And the movie boy was quite the salesman. "*hujaona* ***Quantico***? *Wacha nikuburnie hiyo leo. Nakwambia utarudi kesho ukitafuta season 2…*"

"*Na ushaona* ***blindspot****? Wacha nikuonyeshe trailer yake*…"

The movie seduction continued…and more business was done.

Okay maybe 25 guys buying movies in a span of just two hours doesn't surprise you that much but let's get down to numbers and see what that translates to.

Like I said each person walked away with at least two movies and that translates to 100 bob per person.

100 multiply by 25 makes a whooping 2,500 bob in just two hours!

Ok, that's gross income you might say. What of the expenses incurred in buying blank DVDs?

I know a quality blank DVD would cost around 10 bob and if you do the mathematics then you'll realize that my friend Edwin would have pocketed a net of Shs.80 per person.

Multiply this by 25 and you get a cool 2000 bob in just two hours!

So what do you think the guy gets after a hard day's work? 5,000, 6,000 or 7,000 maybe…

Seriously, how many white collar workers can beat that? Maybe a few employees in big blue chip companies but not many can beat that figure in just a single day.

But if you haven't sat in a movie shop a whole day and counted the number of folks buying movies you wouldn't think much of this business. You'd look at it in terms of the "*tu 50 bobs*" and you'd say it's a "peanut" business that doesn't amount to much.

You'd be seated at your desk on payday waiting eagerly for your Shs 40,000 feeling like you are now entitled to a seat at Chris Kirubi's table but you got nothing on this movie guy. He makes what you make in just a week with not much sweat.

Bottom line!

In the world of business no money is considered small. Don't ever look down upon these 'small businesses' that seem to make pennies per transaction/sale. Look at it in terms of the volume that it racks up after a whole day or a month and you'll realize it was never a small business in the first place.

84. How I make Sh.200,000 monthly from selling grafted seedlings



Bosco Aredha's two-acre citrus fruit farm in Makongeni Estate, Homa Bay is widely known by farmers in the lakeside county and even beyond.

The 40-year-old specialises in grafting, an agricultural practice whereby a shoot or scion of one plant is inserted into another forming one plant after the tissues fuse.

He learnt about the practice in 1999 while working with a non-governmental organisation tasked with integration of tree crops into the community.

When his contract with the organisation came to an end in 2006, Mr Aredha decided to use the skills he had acquired (fruit tree management, fruit tree propagation and disease and pest identification) to create employment.

He noticed that farmers in his home area faced difficulties when searching for good fruit tree strains and therefore decided to set up the grafting farm.

Using Sh.65,000 from his savings, he purchased mango and orange seedlings, grafting tools, fenced the farm and also built a shade where the seedlings were placed.

Before his grafted fruits had grown to maturity, he relied on scions from other farmers.

His venture has been his main source of income over the last 10 years earning him at least Sh.200,000 per month from the sale of grafted seedlings, each going at Sh.200.

On several occasions, he receives large orders of from agriculture-based organisations, giving him a tidy sum of money.

Last year, for instance, an organisation mitigating the effects of hunger and malnutrition in Homa Bay bought 16,000 grafted fruit trees from him. The Sh.320,000 return from this transaction saw him expand the farm as well as pay school fees for his children.

Mr Aredha grafts all sorts of fruit trees , but his highly sought after seedlings are those of mangoes. The Mango varieties found in his farm include ngowe, parvin, apple mango, chino and sebin vandyke.

"Grafted mangoes take a shorter period to produce fruits than ordinary ones. The practice is highly-recommended because farmers do not have to wait any longer for their fruits to mature. They will then be of higher quality thus fetch more money," he said.

85. Graphic Design & Digital Printing



2017 is going to be an electioneering period in Kenya. And with the many elective seats up for grabs, anyone who is good at things like T-shirt printing, graphic design, posters printing and general PR will have a field day. The best time to start preparing for this kind of business is today so that you can build your portfolio and networks before the craze kicks in.

And you don't have to be a skilled designer or PR person to start. Entrepreneurs are resource mobilizers. You only need to put together a small team, buy a few machines and venture out. Your aim should be to get one or two politicians on your bandwagon for starters. Beyond the electioneering period you can think of venturing into commercial printing, printing of calendars, office supplies and branding.

86. Scholarships Website And App



Kenya has many brilliant people who lack an opportunity to study because of lack of funds. However, as it turns out there are so many companies and institutions that are willing to offer scholarships and bursaries only that this information does not reach the right students in good time.

So what about you start a website and app that contains all scholarship schemes in Kenya (including the ones offered by private individuals and companies like Kenol Kobil, Total, Equity, KCB and so forth) so that students just simply need to create an account with you, fill in their details and then the system automatically matches them with the suitable bursary?

This way, you will attract a mass audience (a social media of sorts) and you can even start to sell your advertising space to the highest bidder. Many top organizations will come begging to buy your platform…just like Facebook went looking for Whatsapp and Instagram.

87. Gambling Addiction Treatment and Rehabilitation Business



Statistics by PriceWaterhouse Coopers (PwC) late in 2016 indicate that the annual gross turnover of sports betting alone is in the excess of Ksh.2.1 billion (this figure does not include other forms of betting). The same report estimates a 6.9% annual growth in gambling business in the country.

But the dark side of the industry's exponential growth is that gambling addiction has started taking a toll on some Kenyans. This therefore presents an opportunity for anyone to start Kenya's first ever gambling addiction rehabilitation clinic.

You can start one and hire a few trained counsellors who will be leveraging on professional expertise to offer a range of modalities and therapeutic services. If current trends are anything to go by, you can rest assured gambling addiction treatment will be one of the best business ideas in Kenya in 2017.

88. How I make Sh.144,000 monthly from 'Managu' farming



If you want to entice Henry Kinuthia out of his African nightshade— popularly known as managu— farming enterprise, he says you should be ready to pay him a million shillings per month.

Otherwise, he says, "you can keep any other lower paying job to yourself for I am content in this occupation."

African nightshade comes in several varieties consumed as leafy vegetables and is acknowledged to have medicinal value hence giving it a ‘market euphoria’ that creates year-round demand for it.

Mr Kinuthia says a 40 by 100 feet piece of land under this vegetable can generate Sh.36,000 per month.

“I am currently in my fourth year in specializing in managu farming and doing an acre. That means in a month I rake in Sh.144,000,” he says.

Farming was not always his idea of an occupation as he was growing up. Like most young people he had his eyes firmly set on making a mark for himself in professional world.

He completed his secondary education and enrolled in an electrical mechanic course and graduated with so much hope of getting employed.

“By 2011, it was apparent that I was doomed to only getting casual jobs. No one was willing to commit me into a permanent job. It was a low moment for me when out of frustrations I went to Wakulima Market in Nairobi where I worked as a porter carrying 120 kilogramme (kg) sacks of potatoes from lorries,” he says.

On a good day, he says, he would offload about 2,400 kgs and get paid Sh400.

“In a week, I was able to make Sh.2,000 translating to Sh.8,000 each month. My monthly upkeep expenditure was Sh.12,000. I lived a life of hand to mouth and borrowed money for my upkeep. I realized that I was not making a living, but in real sense I was torturing my body and soul,” he says.

In 2012 he decided to retreat to his Kamungu village of Murang’a County where he commenced small scale farming.

“My experience in Wakulima had made me realize that managu was a vegetable that was selling like hot cake. I ventured into its farming and since then, I have lived comfortably. I might be living a life in the dust and mud of farming, but my wallet can easily match those of workers in the upper middle level income bracket,” he says.

His 40 by 100 piece of land under managu yields about 300 kgs per week.

“Farm gate price per kilo is Sh30. That means in a week you can rake in a clean Sh.9,000. My acre rakes in for Sh.36,000 per week. In a month, Sh.144,000. The life span per crop is three months hence giving me Sh.432,000,” he says.

He intends to expand the acreage under the crop to four by 2019 which will earn him Sh.1.73 million in three months. “That is the reason why I am very emphatic that if you want me out of this farming, pay me a Sh1 million per month. In my current occupation, I do not pay rent, transport and I eat food straight from my shamba.

Rural life is dull, yes, but making money in it brightens my spirit,” he says.

He adds that the operation costs in his venture are low “because managu is easy to tend to and requires little care.”

“An acre of managu will only consume Sh.2,000 fertilizer and matures within three weeks ready for the market. My labour only involves irrigation once a week. It is a hardy crop that flourishes even in sunny conditions.”

He says the peak time is during rainy seasons “where the prices will go down to Sh10 per kilo of my harvest, but productivity goes up to 600 kg of harvest per week from the 40 by 100 yard.

His advice to the youth: “Your wealth creation potential is in your ability to make crucial decisions. You either chose to hang on living an income lie, or you break the chains of servitude and work hard in areas that give good returns.”

He says by 2020 he will have bought his matatu, a five-acre piece of land and diversified farming to embrace poultry and dairy breeding.

“Above all, if you are a male at the age bracket of 25 and 35 and you are not married, you are living an incomplete life. There is no greater excitement that beats working hard and earning in sweat and showing up in your home to face the demands of your kids and wife,” he says.

He is a father to four children aged between 16 and 4 “and that gives my enterprise a purpose.”

89. Ornament Making As A Business Venture In Kenya



Kenyan women love decorations, and making and selling ornaments would make a great business idea for the Kenya woman. One can engage in making ornaments with the use of the readily available materials for instance shells for those living in the coastal region.

One can make necklaces, bangles, or bracelets as well as anklets. It does not require a lot of capital to do this and it’s a good way to spend free time while as well making some extra money. One does not even need a room for these you can do it from home and sell to friends, neighbors and people within that area. An example of such ornaments is Shambala.

Ornament making in Kenya has grown significantly over the last five years. Ornament making is a source of livelihood for many Kenyans especially the youth. There is a range of

ornaments that one can make from bangles, bracelets, necklaces and anklets. The designs vary depending with the materials and the clients you intend to sell the ornaments. There are a number of reasons why ornament making is an important business venture.

Minimal capital investment

The startup capital for ornament making business is little and highly affordable. You only require capital to buy materials for making the ornaments which are quite affordable. You do not require a business premise since you can make the ornaments from the comfort of your home.

Readily available materials

The materials that make ornaments are readily available. These materials can be bought from local markets in Kenya. Maasai beads are particularly popular for making ornaments in Kenya. Glass beads, metal, and leather are also highly popular in making ornaments.

Availability of market

There is a wide market for ornaments in Kenya. Men, women and especially the youth offer a large market for ornaments. As an ornament maker, you need to identify the tastes and preferences of your target market. Make ornaments that appeal to your clients by making them trendy so that they are willing to make purchases.

Flexible working hours

You do not require working full time on ornament making. You can do this part time and commit the rest of your time doing other things. This is especially if you have another job, but you want to substitute your income. However, you can do this full time if you do not have a job and you could make a significant livelihood.

The ornament making business is all about being creative and providing clients with trendy stuff

90. How to get farming right and make profits



You want to become a farmer, growing food not just for yourself but for your greater community. You yearn to work with the soil, and are prepared for a life of physical toil, intellectual challenges, and uncertain finances.

All that's left is to trade in your suit and tie for sturdy boots and a dilapidated hat. Welcome to the world of farming! Kenya needs nutritious food, and that requires thoughtful, intelligent people to grow it. So if you're genuinely considering farming as a career, here are the basic guidelines. Following them might not guarantee success, but they will certainly put you on the path to economic and agricultural sustainability.

Avoid debt

Farming doesn't have to be financed with borrowed money. Avoiding debt should be a primary goal for any new farmer, even if they have to start very small for a few years. Most great producers have abandoned their farming dreams simply because they couldn't pay their debt when the bank came calling.

In a nutshell, debt (borrowing money, with interest) allows us to accelerate our goals, turning dreams of tomorrow into realities of today. While borrowed money might buy us a tractor, a new barn, or even the land we'll be farming, experience, the most valuable farming asset of all, cannot be bought.

Experience doesn't come with a Bachelor's Degree in Agriculture, and it certainly doesn't come from a book. Agriculture is fraught with uncertainties, surprises and intellectual challenges. Adding monthly payments to this intimidating list financially handcuffs most people right from the start. So does this mean 'never take on debt'? Certainly not. There are plenty of times when leveraging assets makes sense. As you gain farming experience, and create reliable cash flow in your business, these opportunities (or necessities) will become clearer. In the meantime, however, embrace this generalization: avoid debt as much as possible.

Expect failure

Our culture seems obsessed with failure, simultaneously terrified and captivated with the concept. I know people who spend their days avoiding the humiliation of failure at all costs. Some people fear failure so much, they never try to accomplish anything. The thought of failure paralyses them. If failure is a major concern to you, here's a spoiler: in farming, there is 100 per cent chance you will fail. But here's what no one will never tell you. It's OK to fail. Moreover, in farming, it's important to fail. While painful at first, failure can be an enormously useful tool. It helps us learn our personal limits of time and energy. It's an instrumental timesaver in the long run, letting us know what works well, and what does not.

Failure provides us perspective for future enterprises, making us intellectually stronger, more emotionally resilient. But while you're failing, fail gracefully and thoughtfully. It's the only sure way to recognize success when it finally arrives.

Where is the market?

Before you start, identify your market. So you want to raise cattle or grow watermelons? Maybe you just want to sell wool to local knitters. Awesome. I like steaks and water melons as much as the next guy. But how are you going to find customers like me? Do I live in your neighborhood, or 500 miles away? How much of your stuff will I buy? How will you find others like me? What will you do if I buy all of your stuff, and you're sold out?

What will you do if I buy none of your stuff, and you've got a barn full of it? Before you plant that first seed, take lots of time to figure out where you're going to sell your products, who is going to buy them, and how you're going to do it. Once you've done this, create a backup

plan. Then, come up with another backup plan. Spend an enormous amount of effort finding customers. This is every bit as important as growing the food to begin with, because without appropriate sales channels, fresh produce will quickly languish.

When all those watermelons ripen at the exact same moment, you'll need a place to sell them—and fast. Have a solid marketing plan prepared well in advance.

Your passion

Everyone knows farming is hard work. So do yourself a favour: grow something you love. Like blueberries? Then grow blueberries. If you grow what you're passionate about, it will help mitigate those difficult days when the sledding gets rough and things don't go your way. It may seem like common sense, but we often find our decisions driven more by finances, tradition, or inertia than by something we truly love.

Goals

Take care of yourself. Burnout is big in farming. You already know that the work is physically taxing, with unique emotional demands. Find your pace.

Visualize a 50-year career, and set annual, reasonable goals that will get you there. Check in with yourself frequently. And by all means, if you raise flowers for a living, be sure to "stop and smell the petunias" from time to time.

91. Florist Business In Kenya



The domestic market for flowers in Kenya has grown tremendously over the last decade. Flowers are highly demanded especially during events such as wedding. The various flowers that are grown in Kenya are roses, carnations, alstroemeria, lilies, gypsophila, and sunflowers. Roses and carnations have the largest market share.

These flowers are used to add beauty to event venues by adding color. Many people have taken up the flower business as a business venture and are making a living out of it. Below are reasons why you should become a florist in Kenya.

Huge demand for flowers

Flowers have a high demand in all parts of Kenya. The large demand is attributed to a change in the lifestyle for Kenyans. Wedding offers the largest market for flowers. The flowers are used to add color and beauty to the wedding venues. Red roses and carnations have the largest market among Kenyans.

Availability of flowers

The flowers are locally nurtured in Kenyan farms, and you can access the flowers easily on order. There is also a large variety of flowers for you to choose from depending on the preferences of your clients. The flowers are available throughout the year seen they are nurtured in green houses in various parts of the country.

Huge returns

The returns you get as a florist is reasonable. This is because you purchase the flowers from the farms at a relatively low price and sell them at a higher price to clients. The price ranges depending with the number of cut flowers sold.

Skills and capital requirement

There are no special skills required to be successful florist. You need to be creative with your flower arrangements and offer appropriate prices. Little capital is required to start a florist business. You need to apply for a license and get business venues. It is important to network your florist business with wedding planners who will inform you of arising opportunities.

92. How form four leaver made his first million from tree seedlings



What began as a curious membership to a newly formed group engaged in farming activities for a Form Four leaver would turn out to be the best decision of his life.

Benson Muchangi had just sat his Kenya Certificate of Secondary Education exam at Kamama Boys' High School in Embu County, when his father Elias Njiru prodded him to join Kamviu Farmers Group that dealt in tree nurseries, livestock and bee keeping.

The group also taught farmers new farming skills and Muchangi learnt about seedlings' nursery management. By virtue of his education and age, he was elected the secretary, an avenue that exposed him to growing and grafting of tree seedlings, spurring his love for conserving the environment.

About 14 years later, today Muchangi runs one of the largest nurseries near Ngurubani market along the Embu-Nairobi Highway in Kirinyaga County, getting customers from all over the country. His nursery has exotic, indigenous, ornamental and medicinal trees, flowers.

He also sells pots and vases for planting the flowers. Muchangi describes his job as rewarding financially and satisfying, as he gets an opportunity to conserve the environment.

He also has two parcels of land in Embu County; one at Kamviu and the other at home in Ngurubani where he grows and grafts seedlings, which he sells at the local market. It is easy to spot the nursery due to the neatly arranged pots and vases, with beautiful decorations interspersing merrily with scenic flowers and evergreen tree seedlings.

"I deal in ornamental trees, mainly palm trees, Thika palm, travellers palm, dwarf cypress, crotons, among others. The exotic trees include fast selling ones such as gravelia robusta (mukima), siena siamea (munyukwe) and eucalyptus from South Africa," Muchangi says.

He also deals in indigenous trees such as Mukoigo, Mwiria and Mugumo. His nursery is a one-stop shop since he also deals in fruit trees and sells mangoes, avocados, oranges, apples, lemons, guavas and strawberries.

Overtime, Muchangi noted customers would buy flowers then agonise on where to plant them, especially for those to be kept inside the house.

He thus researched and started stocking clay products moulded into various shapes such as pots, shoes and vases that are painted in various colours so that a buyer of flowers would not worry about where to plant them. This has set him apart from other florists, increasing the number of customers flocking to his nursery. Muchangi also sells chairs made from sticks sourced from Ishiara in semi-arid parts of Embu to complement the needs of a customer who prefers to put up a shed outside a house.

Tree nurseries require a lot of water, which Muchangi taps from the numerous canals in Mwea Irrigation Scheme and pipes to his work station. Currently, he has grafted seedlings of avocado (10,000 seedlings), mango (20,000), apple (5,000), and orange (15,000). He started the Mwea nursery in 2012 and makes a profit of about Sh 50,000 monthly and is planning to set base in other counties.

The success of the nursery has enabled him to put up a hardware, buy a pick-up vehicle to run his business errands, buy an acre parcel of land and provide for his family's daily needs. But it his deep love for conserving the environment that makes him proud of his job as well as being grateful to his father for encouraging him to join the farmers group.

While he was the farmers' group secretary, Muchangi's industriousness led a member into introducing him to the Green Belt Movement, then led by environmentalist Wangari Maathai, who is now the late. He became a volunteer in the movement and was assigned more roles three months later. He would move all over the county spearheading environmental conservation campaigns, especially tree planting.

"During this period, together with other volunteers, we planted tens of thousands of trees in Magacha and Njukiini forests to replace those that were illegally logged," he says.

It was not easy, considering the pay was not much and would come late, but the passion he had for trees kept him going.

"The movement offered a stipend once a seedling had firmed as a young tree. I soldiered on as I felt motivated seeing a seedling firm up and grow into a young tree. I also met Prof Maathai who encouraged and mentored me," Muchangi says. This love for trees was so intense that even after later landing a job with a retail chain and a hotel, he quit on realising they were not as satisfying.

His efforts were generously rewarded when he applied and qualified for a contract with the International Fund for Agriculture Development and Mt Kenya East Pilot Project. He was to plant trees along River Kirurumwe and Ena using seedlings he grew at home. He planted 80,000 trees and was paid Sh.10 per seedling, making Sh800,000.

93. Laundry As A Business Venture In Kenya



Many people in Kenya have become increasingly busy and barely have time to do household chores. This has made the laundry business grow. Laundry business is particularly popular in urban areas where there is a large number of the working class.

You could do other peoples laundry during your free time to earn some extra income. The laundry business involves hand washing of clothes or dry cleaning the clothes. The laundry business does not require special skills, and it is very simple to run.

When hand washing laundry, you do not require investing much capital. You only require availing yourself at your client's premises. Perhaps you would need to get some washing powder to wash the clothes. Many clients prefer that the laundry is done at their homes. It is important that you do a good job so that your clients enquire your services over and over.

Nurture a good relationship with your clients by providing them excellent services. Offer appropriate prices to your clients. Charge prices according to the work load that is available. You can offer additional services such as ironing of clothes for your clients.

When operating a dry cleaner, ensure that it strategically located in an area where you will attract clients. Dry cleaners are an effective way to the laundry. The clothes are cleaned and dried almost instantly.

When offering dry cleaning services, ensure clients clothes do not get mixed up during cleaning. Label the clothes appropriately for easy sorting. Your charges must not be exorbitant as they will scare away customers. Offer high quality laundry services to enhance consumer loyalty.

You can take up the laundry business as a part time venture or full time. Full time is applicable where you operate a dry cleaning business. The dry cleaning business requires some considerable capital investment to purchase the necessary equipment. Your business must also be registered according to the law.

94. Carpets And Seats Cleaning Business In Kenya



We all want to live in a clean home. Carpets and seats can at times be a bit of a challenge when it comes to cleaning them. After investing a considerable amount to purchase the carpets and seats, you want to keep them clean.

Keeping carpets and seats cleans keeps them looking new hence they are durable. Families with kids require these services to ensure that they remove the mess created by their kids during play time.

Other people who require these services are party animals. After having the house trashed during a party, you can enquire the services of carpet and seats cleaners.

To start a carpet and seats cleaning business, you will need to buy cleaning equipment. This equipment is specially designed to get rid of all the dirt that is difficult to remove through normal cleaning.

To buy this equipment, you require a considerable amount of income. Take the risk of investing and work hard to gain returns on your investment.

Locate your carpet cleaning business strategically. Ensure that you have enough space for operations. If the business is promising, ensure your location has room for expansion.

It is essential to locate your carpet cleaning business in an area that has numerous business opportunities. Residential areas are the most strategic location for such a business.

Be sure to market your business within your vicinity. Marketing does not have to cost you a fortune you can use cheap marketing options. For example, you can use a big banner to market your business.

You can also build a positive business image and your clients will market your business to their friends. It is important to meet your customer expectations as they become loyal your business. You can provide services such as transport or fixing of the cleaned furniture, mats and carpets.

3 Businesses You can Start with Kshs 100,000 or Less (plus contacts of those who've made it)

Most people would say that money is their biggest challenge when it comes to starting a business, but I beg to differ.

Why?

I think if you have a solid idea of the business you want to venture into then you'll not lack funding. You can always borrow from banks or from friends and relatives so long as you can argue your case (business plan) well.

The major problem would be if you have a shaky shaky idea or no business idea at all.

Well, today I'll share with you 3 small business ideas that you can start with Shs 100,000 or less.

Ready?

95. IMPORT OF WATCHES & PHONES



Most people freak out when they hear the word Import. Come on, the world is now a global village and there are no boundary restrictions for as long as you have an internet connection.

Phones and watches are products that are on high demand in Kenya especially if you can source them cheap but of high quality.

And the best place to source them cheaply: Alibaba.com

Alibaba.com is China's largest online portal for buyers and sellers.

You can get anything from alibaba at a cheap price. Quality watches go for as low as 2.1 dollars. A watch that you can resell in Kenya at shs 1,000

The scary thing about trading online is to be scammed. So always read online reviews of your sellers or better yet you can contact Waceke Kirobi who has been in this watch import business for quite sometime now. Contact her through her Facebook page: Adore Collections

96. Brick Making Business



New buildings are cropping up everyday in Kenya and most of these Kenyans wouldn't mind getting affordable but high quality bricks.

Why not take advantage of this problem and offer a solution by investing in a brick making machine.

You can contact Makiga engineering for these equipments and any further inquiries.

Their website is: http://www.makiga-engineering.com
cellphone: +254 722 669 730
+254 720 458 969

97. Offer Writing Services



A client being taken through a CV writing session.

You probably have an idea of this business. This is a highly profitable venture if you are good at it. A lot of stuff need to be written well and professionally and they include:

√ Blog posts
√ Business plans
√ CVs
√ Speeches

….and many more.

Just pick one niche. Specialize in it and then pitch your expertise to potential clients.

One person who has made it especially in article writing for blogs and can greatly assist you with this is Walter Akolo of Freelancerkenya.com

Any other business ideas that I didn't mention? Feel free to share them as they might help a fellow Kenyan out.

98. Embroidery Business For Kenyan Women



For women who love to sew, you can do embroidery and earn an extra living. This can be done as a part time activity aside from your mainstream job. Today sewing of mats and clothes of various fabrics is very popular and quite marketable too.

This business idea has been taken up by many campus students who want to make some extra cash. Campus students do this during their leisure time and sell them to their peers. The art of sewing is simple and requires a few days practice, and you are an expert.

Embroidery can be done by hand or by use of machines. If you do not have the capital to purchase a sewing machine, you can sew by hand and raise funds to buy a machine. Sewing by hand can be time consuming, therefore; it is essential to try and raise funds to buy a machine. The sewing machine makes it easier and faster to sew.

The art of sewing requires a high degree of creativity. You must possess the ability to come up with numerous designs that will appeal to you customer. Use different colors and different designs for what you sew. You will require the right kind of machinery and thread to be able to make quality products.

It is essential to identify the most demanded products in the market. This will help you to make products that will have a ready market. Market your products around your neighborhood and online. Provide your clients with high quality products so that they keep coming back to your shop.

Network your embroidery business with other businesses that will help your business grow. Get reliable suppliers for your business. Employ modern technology in your business to reduce cost and increase your profit margin. Learn new ways of sewing to enhance and improve your skills.

99. Events Planning Business In Kenya



Event planning and organizing are one of Kenya's most profitable business ventures. Events planners are people who help others organize their upcoming events. These people organize wedding, fare wells, graduation ceremonies, concerts, beauty pageants and birthdays.

Event organizing does not require special skills. You need to be able to work within timelines and make event success. To be a successful events planner you must possess the ability to coordinate activities.

Ensure no errors are experienced during events everything must go right. Here are some qualities that will help you run a successful events planning business.

Time conscience

When planning an event you dealing with deadlines. It is necessary that you organize a successful business within your client time frame. You need to get all supplier and service provider before the due date.

Organized

Organization helps you to coordinate the activities of the various service providers. This will ensure that all vital services will be available during the events day.

Open minded

An events planner must be able handle matter in an open mind. An open mind will help you be able to handle unexpected eventualities. You need to be flexible enough to change the course of action in case things are not working.

Planning a single event will earn you hundreds of thousands or millions depending with the size of the event.

You need to network with various service providers such as caterers, tent and chair providers, florist and bakers. Having a network of service providers will make it easy for you to source for people to make the events a success.

You must pay to the specific details of what you clients want. Every client has his unique preferences, and it is essential to make their big day exactly what they want. Consult your clients before making major decisions for your clients.

100. How I make Sh.800,000 from watermelon farming



Davis Onyango, a 39-year-old farmer in Homa Bay county, has found greener pastures in watermelon production, making a tidy sum from growing the juicy crop. He ventured into it after learning about the high demand of watermelon in 2013.

Before then he had ventured into tomato farming in small-scale on a small piece of land he inherited from his parents at Kananga Beach, in the outskirts of Homa Bay town.

Raring to go and armed with a seed capital of Sh13,000, proceeds from the tomatoes, the farmer says he bought 250 grammes of Sukari F1 variety watermelon seeds, among other requisite farm inputs, prepared the seed bed and his mission took off.

The farming process

"The first step to producing watermelon is to choose the type you want to grow and proper preparation of the seed beds. One has to meticulously follow the laid down procedures of planting the crop which is quite rigorous," he says.

He narrates that for the crop to generate well, a spacing of 60cm to 1.8 m is necessary. The seeds take between seven and 10 days to germinate, depending on the soil temperature and the depth they are planted in.

Despite some challenges in his first harvest, Onyango fetched a profit of Sh115,000 from the crop he had planted on a one-and-a-half acre farm. This, he says, motivated him to invest more into the crop. Determined to scale up production, Onyango bought irrigation pipes worth Sh60,000 plus a water pump costing Sh50,000 in addition to leasing the land.

Today, Onyango testifies that he has bought the five-acre farm he had initially rented at a cost of Sh178,000 per acre and is growing watermelons in all of it along the lake, from which he has fitted water pipes and a water pump to aid him irrigate the now vast farm with ease.

Growing returns

His second harvest reaped about Sh.450,000. “From the doubling of profits I realized I could afford to further invest in growing watermelons,” Onyango says. Despite his large-scale production, his output has not satisfied local demand.

“People have realized the nutritional value of watermelon, which has led to massive consumption. Customers from markets far away rarely get the produce from my farm.

They have to place orders in advance if they wish to buy some,” boasts the father of two, having established links with customers in Homa Bay, Kendu Bay and Rongo towns. He sells his produce in kilos.

“I don’t have a set price for a kilo, the demand dictates pricing,” says the farmer with a smile. Currently, he is selling a kilo at Sh35 in his farm, but stresses it is subject to change, especially during dry seasons when it sells at Sh40. Harvesting is done every two months. In a good year, Onyango takes home about Sh800,000.

Tips and caution

“Seeds and pesticides are expensive, scaring non-established farmers away from trying their hand in growing watermelon,” says Onyango. “The crop is susceptible to diseases such as downy mildew, leaf spot and fruit blotch. Beetles, mites and leaf miners are also quite fond of the watermelon’s leafs.”

101. Cards Making Business In Kenya



The business of making cards in Kenya is growing owing to the large number of events being organized every other day. Cards are made for various occasions from weddings, fare wells, business cards and fundraise. Card varies depending with the needs of your clients. Wedding offers the largest market for cards in Kenya.

To start a card making business, you need to have the basic computer skills. More specifically you need to be able to use programs such as page maker and Ms Publisher. These two programs are the ones that are used to design cards. Train for these two essential programs it will only take you a few weeks.

You will need to buy a computer for designing the cards and a printer for producing the cards. Get a good printer for the best manufactures to ensure that you produce high quality cards. The paper on which you print the cards must be of good quality. You need to use different colors depending with the needs of your clients. You can decorate the cards using ribbons especially for wedding cards.

You ought to be creative to survive in this highly competitive sector. You must possess the ability to develop unique designs for all your clients. You can check the internet for creative ideas that you can implement. Use different colors of card paper. You can also try out new calligraphy for the cards. However, your clients must approve of all your ideas.

Your prices must be competitive with those of your rivals. Negotiate skillfully with your clients to settle at the best price for you and your clients. After you clients have made an order, it is important that you deliver the order within the stipulated time lines. You cannot afford delays as this will make you lose clients.

102. All about growing cabbages profitably



There are three varieties of cabbages in the country namely smooth-leafed green, smooth-leafed red, and crinkled-leafed green, also known as savoy cabbage.

Cabbage grows well in full sun, but being a cool-weather crop, it can tolerate some shade during the day. It especially likes cool nights with morning dew. In highland areas, cabbage can be grown all-year round by successive sowing after every two months.

You can also plan your planting cycle in a way that uses the cooler months for growing. Also, avoid planting that will see the crop mature in hot, dry January weather.

You can sow cabbage directly in situ or grow seedlings in a separate seedbed and then transplant.

GERMINATION

Cabbage seeds take four to 10 days to germinate and if grown in a seedbed, they should be transplanted after five to seven weeks. They, thereafter, take 80 days to mature and harvest.

So, for a July or August harvest, you should plant your seedlings in March or April. But you can also plant them on any four-month cycle as long as you avoid sowing in October or November if you are in a hotter area.

The recommended spacing is 50 by 50cm to 70 by 70cm for larger varieties. In a square-foot planting system, plant a single cabbage per square foot.

The crop is what we call a “heavy feeder”. Cabbage needs adequate nutrition to grow those heavy heads.

Therefore, it is preferably grown in soils with some clay content, but the soil also needs to be deep and rich in organic matter with a high water retention capacity. This is the ability of the soil to hold rain or irrigation water for longer periods.

To achieve this, loosen the soil deeply before planting and dig in 12 to 20 tonnes of high quality compost per acre six weeks before planting.

Cabbage also needs well-aerated soil, so loosen the soil regularly and apply mulch. A thick mulch layer of 15 to 20cm deep will help to keep the soil moist and cool. Shortly before head formation, heap up the soil around the root or stem area. This will increase root and plant growth.

SOIL TEST

I strongly recommend that you have your soil tested before you plant. A soil test will give you all the necessary information you need for successful and sustainable fertility management.

Cabbage needs a pH of 6 to 7. In case the pH of your field is lower, the recommendation that comes with the soil test will advise you on the amount of lime you need to incorporate prior to planting. Lime should be applied three to six months before planting. So do your soil tests early and regularly.

The soil test will also give you a recommendation on the kind and amount of fertiliser you should apply.

NUTRIENT REQUIREMENTS

Generally, cabbage needs the following nutrient requirements: 93kg nitrogen, 20kg phosphorus and 20kg potassium. If you do not know what the fertility status of your soil actually is, feeding these amounts of fertiliser might create or worsen nutrient imbalances in your soil.

That is why soil testing is key to successful fertiliser application and, thus, farming.

It is worth noting that adequate compost manure application will offer 36kg of nitrogen, plus the nutrients from phosphorus and potassium.

Fertiliser applications should be split into two; at planting and top dressing or even into three after every six weeks. Application of homemade liquid fertiliser made from comfrey leaves at transplanting and when the heads begin to form will give the crop an extra boost.

Cabbage has high water needs, which peak after they start forming heads. Therefore, the crop is best grown under irrigation to ensure steady water supply.

If the soil dries out and then a high amount of water is given suddenly, the heads tend to crack.

HARVESTING

Harvest during cool morning hours to avoid cracking of the heads.

Check for caterpillars and aphids regularly and dust your cabbages with wood ash from the start to avoid the pests.

Cold season planting minimises caterpillar infestation. Also, keep the soil moist or mulched to avoid flee beetle damage. Aphid infestation is a sign of heat or water stress and inadequate nutrient supply.

Typical cabbage diseases are black leg, black rot or leaf blight, club root, damping off and stem rot. If your cabbages have had problems in the past, look for disease-resistant cultivars.

To avoid soil-borne diseases, don’t plant cabbage-family plants (Brussels sprouts, kale, cauliflower and broccoli) in the same area more than once every three years. Plant cabbage after beans and follow with maize and or potatoes.

Lastly, for better growth, don’t plant cabbage near capsicum, chilli, eggplant, garlic, lettuce, maize, mustard, radish or strawberries.

103. Interior Design Business In Kenya



Everybody wants to live in a house that is visually appealing. Interior designers help you identify appropriate décor, furniture, carpets, lighting and color to make you house an ideal place to live in. If you want to venture into the interior design business, you must be creative and be able to put things together in a functional manner.

Interior design can be quite tricky, therefore; I would recommend that you get some formal training before venturing into this business. A successful interior designer must possess the following abilities.

Imaginative

Interior design is a highly dynamic field that experiences changes every other time. House interior design depends with the personality and tastes of your clients. Some clients have vague ideas of what they want, and you as an interior designer must step up and actualize the vague ideas into something appealing.

Versatility

You must have the ability change with occasion. Different clients have their own preferences, and you must, therefore, be flexible enough.

Spontaneous

Spontaneity for a designer is very valuable. To succeed in this business, you must be able to respond quickly to unplanned eventualities. For example, changes in clients needs.

If you possess the above attributes and the necessary skills and you believe you can venture into interior design, you must register your business. Do not be discouraged by the fact that you have little capital.

You can start small and eventually raise the capital to expand your business. This is to legalize your operations. Locate your business in an area where you will be able to attract clients.

Marketing is an influential aspect. Market your business to let potential clients aware of the existence of your business. Network with suppliers such as furniture designers, ceramics companies, and electric appliances companies and paint manufacturers.

These are the stakeholder you will need to model the house of your clients. Choose suppliers who offer the best quality. Employ highly efficient staff to help you.

104. How you can make extra money from urban spinach farming in Kenya



One day in March last year when Mary Ngunu was watching 9pm news on a local TV station, she saw a farmer explaining how urban spinach farming in Kenya is practised. She took

contacts of the company, Real Impact IPM, which trains people on urban spinach farming. "Since I had been nurturing a desire to do farming, I called them, booked an appointment and I was directed to Reverend Francis Ndolo in Thika, who trains farmers at his home," recalls Ms Ngunu, a secretary at Mirera High School in Naivasha Sub-county, Nakuru County.

She attended the training for three hours a day and today, she is a proud spinach farmer. She grows spinach in sacks on her 50 by 100 feet plot, in Mirera, less than 10km from Naivasha town. "I was taught how to mix soil and manure in the ratio of 1:1 among other lessons," says Ngunu, who now has 10 bags of spinach that she harvests once a week and 30 new ones ready to be planted. She sells her spinach to neighbours and a retailer who then sells it to the nearby Mirera trading centre.

Ngunu sells 15 leaves at Sh10, making about Sh800 to Sh1,000 a week. She says because she has a few sacks, she has not bothered to look for market in Naivasha town, lest she get huge demand and fail to meet the supply.

"I, however, have plans to look for market in the town groceries when I start harvesting the 40 sacks thrice per week. I know I will earn about Sh3,000 a week" says the single mother of one girl. She advises that before one starts urban spinach farming, they first need to be trained by professionals. Mr Ndolo has himself taken upon the task to train interested farmers at a fee of Sh1,000 at his demo farm in Thika. "After interacting with Real Impact IPM, I decided to train Kenyans on this new technology. We have no other training centres in the country, but after training someone properly like I did Mary, she can be a trainer in Naivasha and start imparting the knowledge to other interested farmers," he says.

After training, one is registered for more training and other benefits in future. However, one has to buy sacks through Mr Ndolo, who sells at Sh1,100 each.

How to go about spinach farming in Kenya

One is allowed to buy not less than 10 sacks, but you can buy up to 100. You have to send courier and procurement fees of Sh1,400 and the package will be sent to you. Ngunu says, "You need a small space, half of the 50 by 100 plot size can do as you live on the other half. Manure and soil, knapsack sprayer, water pipe and enough water supply are a must-have." "The

sack is supposed stand straight vertically without tilting. Fold it and fill it will soil mixed with manure up to one foot high." Insert a one-inch-tall hollow water pipe in the middle of the sack and put soil around it to the brim of the sack. In the pipe, put ballast stones to the top then remove the pipe.

It is through this ballast that you will later water the sack, as it acts as the water way to the sack. After completely watering the sack, one can then plant the spinach seedlings.

Each sack comes with 80 holes around it and the farmer has to dig 20 holes on top of the soil. This means a sack must not carry more than 100 seedlings. "During planting, ensure that the roots of the seedlings are pushed into the holes directly and avoid folding or bending, which could lead to stunted growth," advises Ngunu.

No seedling is planted at the centre of the sack where there is ballast. While preparing the seedlings after planting, you must cover the top of the sack with dry grass, which maintains moisture and protect sprouting seedlings from direct sunlight. After planting, the plants must be watered once a week with five litres of water for each sack. Ngunu advises that you have to avoid over watering, which can lead to water logging and rotting of the plants. When the spinach are ready for harvest, spray the liquid fertiliser to make them remain healthy and maintain the green foliage.

"You can also add some manure to give your crops enough nitrogen, which prevents the leaves from changing colour from green to yellowish or having spots," Ngunu says.

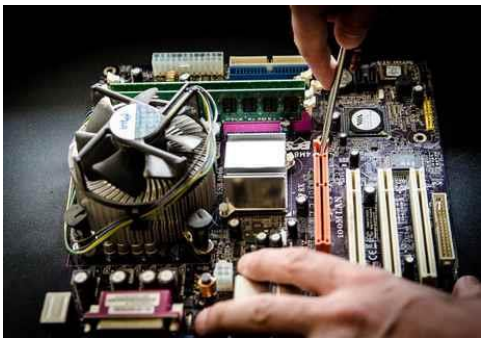
Also, spray with pesticides once in two weeks. After spraying, give them at least three days before harvesting to avoid consuming the chemical. Remember to pluck the dried or bad leaves to give space for new ones to sprout, advises Ngunu. You are also advised to harvest only three to four leaves per stem and leave three to four leaves. If you also keep animals such as chicken, you need to fence the space under the sacks to protect the plants.

One of the advantages of urban spinach farming in Kenya is that no weeding is needed. One only needs to remove small foreign plants that may grow in the sack. This type of farming also minimises space.

“Imagine 40 sacks have taken only half of my plot. If I was to plant on land, I may have used at least an acre,” Ngunu says. Another advantage is that you can farm and do other side hustle or continue with your full time job. “I am a school secretary, I live alone, but still able to tend to my spinach after work. It does not deny me time to do my job at school,” Ngunu says.

The technology can also allow growing of other vegetables such as sukuma wiki and amaranth. Ngunu says with at least Sh50,000, one can start urban spinach farming in Kenya. She adds that has has so far spent Sh74,000. She has spent the money on buying sacks, training in Thika, buying seeds, farm implements, soil, manure and for labour. She advises those with plots and live in town to take advantage of spinach farming in Kenya to minimise their budgets.

105. Computer Repair Businesses In Kenya



Many computer users lack the ability to diagnose problems they experience on their machines. This makes them seek the services of computer repair experts. Many Kenyans use second hand computers

These computers are prone to malfunctions since they are old. This, therefore, makes it paramount to have a computer repair services. This business is growing fast especially in urban areas. If you are interested in this business here, are tips that you will find useful.

You require undergoing training to be able to undertake this venture. Many institutions across the country offer certificates and diplomas in computer repair and maintenance. This will give you the skill and knowhow to carry out this business.

Consider it as an investment and not as a cost. The greater the skill you acquire the more you will be able handle a wide range of computer malfunctions.

After getting all the necessary skill, you can set up your business. You will need a spacious room to carry out your business. The business must be located strategically in an area that has potential clients.

This space will be used to store the computers you repair. You must also register your business in accordance to the law. You must also market your business to other people.

You can also offer maintenance services alongside repairing broken computers. Maintenance services include installation of software and antivirus. You can also buy broken computers and computer parts and fix them.

You can patch together parts of various old computers to make a perfect computer. This computer can be sold to make a profit. The idea is about making money of scrap. Other ideas that could work include repairing phones, which is a really great venture.

If you have done a course relating to computers and are unemployed this idea could work for you perfectly.

106. Video Taping Businesses In Kenya



People today want to keep memories of special events in their life. Videos make it possible to relive our most cherished memories. This has seen more focus being drawn towards videotaping services.

Videotaping services are very common in most events today. Some of these events include birthdays, baby showers, weddings, graduation ceremonies and farewell parties. Videotaping services are really simple to begin and operate.

First you will need a good video camera. Ensure your camera has a high megapixel to ensure clarity of images. The video must have high definition ability for high quality images. This could cost you some considerable amount of cash but you want to give your clients the best, so it's worth the investment.

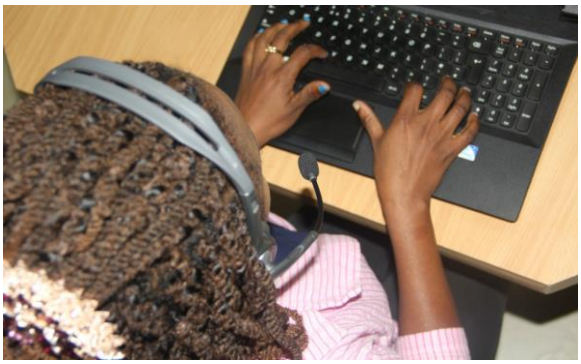
You will also need a business premise from where you will be developing your videos. You will need to purchase a computer, and blank CDs to develop these videos. These are the main business tools that are required for videotaping business. You business location must be strategic.

To get clients, you must be able to market your business within your vicinity. People need to know that you offer videotaping services so that they enquire your services. Use posters and the internet to market your business. You marketing strategy must be affordable to avoid compromising your cash flows.

Quality is essential if you intend to venture in this field. Provide your clients with quality services to enhance you business image. A positive image will draw more customers to your business. Another way to attract customers is to charge affordable prices. If your prices are affordable more people will seek your services and your business will grow.

With time, you can expand the scope of your business to offer other services. Aside from videotaping, you can offer other services such as photography, photocopying and printing. This will help you increase your income considerably.

107. How Online Work Changed Young Kenyan Mom's Life



Nowadays, thanks to the internet, you don't have to spend 4 agonizing hours in traffic just to get to your place of work. You catch up with your clients even when enjoying a well-deserved holiday in Mombasa.

Or you can even hold a conference from the comfort of your bedroom with your pajamas on. Moreover, you can spend more time with your family and get the freedom to spend the day as you wish.

Does this story sound too good to be true? Well, don't take my word for it. I recently caught up with Sheeroh Kiarie who works as an online video transcriptionist on odesk.com and elance.com.

I asked her all the crucial questions about her line of work. I hope you'll pick up something useful from this conversation and if possible turn it into a money-making concept in the future.

Me: Video transcription sounds like rocket science to most of us, please tell me what it is in simple words?

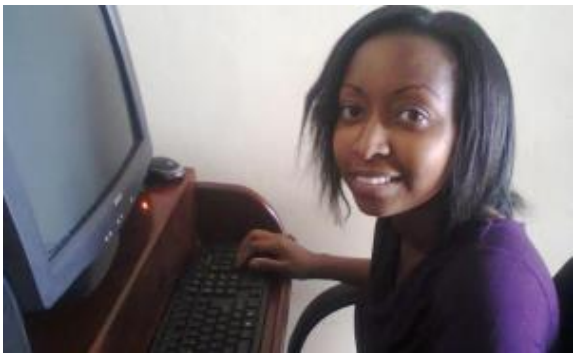
Sheeroh: Transcription simply means the conversion of audio information into written word (text). Clients will send you a video or audio file which you will then type out. Clients might require you to transcribe podcasts, webinars, sermons etc.

Me: How did you start out working as a video transcriptionist?

Sheeroh: When I started off, I did not have any professional training to work as a transcriptionist. I had to train myself through materials that I would come across on the internet. I bought my first computer at Ksh.8,000 (it was a third-hand computer) and my first pair headphones for Ksh.500. I would buy Ksh.250 worth of internet to last me for one week.

Me: What challenges did you face when starting out?

Sheeroh: I faced many challenges. In fact, I was tempted to give up, but something inside me kept me going strong. First, I did not have reliable internet connection. Secondly, I was not used to typing at a fast speed, which is a basic ingredient to succeeding in this industry.



Sheeroh Kiarie on her work desk

Me: How did you turn your challenges into stepping stones?

Sheeroh: I learnt to love my job. I embraced the challenges, sought advice from experts and got the right tools for the job. Most importantly I kept working hard, I made a decision never to look back.

Me: Talking about tools; what equipment is required for this kind of work?

Sheeroh: The equipment needed for transcription isn't anything out of this world. You'll need *A computer *Internet connection *Good headphones *Free software that allows you to type as fast as possible.

Me: Any other requirements?

Sheeroh: Additional requirements would be a reasonable typing speed of at least 35 words per minute. Moreover, you need superb listening skills because you will come across different accents of English – such as South African, Japanese, British. Sometimes the work can be tedious but practice makes perfect.

Me: How good or bad is working from home?

Sheeroh: Working from home is really convenient for me, I am a mother of two and I really need to spend time with my family – this would not have been possible if I was doing any other type of work. On the downside though, you need to be extra disciplined to ensure you don't mix work issues with family matters.

Me: Does working as a freelance video transcriptionist pay?

Sheeroh: I would say this job pays especially if you are a good worker who retains good clients. On average you can make Ksh.50,000 per month working for 5 to 6 hours per day. You can actually earn more than that if you devote more time and effort to work.

Me: How can someone who is new to this industry get started?

Sheeroh: One can start out by signing up on Elance.com, oDesk.com or Freelance.com. These are freelancing sites where you will meet up with clients. You however, need to be cautious about spammers who are always out there looking to make you part with your hard earned money.

Me: What advice would you like to give to our youth?

Sheeroh: I would like to urge our youths to start thinking out-of-of-the-box. Don't just sit there waiting for someone to rescue you from poverty, get up, roll-up your sleeves, this is our time!

The ball is in your court…

108. Bamboo Farming in Kenya; 7 Things You Need To Know



You, probably, have heard people talking about Bamboo farming – how it is transforming lives across Kenya and how it has the potential to transform you from a middle-income earner into a millionaire in record time.

Bamboo farming is popular in China and the US where it is grown for medicinal, ornamental purposes and feeding of **panda**. Back home, this type of farming is peaking with potential demand coming from construction companies, landscapers and even beer manufacturers.

How Do I Get Started

Virtually anyone can venture into this line of business. Actually, there are no stiff requirements for getting started. You only need adequate land (at least 1 acre) and the right information.

The beauty of bamboo plants is that they can grow in any region where maize, wheat or any other crop that belongs to the grass family thrives. Below are some quick tips for choosing the ideal piece of land for planting bamboo:

- Well-drained soil; not in a swampy area
- Spacious piece of land with adequate sunlight
- Spacing of 5ft in between plantlets
- Moderate supply of rainfall
- Soil pH – 6.5 – 8 pH



Where To Get Seedlings

You can get good seedling from a certified nursery in your area. However, before you buy, it is important you talk to a Ministry of Agriculture extension officer in your region. The Kitil bamboo farm in Isinya Kajiado County is one of the few providers of bamboo seedlings and plantlets in the region. The average price per seedling is Ksh180 to Ksh250 – this can change depending on the amount of seedlings bought.

After how long can I expect my money back?

Think of Bamboo farming as a long-term investment – pretty much the same way you would buy a plot of land and leave it to gain market value before re-selling it for profit. Bamboo plantlets normally take **3 to 4 years to mature**.

How much do I need to spend?

If you were to plant bamboo on say a one-acre piece of land, you would need to spend the following (*estimated*) amounts:

- 200 Bamboo Seedlings x Ksh. 200 = Ksh40,000
- Tilling of land and labor = Ksh25,000
- Fungicides = Ksh10,000
- Transport and Harvesting = Ksh50,000
- Miscellaneous = Ksh10,000

That brings you to an estimated **total of Ksh135,000.**

How much can I expect in return

Each bamboo plantlet produces multiple shoots during its lifetime. For example, a young plant may produce three shoots within two months time. Next season, those three shoots plus the mother plant may produce three shoots each and so on. Fast-forward four years, the single plant you planted will have produced sixty canes stretching up to thirty feet in height.

Now let us say you sell each pole at a throw-away-price of Ksh100, how much will you get from a single plant (which you bought for Ksh200)? 60×100=Ksh6,000. Now, Multiply Ksh6000 by the number of shoots in your farm, **how much do you get? Ksh6000X200 = Ksh1,200,000.**

The only disadvantage with bamboo plants would be that they are only commercially useful from year 4 to year 6 after planting.

Is there ready market for bamboo in Kenya and Africa?

While market is readily available, you may have to do a bit of marketing just to create sustainable demand for your product. The three years that you would have to wait for the crop to

mature should be enough for you to create a buzz around your farm so that you are assured of earning from your sweat when the day of harvest arrives.

Apart from direct marketing, you can get a little innovative to create and sell bamboo products. Examples of **products you can produce** and sell to a ready-market include bamboo matchsticks, toothpicks, bamboo charcoal or even **bamboo beer**. You can also create nice art products with it and start selling to individuals and corporate in your area.



A brand of beer made from Bamboo

Finally;

As someone once said, opportunities come dressed in overalls. Who knows, maybe your first million is stashed right in the middle of a bamboo thicket. Think about it!

109. With Watermelon Farming It Takes 100 Days To Grow Ksh.40,000 To Ksh.400,000



We live in a beautiful country indeed. Our potential for agri-business is immense, our land is fertile and our people are hard workers. Thanks to a fast growing demand for fresh grocery, demand for agricultural products such as watermelons has grown exponentially over the last few years. Today i want to share some important tips about watermelon farming.

How To Grow Your Ksh.40,000 Into Ksh.400,000 In A 100 Days

#1: Get the Seeds

High quality seeds are available at Kenya Seeds Company and Simlaw Seeds Company outlets.

Keep in mind that because watermelon produce large vines, you need to leave a space of at least 1.5 metres between rows. This leafy crop should be grown away from any shade so that it receives at least 6 hours of direct sunlight.

#2: Choose the Right Variety

The variety of watermelon you choose can determine what profit you are going to reap from your investment. According to Mr. Robert Musyoki, a variety known as Sweet Rose is the best bet for first time farmers since it is highly resistant to diseases and pests. Other varieties that are in high demand in Kenya include: Sugar-Baby, Jubilee and Congo. Mr. Robert Musyoki can be contacted on 0722281132 for further consultations.

#3: How Long to Maturity?

Watermelons normally reach maturity in 80 to 100 days. To check if your fruits are ready you only need to turn them to see if they have a yellow patch on the part that lies against the ground. Another way to check for maturity would be by thumping the fruits – you should expect to hear a dull noise from a ripe one.

#4: Can I Plant Watermelons in My Home Area?

"Watermelon is adapatable to a wide range of environments" said Robert Musyoki during a telephone interview with Kuza Biashara research team. In general watermelons grow well in mid-hot coastal areas and dry plains. Example of such places: Machakos, Embu, Kirinyaga, Loitoktok, Garissa, Isiolo, Kerio Valley and some parts of Meru. According to Kenya Agricultural Research Institute (KARI) this crop can also perform well in areas with black cotton soil (such as Kitengela) if planted under drip irrigation.

#5: Challenges to Watch Out For

As with any other business, watermelon farming has its fair share of challenges. According to Dr. John McOpiyo (a one-time Watermelon farmer) says that finding the right pesticides, and fungicide is always a challenge. He narrated to us how he sprayed his farm with wrong chemicals only to lose all his crops. Kuza Biashara would recommend seeking advice from an extension officer before applying any pesticides of fungicides to watermelons.

#6: How Much You Need (1 acre farm budget)

- Seeds – Ksh12,500
- Labour – Ksh10,000
- Ploughing and weeding – Ksh10,000
- 50 KG DAP Fertilizer – Ksh2,500

An acre of land can produce 45,000 Kilograms. Each Kilogram retails at a farm-gate price of Ksh10 – Ksh15. In short, we're talking about a return of about Ksh 450,000 minimum.

#7: Where Is the Market for Watermelons

Major market for watermelons in Kenya is easily available in Nairobi's City Market, Agakhan Market, Githurai Market, Kangemi and Kongowea Market that is in Mombasa. Alternatively, you can look for market in hotels and supermarkets in your locality. "There are middle-men who normally come to the farms seeking to buy your produce even before it

matures, so I don't think finding market for watermelon would be a big problem" Julius Kombo (a farmer from Lamu, Kenya).

110. Sell your talent



Do you have a special talent or skill that you would like to share with the rest of the world? Think of marketing it and building yourself as a brand. If you are a comedian, you can invest in nice videos which you can then upload to YouTube. From there you can spend some money in promoting the videos so that they get more views.

Be sure to include your contacts so people can contact you if they are impressed with what you have to offer. This is how people like Kansiime Ann (Citizen TV) and Justin Beiber made their big break. Whether you are in: poultry farming, music, graphic design etc, this avenue can be of great use to you.

111. Aloe Vera Farming in Kenya



There is no doubt that Aloe Vera farming is one of the most lucrative **business ideas in Kenya**; and just incase you are wondering how to get started in this line of business, am here to enlighten you.

How To Start Aloe Vera Farming in Kenya

To start off you need to buy seeds from your local store. Alternatively you can use a cutting from the right species. Seeds should grow within weeks depending on the weather. Cuttings may take weeks or sometimes months.

Seedlings

The best species of Aloe Vera that does best in Kenya is Aloe Vera Bardadensis (and Aloe Chinensis). One seedling of this species costs Ksh80 when delivered to your farm. You can get good seedlings from KARI or Herbal Garden Company which is based in Kasarani Nairobi.

Planting



Normally, an acre of land will carry a maximum of 4000 crops at spacing of 3ft by 3ft. Always keep in mind that spacing is extremely important for high quality harvest. A typical Aloe Vera plant has 25 leaves which extend up to full length of between one foot and 2 feet. This is why, experts recommend a minimum spacing of 3 feet all round.

Expert Opinion

If you are looking for expert opinion on this lucrative business idea in Kenya, you can always talk to Dr. Waturu of Kenya Agricultural Research Institute (KARI). He is quite instrumental in providing essential advice on the subject of Aloe Vera farming. You can also take advantage of Kuza Biashara's SME Guru Platform for quick access to expert entrepreneurial advice.

Best Conditions

Aloe Vera is a sub-tropical plant. This essentially means that this crop will not tolerate cold climate. That being said, the best parts of Kenya to plant it would be in areas like Kitengela, Ngong, Tala, Machakos, Baringo and so forth.

Type of soil

Since aloe vera is a succulent plant, it is essential that it is planted in sandy soil. The best type of sandy soil for this crop is one that mimics the dirt found in the desert. It should be rocky and with low water content. The rule of the thumb is that you should always avoid too wet soil or places with stagnant water. Also, please keep in mind that Aloe Vera needs very minimal mulching and fertilizing to thrive. You can find out more information about the right type of soil by visiting this link (http://www.aloeplant.info/the-type-of-soil-an-aloe-vera-plant-needs-to-thrive).

Where Do I Find Market

Now, since the Aloe Vera farming is one of the new **business ideas in Kenya**, finding the best market for your produce might always prove to be a challenge. So, you want to find the right connections to succeed.

The first place we would recommend you look for market is at Herbal Garden which is located in Warren Area of Kasarani. Another alternative would be to get into a supermarket, pick

out a local Aloe product and then contact the manufacturer. Companies from across the country are looking for planters and you'll be perfectly placed to reap from this opportunity. On average you can sell a Kilogram of your product at Ksh 30.

Harvesting

You can usually harvest aloe plants 4 times per year. The crop takes some 18 to 24 months to mature. Ideally, you should take around three leaves per plant. That comes to a total of 12 leaves per plant every year (keep in mind that only older outer leaves are harvested). You can expect an annual harvest of 60,000 kilograms of Aloe Vera per acre per year. Let's do the math and see how much you can make:



60,000kg x 30 Ksh/Kg = Ksh 1,800,000

As you can see, with an acre piece of land you can earn over Ksh1 Million per year. Of course you would have to deduct some other expenses. Also, please keep in mind that some companies charge Ksh 30,000 per annum to help you manage your farm. You need a starting capital of at least Ksh500,000 to venture into Aloe Vera farming in Kenya.

112. Land Buying & Selling (Speculation)



If real estate sounds juicy for you this 2017, then you haven't heard about land speculation. The Kenyan population is not growing any smaller. In fact, each year sees an increase in population and land is becoming scarce by the day. Also, the population is moving from highly populated areas and founding homes in areas with small populations. These factors have presented a booming business for those with a land.

Land buying and selling is a lucrative business that yields high returns. In 1991, a parcel of land measuring 50 X 100 meters cost around Ksh.15,000 – 40,000 in areas surrounding Nairobi. The same piece of land has skyrocketed to as high as Ksh.500,000 depending on the location the property is situated. Devolution has also made land a hot business since government infrastructure and service delivery is now evenly distributed (e.g. some of the most vital government activities that were centralized are now done in other cities.)

County governments have also created many business opportunities and any land owner in any region has seen an increase in their land's value. You can buy land and wait for the value to rise (probably after 3 – 5 years) which can earn you over 500% profit. It is a wise investment compared to keeping your money in the bank and waiting to receive between 3 – 15% interest.

113. IT



Just like many years prior, 2017 is still a great year for the information and Technology sector in Kenya. As we continue to anticipate the launch of Konza and Tetu tech cities, the IT sector is doing great all over the country. Furthermore, it is among the leading sectors that keep producing entrepreneurs in great numbers.

Anybody with an IT background or knowledge can set up a cyber café, Website or graphic design, application development, Digital printing, animation, etc. Some of the businesses in this sector require great financing to start while others require small capital. But the returns are saliva drooping, and you are guaranteed to not go to bed hungry.

114. Building a Successful Furniture Business from Scratch



With the fast growing economy and ever increasing investment in the real estate, furniture business remains one of the most profitable businesses in the market. As more people

seek for office and home accommodation so does the demand for furniture. With as little as Ksh. 75,000, you can set up your furniture business venture and make lucrative profits. And guess what! It's not necessarily that you have the skills to succeed in the venture. Come along, let's find out, what you should consider in putting the business on its track.

Decide on Whether you Need to Specialise your Business

Furniture business can be either household, office furniture among others. You can also choose to concentrate on one niche. For instance on home furniture, you may opt to focus on sofas, wall units, beds, and tables among other furniture. Depending on your preferences and also the market demand, you can specialize or focus on both types of furniture.

Choose a Strategic Location

Set up your business in a strategic location preferably on a busy street near residential places. Your business should be located in a visible site whereby people can easily spot on. You can display your furniture outside your business premises or create a small well-lit workshop for a start then expand to a showroom as the firm grows.

Required Tools and Equipment

Start off the business with the most necessary tools to save on capital. A must have tools include a hammer, a working bench, jack plane, chisel, tape measure, hand saw, hand drill, mallet, try square, and a bench vice. These tools might cost you less than Ksh. 20,000 since they are locally available. You can as well as outsource other necessary tools especially powerful ones at a fee. Other essential equipment such as materials, washers, glue, cushions, varnish and others are also available locally and at fair prices.

Get a License

Ensure you obtain your business permit from the relevant county government offices. The fee varies depending on the type of business, location and county government itself.

Nonetheless, typically, it ranges between Ksh.8, 000 to Ksh.15, 000 per annum. Furniture enterprise does not require any other license, therefore, once you have the business permit, you ready to go.

Management

As a starter, it is not always advisable to sell your ready-made furniture since it may fail to meet your diverse customer's needs. Therefore, have a few quality designs to act as samples for clients and for selling purposes as well. Alternatively, have a picture display of a diverse range of furniture designs. However, as you go on with the business, take the customer's orders and deliver the best notch products based on their specifications.

If you do not possess the carpentry skills and depend on employed workers, ensure you communicate the customers' orders well and do some follow ups.

Also, ensure that you maintain good customer relations with both the clients and employees. Listening to your clients' needs keenly, engaging them and delivering the best products beyond their expectations leave customers satisfied at your services. Therefore, they are likely to make referrals or become long term clients contributing to steady growth and success of your business. Likewise, treat your employees well for instance by listening to their needs, giving them a decent salary package and other benefits. This way they will be motivated in their work hence producing the best quality furniture. As you start your business, you can have two skilled employees.

Set Prices for your Furniture

Pricing of your products should be considerate, covering your expenses and services while earning a fair profit. Also, you can consider the available market price. Nonetheless, good quality sofas go between Ksh.35, 000 to Ksh. 150,000. On the other hand, quality wall units range from Ksh. 22, 000 to Ksh. 100,000 while high-quality dining table ranges from Ksh. 20,000 to Ksh. 65,000. These prices vary depending on the design, size, type of materials used, and market price among other contributing factors.

Conduct Thorough Marketing

The success of your furniture business will depend entirely on your marketing strategies. Social media is a powerful marketing tool for your business for instance Facebook, Twitter and Whatsapp messenger. While marketing your business products', samples of your products should be clearly displayed, specify your location and contact information as well as use a language understood by your targeted clients. Referrals from family, friends and even clients play a significant role in marketing your products.

Final Word

Furniture business is a viable business opportunity that is gaining popularity owing to the steady market demand. To succeed in this business, ensure to conduct vibrant product marketing, maintain good customer relations and deliver unique, top-notched products that meet client's needs. There you have it! Get into the furniture business and smile all the way to the bank.

115. Stationery Supply



This is a very simple business to start yet it can make you good business. The catch is, offices are regularly in need of stationary like printing papers, printer catridges, business cards and the rest. In Nairobi, for instance, you can find business card printers who charge Kshs.2 per piece. If you opt to talk to business or office owners then offer to print them business cards at Kshs.5 per piece, you will be in business. If you got an order to supply 1000 pieces, you would make a clean Kshs.3000 only and someone else is doing the printing for you.

Another opportunity is to find linkages in schools and offer to supply stationery to them. You can easily get those connections by attending teachers and heads of schools meetings. Schools are always in need of different kinds of stationery and those that are located away from cities like Nairobi will buy at a good price. With a capital of about Kshs.30,000, you can start this business comfortably and grow it into a multi-million empire.

116. Starting a Cosmetics Business in Kenya.



Capital

Small size– Ksh.30,000
Large Size-Ksh.50,000 to 300,000.

A number of factors determine the amount of capital needed to set up the cosmetic business. The factors include: location (determines rent to be paid), the starting stock, target market (determines the variety of stock to be purchased) and the preferred set up of the cosmetic. Basically, a simple cosmetic shop stocked with few of the popular fast-moving brands of cosmetics would require an initial capital of approximately Ksh.30,000.

However, the capital does not include other expenses such as rent, renovations, and licenses. Nonetheless, in some rural and peri urban areas, some entrepreneurs kick off their cosmetic venture with a capital of Ksh. 40,000 inclusive of rent and other expenses. Further, if you need a middle-size business stocked with a wide range of popular products would mean digging deeper into your pockets. Some of such businesses in Nairobi started with an initial capital Ksh. 300,000.

License

Running a cosmetic business does not require special licenses. The only mandatory license is a single business permit. The license can be obtained from the relevant county government offices. The fee charged depends on the size of the business, the county government at stake and location within the county. Generally, the annual fee ranges from Ksh. 3,000 to Ksh. 15,000.

Market

There are minimal barriers to entry into the cosmetic business market. The minimal barriers can be in terms of capital, suppliers and processes. Nonetheless, opportunities exist in the market. Further, some of the products have attractive margins that make the business a lucrative venture.

Competition

Major rival businesses for a retail cosmetic shop include the supermarkets, informal traders like hawkers and other vibrant players in the designated location.

Suitable location for the enterprise.

i. A site with large percentage of targeted clients.
ii. A site in which established cosmetics do not offer variety of products to its clients.
iii. A site whereby there are no dominant cosmetic shops or supermarkets.
iv. A site with economies of location.
v. Where there exists price competition majorly contributed by economies in sourcing, cost management among other factors.

Products in the market.

There are different types of products in the market.

i. **Original** – genuine products from the original manufacturer distributed via official channels.
ii. **'Backdoor' original**– genuine original products from the manufacturer but distributed through unofficial channels.
iii. **Original but independently distributed** – it occurs mainly with international brands that are not officially represented in the country.
iv. **Generics** – cosmetic products with the same ingredients as the original one but with different brand names.
v. **Fakes** – it refers to counterfeit products. Most of these products are common but expensive such as perfumes.

Revenue

Revenue from the business varies depending on various factors. Some of the determining factors include location, variety of products, marketing strategies, price, source and type of products, and service.

Significant success factors

Location– suitable location with high traffic of people.

Variety– offering a broad range of products contributes towards meeting the various needs of targeted clients. Hence, bringing in lots of customers meaning increased income and high profits

Service – Good customer service and right tools.

Pricing – Charging fair prices will attract more customers hence success of the business.

There you have it. Cosmetic business is one of the most viable business venture. The most important factors to consider include identification of suitable location, when necessary

renovate the shop, apply for license, settle for products to stock, engage in price comparison among different suppliers, thereafter set your prices and open shelf.

It's important to incorporate a wide variety of products including ladies accessories such as handbags to increase your sources of income. If you keenly consider these factors you will be smiling all the way to the bank.

117. Butchery Business- What you should know before investing in this business.



Budget: Ksh.30,000 - Kshs.100,000

Meat is a popular food item in majority of Kenyan households. Almost every Kenyan household has meat as part of the diet, either as fried meat, boiled or roasted meat, commonly known as nyamachoma. To make matters even better, international visitors have fallen in love with the Kenyan way of cooking meat. So, why not set up a butchery business and have a share of the revenue? We will give you useful tips on how to make your butchery venture successful. I will focus on beef and mutton which is the most common among Kenyan households.

Location of the Butchery Business

Ideally, a butchery business should be located in highly populated and busy areas. The place should be easily accessible to walk-in customers as well as drive-in customers. Where drive-in customers comprise a high percentage of your customers, ensure you have ample and secure parking space. During busy days like on Sundays or holidays, you may hire a parking guard to control and direct clients looking for space.

An ideal location is an area around market areas, supermarkets and residential areas that experience high human traffic. Once you get a good location, you should be ready to incur costs for renting a space, renovating and branding the place according to your preferences.

Necessary equipment for the business

For a butchery business to be operational, there are some equipment that are essential. They include:

- **Weighing scale** – Currently, most butchery business owners prefer the digital scale which allows customers to purchase meat depending on the amount that they have rather than specific buying units. If the startup capital is limiting, you can start with the manual weighing scale which a bit cheaper. A digital weighing scale costs Kshs. 15, 000 to Kshs. 30,000 while a manual scale costs roughly Kshs.5000.
- **Visible display counter** – The counter will allow customers to view the meat from a distance. Therefore, the display should be visible and attractive to customers. You can get them from Juakali artisans near your location.
- **Freezer/ Refrigerator** – The freezer will help you store meat overnight or when you have a large stock. Though not a priority when starting up, it will help keep the meat fresh and reduce wastage due to staleness.
- **Chopping board, Knives, Panga, Wrapping materials, White coat, Cleaning materials etc**. – These items are a must have for proper operation of the butchery. You should also budget for cleaning materials to ensure the workplace is always clean.

About meat supply

Most butcheries source their meat from private and public slaughterhouses near where the business is located. City market, Dagoreti and Kajiado are examples of well-known slaughterhouses in Nairobi. Other towns outside Nairobi have slaughterhouses where cows and goats are slaughtered and delivered in pickups and motorbikes to butcheries.

Before deliveries are made to individual butcheries, the meat is first checked and stamped by qualified meat specialists. This is to confirm if the meat is safe for human consumption to avert incidences of diseases and even death.

Depending on the type of meat, season and location of the slaughterhouse, a kilo of beef ranges from Kshs.280 to Kshs.320 while goat meat is priced at Kshs.320 per kilo. Where the butchery has its own slaughterhouse, the cost of meat supplied maybe lower.

As the owner, you may decide to sell your meat as raw, roasted meat or boiled. Cooked meat tends to sell more when combined with other accompaniments such as ugali, chapati or matoke.

Pricing meat for sale

To get pricing estimates for your butchery, visit butcheries around the place you are interested in setting up a butchery business. This will ensure your price is not too high or too low but within the market value. In Nakuru, a kilo of beef retails from Kshs.360- Kshs.400 while goat meat rages from Ksh.400- Kshs.440. If you sell cooked meat whether, boiled, fried or roasted meat, you will make more profits when served with ugali, rice, chapatis or boiled potatoes. In most cases, most butcheries sell the meat in smaller portions of ¼, ½ or ¾.

Licenses

- **County Business Permit**

Its mandatory for all commercial businesses to obtain business permits from county authorities where they operate. Depending on the county and location within a county, be ready to pay between Kshs.5,000 to Kshs.20,000 annually. The permit legalizes the business venture to operate within the county boundaries.

- **Food and Hygiene license**

All business that deal with human food are required to have a food and hygiene license from their respective county governments. The license is obtained from the Public Health department in the county level. An inspection may be carried out at the business premises before the license is approved.

Conclusion:

The food industry in Kenya has attracted a lot of investors and the butchery business is not an exemption. To survive the competition, you should be honest and friendly to the customers and staff. Cleanliness in and around the business premises should be top-notch to guarantee customers proper hygiene. You should also source meat from reliable suppliers who will sell you genuine meat and make timely deliveries. Selling well-cooked food, whether 'nyamachoma', boiled or fried meat, will give you a competitive advantage over other competitors. If the customers are happy with the service and business environment, then they will keep coming back and also refer their peers to your meat den. With that information, you are now ready to crack a butchery business!!!

118. How to be Profitable in Poultry Farming Business in Kenya



Capital

Small size: Ksh.3, 000 - 20,000
Large size: Ksh.20,001 and above

Poultry farming is one the most profitable agribusiness ventures in Kenya. Poultry farming involves rearing chicken, turkey, ducks, etc. for meat or eggs. The most common bird raised in Kenya is chicken, either as broilers and layers. Turkey and duck farming are less exploited in Kenya, and this presents lots of opportunities. To be profitable in poultry farming, you need to have the right knowledge and commitment.

Starting a poultry farming business requires little capital, especially when space is limited. However, there is no upper investment limit in this business. Some farmers inject hundreds of thousands into the business periodically, due to the returns they get from poultry farming. An example is a famous poultry producer called Muguku, who has grown his business empire from poultry farming.

Basic requirements when starting poultry farming

Space/Land

For a small-scale poultry farmer, you can start with a very limited area then expand as your poultry business grows. For urban and peri-urban areas, farmers prefer buying chicken cages which occupy a small area and can keep many birds at the same time. However, in the countryside where there are large tracks of land, farmers prefer keeping chicken on the free range system where birds are allowed to move freely.

If you are planning to start poultry farming in large scale, it is recommended find a piece of land in rural areas where you can build a permanent chicken house. You do not want to be evicted on a rented piece of land when you are just starting out in poultry farming.

Housing

Poultry should be provided with suitable housing that is safe and safeguards them from harsh weather conditions. A suitable house also provides protection to your poultry from predators and thieves. The housing should prevent the chicken from cold weather, too much sunshine and rain.

In most rural areas, a chicken house is built with wood offcuts, mesh wire or corrugated iron sheets. These materials are cheap and easy to maintain, especially if you are just starting out as a farmer. For many birds, partition the structure into several units. Ensure the structure is well ventilated to allow proper air circulation.

The roofing material should be solid to prevent the poultry from being rained on. One side of the walls should be constructed using mesh wire whereas the other hand should be built using off-cuts or iron sheets. You may opt to cement the floor or leave it as it is, but it is recommended to pour sawdust. Sawdust absorbs moisture and ensures the floor is not too cold for the poultry.

Lately, most farmers are preferring ready-made chicken cages rather than constructing the wooden structures. The cages are made of metal and come in different sizes and structures. You can also have a custom cage done for you from a seller. The ready-made cages have a space for laying eggs, feeding, resting, brooding, etc. The cages are more expensive than the tradition poultry housing.

Equipment

There is some equipment that is needed when venturing into poultry farming. These equipment include feeders, crates, special lighting, drinkers, etc. The equipment should be well maintained and cleaned every day to prevent disease occurrence. However, in the case of modern chicken cages, these items are sometimes pre-installed, and there is no need to buy them separately.

Poultry feeds

Poultry feeds represent a substantial percentage of the chicken budget. Chicken needs a particular type of premium feeds that have nutrients, salts, minerals and other ingredients mixed in proper proportion. If you do not have enough cash to buy chicken feeds, you can get the required raw materials and research on the appropriate mixing ratios. Alternatively, you can seek the services of a Veterinary doctor on the feed mixing ratios.

When feeding your birds, ensure you provide them with adequate and clean water all through. Pour any remaining water each day to prevent the birds from contacting diseases. You can add soluble antibiotics to the water as a way of protecting the birds from common diseases.

Choosing the best poultry varieties

There are a variety of chicken breeds in Kenya, and it is wise to conduct thorough research before settling on a particular type. You may consult you Extension Officer, Vet, an experience poultry farmer or browse the web for information.

If you are planning to rear birds for meat, research on the existing broiler varieties, feeds, process and time to maturity. Similarly, if you want to venture into egg production, research on the various layers breeds that do well. Kenya Agricultural Research Institute (KARI) and Kenchic are the right places to get the latest bird varieties.

Purchase the day old to one-month chicks for a start. These pullets need proper care during the first seven weeks. You may be required to provide an external heat source since chicks do not have the ability to maintain their body temperatures. Also, keep their feeders and drinkers clean all the time. At different stages of their growth, the chicks will need different feeds to help them grow.

Marketing your poultry business

The motive behind venturing into poultry farming is to make an income. A good market for your produce assures you of sustainable earnings in the future. There is a ready market in Kenya for meat, eggs and day old chicks.

The potential buyers of your products are restaurants, young farmers, shops, supermarkets, military barracks, schools, etc. You can apply for tenders to supply eggs and chicken meat to schools and barracks and get lump sum payments for each delivery.

The internet also offers a good market for your produce. You can sell your products through OLX, Whatsapp, Facebook, Print media, etc.

Finally:

Before investing all your cash in poultry farming, do thorough research on the best breeds, feeds, housing, markets, etc. Attend livestock shows and farm visits and learn how to succeed in this business. Also, always maintain hygiene in your poultry house. An outbreak can wipe out all your birds due to a simple mistake.

119. Before You Start A Bar Soap Production Business Here's What You Need To Do



Making bar soap is an interesting art that can turn into a well-paying business idea or at least a side-hustle for those seeking to make a little extra money. Homemade bar soaps, especially those that use organic ingredients, innovative recipes or beautiful designs are a hit with many customers since they are an inexpensive luxury and often a popular gift-giving idea. To succeed at this business, you will need to develop quality soaps, control your pricing and target the right customers. Here we've simplified everything for you.

Find the Ingredients



For starters you will not need any fancy ingredients or equipment. You will require some clean water, oil, caustic soda (lye or sodium hydroxide). You can use a glass mixing jug, plastic bowl, simple thermometer, weighing scale, ordinary spoons and so forth as your equipment. Glad to say, all these ingredients and equipment are readily available locally and you don't need a lot of money to buy them.

Clean water – available at home

Oil – You can use cooking oil or buy palm oil in bulk for mass production. Bulk palm oil costs Ksh85/Kg and Coconut Oil Ksh180/Liter in Kenya.

Caustic Soda – Goes for Ksh100 per kilogram and can be found in most towns around Kenya. Here in Nairobi you can buy some at Kariobangi Light Industries, Tata Chemicals or Chem Care which is located near OTC.

Learn How To Make Soap



Now that you have all the basic ingredients and equipment necessary, the next step is to make something out of it. First you will need to measure some 500 Grams water on your weighing scale and also weigh some 200 Grams caustic soda separately. Then put the water first in your glass jar followed by the caustic soda as you stir gently. Leave the mixture to settle for a few minutes.

Now measure some 750 grams of oil in a separate container (preferably a large bowl). Use a thermometer to check the temperature level of the caustic + water mixture and compare this with the temperature of your oil.

If the oil's temperature is lower, then you will need to warm it a little bit until it matches the level of caustic + water mixture.

Add caustic water to the oil bowl gently to prevent splashing while stirring lightly. Keep stirring until the mixture turns thick whitish.

Pour this whitish mixture into a container so as to mold your soap into the desired shape. If you want a round soap put in a round container. If you want box shape, use boxed container. Cover this container and wrap it inside a warm blanket or towel…leave for 24 hours.

In just 24 hours you will have your fresh bar of soap…but that will not be ready for use yet. You will need to give it the next 4 weeks to cure after which it'll be ready for use. Simple, right? Read Some Creative Soap Recipes Here at http://teachsoap.com.

What You Need To Know

Using this manual formula you will be able to produce more than 2 Kgs of fresh bar soap equivalent to 3 large bars of soap each weighing 700 grams. The manual process is however only suited for small scale production. If you want to go fully commercial and even compete with the big boys then you will need to invest in a **plodder**.



Picture showing a plodder that can produce up to 500 cartons of bar soap per day.

A plodder is a machine that does the whole job in a cost efficient way and produces about 100 Kilograms of soap per hour. Some suppliers of soap making machines here in Kenya include:

*Nyaweco Engineering Works Limited (Located in Kariobangi, Off Outering Road, Nairobi)

*I also found some suppliers on local classified ads website like OLX.

*Another alternative is to import from China or other countries. A good soap making machine will cost you approximately Ksh.200,000.

How Much To Invest

You can start a small manual firm with as little as Ksh.5,000 or you can go in full throttle with a commercial machine with Ksh.500,000 as minimum starting capital.

How Much To Expect

Soap has a profitability ratio of 2:1 meaning for every 2 shillings invested in production you will get 1 shilling profit.

Final Word

We all need soap. Whether in the rural areas, towns, prisons, schools, hospitals – every person needs some soap in one way or another. So you can try out this idea and see how far it will take you and even venture into the manufacturer of flavoured soap, bathing soap and so forth. And with large swathes of the market in Northern Kenya, Juba and rural Kenya highly unexploited, you can start small today and aim for the sky.

What do you think about this idea?

120. Online Photo Selling | Small Business Idea



Online photo selling business opportunity is perfect for professional photographer and also for those who loves photography and want to turn their hobby into a profitable business venture. There is always huge demand for good quality, unique photographs and many online agencies are ready to pay for it. Online photo selling ***business*** can be initiated from home location with small investment on necessary equipment.

Skills For Online Photo Selling

For online photo selling business you need to know not only about photography but also about the salable photograph and how to create an excellent quality salable photograph. Your photos should be bright, colourful, sharp, and telling a story that fits the theme. You can take some tutorial classes for photography online or in person. Also you will need to have the photography editing knowledge. To create an online salable photograph you need to be equipped with skills of cropping and straightening, levels and curves, shadows and highlights as Photoshop CS, colour saturation etc.

Equipment For Online Photo Selling

To start online photo selling business camera and computer are the primary requirement. It is always advisable to use a minimum 8 megapixel camera and shoot with a digital SLR. Buy appropriate lenses according to your camera and what kind of photo you want to shoot. For

interiors/architecture and landscape it is recommended to go for a wide angle lens. For portraits/still photo is standard or small telephoto lens. For outdoor/press is telephoto lens is recommended.

Online Photo Selling Business Model

Do some research with the advertising or marketing materials that are available in the market. Checks out what kind of photos are being used in what type of advertisement. Whatever you want to shoot view the object from a photographer's point of view. Always carry a release form with you. You will need to submit the signed release form, from the people in the photos.

There are two ways you can go to start online photo selling business. You can go with an agency like flickr.com, gettyimages.com, dreamstime.com, freedigitalphotos.net etc. by submitting your photographs there. Or you can create your own website and make available your photographs with price.

So many online agencies are there globally; who accepts photographs and make the deal with the buyer and you will get the price for that. If you want to start online photo selling business through your own website there are need to do some online promotion of your website. Also you can go with social media sites like facebook to start with.

121. How To Start A Small But Profitable Executive Barbershop With Little Capital



A barbershop (locally known as Kinyozi) is a good example of a sustainable business because people will always need haircuts. Fashion styles may come and go, but hair cuts aren't a fad or trend – they're a basic necessity. Moreover, Kenya's middle-class is growing at an alarming rate and you can jump onto this tide by starting your own executive barbershop.

One good thing about Kinyozi business is that it is not seasonal. Business flows in as usual come rain come shine. This makes it a worthwhile venture to delve into. Below is a step by step guide on what it takes to start an executive barbershop.

Step 1: Getting Started

Before you start your own barbershop you will need to become a barber. A beauty course in one of the many training centres in the country is inexpensive, and you can complete school and obtain your recommendations within a short period. If however you're not interested in becoming a barber (or if you are busy with your current occupation) then you can always consider the option of hiring a trained barber.

Step 2: Find Ideal Premises

Of course, the ideal location is one that is easy to locate and access. Most first-time customers to your business will be **walk-in customers** and therefore it is important to maximize on available foot traffic by choosing a strategic location for your business. Keep in mind that you might be required to pay a good-will fee on some of the prime locations.

Average rent prices in residential areas in urban centres vary from Ksh5,000 – Ksh15,000. The same unit may go for Ksh1,000 – Ksh5,000 in rural areas. High end streets attract premium rents of above Ksh80 per square foot. Keep in mind that some landlords require payment of a deposit prior to moving in.

So just to be safe, set aside a budget of Ksh20,000 for premises if you're moving into a Ksh10,000 per month premises.

Step 3: Shop Fit Out

Call in a carpenter to carry out a basic shop fit out. This may include installing mirrors, cabinets as well as painting the shop. On average carpentry labour costs Ksh.1,000 per day. The entire project may take three days and therefore you should budget for Ksh.15,000 or thereabout.

Step 4: Apply For Licenses

The most basic form of license you will require in order to operate is the single business permit. Cost of this permit varies from county to county with small stalls attracting as little as Ksh.7,000 license cost per year in some regions. Those in the Nairobi Metropolitan region are advised to set aside at least Ksh.20,000 for single business permit.

Step 5: Buy Equipment

The following is an example of a shopping list you can use. Note that it is not mandatory to buy all the items listed as you start. You can forego some of them and stock up on as the business grows.

- *2 Basic barber chairs – Ksh10,000 each (Locally made)
- *2 WAHL Clippers – Ksh3,000 each
- *Equipment Sterilizer – Ksh10,000
- *Locally Made Sink Seat – Ksh15,000
- *Cosmetic Products – Ksh3,000 (Including spirit and after-shave)
- *Fabric sheets, towels, apron – Ksh3,000
- *Hair Style Charts – Ksh1,000
- *2 Waiting or Lounge Chairs – Ksh750 each (Plastic chairs)
- *Water heating & storage – Ksh5,000
- *Small Basins – Ksh1,000
- *Backup Generator – Ksh50,000
- *Entertainment System – Ksh30,000

Step 6: Build A Clientele

Once you start the business, you will need to build a clientele by giving great services and good value for money to your clients. That means treating each customer like royalty every time they step into your shop. Good customer service, neatness, good hygiene and reliability are just but a few qualities you should adopt to woo more loyal followers.

Tips

-Evenings are peak hours as well as weekends and public holidays

-You may consider adding a money agent business (e.g M-Pesa or Agency Bank) on the side to ensure steady supply of business

-The business typically takes 6 months to reach peak

-High-end executive barbershops charge Ksh500 for a routine hair trim while standard ones charge Ksh150. If you're targeting low income earners then Ksh50 per trim would be a fair bet.

How Much To Invest

If you're planning to start at full-scale operations then you'll require a budget of at least 200,000 (For a standard executive barbershop). However you can always start small with Ksh.50,000 e.g. by reducing on your list of equipment and renting out a small room.

How Much To Expect

On average a well performing Kinyozi can give a net profit of 30% of total investment per month.

Final Word

The executive barbershop business idea is an ideal option for anyone who wishes to widen their fishing net. And you don't have to be a trained barber to start one. You can simply use your entrepreneurial prowess to start, then train a few young men from your area and recruit them to work for you. That way you'll not only have established a source of livelihood for yourself but also helped create employment for deserving young men and women.

122. Start A Small Ornamental Fish Business In Kenya; Be Your Own Boss



Ornamental fish business in Kenya is estimated to grow at a steady pace over the next 15 years. However, despite the growing domestic demand, very few of our local entrepreneurs seem to have taken up this idea.

As such, the niche-specific market has had to contend with an under-supply for many years. In fact, the vast majority of ornamental fish sold in Kenya and Africa in general are imported mostly from Israel, Eastern Europe and Far East.

And as we found out during our research, breeding of tropical ornamentals is usually a small-scale business, and there is nothing really complicated or high-tech about it.

You can therefore start your own smallholding today, and begin supplying nearby retail shops with cheaper and high-quality fish without the costs of international transport, customs clearance and the stress to the fish associated with being transported for many hours.

Here's a step-by-step guide on how you can produce better fish quality than the imported stock and how you can make money out of it.

Step 1: Getting Started

First you will need to find a suitable location for your venture. An ideal ground is one that has adequate supply of water, preferably located in an environment that is neither too hot nor too cold (23 degrees to 28 degrees temperature is recommended).

As such most of Nairobi, Central Kenya, Central Rift, Western, Nyanza and Coast would be ideal places to begin your search for land. Learn more here.

Step 2: Build a Pond



An example of ornamental fish pond.

A typical liner pond costs about Ksh.30,000 to construct. The size of the pond will depend on the number of fish you want to keep. For instance, a 250ft X 250ft pond is adequate for 3000 ornamental fish.

You can seek help from the National Aquaculture Research Development and Training Centre in Sagana Kirinyaga County for additional advice on best practices of ornamental fish farming.

Step 3: Buy Fingerlings

You can start with as few as 60 ornamental fish fingerlings. Small gold fish fingerlings cost Ksh150 (estimate) each, Black Molly cost Ksh400 each and Orandas Ksh500 each. You can mix these three species to provide diversity to your customers.

Step 4: Manage The Farm

Ornamental fish are best fed using flakes and pellets. The water in the pond also needs to be changed at least once every month.

The fish normally reach maturity in 1-2 years, and although they can live up to 20 or more years, as a commercial farmer, you will want to begin exploring the option of selling them as early as possible.

Step 5: Build Aquarium Tanks (Optional)



An example of a simple aquarium tank.

You can choose to sell your fish directly to people who make aquariums or you can learn the art (of making aquarium boxes) yourself so that you can tap in even more profit. For instance, an empty aquarium box measuring one-and-half square feet currently goes for Ksh10,000.

Step 6: How To Market Your Fish

Ornamental fish are priced per inch. Hence, the longer the fish, the bigger the price tag on it. For instance, a 6 inch gold fish (priced at Ksh150/- per inch) will attract Ksh.1,000.

And since an aquarium is a lovely sight to behold that uses minimal electricity power in the house, you can market your product directly to homeowners, commercial offices or even schools.

You can also look up some high-end malls in the city (such as Yaya Center and Sarit Center) for potential market. So, in other words, the market is readily available…you only need to be good at prospecting and pricing.

The Dos

*Visit the National Aquaculture Research Development and Training Centre or their agents for training and mentorship.

*Consult with farmers who are already in this business to get an idea of the challenges they encounter.

*Consult a few buyers in your area or region to get an idea of the kind of quality they are looking for.

The Don’ts

*Don’t overcrowd your fish in the pond (1 inch of fish per 4 litres of water is recommended).

*Don’t add too many new fish into your pond at one time, get a few first and see how they adjust to their new home.

*Don’t use pesticides near your pond, generally maintain high hygiene standards around the fish.

How Much To Invest

Building the pond will cost you about Ksh.30,000 and buying new fingerlings will cost you about Ksh20,000. You can start with 60 fish, which if well fed and maintained, can multiply to over 10,000 in a year.

How Much To Expect

If you sell half of the fish (5,000) per year with each fish priced at Ksh500 then you can expect a sale volume of Ksh.2,500,000. And since the cost of maintaining a pond isn’t that high, then you can look forward to a pretty decent profit margin of around 80%.

Final Word

There’s an old saying that goes, “opportunities are missed because they come dressed in overalls and look like work.” So today, you can make a choice whether to spot an opportunity or to fear work and continue blaming others for your misfortunes. Ornamental fish farming in Kenya presents a wonderful opportunity for anyone, young or old, to explore.

123. How To Start A Small BioDiesel Business In Kenya



Have you visited a restaurant lately to grab a fried chicken bite? Well, next time you go to Sonford or any other fast-food joint make sure you ask the cooks what they do with the used oil. Most probably they will tell you they usually throw it away. What a waste! Did you know that you can actually convert this waste into Bio-diesel and sell it at a premium price?

Well, the reason I am telling you about this relatively new idea in Kenya (and Africa at large) is because I came across a success story of a young gentleman from Lusaka Zambia on CNN. The young man has converted his small backyard into a refinery of sorts and he now makes Ksh.1,500,000 ($15,000) per month. He is creating employment and helping his country achieve its green energy goals.

Why can't our very own talented young men and women take up this idea and replicate it locally? It is very easy to make bio-diesel. You only need to collect the used frying oil from the local restaurants and you are ready to make your millions as you help the country switch to renewable energy.

What Is Bio Diesel?

Biodiesel is a renewable type of diesel that can be created from the oil we use to cook food with. Yes, think of Elianto or Fresh Fry. Generally, bio-diesel is a more reliable source of energy than crude oil diesel. You can sell it to Matatus, generator owners, lorry drivers, poshomill operators, tractor owners, combine harvesters, small cars and the list is endless.

Step One: Learn How to Make Bio-Diesel

You probably are thinking that you need to have a PhD in Chemistry or Petroleum Science to produce a bucketful of ready-to-use biodiesel. But that's not correct. Making biodiesel is simple provided you understand the fundamentals. Here I have picked one 7 minute Youtube tutorial that I have found to be simple and easy to follow. If you're a curious (I believe you are) take a few minutes to watch it https://www.youtube.com/watch?v=9-SaPRccSDE.

Step Two: Get The Ingredients

Okey, here we go. You only need three ingredients to make this oil. The first ingredient is used cooking oil which I am sure you can find at your nearest restaurant for free.

The second ingredient is methanol which is sold by companies like Marty Enterprises (Nakuru, Kenya), Desbro (Industrial Area, NBI, Kenya), Kenya Lab Supply (Kirinyaga Road), Manigate (Kijabe Street). The price is Ksh2400 ($24) per 2.5 liters. The third and last ingredient you'll need is sodium hydroxide, (this you can find in the same shops where methanol is sold) and it goes for Ksh1200 ($12) per 500grams.

Step Three: Create Your Product

Create a sample product using the skills you've learnt in the tutorial. Test it first yourself and then market it to your friends first. I know you may be tempted to compete with your nearest Petrol Station, especially if you live in a place where fuel energy is scarce. But we highly recommend you start small to test the market.

Step Four: Go Full Commercial

Naturally, the more you get accepted by your test market, the greater your chances of success will get. At that point you can buy more sophisticated equipment (using the money you will have earned from your maiden sales) and go fully commercial.

Step Five: Start Manufacturing Soap

The same ingredients used for making bio-diesel are the same that are used to make bar soaps. Now you and I know that there is market for soap and that the profit margins are quite good – but that's a story for another day.

How Much To Invest

You will require less than Ksh.50,000 ($500) to proceed up to Step three. From that point it will be easy to scale up the business using the entrepreneurship skills that we've been training you on all along.

How Much To Expect

If the Zambian case study is anything to go by, then a conservative Ksh.1,000,000 ($10,000) per month would be a fair bet for a small start-up.

Final Word

There are two kinds of entrepreneurs in this world: product creators and resellers. Product creators are the ones who call the shots. They create a product, name the price and set their profit margins. Reseller on the other hand prefer to thrive in other people's ideas and so they only end up earning a small commission at the very end.

The problem with Africa is that we have too many resellers and too few product creators. And that's why if you go to our supermarket stores today, most of the products you'll find are either made in China, USA, Germany or India.

But as we have seen in this brief article, you (yes you) can be the next product creator in your country if you start your own bio-diesel plant today.

124. Start Your Own Crocodile Farm And Get A Big Bite Of The Growing Demand



Operating a crocodile farm has good financial potential, but requires a great deal of confidence and patience before you make a profit selling the skins (hides) or meat in the market. Generally, the Eastern and Southern parts of Kenya provide the best conditions for crocodile farming, although croc farms have been successfully established in areas of Kirinyaga and Embu. Here is what you need to do to venture into this wild business idea.

Step One: Get Training Or Find A Trained Personnel

Crocodiles are wild animals and they require special handling in order to survive in captive cross-circuit breeding conditions. As an investor eyeing this business idea, it is advisable to familiarize with the intricacies of running a crocodile farm on a day-to-day basis.

For instance, you can opt to work as a volunteer in one of the major farms around the country. Alternatively, if you're busy or outside the country, you can always consider the option of hiring a farm manager who is well trained on handling the reptiles.

Step Two: Pick a Site For Your Farm

The best place to locate your farm is an area where the terrain is generally flat and the temperature is generally high. The main advantage of this kind of land is that besides it being ideal for the reptiles, it is generally cheaper to buy or lease. An acre of land is enough to accommodate a small farm of up to 700 crocodiles.

Step Three: Get KWS License

According to the Wildlife (Conservation and Management) Act of the Laws of Kenya, every person planning to keep crocodiles or any other wild animals should apply for a farming permit. This application is made to the Director KWS through the nearest KWS regional office. The annually renewable license fee is priced at Ksh2000.

Step Four: Acquire Crocodile Eggs for Your Farm

Crocodile eggs are freely available in the wild particularly in the areas surrounding the Tana Delta. As an upcoming farmer, you can make a trip to that area and engage the youth in collecting the eggs (of course you will need the KWS license for this).

On average you will pay Ksh20 per egg collected. Alternatively, you can acquire young hatchlings from existing farms like the Mamba Village in Mombasa County.

Step Five: Expand The Farm

Since mature female crocodiles are capable of laying up to 70 eggs per season you should strive to gather as many eggs as possible so that you can grow your farm to its maximum capacity. Most importantly the animals should be provided with adequate food (examples: remains from slaughterhouse, dead chicken, maize germ mixed with blood and dead crocodile meat).

How Much To Invest

The basic minimum budget for starting a small farm is **Ksh.150,000**. However, this cost may increase depending on the number of crocodiles, size of land, land ownership, cost of feeds and cost of hiring farm caretakers.

- Constructing the farm structures – Ksh50,000
- Sinking 50×100 water ponds – Ksh40,000

- Acquiring Eggs and transport – Ksh20,000
- Cost of Running the Farm – Ksh40,000

How Much To Expect

A mature crocodile can produce up to 120 centimetres of quality belly skin which goes for $500 (Ksh50,000) on the international market. Apart from the skin, one can sell the meat of which 1 Kilogram of meat fetches a farm-gate price of Ksh350 on average (A mature crocodile can produce 200 Kilograms of meat).

The crocodile's skull, teeth and skeleton can be sold to curio makers. In addition, one can turn the farm into a sanctuary and charge a gate fee to those visiting. Going by that rule, a small farm can rake in **Ksh15,000,000 to Ksh30,000,000** per year.

Final Word

Crocodile farming in Kenya ranks top among the business ventures with the highest possible returns. However, the business requires a great deal of patience in order to reap all these benefits.

125. Start A Fabrics Business



We all dress and wear clothes. Selling fabrics will always bring in some money even during hard times. With fashion ever changing and with increased demand to always go with the current fashion, people will always make or buy clothes.

Starting a fabric/cloth selling business is not very complicated. There are no tedious processes or many machines to buy. This is one of the easiest businesses to set up and operate, as long as you do your ground work thoroughly and identify a good location.

Business Permit

To set up your fabrics business, you will need a business permit from county government. You may not require any other license. Your business permit cost will vary depending on the size of your business. This could range from Ksh7,000 – Ksh15,000 for a small to medium premises. Bigger businesses may cost more. Please consult your county government for exact costs.

Location

A fabric business requires a well-populated shopping centre frequented by many people. Your business should be highly visible and accessible. A good location may be an area where there are already other fabric sellers. Since buyers window-shop and compare prices, types and quality, it may be advantageous to locate in a place with other sellers.

Start with a small shop. You can display your fabrics at the entrance or outside the shop depending on your location. With a budget of Ksh10,000 – Ksh20,000, you can get an ideal sized room in a shopping centre to start with. Remember, keeping costs low at the start is key.

Buying Fabrics

Many of those in fabric business in Kenya buy their supplies from Zanzibar, Uganda, Tanzania, Nigeria and Ghana. From Tanzania and Zanzibar, they mostly buy kangas. Prices vary between Ksh150 – ksh400 per metre depending on material and source. Selling prices vary between Ksh250 – Ksh550.

Those from Nigeria and Uganda are said to be the best quality and also expensive, going for up to Ksh1,000 per metre. Kangas from Tanzania are said to be of the best quality in the market.

Selling Fabrics

In this business, you will sell the fabrics to tailors who make clothes or individuals who want to make their own clothes.

Cotton fabrics will be sold at higher prices than nylon ones. Cotton would sell at about Ksh550 while nylon about Ksh250 per metre. Fabric from Nigeria and Uganda could go for as high as Ksh1,500 especially for tailors. Kangas from Tanzania sell for roughly Ksh1,000 while some as high as Ksh1,500 per metre.

Depending on how your stock sells, you can import once or twice per month. Some of the traders travel outside country to buy the fabrics. Many small traders spend between Ksh70,000 and ksh150,000 to import these fabrics.

Profits

Your profits in this business will depend on your sales. On average, many traders report profits of about Ksh100 per metre for nylon, cotton fabric Ksh200, kanga Ksh100 and linings Ksh100 – Ksh150, all per metre.

I have covered mostly selling of the fabrics but you could also expand your services to making dresses, trousers, skirts, shirts and other clothing to increase your sales and profits.

Challenges

This business may be seasonal, resulting in some periods with much lower sales compared to others. Some types and quality of fabric may also be quite expensive. Despite these

challenges, the business promises good returns for those located in strategic location and sources the best material at the best price.

126. Start A Welding Business



With the boom in real estate sector, many houses and business premises are coming up all over the country. New buildings need doors, windows, grills, gates and other fittings that are normally made out of metal (steel). Repairs of these steel products must also be done regularly.

As a potential entrepreneur, you will never go wrong when you start a welding business in the right location. Demand is high in areas where houses and other buildings are coming up. Set up a welding business and meet this ever rising demand for metal fabrication and repairs.

Location

As we have already indicated, a welding business will be very suitable in an area where many buildings are coming up. Your welding business should also be highly visible. Those passing around the area should know what you do and see some of your products displayed. This is free marketing.

You can rent a room and work from outside in the open or talk to a business owner to allow you to operate your welding business in front of their shop.

Licensing

A welding business will normally require a business permit from the county government.

Depending on the size of the business, the permit cost may vary from about Ksh.7,000 to ksh.20,000 or much more. Since welding is a very dangerous activity, you may need to comply with fire risk rules/certification. Please ensure that you confirm this requirement with your local county government. Different counties may have different laws. It is your duty to comply with the local laws.

Equipment

In welding business, the main equipment at the heart of this business will be the welding machine. There are very many welding machines in the market with different models, capacities and ratings. The prices equally vary depending on these parameters.

There is no 'best' machine. The type of work you plan to do and the capacity of your business will determine the type of machine you require. There are smaller machines suitable for light works and much bigger ones that can do heavy jobs. Select a machine which is best suited for the kind of welding works that you plan to do.

These machines are available in major hardware shops in Nairobi industrial area such as Aquva Agencies, Alibhai Shariff, Car and General, Elite Tools and many other industrial and electrical supply shops. Some shops in downtown Nairobi also stock these machines, especially along Kirinyaga and River Roads.

Apart from the welding machine, you will also require other portable power tools such as a grinder, a drilling machine and other basic hand tools such as files, hacksaw, hammers and consumables such as welding rods. Depending on the jobs you get to do, you may need to buy more tools as you progress with the business. Do not forget to buy safety gear (goggles, hand gloves, shoes, clothes) since welding can be very dangerous.

Materials

The amount and type of material to buy will depend on the items you need to make. Since your products will be made on order and customer specifications, there may be no need of stocking materials initially.

The metal/steel used for making the products such as gates, doors, windows and other door parts come in different sizes and prices. This can range from Ksh.300 – ksh.500 or more per 20ft.

Services/Jobs

The types of services you can offer in welding business include making doors, windows, gates, metal grills, metal chairs and tables and many other types of metal furniture. You can also repair these items and other metal products. In addition, you can also fit the doors, windows, gates etc.

Making and fixing these items ranges from Ksh5,000 – ksh10,000 for windows and doors and as high as Ksh200,000 for gates. Repair depends on type of damage and distance from your work site, but can be Ksh1,000 – Ksh5,000.

You can also make other metallic products such as containers, boxes etc. If you are located near a motor garage, you will also get welding jobs from car owners.

Profits

Many of those carrying out welding businesses take home between Ksh5,000 – Ksh10,000 on average. However, it could be less or more on some days. This will depend on the size of your business and your location.

Challenges

This business can sometimes be seasonal, affecting your cash flow. Prolonged power outages can also affect your operations. Sometimes machine breakdowns can cripple your business.

Depending on the work, electricity usage can be about 15 units per day for larger businesses and about 6 units for smaller operations in a day. Electricity usage needs to be carefully monitored and controlled. Electricity costs can be a very big expenditure in welding business if not controlled.

127. Start A Garage Business



With the increasing number of cars on our roads, demand for repair and service of these cars keeps growing each day. One of the viable business ideas to consider therefore, will be a garage business in Kenya. Starting a garage business in Kenya, especially in the major towns or outskirts can be a good way of taking advantage of this growing demand.

An advantage of garage business in Kenya is that you will not need to stock anything. Any requirement will be bought only when needed. Let us go through what is required to set up a garage business in Kenya. This is just an overview, you will have to determine the detailed requirements and exact costs at the time of surveying the market when you intend to set up.

Location

Garage business in Kenya or any other place targets cars. Therefore, the best location to set up will be near locations with many cars. The place has to be easily accessible to cars and should be visible, at least as you start up. This will help market your garage business.

Getting an ideal location requires looking around for empty yards or plots. Identify the owner of the yard or plot and agree on payment terms. The amount will depend on location and size of the plot. You may agree on monthly or quarterly payments.

A location near residential areas with many cars or next to a road will be ideal for your garage business in Kenya. The space should also be large enough to accommodate a good number of cars at the same time.

Licenses and permits

You will require a business permit from the county government and a certificate of good conduct from Criminal Investigations Department of the Kenya Police Service.

Once you identify the plot and have agreed with the plot owner, you need to consult the county government and CID who will authorize your garage business after inspection. The county government business permit will cost you about Ksh.30,000 and certificate of good conduct from CID about Ksh.50,000 annually. Before you start wondering exactly how much you will need, and before you finalize your budget, please visit the CID and county government to confirm the exact amounts to be paid and requirements.

Staff

Your garage business in Kenya will require mechanics to help you in the repairs and service of vehicles. If you don't have good mechanical skills, you can engage qualified and experienced mechanics at a commission. There are plenty of qualified and experienced mechanics in the market.

Commission payments will depend of the number of cars attended to and the costs involved. In addition, do not forget to engage an auto electrician for electrical jobs. Your garage should at best have people of all skills including car body experts.

Tools

As you plan to set your garage business in Kenya, one of the most important requirements is a good set of tools. Simple tools such as spanners, screw drivers, pliers, hammers etc. are basically required for a start. Remember to buy spanners of all sizes, small sizes such as 10 mm up to bigger sizes such as 30 mm.

Other special tools can be bought or fabricated with time. Just have the basics for a start. With time, you will identify more that you need, depending on the work that you will be performing.

Tips for success

Finally, remember that you don't need to start all alone. If you wish, you can team up with other like minded investors and share the start up costs. You can team up with others with skills in different areas such as electrical, body works, spray painting, mechanical etc and form a formidable force.

Customer service and negotiation skills will be top requirements in the garage business. Ensure that car owners meet the costs of spares that are used in their vehicles. Your job will be identifying the requirements, fitting them and charging for your service.

Remember to provide the best services to your clients as they will be the ones who will advertise your garage business and car repair services to their friends and family members who may need recommendations for good and dependable garage shops. Always be honest in your dealings with your clients. Many times you will handle cash given by clients to buy parts. Just buy what is required at the best prices and fit as required. Honesty and reliability will build your business and get you many more clients.

Do not remain jobless simply because there are few formal jobs in Kenya. Start a garage business in Kenya today and enjoy the fruits of the car boom that Kenya has experienced in recent years.

128. Start A Real Estate Agent Business



With the real estate sector growing steadily in Kenya, a real estate agent business can be quite lucrative. Everyone wants to buy land or a house somewhere and many others want to sell them.

Thousands of others want to rent or let out houses and offices. In newspapers and online every day, people are looking for buyers and sellers.

Did you hear them say the real estate boom is a bubble waiting to burst? They have been saying that over the years and they will keep saying so years to come. Some of them are paid to say that so it is their business to keep saying it, they have to say it to be in business. For us, we want to urge you to take advantage of the boom.

There is an opportunity for you to get into this real estate business as an agent. Real estate agents in Kenya or other places simply connect buyers and sellers of property. They also connect tenants and landlords. Agents earn a commission on these transactions and this is their main source of income in this business.

Requirements

A real estate agent business does not have many requirements as you start. You can even do it within any current business and act as an agent. If you have a business for example a shop or a stall selling any other items, you can also integrate your real estate agent business with your current business.

You may decide to rent an office specifically for the business where you will need to pay rent and apply for a business permit from the county government. Basic office items such as furniture, stationery and office equipment eg computer and printer may be all you need to start up. With a budget from Ksh.15,000, you can get a used computer and printer to start you off.

Real estate business has been infiltrated by fraudsters and as a result, many agents are finding it hard to build trust among their clients. Having a fixed location can earn you more trust and legitimacy since clients will have a physical location where they can find you and transact without fear of being conned.

You will require some budget for advertising properties for sale or rent. Some advertising platforms are free while some will cost you money. Other forms of advertising can be very expensive therefore choose your platforms carefully. Set aside a budget of about Ksh.20,000 – Ksh30,000 for advertising your clients' properties.

Marketing

As an agent in real estate business, marketing skills are very important. Remember your main task will be to sell land, houses and other properties on behalf of their owners. You will also be expected to find tenants for landlords and sellers for those who want to buy property.

Having opened up for business, you need to market your skills to owners of property. You also need to look for those who want houses or offices to rent. This is where your connections and networks will come in. Start with those you know and tell them that you are now in real estate business and you can get them houses or offices to rent. Tell owners of property that you can get them tenants to rent their houses and offices.

If you have owners willing to engage you to sell their properties of get tenants, a very good way of starting is to get details of their properties and advertise on their behalf in various platforms. Areas such as boards in shopping malls, churches, social media, online and magazine classifieds and others can be ideal places to start from.

Print out business cards and and fliers and give them out at the slightest opportunity. This will spread out the word that you are an estate agent. Those who want to sell, buy, rent or lease property will then call you up.

Agreements

In the course of your business, there may be agreements that you may need to enter into. The first one may involve the owners of property. Ensure everything is clearly documented and all details are captured.

The agreement with the owners will state that they have engaged you to sell or rent out the property on their behalf and the commission due to you and the conditions to be fulfilled should be clearly stated.

The other agreement may be with those who want to buy or rent property. The agreement may state that they have engaged you to get them a property to rent or buy at a certain fee and with the conditions to be met before the fee is paid.

Income

As stated earlier, your income in this business will come from fees paid and commissions earned as stated in the agreements.

For those who want to rent property, many agents charge a fixed fee when they get for them a house or office to rent. They also charge the owner of the property for bringing the tenant to them. This is a common practice among many agents. This fee varies with property and with agent. It could be Ksh.1,000, Ksh.5,000, Ksh.10,000 or higher.

Some agents agree with the landlord to collect monthly rent on their behalf and earn a commission, but with conditions such as collecting all the money at a certain date of the month. This assures the agent of a consistent income stream.

Selling property is sometimes based on a commission. 10% commission of the sale price is common among many agents. This can earn you very handsome returns as an agent. If you sell property worth Ksh.1 million, you earn Ksh.100,000 and if you sell property worth Ksh.500,000, you earn Ksh.50,000. The more you sell the more you earn.

Others agree with the owner on a fixed selling price then try to get buyers at a slightly higher price and keep the extra on top, but this is after agreement with the owner of the property.

For example, if an owner wants to sell a property at Ksh1 million, you can try your luck and look for buyers at Ksh1.2 million or Ksh1.1 million. This allows room for negotiation too.

With such good returns and with very little required to start, this is a good business to set up. Your main challenge may be the stiff competition in the real estate market at the moment, which may result in some periods without sales. To overcome this, aggressive marketing will be your tool. Try to reach as many people as possible by aggressively advertising to a big audience and as frequently as possible.

129. Start A Liquid Detergent Business



Every home and business needs detergents for cleaning. The demand for cleaning detergents has been steadily rising as more households and businesses come up. This is good news for aspiring entrepreneurs because it is possible to make these detergents and take advantage of this demand. Liquid detergent as the name implies, is simply soap in liquid form.

Home made liquid detergents have become popular and increased competition in the soap industry which was traditionally dominated by bar soap and other factory manufactured detergents. One reason being that liquid detergents are more versatile and multi-purpose. They can be used for various tasks such as washing dishes, clothes, floors, windows, cars and almost all other uses. This has made them very popular in homes and businesses such as hotels and restaurants, offices, car wash yards and even schools. They are also very easy to make.

You can make liquid detergents and sell to schools, homes hotels, car wash yards and other businesses that clean. Making liquid detergent is very simple and requires very few items. With a little training and experience, almost anybody can make these detergents.

Basically, soap is made by combining fats and oils with a chemical (Sodium Hydroxide, also known as 'Caustic Soda'). Caustic Soda is a white solid substance that easily dissolves in water. It is available on the open market where it is often sold as pellets, granules or flakes. Depending on the effect you want to achieve, you could include interesting stuff like herbs, honey and other substances that are known to soothe, smooth and heal the skin.

Apart from the ingredients you need to make detergent, there are basic tools that you will need too. They are so basic that they are easily available all over. You will need simple items such as bowls and spoons, buckets, wooden ladle and packaging containers for your finished product. With a budget of about Ksh1,000 you should have these items.

Detergent Ingredients

Some of these ingredients have complicated chemical names but we will use their common trade names. The ingredients should cost you about Ksh.500 – Sh1,000 and can be bought from chemical shops all over town, Kariobangi light industries or industrial area. The quantity of the chemicals are bought according to the quantity of detergent you want to make. If you want to make 100 litres, just ask the dealer to give you ingredients for that quantity.

Detergent making is a chemical process and may be a danger to your safety. Remember to use hand gloves to protect your skin from coming into contact with the chemicals.

Mixing Instructions

- Pour the Ungerol in the container that you intend to use preferably with a capacity of 50 litres or more.
- Add Ufacid, industrial salt and caustic soda and mix with the wooden spoon until the salt is completely dissolved and the mixture is smooth and fine.
- Add more water and stir further to make the paste more dilute. Ensure you add water in small quantities to prevent too much foaming.
- Add colour and perfume or fragrance and continue stirring to the required thickness. You can use lemon drops as fragrance.
- Once thickened, pour the mixture into a clean container and set aside for about 2 hours.

There may be slight variations to these instructions depending on the type or quantity of liquid detergent you intend to produce.

Packaging

When your detergent is ready for the market, you have to make a decision on what packaging quantities and designs you will use depending on your market. Plastic containers come in various sizes such as 300ml, 500ml, 1L, 5L, 10L, 20L or more. Most detergent making businesses prefer the 10L or more containers since they more popular with businesses such as hotels and restaurants, car wash yards, schools, churches and other businesses. Households mostly buy in smaller quantities of 500ml, 1L and 5L.

Empty plastic containers can be bought in shops in town and industrial area. Branding the containers with your contact details can be a good idea especially for marketing. Print labels of different sizes and stick to the containers.

Sales and Marketing

Liquid detergent business is very simple to start and start up costs are also very low. The major task is in marketing the products. Your marketing plan should involve visiting schools, churches, households, businesses, shops and offices around you to tell them about your products.

A good strategy is to make small samples and distribute to potential clients for free with your contact as you tell them about your products. You are likely to face stiff competition therefore, put a lot of effort in marketing.

Packaged liquid detergents have the following average market prices;

- Ksh.25 – Sh40 (500ml)
- Sh.250 – Sh300 (5L)
- Sh.450 – Sh500 (10L)
- Sh.1,000 (20L)

Bear in mind that these figures are estimates from several dealers and may vary depending on location, who is selling and who is buying. Use popular flavors such as lavender, lemon and mixed fruit to sell more. Quality should also be upheld by making properly concentrated detergent to attract and retain customers.

Many liquid detergent sellers make profits of about Sh700 – Sh1,500 per day and make products 3 -4 times per week but get more orders at the end of the month. In a day most make and sell between 20L to 30L of detergent.

The process of liquid making is tedious and requires patience and passion. Make sure you have gathered enough information before you set up your liquid detergent business.

130. Start An Appliance Repair Business



Gone are the days when one would graduate from college with professional courses such as engineering and get employed within a very short time. With thousands of graduates flocking out of our universities every year, just pursuing a professional course is not a guarantee that a job is waiting for you when you graduate. Many graduates get depressed due to lack of job openings upon graduation even after becoming top in their classes.

Electrical and electronics engineering students have a chance to put to practice the skills they acquired in college even as they wait to get employed. You never know how long the wait may be. If you graduated with a bachelors degree or a diploma in electrical and electronics engineering, don't get depressed job hunting. As you write applications and drop your CV and other documents, start an appliance repair business to keep you busy while earning some money.

Potential

All homes have electrical gadgets and machines of all types, such as television sets, radios, fridges, iron boxes, cookers, air conditioners, microwaves, computers and many others. Businesses have machines that use electrical energy. These appliances need service and repair every now and then and with the number of homes and businesses ever increasing, an appliance repair business has a very huge potential to succeed.

Many homes will have breakdowns on these equipment once in a while, same to the machines in businesses and other organizations. Setting up this appliance repair business will therefore be a good idea since you will have lots of opportunities. Household gadgetry and

automation are expanding, ensuring a future revenue stream for folks who are able to repair them.

Tools

Armed with your knowledge in electronics and electrical engineering, starting this busyness is very simple. All you will need are simple tools such as screw drivers, pliers (long nosed and normal type), cutters, soldering gun and soldering iron/wire, a set of spanners (get the common small range such as 7, 8, 10, 11, 12, 13, 15, 17, 19 MM). Don't start with big sizes. Appliance repair jobs do not need those. Big sizes are mostly used for mechanical engineering jobs. You will also need a tester and a small voltage meter. Remember the screw drivers should be of various sizes, small, big and medium, both star and flat (sometimes called 'minus').

With a budget of about Ksh15,000 – Ksh25,000, you can buy these tools and remember to go for quality tools to avoid going back to the shop after a few jobs. These tools will be enough to start you off in your appliance repair jobs but you can buy more with time as you proceed with the business. Later when your budget allows, you can look for a complete professional toolbox with many other tools.

Use your tools well and treat them with care since your business will depend on them. Without the right tools, or if they are faulty, you will be greatly limited in your ability to successfully accomplish the tasks.

Marketing

Just like in any other business, marketing is a very important aspect of this appliance repair business. Do not sit back and wait for those with broken down equipment to call you. Chances are that they may not even know that you exist.

Go out and tell people including your neighbours, friends, relatives and even strangers that you are in appliance repair business. Print out business cards and place them in local shops, businesses and homes. Form partnership with used appliance dealers and appliance shops and

ask them to refer those who need a service technician to you. You can also post advertisements in shopping malls and other areas with high foot traffic for maximum exposure.

Word of mouth will also be a very good form of marketing in appliance repair business. Just do a good job, be courteous, honest, punctual, flexible, keen, organized and cheerful and your customers will spread the good news about you. This will serve to increase your customer base and improve your income.

It is a good idea to have simple spares such as fuses, fuse wires, extra wires, screws and nuts which you can use whenever necessary. This will reduce the time it takes to carry out some of these repair jobs.

Income

In this appliance repair business, your income will come from the fee you charge for repair and service of appliances and other gadgets. You should come up with a suitable form of charging for your labour. Your charges will depend on the appliances repaired and if there are spare parts to fix, you should include the cost of these in your fee, if you buy them with your money. However, the best way is to have the client buy the spares as per your recommendations and just charge for labour. Some may give you money to buy the spares.

The most common method of charging for these repairs is by assessing the work required and coming up with a fixed figure, say Ksh5,000 or Ksh2,000 or whatever amount depending on the work involved. The rule of thumb is; charge more for more expensive appliances and less for cheaper appliances. Allow room for negotiations as well, don't be too rigid.

The good thing with these repairs is that some can take a very short time, even 10 – 20 minutes.

It could just be a blown fuse, a broken or loose connection or a simple short circuit that earns you Ksh.500 0r ksh.1,000. If you have a good network and get a number of such jobs a day, you could earn a decent income by the end of the day or week.

Pros

- The business is flexible and you may not need fixed premises. You can work 24 hours since most of the work will either be at your client's home or at your home.
- Business is assured since more and more gadgets and appliances are being bought in homes and businesses.
- Very little capital is required to set up the business.

Cons

- Possibility of injuries while using work tools or transporting heavy appliances plus exposure to electrical shocks.
- More consumers are replacing rather than repairing broken appliances because it's often cost- effective.
- Some tasks may need very specialized equipment that may not be readily available.

If you do not have the qualifications to set up an appliance repair business, please share with those who may benefit.

131. Start A Professional Shoe Shine Business



Have you ever dreamed of starting a business that has the potential to be highly profitable but does not require a lot of start-up funding? Have you ever thought of this great business idea of shoe shine? Help make Kenyans look smart and neat, open a professional shoe shine business in Kenya!

We see them everywhere, in street corners, outside supermarkets and malls, at bus stages etc. Professional shoe shine business is slightly different from your usual shoe shiner where you sit on a stool and the shiner sits on a tin against a wall on the street. The professional one has a better operating environment and is more prestigious. This is the one you should set up and operate. What you will need to set up this professional shoe shine business are outlined below.

Location

The shoe shine business does well in a busy environment with high human traffic. Such places are found near major bus stops and big supermarkets and malls. These are mostly found in major towns and cities, not in deep rural areas. In Nairobi, for example, ideal locations for such a business would be around Accra and Latema Roads, Tusker, Kencom/Commercial, Kenya Bus Station, Old Nation Roundabout/Fire Station, Railway Station, OTC, Aga Khan Walk and many others.

License

Walk around the areas in town and once you locate a suitable space and location for your shoe shine business, visit the County government for licensing. The county authorities will inspect and check your proposed location to determine its suitability. The license cost will mostly depend on the size of your space, and will cost you between Sh3,000 and Sh5,000 annually.

Once your proposed location is approved, you will apply for a license and be given a go ahead to set up your business. If not approved, you may need to keep looking.

Structures

After approval of your location by county authorities, you are free to set up your structures and let people know you are open for business. You will need a shed and some comfortable seats and foot rests. These stands/sheds and seats are mostly custom made by juakali fundis in Eastlands. They will be made to your specifications. Charges range from about Sh70,000 upwards. Ensure you make your customers comfortable by making well designed seats

and sheds. You will need a foot rest for them to put their feet as you shine their shoes. It would not be comfortable to hold on the feet as you shine. Arm rests also bring some comfort so remember to include these too.

Tools of trade

You will need different colours and types of shoe polishes, brushes, dyes, sponges, movable/ mobile sink and buckets or jerry cans.

These items are readily available in supermarkets and they do not cost much. Apart from these, you will also need a reliable source of water and newspaper or magazines to keep your customers busy as they get served. For water, you can talk to a nearby building management or hotel/restaurant and for newspapers, make arrangement with a nearby vendor for regular supplies.

Income Potential

Professional shoe shine business can be very lucrative if it is set up at the right location. Clients are charged according to type of shoe, size and texture. Yes, size matters! The bigger the shoe, the more polish it will consume I guess.

A survey on some of the medium sized professional shoe shiners in Nairobi revealed that Safari boots are charged as much as Sh100 while a normal brown or black shoe attracts Sh30-Sh50. Sports shoes could be charged in between, around Sh60 – Sh70.

Many of these professional shoe shiners serve about 100 clients in a day especially during the rainy season. In a normal dusty day, the numbers drop to about 70. If you do the calculations, taking into account the price ranges and client variations, you stand to rake in an income of between Sh.2,800 and over Sh.7,000 per day. Isn't that good money? Now assuming many people come in Safari Boots, you will smile all the way to the bank.

This is just from shoe shinning and may be cleaning shoes only. Imagine you can also dye and repair shoes inside the same business! This means more income for you. You will dye to restore the colour of the shoe for about Sh200 – Sh250 a pair. Repairing damaged shoes depends on the extent of damage and repair but you can get away with as much as Sh50 – Sh200 per repair.

You can now realize that as much as it is called a professional shoe shine business, do not restrict yourself to shining shoes alone. There are many other income opportunities related to shoes that can bring a substantial amount of cash as you operate the business.

Pros

- Good income if set up in a busy location.
- Demand is high, especially during rainy seasons.
- Easy to set up, low capital requirement.
- No special skills required.

Cons

- Security of your structure is a problem. Street kids may steal your stuff, damage your seats and structure while others may turn it into a bedroom at night.
- Harassment by county authorities if you throw polish cans carelessly.
- License renewal process can be tough.
- Water source can be a problem.
- Dealing with difficult clients.

Despite the challenges, a professional shoe shine business is very lucrative and easy to operate. These challenges can be dealt with and they should not make you shy away from this lucrative business idea.

Customer service is also very important in this business. Talk well to clients and satisfy them especially the repair ones. Try to remember their names, faces and other interests they may have shared with you while shining their shoes and if possible when they come back, show them that you remember them.

Connect as much as possible with your customers to better the connection. This can mean more repeat customers. Thank them and tell them you look forward to seeing them again. Such small gestures will go a long way in grabbing more customers since competition is very stiff in the business.

Now that you know all about starting a professional shoe shine business, why don't you start looking around for a location and space and inform the county authorities of your intentions? You could be on your way to banking thousands of shillings everyday.

132. Start A Children's Entertainment Business



If you love children and enjoy having fun, starting a children's entertainment business is something you should seriously consider. Children, especially the younger ones, have lots of time in their hands during the weekends. Many of them easily get bored and parents have devised ways to keep them busy by taking them out to have fun and get entertained. There is therefore a great business opportunity in children's events and entertainment business.

Starting a children's event and entertainment business is a great way to earn good money every weekend, public holidays and on special occasions such as birthdays and other children's parties. It will also help children and parents enjoy special occasions.

Equipment

To set up a children's entertainment business, there are particular equipment that you will need to keep the kids entertained. Most of the equipment are available locally therefore this is a business you can start right away.

A bouncing castle, like the one below, is one key equipment that such a business will obviously require. These castles are available locally or can be imported. They come in a variety of shapes, colours and sizes. This is an inflatable toy designed like a house that is blown up using a pump and children pay inside. When not inflated, it can be folded and carried around easily. With less than Sh100,000 you can get a good bouncing castle to start with.

Another equipment that will come in handy is the trampoline. This is also for jumping and it is safer to have one that is secured on the sides with nets to prevent the children from falling off. These are also available locally and come in various sizes, most of them circular, but there are also rectangular ones. These should cost you about Sh40,000 to Sh60,000 each depending on the size. They are assembled and disassembled on site so carrying them around will be easy.

You can also have other play toys such as clowns, masks, balls, balloons, etc that the children can play with for a change. Since you may have several children showing up at the same time, a variety of play equipment may be necessary to keep them busy throughout since not all may have the time or even space to jump in the castles or trampolines at the same time.

Location

Your children's entertainment business will require to be located in a place that is frequented by parents and their children such as a busy shopping mall or a shopping center. You may also look for an empty yard that is clearly visible and easily accessible, probably located next to a busy road or center.

Other places where parents frequent over the weekends such as a car wash yards, recreation parks, major restaurants etc may also be ideal locations for your children's entertainment business. You can also set up your business in an open space in your estate.

Approach the management of the places such as a busy mall, shopping center, car wash or restaurant and request them to permit you to set up your temporary business within or next to their premises. It could be within or next to the car park or entrance of such a place, depending on the space available.

Operation

Having been granted permission by the management to set up within the mall, shopping center, restaurant compound, or wherever else you have settled on, it will be time to agree on the days you will be open for business. These would be mostly weekends, Saturdays and Sundays. Public holidays will also be ideal as many children and their parents will be free.

Depending on your location and size of your main equipment, bouncing castle and trampoline, you may charge anything between Sh50 and Sh100 per hour of play. The children need to be watched as they play to enhance safety of the children and of the equipment. Within a busy area, you are assured of 50 kids or more. You may even entertain as many as 100 kids by the end of the day. That will translate into good income for you. Your return on investment will be very attractive. You are likely to bring back the cash you invested in your business within months.

Pros

- High Demand
- It can be fun.
- It can grow into other, complementary areas such as face painting, invitation to children events etc.
- No special skills required.
- Easy to start.

Cons

- ❖ Kids can be hard to handle and kept from being bored.
- ❖ Weekend hours will be your primary work hours.
- ❖ It can be slow and/or competitive depending on your area.

Apart from locating in a particular place, you can also offer your services at children special events such as birthday parties, baptism celebrations and more. Word of mouth and building your reputation is key to a successful venture. Once parents see and hear about your wonderful talents and equipment, you will be booked up!

Remember, setup can take about 2 hours or more, therefore, always arrive much earlier to set up your equipment on time. Keeping children waiting can stress them up and may make them not fully enjoy your services. Always make sure that by the time the first kid arrives, your equipment are all ready for use. Kids can be very impatient, so don't keep them waiting.

This is a business you can start very quickly and does not need many requirements. Why not start one today?

133. Start A Tent and Chair Rental Business



Every day, week, month and year, Kenyans are partying. Company and religious entertainment events, weddings, birthdays and many other events are taking place everywhere all the time. Hiring out tents and chairs to these events is a good business idea for you if you love

events. The idea is very simple, look out for those having these events and rent chairs and tents to them at a fee.

Equipment

Your main requirements for this business will be tents and chairs. You are free to select various designs and capacities. These will be your main tools of trade in your business apart from dressings for the chairs, which you may choose to start with or make later, depending on your budget. Tents and chairs are widely available locally therefore you can start your tents and chairs hire business immediately.

The price of the tents will depend on the type and how many people it can hold. Apart from the shape and type, tents also come in different colours.

In Nairobi, tents are easily available from roadside manufacturers. One of the best locations to find them is along Jogoo Road from City Stadium towards Buru Buru, on both sides of the road all the way to Outer Ring Road. Others can be found in Kariobangi. Here you will find all designs, colours, shapes and variety of materials used. To save on cost, it may be a good idea to visit these juakali manufacturers since their tents will be cheaper and there is always room for negotiation on the price.

A good tent which can comfortably fit about 50 or 100 people may cost you anything between Sh80,000 and Sh100,000. This size of tent is enough to start you off in this business. Remember, in any business start-up, saving on cost is very important therefore any chance that you get, ensure you take advantage of it.

The chairs to use for your tent and chairs rental business are the ordinary plastic party chairs. Unlike tents, these chairs are widely available in many shops, including supermarkets. However, you will get very good bargains in areas around down town Nairobi, Kamukunji and Gikomba where they are sold in wholesale. You can also buy directly from manufacturers in industrial area if you are buying in bulk. The chairs come in different colours therefore, choose the colour that best fits in with your tents. There are many manufacturers all based around Lunga Lunga Road in Nairobi Industrial Area. Each plastic chair will cost you between Sh450 and Sh700.

Others

On some occasions, you may need some tables to go with the chairs and tents. If you have to, just go for one or two tables for a start. You may decide to add others later or as demand rises.

Dressings for the chairs will depend on the occasion. You can go for a gazebo in addition to the tent, if your budget allows, or you can still go for them later or as demanded by your clients.

License

It is a good idea to apply for a license from the county government to operate your tent and chairs rental business to avoid run-ins with the authorities. This will cost you between Sh3,000 and Sh10,000.

Transport

Tents and chairs are bulky items to handle and transport around. You should therefore think of transport arrangements as you plan to set up your tent and chairs rental business. It is not necessary to have your own means of transport since this will be much more expensive than even setting up the business itself. All you need will be a reliable, affordable and easily available means of transport such as a pick-up truck. You can talk to a transport provider near you and agree on terms of engagement.

When you get an event, you can call the transporter and make prior arrangements for transportation.

Location

Where you are located will influence your operations since you will have to transport your equipment to your clients. If you are located far off, transportation costs may consume

much of your funds, thereby affecting your profitability. If you have enough space, you can start by keeping your tents and chairs at home to cut on costs as you start the business. However, it is advisable to get a convenient place to store your items.

If you rent out a space to keep your items, go for the smallest space you can find that will fit everything safely and securely, for a start.

Competition

In tents and chairs rental business, competition is stiff and therefore be ready to compete. Many people have been attracted to this business making it crowded but still profitable.

Some players in this business have now innovated and offer extra complimentary services such as public address systems, music entertainment systems, etc. Let competition not scare you very much. Just ensure that you set your business with minimal costs at the start and network well. After you start the business, you can gradually upgrade and offer these added services later on in order to be more competitive too.

Marketing

As I have always said, setting up your business may be straight forward but remember, for you to make any money, your potential customers need to know that you are in business and can offer a solution to their problems. Don't just open up and expect people to start jamming your lines with calls asking to rent your tents and chairs. You may wait forever. As a minimum, let them know that you exist.

For a start, talk to family, friends and relatives and let them know you have bought tents and chairs and they are for hire at a fee. Other good places to market your business will be in religious and educational institutions. Visit these institutions during meetings and talk to about your business. Post notices on notice boards around shopping centres and market places. Word of mouth marketing will be your great friend in this business.

Social media such as posts on facebook pages and groups can also spread awareness and market your business. You can also advertise your business on free classified websites.

Revenue

As you would expect, your tents and chairs rental business may take some time before good income starts flowing in. You should plan well and manage to continue operating even as you start before being profitable. You will be mostly busy over the weekends and other holidays.

You should expect an income of about Sh3,000 – Sh5,000 when you hire out your tent in a day depending on size of tent, and another Sh15 – Sh 20 for each chair. If you dress the chairs well, and get a table or two, you will a chance to earn more. It is therefore clear that your income will depend on the size of your tent and the number of chairs and other equipment you have.

Pros

- Needs few items therefore very easy to start.
- There is high demand almost everywhere.
- No special skills required to start.
- Can easily be done as a side business.

Cons

- The business tends to be seasonal.

Despite the stiff competition in the tent and chair rental business, it still remains one of the most popular business ideas in Kenya simply because of the ease with which it can be implemented and its income potential. With good connections and marketing, this business can give good returns if you are patient enough and aggressively market it.

134. Start a Freelance Printing Business



Printed material is everywhere; in schools, hospitals, small and big business offices, homes, churches, government offices, streets, literally everywhere. Every business require printed material in some form. Printing these documents can be a good opportunity, and we don't mean computer printing. These documents are mostly printed by bigger printing machines which is way cheaper and makes the documents more durable. Printing business in Kenya can be a very lucrative business idea.

Setting up a freelance printing business in Kenya is one of the simplest ventures. The major effort will be in finding clients to print for, but the business can be very profitable if clients start coming along. This business idea does not require much to set up.

How it works

The business model for a printing business in Kenya is very simple. All you need to do is to research on the documents that are used in many places such as school books, invoice books, magazine, business cards, cash sale receipt books or receipt books. Look for clients who want these documents printed and get details of their requirements. You can even get samples of what needs to be printed.

Having secured an order of what is to be printed, approach a printer and work out quotations for the different jobs that are to be printed. There are many printing businesses with printing machines in downtown Nairobi (such as Kirinyaga Road, River Road) and industrial area which you can approach. Remember to include your margin and give your client a final

quotation for the job to be printed. Many of these printers are cheap therefore you can make good margins if you get many print runs.

The printing is done using printing machines of various sizes mainly A1, A2, A3 and A4. You can choose to buy your own paper, get someone to make your own art work and designs and make your plates for the job. The printer will only charge you for print runs depending on the job. Full colour jobs will cost you more than black and white jobs because of the colours to be printed, black, red, blue and yellow. These colours are printed one after another to form what is called a full colour. This will enable you save quite a lot, although this will require some skill in printing processes and steps.

If you are not confident enough, you can instruct the print business owners you are using to make everything for you, from the designs, plates and printing. You will just need to deliver your designs and collect the finished printed work after it is done to deliver to your client.

Many clients will only pay you for the job after it has been done to their satisfaction, but remember, you will have to pay the printer to do the job first. This calls for diligence and attention to detail. You don't want to get into a situation where the job is rejected by your client after all has been printed!

What you will need

To set up a printing business in Kenya as a freelance printer, you will actually be acting as a broker between your client and the printer. Therefore, you will not really need a business set up. If you want to be more reputable and if your budget allows, you can secure a small office where you can meet with your clients. You can also request your clients to pick their finished work from your office or deliver to them.

You will need a very reliable printer who can deliver your work on time. Printing business in Kenya can sometimes have very tight deadlines. Imagine being given a job to print a funeral / burial, wedding, or church service program. Such a job must be delivered on a specific date. No delays will be entertained so to maintain such a client, you have to deliver on time. You will therefore need a very reliable printer.

Quality is very important in printing business in Kenya. The finished printed material should meet your client's quality expectation. This is extremely important for full colour jobs. You therefore need a printer who has good and reliable machines that can give you the required quality consistently. Ask for a sample of previously printed work to assess the quality. Do not accept word of mouth.

Pros

- Needs very little time to set up.
- Requires no equipment or stocks.
- Profit margins can be very high with high volumes.
- You can operate from anywhere.
- There are so many printers to choose from.

Cons

- Needs some skills in printing.
- You can be seriously let down by your printer due to late delivery or poor quality.

Finally

As a freelance printer, remember you are a go-between working with two sides, your clients and your printer. You can get pressure from both sides and as the middle person, you will need to find ways of managing this pressure especially when work is running late or quality is compromised. Your success in printing business in Kenya will be based on good quality and meeting strict deadlines.

135. Start a Loan Business



Regardless of credit score, people may need a loan at some point. Unfortunately, getting a loan or credit from our banks can be very challenging. Many banks have strict conditions and in most cases, they are very selective in giving credit. Loan business is therefore booming in Kenya and is a good business opportunity for those who have some capital and do not have a ready investment plan. A loan business is one that you can put up very easily and very fast, that will give you fast and big returns on your investments. Are you wondering how this kind of business operates and how to open one? Read on for the basics of starting your own loan business.

How it operates

The business operates in a very simple way. You give or loan people money and they repay with interest after an agreed period. Loan business can be very challenging but rewarding. It operates mainly on trust and threats. Trust because you give out money with the hope that it will be repaid on time and with interest and threats because the borrower is obliged to repay the money on time and with interest because you will threaten to sell their collateral if they don't honour the agreement.

To minimize the risks of default, start with small amounts and verify that borrowers are financially solvent and will repay the funds that you loan them. A simple way to do this is to design a detailed agreement that captures all important details such as employment, residence, business, contact details, next of kin and any other and if possible, arrange to visit the potential borrower at place of residence or business to assess their capability.

Potential borrowers should sign the agreement as an indication of acceptance of your terms and conditions of borrowing. Ensure that payment periods are short. Long term loans have more risks as circumstances can change very fast. Typically, the maximum period should be 1 calendar month or 30 days. You should however encourage weekly or even where possible, daily loans.

Set interest rates at between 10 and 20 per cent (10% – 20%) monthly or weekly. Let the borrower choose whether to pay the money back after one week or one month. Besides the interest, clients must also surrender valuables as collateral. If you lend Ksh10,000 for one week at an interest 20%, you have a potential of making Ksh2,000 net on one client in a week. Get 10 clients and you stand a chance of pocketing Ksh20,000 net in one week.

If a client defaults, put up the collateral for sale immediately to recover the money you loaned out and the interest. This will force them to do everything possible to pay back and recover their item given as collateral.

What you will need

You can open a loan business outright, you can potentially make your money grow several hundred folds and you can operate from home. All you need is to have some idle capital. You may also need a little stationary for recording your clients' details. Ensure that you have adequate space and security to securely accommodate collateral that you will get from your clients.

Special note on the collateral

I have said that all loans must be secured by a collateral. This is where the trick of this loaning business opportunity is. To succeed in this loaning business, you must choose the collateral very carefully, otherwise you will regret for a long time. Many people who have attempted to start this business have failed because of this. In addition, under no circumstances should you give out a loan without collateral, even to family members or very close friends if you are in this business, unless you want to help them. If you need to help, just give them money as handouts and do not consider it as a loan.

After talking to a number of those who are in this business and those who have tried it, many agree that clients will bring collateral that they want to get rid of. Yes, those that they want to sell. As a loan business owner, do not fall for this trick. It is a common trick used by those who go for small loans. You may end up with a junk yard full of used items. Remember that you are **not** in the business of buying and selling items. Your business is to give out loans and earn a profit for risking your money.

Households, electronics, mobile phones and computers are some of the best collateral to accept.

Why? Because they are easy to sell off in case of default. To be safe, just make sure the client who brings the collateral is the true and legal owner of the item. A good way of doing this is to insist on the purchase receipts for the items and confirm their authenticity. In addition, where possible, visit the client's residence to confirm to confirm ownership especially for household items. All the items must be in good working order before acceptance.

As a loan business owner, to succeed and get the maximum value for your money loaned out, undervalue the items brought to you as collateral. As a rule, tried and tested, never loan out an amount more than 30 – 50% of the market value of the collateral. Make sure you are the one who decides the collateral to accept, the value to give it and the amount to loan out. An example, if a client has a laptop or fridge or television set and proposes to give it as a collateral, make sure you have a good estimate of the market value of these items.

If this value is say Ksh30,000 maximum, the highest amount you should loan out should not exceed Ksh15,000 depending on the client. Remember that you are not buying the item from the client, you are just keeping it safely until your money is paid back with interest, while ensuring that you can sell off the item very fast to recover your money in case of default.

Pros

- Very easy to start with little capital.
- You need very little experience to start off.
- No need of equipment to start.
- Potential to make abnormal profits.

- ❖ You can decide how much return you want to make.
- ❖ Demand for loans if very high.

Cons

- ❖ Risk of default.
- ❖ Handling stolen property.
- ❖ Clients' collateral may be stolen in your custody.
- ❖ Clients' collateral may be difficult to sell in case of default.

You will notice i have spent more time discussing the collateral. This is because collateral is the core of loan business opportunity and the type of and value collateral you accept, if any, will make or break your loan business as it has done to many others. Therefore, pay very close attention to your potential clients and the collateral they propose to give. If you do this very well, you may make thousands of shillings every week. Remember you can even start this business today.

136. Start an Advertisement Business



If you have been to shopping malls in Nairobi such as Sarit Centre, Junction, Capital Centre and other bigger malls in other urban centres, you must have noticed boards with advertisements pinned on them. Another example is at Odeon along Tom Mboya Street. These are people doing advertisement business. This business idea can be very lucrative when implemented in a busy shopping mall, busy street junction or bus stop.

The interesting thing is that you too can easily implement this business idea with little capital. All businesses need clients and market for their products and services. You can turn this need into an exciting business opportunity by providing these businesses with a forum to communicate their message to potential clients.

Location

Advertisement business rides on the mass market. Many companies or businesses will happily pay to place their advertisements on platforms that will reach as many people as possible, such as radios and national televisions. The thousands of ears and eyes glued to television screens and radios are very attractive to advertisers. Television stations and radio stations which have higher ratings (many viewers and listeners) command higher advertising rates than those with low ratings.

Similarly, your wall advertising business should be located in a place with as many eyes as possible to attract advertisers. These are places with high human traffic. Places with crowds of people like bus stops, busy streets and major shopping malls will fit this description very well. Such places will be suitable for your advertisement business idea.

Look around for big shopping malls which attract many shoppers or buildings adjacent to busy bus stops and approach the management of the premises. Many of them will have offices within the building therefore you will easily find them. Negotiate with them for a space either on a free wall along the corridors or an open space within the building, not a room. Choose a location within the mall where many or all the people pass through, or a wall on the building where many people stand. Depending on the size and location of the mall and the size of space allocated, you could be expected to pay around Ksh5,000 – 30,000 every month to use the space.

What you will need

You will require a well designed notice board with a soft base where advertisements can be pinned. Such a notice board can be made by a carpenter either on site or you can take dimensions of your space and take to a carpenter to make one for you. It will then be installed on the wall or in the space provided for the business. This board will be made of wood and with a

lockable glass front door. In some cases you may need mobile stands for pinning up advertisements.

A small desk and chair to act as your office can be stationed next to the notice board. This is where your clients will drop their advertisements and pay. It is advisable to have a computer and a printer to type or design and print out simple advertisements for those who may not come with ready ones. Remember to stock some printing papers too.

An assistant cum marketing person will come in handy. You will need someone to go around the shopping mall or building and also in the surrounding areas to get people and businesses to advertise on your board. The assistant will also stand in for you when you are out, help print and pin up advertisements and attend to clients.

How it will work

Those who want to advertise on your board will come with their already designed and printed advertisements for pinning on the board. Those who do not have ready printed adverts can request for typing and printing. Before the advert is pinned up, it should be indicated on it the duration requested, whether a week or more, the date of start and date of expiry and contact details of the advertiser. This will help you in monitoring and managing the adverts and also help clients contact the advertiser directly. You would rather have people queuing at your desk paying to advertise on your board than asking about the contacts of the advertisers.

You can charge a fee of up to Ksh100 to be listed for a period of a week or Ksh400 for a month for a standard size A4 size advertisement, for example. For larger sizes such as A1, A2 or A3, you could charge more. Make sure the adverts are clearly visible when pinned up and your board is locked so that nobody can interfere with them. Adverts should be removed from the board when the time paid for them lapses, unless the owner renews by paying for more time.

Businesses and individuals can advertise their services or items on sale such as cars, houses, households, electronics, mobile phones etc. You could also have a section for job seekers, employers looking for employees, schools and colleges looking for students etc.

License: Remember to get a license from the local authorities to avoid embarrassment. Inquire further if there are other permits required.

Pros

- Needs very little time to set up.
- Requires no equipment hence start-up capital will be low.
- Running costs are nil or minimal.
- Requires little experience to set up.

Cons

- Depending on location, few may be interested in advertising their businesses.

Now with this business idea in mind, go out and look for a busy shopping mall or street junction and make money with this business opportunity. The trick is to start small and expand. As more and more people come to the mall, pass the street or stand at the bus stop, advertisers will want to be featured on your board and that translates to more money for you.

137. Start Self Defense Training



Unfortunately with the increase of violence going on in the world, the need to be able to defend yourself or someone else is becoming more and more necessary. Personal and workplace violence has created a need for extra awareness and knowledge of how to deal with these

problems and what procedures to put in place to prevent these things from happening. This has led to a demand for effective self-defense training.

Offering a self-defense course means that clients will come to you to learn the simple, effective self-defense techniques that really work, without the expense and long-term commitment of learning a martial art.

The cost of starting your own self-defense course business depends on whether you provide your own venue for the courses, hire space in an existing venue (such as a gym), or provide courses at the client's premises. It is recommended that in the initial start-up phase of your business you look at renting space at a local gym, and offering classes at the client's premises.

Working from home will require that you have a personal computer, cell phone or landline, fax machine, and other home office essentials such as a printer. If you shop around you could purchase this equipment for less than Kshs 25,000. You will also need to factor in costs for liability insurance, a website, and bookkeeping

Target Market

With the amount of violence in today's society, there is no shortage of clients willing to pay for self-defense courses. It is just a matter of getting your business known. The biggest part of this business is finding clients and this is pretty much like any other online or brick and mortar business when it comes to getting started.

As businesses will form a large part of your potential clientele, you are going to want to create and maintain a website that looks as professional as possible. You will also want a listing in the Yellow Pages and it may be a good idea to join local networking groups to help you in spreading the word about your company.

Have brochures made with details of your service, then call businesses in your area to schedule a self-defense demonstration with the owners and their staff members. Hand out your brochures at these demonstrations and keep a detailed list of all businesses you have approached

in order to follow up with them at a later stage. Because word of mouth is effective in local markets, ask for referrals to other businesses from those that utilize your services.

Also consider approaching gyms and schools in your area and offering your services. Make arrangements with school administrations to visit local schools and provide a show and tell session on self-defense. Here you can demonstrate to the children what self-defense is all about. Concentrating on discipline, self respect and self control you will have the opportunity to work with the children for approximately one hour in a classroom setting.

Other marketing activities include handing out fliers, business cards, and advertisements at local shopping centers, malls, and grocery stores in your area.

Income Potential

Decide how much you will charge for your classes and lessons. Look at the local competition and on the Web for self-defense courses in similar areas. There are a number of ways to structure your fees: per session, multi-session packages, monthly memberships, corporate, etc. You may also have design beginning, intermediate and advance classes – and charge different fees depending on the level of training required. Keep in mind that many people associate price with quality; your clients may value your services more if you charge the same or more than the competition. When you develop your schedule and fees, consider that time and convenience may be more important to your clients than price.

Next, set a preliminary schedule of how many classes per week will be offered. Finally, estimate the average class size. This is the most difficult part to predict, so just make your best guess. From your fees, class schedule and attendance estimate, you can project your revenue.

Training

You do not need to be a black-belt in a martial arts discipline to successfully operate a business in self-defense classes, though a certification in martial arts is helpful. Some of the systems that will best prepare you for teaching self-defense are the various forms of Karate,

Taekwondo, Jujitsu, Aikido, Savatte, Thai Kickboxing, or another of the more than 2,000 fighting forms which exist across the world.

As a self-defense instructor you'll be running your own business and making your own hours.

You'll be working when you want — at your own pace. Your certification makes all this possible because you will have a valuable skill people will be willing to pay for. And that's because you'll hold the "key" to making huge impacts on their lives—helping them to protect themselves and their loved ones.

You should establish a curriculum for the techniques needed to confront nearly every hostile personal situation. These should include breaking holds, quick counters to aggression, quick disabling techniques, using ordinary items as weapons, areas vulnerable to attack as a defense, how to counter yourself against weapons, and fight-or-flight decisions.

Because of the physical activity involved in the training, it is a good idea to equip every student with a Gi – a martial arts uniform made from heavy canvas held at the waist with an Obi – a white, heavy cotton belt tied in a square knot.

As well as karate uniforms, training tools should include rubber knives, rubber clubs and guns, and other soft imitation weaponry. These will facilitate the training much more than merely pretending the items exist.

You may want to establish a connection with a wholesaler of martial arts equipment and uniforms, as this could be a profit center for your business.

Where to Begin

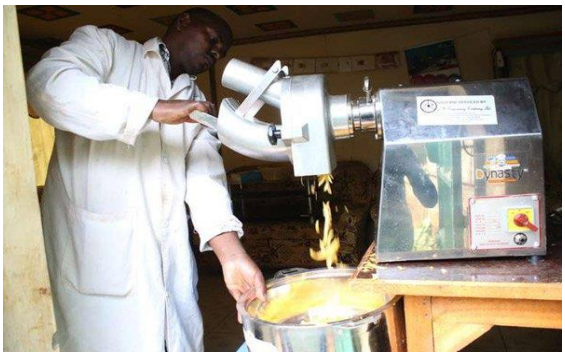
Your self-defense classes can be held in a wide variety of arenas from a garage or a gymnasium to an empty room at a local YMCA or school. All that is necessary is a clear area for movement the size of which should be determined by the number of students in the class.



Most self-defense courses are conducted as a side business by their operators, and classes are often held in the evening and at weekends. Many of these are also operated adjacent to another business such as fitness centers, YMCAs, churches and schools.

Some of the larger and more successful self-defense businesses are 'stand-alone' operations with their own buildings, and classes are held at all times of the week. It is a great Idea that you can start and make a living in Kenya.

138. Value addition in Agriculture



Kenya's economy is essentially still agri-based and looking around almost every single home in rural Kenya and many urban homes, there is some sort of agriculture going on. Food is and will always be in demand all over the world. Agribusiness is therefore one of the biggest business ideas in Kenya for 2017. You can never go wrong if you add value to agricultural produce and sell.

For example, instead of just selling milk, turn it into mala (sour milk), yoghurt or cheese. You will fetch much better prices in the market. This will give you an edge over other farmers. With some vegetables, you can preserve them by drying and packaging to last longer. Sell them during times of shortages and you will command better prices. For fruits, make juices and fruit salads and package for distribution. Others like banana can be dried and milled to make flour for cakes.

The beauty about value addition in agriculture as a business is that you can engage in it whether you are a farmer or not. As a farmer, instead of just selling your farm produce as they are, you can add value and get better prices. If you are not a farmer, you will simply buy from farmers at lower prices and sell at higher prices after adding value. Therefore, if you are looking for a great business idea in Kenya for 2016, add value to agricultural produce.

139. Government tenders



The new government that came into power in Kenya in 2013 promised to award 30% of government tenders to the youth and women groups. The value of the tenders reserved for these groups has grown into billions of shillings. In fact, according to a report presented to Parliament, by late 2014, the government had awarded over Sh1.4 billion worth of contracts to women and youth.

Many youth and women have won tenders worth millions of shillings to supply stationery, grade roads, offer services such as cleaning or repairs and many others. With the creation of county governments in the new constitution, servicing tenders will be a major

business idea in Kenya for 2017. If you apply diligently and without giving up, you are going to make money in Kenya in 2017 as many tenders are up for grabs all over the country.

All you need to do is to register a company and look out for these tenders in the daily newspapers. If you are under 35 years of age, or if you are a woman, you can also register with the treasury and get preferential treatment. Disabled people also get preferential treatment. You can also come together in groups with complementary skills to increase your chances of being awarded.

140. Online Stores



Whenever you look around you, have you noticed that everyone wants to sell or buy something? In the newspapers, billboards, magazines, internet, radio, everywhere people are placing all manner of items for sale. You can take advantage of this and turn it into a business idea in Kenya for 2017.

By providing a platform for all these people to sell their items, you will make good money.

Come up with an online store such as jumia, pigiame, rupu etc. Ask people to place their items for sale at a small fee and market this platform vigorously. Have you noticed how many facebook groups where items are sold have sprung up? The demand is high. The Internet changed the way people shop and changed businesses in general.

Your platform should have categories for example cars, real estate, households, electronics, furniture, clothes, gift items, jewellery, books, foods, services etc. complete with beautiful pictures for easy navigation. The beauty with this business idea in Kenya for 2017 is that the opportunities are endless since you can sell to the whole world, not just Kenya alone.

The basis of this business idea in Kenya for 2017 is that you will be connecting buyers with sellers at a fee. You will not need to stock anything.

10 Best Business Ideas For University Students in Kenya



For those who are in campus, i have attempted to compile a list of business ideas that you can implement at the university while still a student at campus. Life in campus can be tight, busy and very challenging but at the same time, it can be enjoyable and fun filled and full of free time.

These business ideas are simple, do not require much space and some of them require very little capital. However, this does not mean that they are easy. Just like any other businesses, these ideas will require market research and very good marketing skills. You have to carry out a proper survey in the campus at which you intend to set up your business before launching.

Your target market will primarily be your fellow campus students therefore ensure that you set up marketing and advertising models and efforts that are fully compatible with the students and their lifestyles.

141. Mobile Phones and Accessories

Students, just like other young people love the latest mobile phones and their accessories. Most young people have the latest mobile phones and will not hesitate to buy new models as they come up. Great phone models, especially smart phones, sell themselves among the youth.

You can either choose to import the phones online directly or buy from wholesalers and sell at retail prices to the students. Other phone accessories such as earphones, batteries, memory cards, phone covers, power banks, chargers, usb cables etc are extremely popular among students. If you include these accessories in your stock, you will attract more buyers. The good thing with this business is that you can do it from your room.

Budget: Minimum capital Ksh.100,000

142. Secondhand Clothes

Students love fashion. They enjoy buying clothes, especially those they can easily afford. You can go down to Gikomba market and select some good clothes depending on your budget.

To add value to the clothes, you can wash and iron them to attract more customers and charge slightly more to increase your profit margin. This business will require regular trips to restock with better and more unique selection so be ready to make several trips depending also on your sales.

A good idea is to talk to students and take their "orders" before you go to Gikomba. If you don't have what someone wants, be free to ask them what they would like so that next time you go to Gikomba, you can look for it.

Apart from clothes, you can also include items such as belts, shoes, socks, bras, caps, bed sheets etc. You can easily carry out this business from your room.

Budget: Minimum capital Ksh10,000

143. Movies and Music

Students watch a lot of movies and listen to music a lot too. You can start selling movies and music in campus. With a good DVD burner and screen, you can buy several movies for as low as Ksh.40 each and duplicate and sell to students. In addition, you can also include services such as borrowing and exchanging movies at a small fee.

You can also look for selected latest music and load to students in flash discs or burn on DVDs at a fee. As long as you have a big memory space, you can save hundreds of music titles and distribute to other students. This business can also be carried out from your room since it does not require a big space.

Budget: Minimum capital Ksh100,000

144. Mpesa Services

For those who can get an Mpesa line, this is a good business to engage in. The problem has been availability of reliable Mpesa lines. Many are given out at a fee and sometimes the fee is exorbitant. Those who give out the lines are also not very easily accessible.

An advantage of this business is that you can carry it out from anywhere as long as there is demand. In many campuses, mpesa services are always on demand anyway, therefore you will be assured of customers all the time.

The trick with this business is to always have enough float. This will make your business more reliable and help you attract more customers.

Budget: Minimum capital Ksh.50,000

145. Photocopy and Typesetting Services

There are loads and loads of paper work in all campuses. Assignments, notes, books, handouts, projects and other documents are typed and copied all the time.

There is a good opportunity to set up a photocopy and typesetting business in or near campus and get good returns. The only major challenge here is that you will need to employ an assistant to operate the business while you are in class. The business will also require a bigger space and higher capital since you will need a photocopying machine, a computer, printer and a stock of photocopy papers.

Budget: Minimum capital Ksh100,000

146. Government Tenders

The national Government of Kenya and county governments have reserved some tenders for companies and businesses run by the youth. As a university student, this is a good opportunity to sell goods and services to the government.

There are requirements for you to fully participate in these tenders. Some of the requirements are spelt out on tender documents while some are not. If you are interested, please visit the Treasury to inquire more about engaging in these tenders.

Budget: Minimum capital Ksh100,000

147. Stationery

A campus being an educational institution, there is great demand for stationery items such as writing pads, notes books, exercise books, pens, rulers, envelopes, printing paper and erasers.

These stationery items are easily available from wholesalers in major towns. You can buy them in bulk at wholesale prices and resell to students within the campus.

The only disadvantage with this business is that some of the items may be bulky, heavy and may occupy a little more space.

Budget: Minimum capital Ksh.100,000

148. Electronics and Accessories

Apart from mobile phones, students love other electronics and their accessories. Items such as music systems, TVs, DVD players, decoders, iron boxes, flash discs, DVDs, CDs, heaters and others are popular with campus students.

You can buy these as well from wholesalers or even import directly and sell to students in campus. Some of them may occupy more space and it will depend on your assessment of demand to decide which ones to buy for resale.

The capital required for this business may be high.

Budget: Minimum capital Ksh.150,000

149. Food Stuffs

We all know food sells, especially when it is well made and packaged. You can make selected foods and snacks such as cakes, mandazi, samosa, chapati and others or buy sweets, cakes, biscuits, juices from wholesalers and sell to other campus students.

Packaging and the way the food is presented is very important. Remember that you will get stiff competition from the student dining hall since some of these food stuffs are sold there and may be cheaper.

Budget: Minimum capital Ksh50,000

150. Tutoring and Coaching

You may be very good at something such as a subject in class, in sports or even have a talent such as playing a musical instrument, dancing or singing. You can teach other campus students and charge a fee for your efforts.

The moment other students get to know that you are an expert in your field, those interested in that field will seek you out. Help them learn and make money. If it is a subject in class, just coach them to do their assignment and pass examination but do not do for them.

This business will require little or nothing in terms of capital to start. However, you may choose to invest in some tools depending on what you are coaching or teaching.

Budget: Minimum capital Nil

In all of these businesses, you can also include an online presence to reach more customers. This may include setting up a free blog, using Facebook, twitter or Instagram. This will help you market, advertise and engage with your customers better.

Finally, as you engage in any of these businesses, remember that your studies come first. The moment the business interferes with your studies, then it will do more harm than good to your future. Your primary aim of being in campus is to study and pass your examinations and get a qualification. Business comes a distant second.

151. Vending Machine



Kenyans are busy people and many of them would like to buy things quickly and move on. You can meet this need by installing a vending machine for stuff such as water, milk, juice, soft drinks, snacks, sweets, cigarettes, newspapers etc. This business idea in Kenya for 2017 will best work with items sold in small compact forms.

Shop around for the appropriate vending machine and locate it in a strategic position such as a busy residential area, near busy bus terminus, near a college or school etc. You can also negotiate with owners of major shopping malls that have sprung up all over the country. Stock it with the appropriate goods and post an assistant to man it throughout the day. You may not need to be there all the time. Just ensure it works smoothly, well stocked and properly serviced. You will just show up at the end of the day or week to collect your cash from the machine. Call it automated shop!

The great thing about owning a vending machine business is that you could pretty much restock your machines and collect the money in about one day each week or month. The downside, of course, is finding locations or businesses to place the machines with. You'd have to give those businesses a cut of the profit because they are the ones providing the electricity to keep the vending machine running and also some will provide security for your vending machine.

152. Cleaning/Garbage Services



Residential and commercial buildings must be regularly cleaned. With many companies and county governments now outsourcing their cleaning needs, cleaning services is a good business idea in Kenya for 2017. Garbage collection services by local authorities collapsed in Kenya decades ago. This service is now provided by private individuals and private entities.

Starting a cleaning cum garbage collection service will be a great business idea in Kenya in 2017. It is easy to start and operate. With good network and aggressive marketing, there is good money to be made in this business idea in Kenya in 2017.

For residential areas, the major opportunity is in the collection and disposal of garbage generated in the houses. Walk around and sign homes to collect garbage from at a fee, say Sh500 per house per month. With thousands of Kenyans having built their own homes in Nairobi and its outskirts and also in other major towns, this business opportunity in Kenya in 2017 is limitless.

For buildings and business premises, the opportunity is in offering cleaning services. With a few cleaning tools and shampoos, you can negotiate with owners of these buildings and businesses to clean their premises at a monthly fee. You can charge as much as Sh100,000 or even Sh500,000 depending on the size of the building.

153. Coaching and Consulting



If you are good at coaching or if people always come to you for help on certain areas, you already have a good business idea in Kenya for 2017. Well maybe it could be time to offer your services to people out there at a fee. Businesses need consultants who can help them realize their mission and visions. Individuals want help with the problems in their lives. People are willing to pay you if you can help them stay focused and work their way towards achieving their goals.

Many people in Kenya want to start businesses. If you are good in business, you can offer consulting services to those who want to start businesses or those already in business. Areas such as market research, competitor analysis, product design, business registration and set up, accounting, marketing and sales are some of the services that are in demand.

If you are good at a particular subject or area, you can also teach others at a fee. Thus could be students, business people or employees. You stand a good chance of making money with this business idea in Kenya in 2017. You could choose to do it face to face or online.

Over to You!

Now that you know the best business ideas in Kenya for 2017, why not set up any of them and get your financial freedom?

154. Start a Designated Driver Service



Although drinking and driving do not go hand in hand, many drivers conduct their vehicles under the influence of alcohol every day because they do not have any other option. Together, they may result in tickets, accidents, injuries, and even deaths. In fact, alcohol has been a major factor behind a number of fatal accidents and deaths not only in Kenya, but all over the world. If you are willing to join the mission of reducing DUI accidents and have good driving skills, starting a drunk driving service business can be a great idea. It is also an excellent way of acquiring economic independence and securing your financial future. It is a great business idea that can be owed to the strict traffic laws in our country.

As a designated driver, your job will be to ensure the safety of your clients. These types of services are high in demand for obvious reasons. A person loses his sense of judgment when under an alcoholic influence which may lead to mishaps or undesired circumstances. Moreover, due to strict laws, people now prefer using a designated driver who can drive them home safely in their cars. These factors have contributed to the ever-increasing demand for drunk driving services. Thus, this can be seen as a good business venture for you to start.

The services of a designated driver are required on a number of occasions. Your clients might be enjoying a game of football or relaxing at a bar, and may need your services. Many people tend to have more than three drinks on occasions like bachelor parties, birthdays, weddings, Thanksgiving, Valentine's Day, Christmas, and New Year parties, so part of your work will involve picking up and dropping off your clients safely. In addition to excellent driving skills, some other attributes of a designated driver include punctuality, patience, and people skills. If you have the required skills to start this business, along with good entrepreneurial sense, you will be set to succeed in this industry.

Target Market

Anyone, who needs to be driven home safely after having a few drinks, can be your prospective customer. However, your target market will primarily include corporate and private parties, college students, and young adults who are over the legal drinking age limit.

Craft your marketing strategies carefully to catch maximum attention. Establish a network with restaurant and bar owners, casinos, pubs and liquor shops. Contact small and medium sized businesses in your community who often host corporate parties. Devise marketing tools that help you differentiate yourself from your competition. A well-designed website can be a great help. The website should be responsive so as to allow easy accessibility of your services on the internet. Many designated driving services have successfully promoted their businesses through the Internet. Ensure that the site contains all the correct information about your services, rates, and contact details. Post flyers on community bulletin boards, recreational areas, and the places frequented by your target market. Also, print ads in the newspaper classifieds, yellow pages, radio stations and other traditional media outlets.

Income Potential

Your designated driving service can generate superb earnings. Profit margins are quite high since the investment required is fairly small. Usually, designated drivers charge Kshs 500 to 2000 for a drive home. Once the business is established and you develop a steady clientele, your annual income will continue to increase. You may also consider expanding your business by providing cab and chauffeur services in order to increase your annual income.

Training

Having good driving skills is the only requirement you need to get started. You should also be aware of the roads and highways in your area. Consider purchasing a GPS in case you have trouble finding your clients' homes. This way, you can get their address and plug it in for directions. Having a driver's license is a must to start this business. If you are planning to hire professional drivers to carry out your services, ensure their reliability and carefully investigate their backgrounds. Also, research the necessary licenses and permits needed to start this business and obtain them. You will also need a telephone to stay connected to potential customers. These

clients may call you during any hour of the day or the night, so you will have to be ready to answer a business call at any time.

Where to Begin

Assess the market and find out how many drunk driving services are available and if must one in your area. Design a business plan that will give you a better vision and clear objective. Thoroughly research your competitors' rates and determine your pricing. Your prices should be reasonable, yet profitable. Gather all the required business licenses, permits, resources and begin to market your services.

There are certain codes of conduct you need to follow as a designated driver. When at work, make it a point to stay sober. Commitment is a vital part of your job so avoid any possible temptations to alcohol. You will also be expected to be punctual. Make sure you arrive on time to pick up your clients, and ensure that their seat belts are properly fastened, and there is no alcohol in the car. Never lose your patience and be a good listener. As long you are a safe driver who is willing to answer a business call during any hour of day or night, you will be in prime position to succeed in this industry.

Now take action and begin! If you like this business idea, don't delay and at least start the initial research. The Idea is new in Kenya and if you tailor your cards well, you will emerge top of all your competitors.

155. Pest Control Business



A small scale pest control business has the potential to provide a healthy income. You can consider two options when venturing into this business. The first option is operating a franchise. In that case, you can approach a bigger pest control company such as Rentokil Kenya and request them for franchisee's rights. The second option is to go the freelance route – start your own business and nurture it to maturity.

The franchise option is much easier to start but it may not be as lucrative as the freelance option in the long-run (of course, the effectiveness of the business depends on how good you market it).

Here is a simple breakdown of some requirements to consider:

*Make sure to consult the Pest Control Products Board of Kenya (PCP) for details on registration and rules & regulations of the business

*Acquire the necessary equipment e.g. foamers, bait guns, vacuums, safety equipment and fogging equipment. You can expect to spend about Ksh100,000 for these. If you don't have enough cash, then you can buy second-hand equipment.

*Spend decent amounts marketing and creating a website that is optimized for Keywords such as "Pest control in Nairobi" "cockroach control in Kenya" etc.

*As the business grows, you can invest in means of transport (such as a motorbike) and even hire more staff to help you handle multiple orders as you focus on expanding your business.

Common pests that pose a big problem in Kenya include: cockroaches, ants, safari ants, moths, wasps, bees, moles, rats, termite and house flies.

156. Start an Online Training Website



Internet training refers to a training course conducted online where a student is being taught by a teacher from a different location. The teacher provides training through the Internet with the assistance of tools such as video conferencing and other multimedia resources.

This type of training is becoming more popular with the development of high-speed Internet access and increasing awareness of the benefits of Internet training methods. Internet training has proven to be extremely useful to students located in remote areas as it saves time traveling to cities in order to attend training courses, and it expands the availability of educational opportunities.

The online Internet training market is growing as more and more students opt for this form of training. With improved technology, advanced video conferencing provides students with similar benefits to studying in a classroom environment. Online training programs include websites that provide training material as part of the fee paid by the student, while others rely solely on advertising revenues in order to remain in business.

When you start this business, a critical factor will be to decide on the type of training you will provide. As an online trainer, your job will be to create an online training program for a specific company or job position. You will be expected to create your website where you, or the trainers you hire, teach the students on everything they need to know about the subject you are teaching. Because this business is conducted through the Internet, it is possible to work from home, keeping your initial investment low and your profits high.

Investment

Kshs 25,000. This will cover the cost of buying a computer and starting your training program online. It will also cover the cost of creating a website.

Target Market

Your target market consists mainly of students located in remote areas who do not have access to training courses for job positions or any other sort of a certification process they may require to fulfill their endeavors. These students do not have easy access to traditional training courses, but instead of commuting or relocating to other cities, they may find your services to be an easier and more viable option.

You can also link up with different schools and training centers that may need your services in order to help them reach a broader student market. You can offer them your assistance in training their students as an additional service to their usual offerings. They can also recommend students to opt for your courses, and you can offer a commission for any business you receive through their referrals.

Advertising on informational websites can also yield good results. Advertise on sites that provide information on the courses you offer. Email campaigns are another inexpensive, but effective way to market your services to prospective customers. Because this business is conducted online, placing ads in your local newspaper and radio stations might help in reaching potential students, but you will also have to advertise in different places all over the world in order to reach a larger market. Try to advertise in various magazines and newspapers that are viewed by people in various cities. Your Internet business is not limited to a local market, so make sure you advertise your online training programs in places that will be seen by many people worldwide.

Income Potential

Your annual income will depend on your business model and the courses you provide. This business requires a small investment but has high returns. As you establish yourself in the

enterprise, your income will improve without a corresponding increase in investment. A first year online training business owner can expect to earn anywhere from Kshs 80,000 to 200,000 in their first year depending on how many students require the training their company offers. As you expand your website and training program to include training in different courses you, will reach a larger student market, thus increasing your annual income.

Training

You do not need any formal training to start this business; however, having knowledge of how to use the Internet efficiently and how to conduct Internet marketing will be essential. If you do not have this experience, consider talking to people who are in the trade for tips and advice. You will also find a lot of material on the web in order to help you set up your online website and training program.

In order to start this business, you will need a website. Begin by engaging the services of web designers and programmers that can help your business come to life. You will also need assistance from professional trainers when designing the training programs. You will need a computer with a fast Internet connection and a telephone in order to have contact with your students and with the different training schools and businesses you network with. The start-up cost for this activity is relatively small compared to other businesses, which means the majority of the money you earn in your first year will be of profit.

Where to Begin

Start with deciding the theme of your training business and the theme of your website. Design the training courses based on the theme of your site and employ the assistance of professional trainers to design the training courses. Conduct research in order to determine the training courses you will offer. Study the market and concentrate on a training area which is in demand.

This research is essential as it will provide you with the information that will allow you to focus on the area that will provide the most business. Once you are ready with your course material, the next step will be to register your business with the local authority. Make sure you fulfill any requirements before you begin operating your business.

Once you have covered all the legalities in starting your own online business, you are now ready to launch your website. Make sure you advertise your business extensively as the money you earn will depend greatly on how many students you train. Your online business will not be limited to a local market, so you'll have the advantage of being able to reach students from all over the world. Try networking with different training centers and schools that only offer their services at a particular location. These companies can either refer you to students who couldn't attend their courses or you could partner with them in order to expand their market worldwide.

Now take action and begin! If you like this business idea, don't delay and at least start the initial research. The perfect business is out there waiting for you to start it! **START NOW**!

157. Start a Water Business



It is said that water is life. Human beings and animals cannot stay long periods without water. Water being one of the basic human and animal needs, is always in short supply in many parts of the developing world. The shortage becomes critical during the dry period.

Look around you and you will always see water being used, in cooking, drinking, building, washing, decorations, cooling etc. In water lies a business opportunity that is bound to have endless demand as long as you can get the right location and constant supply.

Water business opportunities are as many as the uses of water. You can supply water for domestic use in houses and homes, in business premises such as restaurants, hotels, car wash

yards or at construction sites. If you can access higher capital, you can also start your own water vending point to sell to others who supply to above places.

Domestic and Hotel supply

This is the easiest one to start and operate and more recommended for small business starters. It involves buying water from vending points and selling to houses and homes in the locality using jerrycans and push-carts like the ones shown below. With many residential premises not well planned in many third world countries, many families do not have access to running water and have to depend on water vendors, like you. This gives you a default opportunity.

If you locate a residential area that has no running piped water or has perennial water shortage or rationing, this can be a very lucrative business to engage in. With water rationing now a common thing in many residential areas in our urban areas, water supply in these areas can be very profitable.

All you will need is a push-cart which can be made by welders in many areas. In Nairobi areas such as Shaurimoyo, Gikomba and Kariobangi are affordable places to shop for these push-carts. Many other urban areas also have areas where they can be made. Within a period of about 1 week, you will get a complete cart with about Ksh.7,500 – 10,000. They are designed to carry 20 jerrycans or at times they can be extended to carry even 24 jerrycans.

Each empty plastic 20-litre jerrycan will cost you about Ksh100-150 in the local market or supermarket. So with just about Ksh.12,000, you will have a brand newly painted push-cart and 20 empty jerrycans ready to start buying and selling water. You may even buy 2 or 3 fully ready push-carts and spread your market coverage.

With a push-cart full of jerrycans, now you need to locate a nearby water vending point. Most residential areas will have a water selling point like the one below nearby. In your ground work survey, you would have already spotted several and settled on one.

Filling a 20-litre jerrycan will cost you Ksh5-10 depending on the area. You will therefore need a maximum of Ksh200 to fill your push-cart. In residential areas, you will sell a 20-litre jerrycan to homes and houses at Ksh20-50. In times of shortage, which are many, the same jerrycan will fetch more than Ksh50. You can do the math and appreciate how profitable this business can be. Make many trips and you will be smiling all the way to the bank the next morning!

Water selling to residential premises peaks around mid morning and during weekends and public holidays when most families are at home. If you locate a young family with very small children, you will sell much more water. To attract more clients and hence more business, offer to carry the water to those who live in upper floors.

Many residential areas have shopping centers with small hotels or restaurants. These should also be your targets since they use water continuously. If you incorporate them as your clients, you should expect a continuous flow of income every day. If you have more than one push-cart, a trick you can deploy is to dedicate one to hotels and one to residential premises. With more push-carts, you may need to hire a few strong men to help you distribute the water.

Construction sites and Car Wash Yards

Construction needs a continuous supply of water. A big part of any builder's budget goes to buying water and this is where your opportunity lies as a water seller. Many construction sites are located in plots which may not have piped water so the builder is forced to buy water from sellers like you. Market your water supply services in areas where constructions are going on. During periods of pouring the slab or foundation of a building, more water will be required and these times, you may need to station one push-cart just for this purpose.

Since construction sites will require more water, you could consider acquiring the bigger 200- litre containers. These carry more water and are easy to fill and empty and will be very handy during slab work. These can easily be carried in your push-cart.

Car wash yards are other good places to market your water supply services. These yards use water continuously and some may not have a constant supply or piped water since they are

temporary. Look out for them in your locality and you will widen your market share in ways you may not have imagined.

Water vending point

If you can access a bigger budget, consider starting your own water selling kiosk in a fixed point to sell water to others. You will need an empty yard and piped water. You can arrange with the local authorities or local suppliers to connect water to your site. In many places in the outskirts of Nairobi such as Kitengela, Syokimau, Rongai and inside Nairobi such as Karen, Kilimani, Umoja, Westlands, Kayole and many others, many business people have sunk boreholes and sell and connect water to those who are interested. These suppliers are also available all over the country. With Ksh.50,000 – 100,000 many of these private suppliers will connect water to your site.

You will need a bigger storage to accommodate periods of low supply. Big storage tanks are available in supermarkets and many hardware stores at prices of Ksh30,000-100,000 depending on capacity. You will need anything from 3,000 – 20,000 liter tank depending on your market and budget. You could put a temporary structure to hold your tank and house your business.

If you locate a prime and potentially profitable area for your water business but without a reliable connection point around, you can still contact suppliers with water trucks to supply you with water in large quantities. These suppliers, like the one shown below, are available in many areas and most of the water tanks are painted blue with the contacts printed on the lorry, you can easily locate them around the residential areas or on the roads.

Pros

1. Can be very easy and quick to start on a very low budget.
2. Availability of clients all year round.
3. No skills required to start and operate.
4. Minimal equipment needed.

Cons

1. Considered low skill and may result in low esteem.
2. Periods of water shortage may affect your supplies.

Now you know all you need in order to set up you water business. Water is an essential commodity, therefore, you will succeed and grow your business in no time. If know of someone who also wants or has been thinking of going into this profitable business, please share this information with them.

158. Candle Making Business in Kenya



Candle making in Kenya is a profitable venture for anyone who would like to make a difference in the society and nurture a business at the same time. In this article, we take a sneak peek into what it takes to start a successful candle production and retail business with least possible capital.

Why Candles

Frequent electricity blackouts coupled with the fact that only 40% of Kenyans have electricity power supply means that market for candles in inexhaustible.

Besides basic lighting needs, candles are required for birthday events, burials and even church ceremonies. Scented candles are also in great demand for their aromatherapy and aesthetic value.

How to Get Started

You need to invest in a candle making machine, wax, wicks, water, good packaging and room. Of course, you also need to scan the market before you venture into it just to ensure that you get your facts right.

I would advise you to pick a unique niche and specialize in it to gain a competitive edge. As your business grows, you can then expand your niche and start offering a wide variety of candles.

For instance, you can specialize in scented candles niche, lighting candle niche or even soy candle niche as you begin.

Where to Get the Candle Making Machine in Kenya

You can search for this machine from your local Jua Kali vendors. Alternatively, you can browse through classified ads websites to find sellers. During our research, we typed in the words “Candle making machine in Nairobi” and this gave us a variety of options.

From that point you can contact one of the sellers and (when certain) place an order. Alternatively, you can import the machine from China or India.

How Much To Spend on Candle Making Machine

The machine is the most costly investment you will require to make in this business. Price of the machine may vary depending on its make and features.

On average, though, the cost comes down to the number of mold holes in a machine. For instance a 20 mold hole machine costs around Ksh.20,000 while a 100 mold hole one costs Ksh.100,000 or thereabout.

The greater the number of mold holes, the better the production capacity.

Other Materials

Candle wax is the most vital material unit for your candle making business. Wax is normally sold in 25KG boxes. Each box of was can produce up to 1000 candles.

Besides wax, you need wicks (*utambi*) and packaging material. You can also invest in fragrance oils and dyes so your candles stand out from the pack.

One well known importer of candle making Material in Nairobi Kenya is DESBRO who have offices along Kampala Road in the Industrial area.

Cost Breakdown

1. Candle Making Machine Ksh20,000 (minimum)
2. Candle Wax – Ksh4,500
3. Other Materials – Ksh500
4. Transport – Ksh500

Profit Estimation

If you produce 1000 candles per 25kgs of wax then price each candle at Ksh10. This would equal sales of Ksh10,000 per unit of production. Now let us do the profit math.

Ksh10,000 (Sales) – Ksh4,500 (Candle Wax) – Ksh500 (Other Materials) – Ksh500 (Transport) = Ksh.4,500

So each unit of production gives you approximately Ksh.4,500. That is approximately 95% profit margin.

How To Make Candles

Once you have the machine and all the raw materials the process of making candle products is quite straight forward.

- You start by pre-heating the wax to melt it.
- Then you pour the melted wax into the mold-holes to the brim.
- You can add color (dye) or fragrance, however if you're making plain candles you can skip this step
- Make sure the wicks (utambi) are placed carefully.
- Leave the wax to cool at room temperature (preferably overnight).
- Remove the candles and trim the wick (utambi).

You can always find more detailed guides on how to make quality candles freely on YOUTUBE.

Are You Still There Waiting To Start?

You cannot win a marathon race if you don't start the race. If you are yet to venture into entrepreneurship and are looking for small business ideas in Kenya then the candle making is something worth pondering upon.

159. Cake-Making business



A secret has been revealed! Until recent Kenyans used to underrate this business but few entrepreneurs who started small made a lot of profits until their neighbors and friends copied them.

Cake-making is a lucrative business especially if one has good marketing strategy. You can be assured of making up to 100% profit and chances of making loses are minimal.

One advantage of this kind of business is that you don't need to have millions to start; with only Sh.500,000 ,you are ready to go.

One thing that will determine whether you'll grow or not is the location of your business and how you treat customers. If you are in Nairobi or Mombasa then be assured of making extra ordinary profits.

160. Keep livestock and sell them later



You can buy farm animals young, feed them, take good care of them and sell them for a decent profit when they are a few months to a few years old.

Every time you sell an animal you will use part of the money you get to buy more livestock.

This becomes your way of investing money back into your business to ensure that it keeps growing and bringing more profits home.

Another thing you can do is sell their produce – eggs if you keep chicken, or milk, manure or ghee if you keep cows. It is up to you what you do with the produce.

As long as there are people buying these things, there's always room for you in the market if you have the courage to sell and keep selling.

Top 10 Most Profitable Farming Ideas in Kenya



Agribusiness is the backbone of Kenya's economy. Many Kenyans are taking on agribusiness and applying modern technology to make it more efficient and profitable. Below are the top ten profitable agribusiness ideas:

161. Dairy Farming

Milk is an important requirement in many Kenyan kitchens especially in making tea. Most Kenyan families prefer tea with milk in it to black tea. The current price of milk goes for Ksh. 35 a packet in milk processing plants and Ksh.60 a packet at the shops, making dairy farming very profitable.



162. Fish Farming

Tilapia, Catfish, Nile Perch among others, are some of the fish that farmers in Kenya raise for profits. Fish farming in Kenya is on demand and many supermarkets are issuing tenders for supply. Some Secondary Schools in Kenya also making orders for fish during important school events. The current price of fish is Ksh. 500 per Kg.



163. Vegetable Farming

Many vegetables in the market offer high returns in just three (3) months of planting. Onions, Capsicums, Tomatoes, Cabbages are just a few examples of vegetables that have proved to be profitable as they can generate you a lot of income in a short period of time. A farmer with plenty of water available and irrigation equipment can still plant during the dry seasons and make a lot of money.



164. Bee Keeping

The cost of starting a bee keeping business is relatively low and the returns very high. You can start a bee keeping business in Kenya with as low as 3,000 by constructing a langstroth bee hive from your local carpenter. Other things you may need are veils, bee suits and smokers (Smokers are used to control the bees during harvest to prevent them from stinging you)

165. Poultry Farming

Chickens lay hundreds of eggs of every year which are always on high demand locally and globally. Kienyeji chicken eggs are sold between Ksh 15- Ksh 20 while exotic birds go for Ksh 10-Ksh 20. You can also raise chickens for meat and sell them for a hefty profit. Refer to our previous article about layers and broilers for an in-depth view.



166. Pig Farming

Pigs are well known in Kenya for producing meat (pork) and for bringing back huge profits to the farmer. If you decide to keep pigs you will fast realize that they are very easy to maintain. You have to choose good breeds though to ensure that you get good sizes when you want to sell.



167. Goat and Sheep Farming

Starting a Goat or Sheep business is relatively affordable and the good thing is that they do not need a lot of maintenance. From sheep you can get wool, skin, sheep milk, mutton and manure while goats can give you milk, meat, skin and manure. If you have ever bought one (1) kg of goat or sheep meat from the butchery then you will know how expensive it is. Imagine the profits you would be making if you were selling your own goats and sheep!



168. Bull Rearing

People have been raising bulls for centuries because of their good meat. You can buy a bull for as low as Ksh 4000 and eventually sell it after one year for as much as Ksh 50,000 depending on how you have fed it.



169. Fresh juice production

Everybody knows that drinking a glass of fresh juice everyday is good for your health. The health sector has been preaching this for a long time and people are starting to listen. With the increase of juice buyers, selling fresh juice has started to become a profitable business especially if you are planting the same fruits that you are selling juice from.



170. Animal Feed Production

With many people in Kenya venturing into dairy farming, sheep farming, pig farming among others, there is a demand for animal feeds. If you are a smart business person you will realize that if you produce your own feed (which will lower your production cost) and sell it to farmers, you will generate a lot of income.



Top Best Food Business Ideas in Kenya

What are the best food business ideas I can start in Kenya? I am interested in the food industry, which business do I start? What opportunities exist in the food industry? If you want answers to the questions above, then read on.

If there is an industry that is unlikely to go down, it is probably the food industry. Regardless of the economic situation, weather or whatsoever, people must eat. People might stop buying clothes and jewelries but they will never stop eating. So if you are interested in starting a food business, below are some food business ideas to help you start or expand your existing food business.

171. Become a food Producer

The food industry is highly dependent on the producers. To make hamburgers, fast-food chains need meat and flour; which in turn are produced by the farmers. To offer vegetable salads, restaurants need lettuces and potatoes. You don't need cooking skills and extensive business plan to become a farmer. If you can grow crops or raise animals like cows, rabbits, pigs, turkeys or chickens, you will surely find buyers both locally and internationally.

172. Food Cart or Stand

Selling food is probably one of the problems for people who want to start a food business. The reason is because most people don't have the needed capital to invest in restaurants or fast food joints. If you really want to sell ready to eat foods, you don't need a space with a high monthly rent. One of the top food business ideas for those with small capital is to use a food cart or stand. You can operate for free or for a small fee. The success or failure of this business depends on your location. You don't even need to push the cart around, you can just concentrate on cooking and employ people to push the cart and sell the food.

173. Food Retailing

You can also retail raw food or processed food stuffs. I mean food stuffs such as yam, rice, beans, flour, maize, etc. Your aim here is to source for the food stuffs at a wholesale price and resell for a profit. You can even take it a step further by sourcing it from the producers or farmers and resell it both wholesale and retail.

174. Frozen Foods

Not everybody likes going through the stress of killing and preparing animals for consumption; thereby creating the need for ready-made frozen foods. There are a lot of foods that you can sell frozen. There include chicken, meat, ice creams, yoghurt, etc.

175. Food Processing

Do you have the capital to invest in machines and structures? Then you can start a food processing plant. In fact, there is no limit to the food to the foods that can be processed and packaged. It is up to you to decide. You can process cassava, yam, corn, millet into flours, raw cow milk into refined milk, fresh tomatoes into canned tomatoes, etc.

176. Restaurant

If you possess cooking skills, you can start a restaurant and serve those who eat out. You can start this business on a small, medium or large scale. You can also choose to serve local or continental dishes.

177. Fast Food

Setting up a fast food shop is another profitable idea to look into. Despite the popularity and dominance of companies such as McDonald's, StarBucks, KFC, Domino's, Mr Biggs, Tantalizer etc; you can still breakeven if you will be willing to find a small niche and serve it. In Kenya, the market is still very much untapped.

178. Roving Food Van

If you don't want your food business to be stationery, you can use a vehicle such as a van to go around the city offering your food products. It is more expensive than a food cart but you can reach more people and you wouldn't have to rely on passersby.

179. Organic Foods

This list of top food business ideas would never be complete without the inclusion of organic foods. Over the years, organic foods have been sought after because of their health benefits and as health awareness increases, this business is bound to grow. Ideally, organic foods are free from chemicals, fertilizers or preservatives. You can brand yourself as a provider or retailer of fresh organic foods or better still, you can just serve vegetarians.

180. Weight Loss or Dietary Foods

Aside from organic foods, there is also a craze involving foods that help people lose weight or at least don't make them fat. If you can specialize and come up with foods that have weight loss effect, you can easily find customers.

181. Cake Decorating

This is much like the previous idea but this one suggests that you be creative in designing the food itself. These days, baking cake alone no longer holds water; customers want to see creativity.

Most people are used to decorating cake for special occasions such as weddings and birthdays but many enthusiasts proved that cake decorating can be done on regular days. You can also take cake decorating for special occasions to the next level. Veer away from the traditional decorations.

182. Baking or Cooking Lessons

Food business ideas don't have to be only on processing or selling foods. If you are good at baking or cooking, you don't have to focus on merely selling foods. You can sell your knowledge for money. You can conduct group or individual baking or cooking lessons. You can even set up a catering school. However, you need to demonstrate outstanding skills to gain students.

183. Food Blogging

In conclusion, you can also try food blogging especially when you don't have the capital to set up to invest in the business ideas listed above. Your blog can focus on suggestive ways to develop usual food preparation and cooking techniques. Just write about a new way to make an omelet; or come up with an innovative pasta dish and see your blog traffic surge.

You can make money from your blog by selling advertising space, selling your own products or selling other people's product. So regardless of the capital you have, you can still tap into the food industry by being a food producer, a food seller or teacher. The choice is yours.

Business Ideas in Kenya You Can Start Online in 2017

Below are some very lucrative business ideas in Kenya you can start online and make money for yourself. I would like you to note that, there is more to this ideas you are about to learn as they are not explained in detail. If you want to start on any of the following, I would recommend you read extensively about them for better understanding.

184. Online Classes/Teaching

If there is a skill, or know-how, or special training you have, you can setup a website using simple tools and or WordPress learning management theme or plugins and offer such classes for sale. I see this as a very lucrative online business strategy.

185. E commerce Store

These days' people are looking towards the internet for their shopping activities. It's up to you to tap into this opportunity by simply setting up an online store targeting a particular demography or product, as it may be very difficult for you to build a mega store to compete with the big players if you are not heavily funded.

186. Mini Importation Business

Yes, you've probably seen many people talking about this all over the internet. You can actually stay in the comfort your home, buy some stuff from some stores overseas and have it delivered to you while you resell with a very high markup. You can by e books explaining this business strategy or you approach people who are into this venture to learn more.

187. Web Hosting Reseller-ship

This is a very lucrative online business model but you need to come up with smart ways to survive in it because the competition is fierce. A good way you can run the web hosting business is to target a market segment, just like WP-Engine is targeting WordPress users. There are several resources you can find online to learn more about this business.

188. Freelance Writing/Content Creation and Marketing

If you can write, or if you can learn how to write… OK, better put, anyone can learn how to write… You can really make money writing online. Many websites are out there willing to pay you to write for them. Just carry out your own research and keep learning.

189. Freelancing your skills

You can freelance your skills on freelance websites and make money. Though this is getting more competitive these days, it's actually worth it. Many people are earning 6-7 figures monthly on these freelance sites. Whatever you can do, there are places on the web you can sell the skill/service for a fee. Be it logo design, graphic design, anyone. Websites like Gigbucks and Fiverr could be very helpful to you.

190. Become an Apps Developer Even Without Learning Code

People are willing to pay good money for ways to manage their lives from their smart phones. If you have a great idea and happen to know coding, you can run with it and create your app yourself. But if you just have an idea, there are plenty of software developers looking to collaborate with people on app creation.

An online course on Udemy on app creation could get you started in a few hours from now, even as a newbie.

191 Affiliate Marketing

Affiliate marketing is easy and also difficult. It’s easy because you can start without a single dime. It’s difficult because that’s probably where you have the worse kinds of deceit, information overload and fake gurus. It is another easy way to make money from home by promoting someone else's products and services on social media platforms or portals or through your own blog and earn huge commissions in return. Most of the top brands usually pay between 10% -30% commissions to their affiliates.

192. Review Sites

A review site generally reviews the new products and goods of some top companies and gets rewarded a fixed return. It is not compulsory whether you write about its qualities or not, all you need to do is to write a good and true review. SponseredReviews is currently one of the top networks where you can opt to write reviews for companies.

193. Website Design

Some years back designing and developing websites was considered something difficult but nowadays even it has become very easy to own your own website design company. All you need is some sort of designing skills by learning Adobe Dreamweaver or Microsoft Impressions. Web designers who want to start an Internet business have an edge - they can showcase what they can do right on their own website.

194 Desktop Publishing

Mastering software, meeting deadlines, and making yourself known are the keys to launching a desktop publishing home business. A desktop publisher who provides services online has a much broader market to work with. Additionally, working this business online allows you to show prospects samples of your work and to publish testimonials from your satisfied clients. You can simply choose to specialize on providing specific services or offering services to specific markets according to your interests. And, some of the ordering and delivery tasks can be handled directly through your website.

Business Opportunities for People That Hate Selling

Many people are often discouraged when they want to start businesses that require selling. This is quite understandable because not everyone is a naturally gifted salesperson, and not everyone with natural salesman skills enjoys selling.

Whilst some people can sell the crappiest stuffs in such a way that potential buyers would be eager to buy from them, others cannot even sell stuffs to save their own lives. Truth is that for some people, marketing is a gift, while for others it's an art that takes a lot of time to master for others.

Therefore, it's quite understandable that people who are not gifted in the art of marketing would want to shy away from businesses that involve selling.

However, it's not a completely hopeless situation for people who love to own businesses but do not really love selling. If you are one of such people, there's good news. There are dozens of businesses you can start that wouldn't require selling at all. These are mostly service-based businesses and some of them are explained below.

196. Haulage

Haulage involves transportation of goods and products from place to place. Most businesses that deal in goods and services—especially manufacturers and wholesale dealers—need haulage contractors from time to time to help them transport raw materials or distribute finished goods to their customers.

To start a haulage business, what you basically need is a good truck, a driver, and a contract with a company to handle their haulage tasks; and you are good to go. No selling and no marketing at all.

197. Tutoring

Tutoring is another business that completely requires no form of selling. All you need is a sharp mind, excellent teaching skills, and good advertising strategies to make people aware of your services. Tutoring services can be done online or offline.

198. Business coaching

Yet another business that doesn't require selling is business coaching services. Many people want to start their own businesses but are completely at loss on how to go about it. Such people need guidance and direction from an expert who would hold their hands and guide them through the process—and, of course, get paid for the services they render. If you have the passion, knowledge, and experience required to become a business coach, why not go for it?

199. Market research

Market research is usually required by companies that are planning a start-up, considering adding a new product to their line, or making changes to an existing product. These companies cannot just do any of these things without first studying the market and the consumer's likely reactions to such decisions. Usually, it is the market researchers that are contracted to carry out these market research tasks.

200. Blogging

If there's a topic you love or something you would like to talk about and share with the world, you can easily turn that into a money-spinning business just by creating a blog and having people advertise their products or services once the blog starts generating huge traffic.

201. Freelance writing

Lastly, you can become a freelance writer. You will be paid by individuals and organizations to write blogs posts, magazine articles, business plans, ebooks, and so on. And you'll be well-paid for doing that.

202. How To Make Your First Million Printing T-Shirts & Promotional Materials This Campaign Season



The campaign season is upon us once again (if you're from Kenya that is) which means politicians will be spending big money on posters, t-shirts, caps and umbrellas. And beyond the campaign season; companies, governments and institutions always have projects to run and they need….you guessed it…lot's of promotional materials. So how can you start a business that fulfills this exact need? Is there a lot of money involved? We take a look.

How To Get Started

You need to invest in a digital heat press machine (you can always upgrade to a more advanced machine as your business grows), a computer and a few sample materials (e.g. sample t-shirts, umbrellas etc). Also, you need to some graphic design skills which you can acquire through local trainings (consider interning at a busy printing shop to learn the best practices of this hustle). Lastly, you need good marketing and networking skills.

A big office is not even necessary for this kind of business. We have seen companies that were started and run from verandahs and even bedrooms. The key thing is to keep marketing and get as many clients as possible.

You can particularly approach corporate clients, politicians, schools and even large public gatherings e.g. graduation ceremonies.

Most importantly, you need to approach suppliers of blank apparels. Whether blank t-shirts or blank umbrellas depending on what your clients want.

T-Shirt Printing Business

You simply import plain t-shirts from China or buy locally. Then you do some design work on your computer and send it to the digital heat press machine and place your t-shirts for printing. You can charge as much as Ksh.500 per printed t-shirt depending on the quality of the shirt and it's design.

Umbrella Printing

You acquire umbrellas on wholesale then customize them according to your client's requirements. Depending on nature of the job, you can charge as much as Ksh.2,000 per umbrella.

Branding of Gift Items

We are talking about metallic business cardholders, cups, mugs, biropens, diaries and so forth. You buy them on wholesale, brand them and price them in a manner that gives you some good profit margins.

One mistake people make with this kind of business is they buy the machines, open an office and then sit there hoping for customers walk in. Wise businessmen however, operate by going to where their customers are. Keep knocking doors and keep doing a good job for your clients. This way you will get so many referrals and your small factory will always be busy. Most importantly do a great job and customers will keep giving you additional referrals.

How Much To Invest

Requirement	Cost
	Ksh50,000
Heat press machine	
Refurbished computer	Ksh35,000
Samples & Marketing budget	Ksh15,000
Miscellaneous	Ksh10,000
TOTAL BUDGET (Minimum Possible)	**Ksh110,000**

How Much To Expect

Returns may vary depending on factors such as number of years one has been in this business, quality of work, quality of clients and nature of pricing. On average, small-scale printers look forward to Ksh2 Million in sales per month – with a net profit of 40%. But once again the figures can be higher or lower than that depending on the skills of the businessman involved.

Extra Tips

You can combine this business with others like printing of posters, fliers and calendars. Also, you can capitalize on student leadership politics in Universities e.g. SONU and KUSO campaigns to drive even more sales.

Conclusion

One Big Idea; One Million Small Ideas



A Big idea is the ultimate goal of every aspiring entrepreneur. We all want to get that great idea that will lead to great product and make us much money.

Everyone who has the big idea keeps it close to his chest while the aspiring entrepreneurs who have not gotten the big idea keep on searching for it.

After the big idea, what next?

Simple (but actually complex)

After you've discovered that big idea, you need one million more ideas to succeed in the business world.

Really?

Yes. To succeed in the business world, you need daily, constantly flowing ideas to remain relevant in whatever market you are playing (or fighting) in.

Let me give you some examples.

Yahoo! was a big idea. It was once the most valuable internet company in the world. Where are they today?

In the grave. But why?

They started with a big idea but were not able to cope with daily, constantly flowing ideas. Google killed them!

You know My Space and their likes who started social media before Facebook? They were big ideas who could not generate daily, small but significant ideas to remain relevant.

You know Nokia, don't you? Nokia was a great idea. Where is Nokia today?

On the history books.

You got my point, don't you?

As an entrepreneur (or aspiring one), you'll not succeed simply by discovering a mighty business idea. You will only succeed by discovering DAILY, constant ideas to keep on being relevant.

Tecno comes to mind here. I love Tecno.

Tecno started with not too big idea. In fact, they were known as "China phones", meaning substandard, when they just started.

By discovering daily, constantly flowing ideas, they have successfully created a thriving market for themselves in the continent of Africa.

What is my message here?

You already got it.

Stop thinking there is a miracle in a big idea. You'll have to be alive, active and fighting every day. (Note the words "every day")

You'll have to wake up every day with an open mind. As an entrepreneur, you'll have to improve your game, daily, or die.

If you want to keep on improving your business mind, continue reading my business training eBooks. Remember, "Knowledge is power no matter how much it costs you to find it."

I hope you have learnt a lot from this eBook.

We have now come to the end of this eBook, please do whatsapp me on my number **0798460333** and give me your feedback about this eBook. I will greatly appreciate.

Oh! Wait a minute… I wanted to tell you something before i finish this eBook...

On the 28th day of July, 2008 when I was going fully into the business world (after spending couples of years as "part-time entrepreneur"), I knew the road was not clear and the map was not obvious.

But, anyway (as Steve Job said), I believe the dot would connect itself somewhere along the line.

I was having about Ksh.22,500 and it was very stupid to think of starting a business (Infact a company) with that meager cash. Anyway, I believed the dot would connect itself.

Today, by the grace of God, the dot has connected itself. Your ability to dare prison is what will lead you to palace.

The secret of greatness (in all generation) is to start planting, even when the weather is not favorable.

So many of you (dear friends and elders) who are reading this have a dream of **starting a business** but you're waiting for a perfect time, perfect idea and enough capital.

That's why you'll never start.

What then is my message today?

If you don't have courage to start stupidly, you will never start. If you don't start, you'll get to nowhere.

If you keep on waiting for the perfect time, perfect idea, needed resources, you'll still be where you are now, in the next 7 years.

Go out and start that business, small and stupidly, if the need be. Keep on learning along the way and one day, the dots will connect itself.

Bye!

