



Systematic approach to improve access to inputs  
An Agrodealers' journey  
June 2024



Background


# Company Summary



AgNexus is a market research company set up in Kenya in 2016.

AgNexus provide insights into market trends, consumer behaviour, and product performance, helping businesses to make informed decisions about their product portfolios and marketing strategies.

This research and insights are provided through a platform known as AgriTrack.



AgNexus' AgriTrack studies tracks agriculture input investments of small holder farmers through their purchase at Agrodealers outlets

# Fact

Small scale farmers are the backbone of Africa's economy. In East Africa, smallholder farming accounts for about **75%** of agricultural production.

**Agrodealers** are the **source of agricultural inputs for small scale farmers**. These farmers rely on Agrodealers for provision of farming goods that includes seeds, crop protection and animal nutrition and health.



# Our Purpose

We work with **small holder Agrodealers** at the retail level to help them grow in their business.

We do this by helping them make informed decisions about their product portfolios and marketing strategies.



# Improving access to agricultural inputs through the Agrodealer



# Why Agrodealers?

- Last Mile distributor of agriculture input
- Expertise and guidance to farmers
- Innovation & Technology transfer
- Market linkages



# The Agrodealers Business

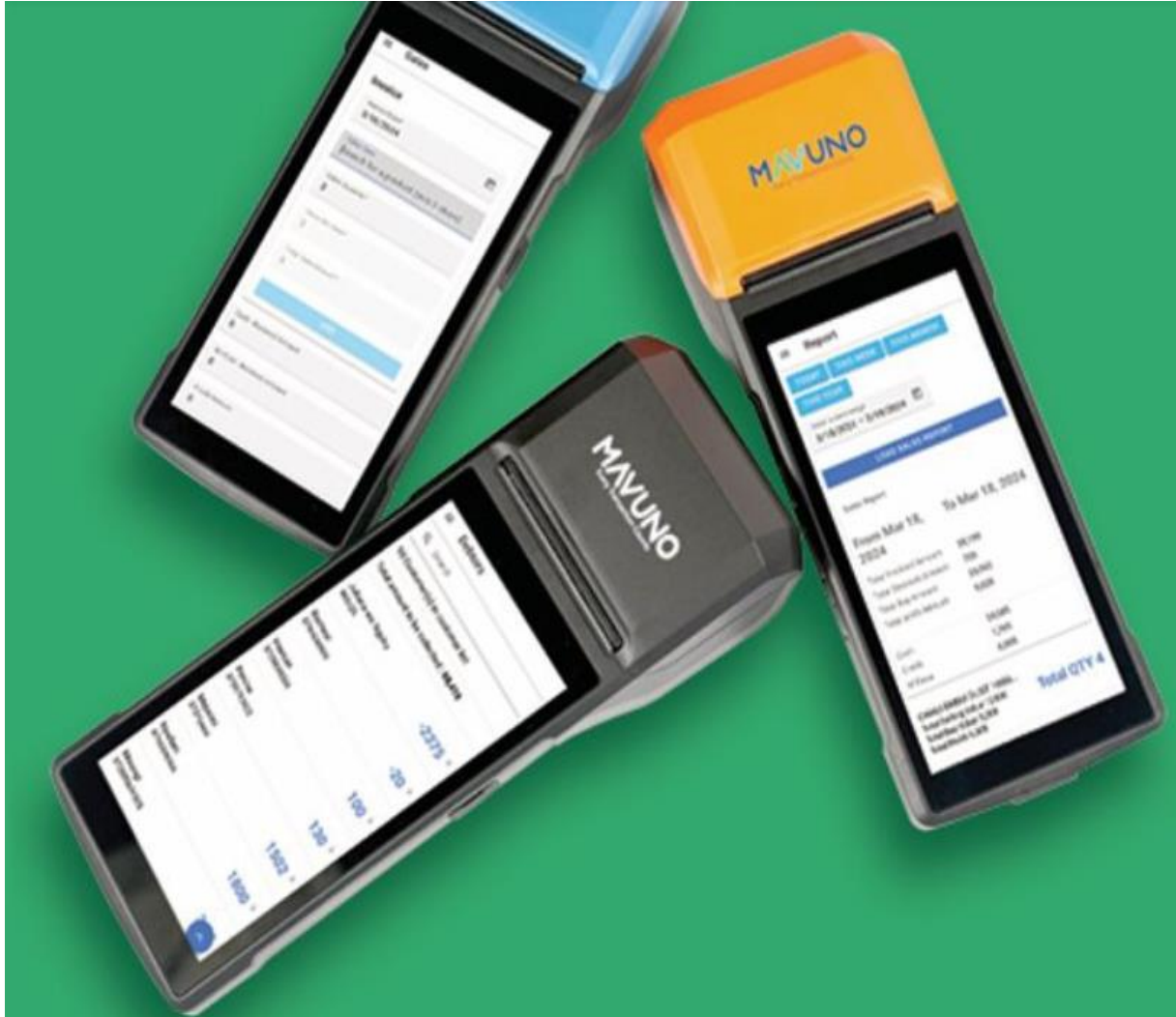


- Owner managed/ family input
- Large number of products for crop & livestock
- Manual record keeping
- Affected by seasonality & market interventions
- Over the counter extension services

# Our Solution

“Provide the Agrodealers with a digital solution that assists them to make informed decisions about their product portfolios thereby helping them to provide farmers with the right products at the right time and at the right price.”

# Mavuno POS



The Mavuno POS is an handheld device that lets the Agrodealers not only manage their business but link their business with the wider agricultural ecosystem

# The Mavuno POS USP



The Mavuno POS looks to benefit the agricultural ecosystem and provide the link between different stakeholders and Agrodealers.

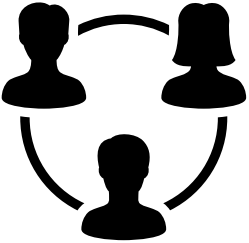
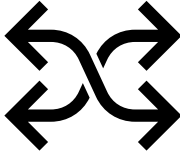
Mavuno POS will provide high productivity, market linkages, financial and business advisory to the different stakeholders in the ecosystem

# The bigger picture



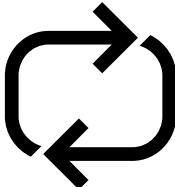
Business Groups

Supply Chain



Financial Linkage

Training & Capacity Building



Feedback Loop



# Why AgNexus Africa

## Sub-Saharan Experience

Experience in building retail panels in East and West African countries



AgNexus can scale up quickly to other markets

## Understanding of retail scenario

Created relationships and an appreciation of the challenges



Understand how to work with retail level outlets

## Developed systems

Data collection, data cleaning, analysis and reporting systems in place



Acumen has built a panel and published reports

## Research experience

Over 50 years of research experience and research assistants with over 4 years experience in longitudinal research.

**+50** years

Deep understanding of agricultural input markets

# Contacts

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Thank you