

# Kènè Sugu

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The first mobile cold micro-chain for the distribution of fresh, premium-quality fruits and vegetables in Bamako



# Introduction

## EXECUTIVE SUMMARY

Kènè Sugu is an innovative concept founded by a young Malian entrepreneur, whose ambition is to modernize the distribution of fresh vegetables and fruit thanks to a unique solar technology. The project introduces the first mobile solar-powered micro cold chain in Mali, enabling a reduction of more than 60% in post-harvest losses, a significant improvement in product quality, and premium distribution through the Kènè Ségui brand. By combining agroecological production, smart preservation, and strategy

structured commercial strategy, « Kènè Sugu » positions itself as a sustainable transformation model for the horticulture sector. Support from the Women 360° program will accelerate its rollout and strengthen its social and economic impact.





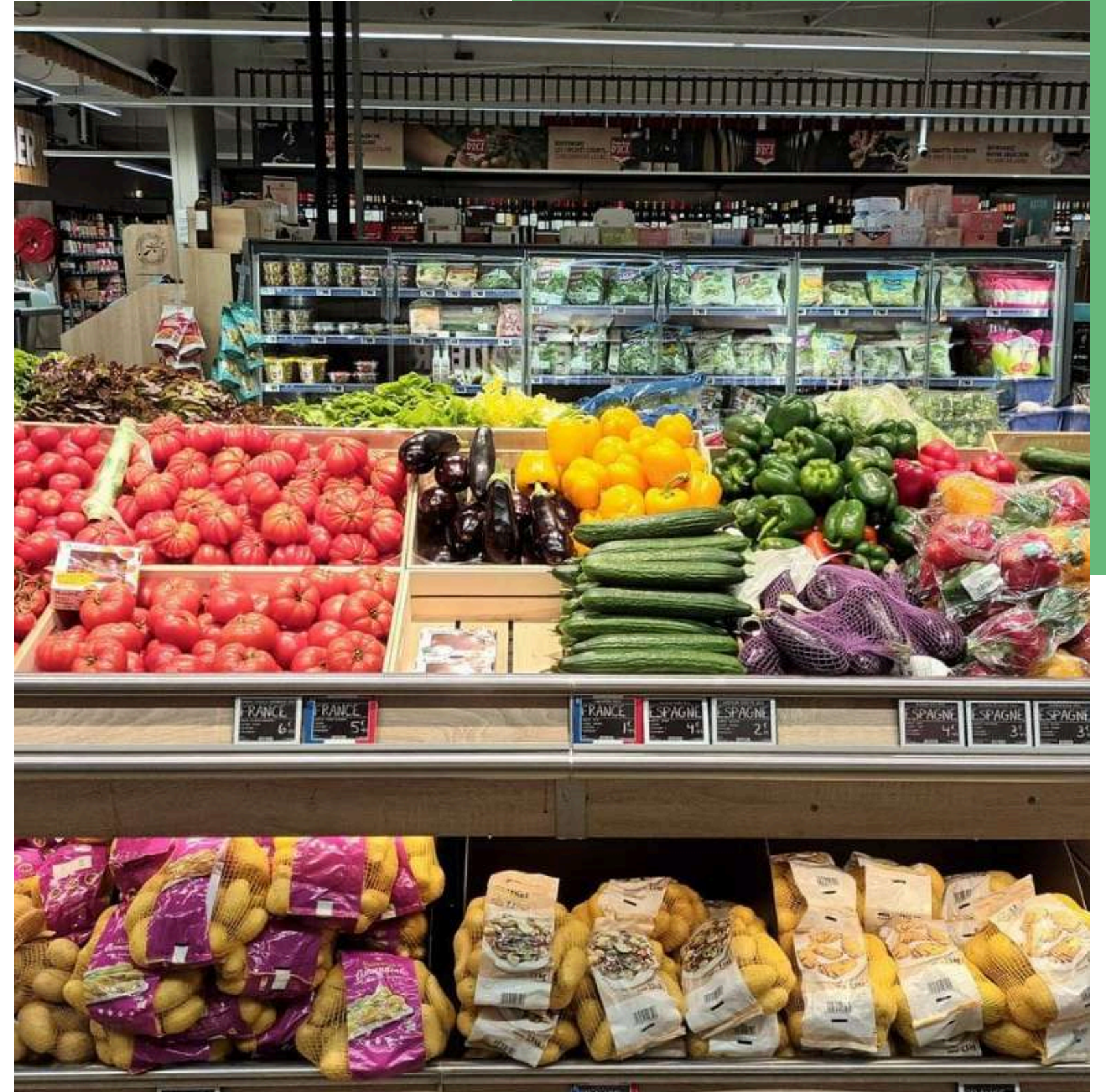
## Problem Statement & Context

Post-harvest losses represent a major challenge in Mali, where up to 40% of fresh vegetables spoil within the first hours after harvest. Heat, the lack of a cold chain, climate variability, and unreliable energy supply limit the ability of young producers, particularly women, to valorize their harvests. Meanwhile, urban demand for quality fresh products is rapidly increasing. The gap between market needs and supply capacities creates a clear opportunity for a modern, efficient, locally adapted solution. Kènè Sugu addresses this need by introducing a mobile solar technology capable of ensuring stable preservation, flexible distribution, and consistent quality.



# Project Objectives

- ✓ Produce 8-10 tonnes/year of fresh vegetables and fruits primarily for the market while reducing post-harvest losses by at least 60%.
- ✓ Commission a mobile solar storage unit with 90% availability.
- ✓ Obtain 30 Kènè Ségui subscribers and sign 10 B2B contracts in under 9 months.
- ✓ Create 5 to 7 female jobs in production, packaging and distribution.
- ✓ Reduce fossil energy dependency by 70% through 100% solar conservation.



# Our Innovation

The main innovation rests on the SmartKènè Mobile, a compact refrigerated preservation unit, fully powered by solar energy. It combines:

- ✓ low-power intelligent ventilation ;
- ✓ internal temperature sensor to ensure freshness
- ✓ complete solar autonomy ;
- ✓ storage capacity of 350 to 600 kg ;
- ✓ mobility enabling flexible commercial rounds.

This innovation strengthens product quality, stabilizes sales, improves added value, and drastically reduces post-harvest losses.





# Economic Model

Used Storage Capacity

Kènè Sugu rests on three pillars:

1

**PREMIUM AGROECOLOGICAL PRODUCTION**

varieties adapted to the Sahel and sustainable practices.

2

**INTELLIGENT SOLAR CONSERVATION**

mobile storage to maintain freshness.

3

**PREMIUM DISTRIBUTION VIA KÈNÈ SÉGUI**

subscriptions, B2B contracts, direct sales.

4

**AN INNOVATIVE COMMERCIAL APPROACH**

Strict quality maintenance, continuous availability, easy access, and customer portfolio tracking through a reliable and professional database.

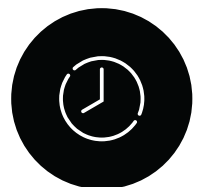
Main revenues: Kènè Ségui subscriptions, hotel/restaurant contracts, direct sales. Additional revenues: refrigerated delivery service, future rental of the unit.

# Performance Indicators (KPI)

- Used storage capacity: 350–600 kg.
- Kènè Ségui: 30 recurring subscribers.
- Technical availability:  $\geq 90\%$ .
- Customer satisfaction rate:  $\geq 90\%$ .
- CO<sub>2</sub> reduction: 70%.
- Number of B2B contracts signed: 10.

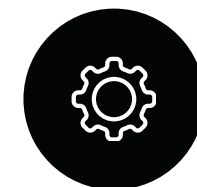


## Risk Analysis & Mitigation Measures



### **CLIMATE VARIABILITY**

Drip irrigation, resistant varieties, agroecological practices.



### **TECHNICAL FAILURE**

Preventive maintenance, parts stock, internal training.



### **SLOW MARKET ACCESS**

#### **PREMIUM**

Free samples, targeted prospecting, strong branding.



### **QUALITY MAINTENANCE**

Quality controls, QR Code traceability.



### **COST FLUCTUATIONS**

Annual supplier contracts, logistics optimization.

# Marketing and Strategy Sales

Premium positioning: Kènè Ségui identity, feminine & green storytelling.

B2B Acquisition: trial offers, sales visits, presence at trade shows.

Household Acquisition: subscriptions, entry promotions, digital communication.

Field visibility: weekly mobile stand, culinary influencers.

Loyalty: points, satisfaction surveys, personalized customer service.





# Conclusion

Kènè Sugu is established as an ambitious, innovative and sustainable entrepreneurial project, capable of positively impacting the horticultural value chain in Mali. Thanks to a unique solar technology, a structured commercial strategy, and a clearly defined female leadership, the company combines economic performance, social impact, and ecological transition. The support of the Women 360° program will strengthen this dynamic and accelerate the deployment of an exemplary model, a bearer of the future for young women and for Malian agriculture.