

# Project Launchpad

## Africa Tech for Trade Alliance

**Project:** Kasha Digital Retail & Last Mile Distribution Platform Activity

**Location:** Kenya

**Start:** September 2023

### Overview

Through its digital platform, **Kasha**, supplies FMCGs, pharmaceuticals, and women's healthcare products to retail pharmacies, clinics and hospitals (B2B), and direct to customers (B2C).

Under the **Africa Tech for Trade Alliance**, Kasha will expand its agent network to engage more retail channels and access more consumers in rural areas. Kasha will also offer stock financing and training for B2B buyers to grow their product offerings. Kasha will also deploy a consumer subscription platform to facilitate repeat purchases and medication adherence.

### Objectives



Employ **150** agents, >50% female



Train **20** pharmacies in rural & underserved communities



Launch digital subscription platform



Reach **15,000+** new Kasha customers

### Impact Areas

**Digital Inclusion in Rural Economies:** The agent outreach model expands a digital e-commerce solution to rural economies, providing underserved populations with in-demand household and healthcare products.

**Entrepreneurship Opportunities:** Agents and pharmacy SMEs experience commercial opportunities to participate in a digital marketplace, expand their consumer base, and improve their revenues.

**Digitization of Healthcare/FMCG Products Supply Chain:** Kasha's platform connects FMCG and healthcare products suppliers to retailers and end consumers throughout Kenya, creating greater product selection for end consumers and greater market access for suppliers.