



# COMPANY PROFILE

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# AJANI HOUSE LTD



# About COMPANY

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Founded In 2016, In Nairobi as a home baking hobby by **Adelaide Njeri**.

In 2017, I decided to do it as a business with the aim of creating employment and Impacting the community.

We are a premium cake bakery specializing in fresh, delicious cakes made with love and quality ingredients.

Your number one choice for custom cakes, pastries, and sweet treats.



# Our Team



## Ceo & Founder

**Adelaide Njeri**

Hope Africa University of Africa-  
Burundi

HND in 3D Animation &Media-Shangtao  
Social Work &Community development  
Diploma in Graffic design

## Head baker and Manager

**Zedekia Ochieng Ogola**

NTTI-Certificate in Pastry baking and  
decorating cake with 15 Years International  
experience in Middle East-Dubai



## Administrator

**Caleb Mumo**

Maseno University-BSC statistics & IT



## Customer representative

**Mary Mweni**

Sheraton College-Diploma in Hospitality  
& Management



## Finance & Accounts consoltant



We are a Team of **25 employees** , with Diverse skills and Knowledge, In the baking Industry and in business at large .In 2024 we began the year with 13 employees and increased 4 more employees.

# VISION

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To be the most trusted cake brand by consistently delivering delightful experiences in every bite.



# MISSION

- **Quality & Craftsmanship**
- **Creativity & Innovation**
- **Community & Relationships**



To deliver fresh, beautifully designed cakes while providing exceptional customer service and reliable satisfaction.



# OUR SERVICES

## Custom Cake Designs

Personalized cakes for birthdays, weddings, anniversaries, and all special events

## Wedding Cakes

- Elegant multi-tier wedding cakes
- Custom flavors and luxury designs for your big day

## Birthday & Celebration Cakes

- Kids' cakes, adult cakes, themed cakes, photo cakes etc

## Corporate Cakes & Treats

Branded cakes for corporate events

Cupcakes and pastries with company logos

## Cupcakes & Pastries

Freshly baked cupcakes, muffins, cookies, and dessert bites





## Our Target Audience

**Our target audience includes individuals celebrating birthdays, couples planning weddings, event organizers, and corporate clients seeking cakes and pastries for various occasions.**

WELCOME

AJANI HOUSE  
BAKERY

Cakes and more...



Birthdays/Weddings/Anniversaries  
Baby showers/Bridal showers...

0728 439 776  
www.ajanihouse.co.ke  
Ajani House  
Special in Business

# The Problem

- 1 The Global market size of the baking industry is:

**\$416.6  
bn**

The community faces a dual challenge with a rise in diseases such as cancer, diabetes, and other dietary-related health issues due to the consumption of unhealthy foods. Simultaneously, the lack of employment opportunities further compounds the community's struggles.





# Solution



Our primary focus is addressing dietary and health concerns by offering wholesome and nutritionally conscious bakery products. Additionally, we aim to contribute to the community by addressing the issue of unemployment indirectly through job creation opportunities within our bakery.

Overtime we have 22 employees and 10 casuals across the years



# Commercial model

Our bakery's commercial model is anchored in offering organic, preservative-free products for wedding cakes, birthday cakes, corporate events, and special occasions.

With a multifaceted strategy, we employ a per-item pricing model for pastries and a tiered pricing structure for cakes, categorizing them based on design complexity and ingredients.

Our unique selling proposition lies in extensive customization options, fostering customer Rengagement.

We serve both walk-in and online customers, providing a seamless experience for individuals seeking distinctive, high-quality baked goods.



Soft icing

1 kg \$20

2 kgs \$40

Hard icing

1 kg \$25

2 kgs \$46



# Traction



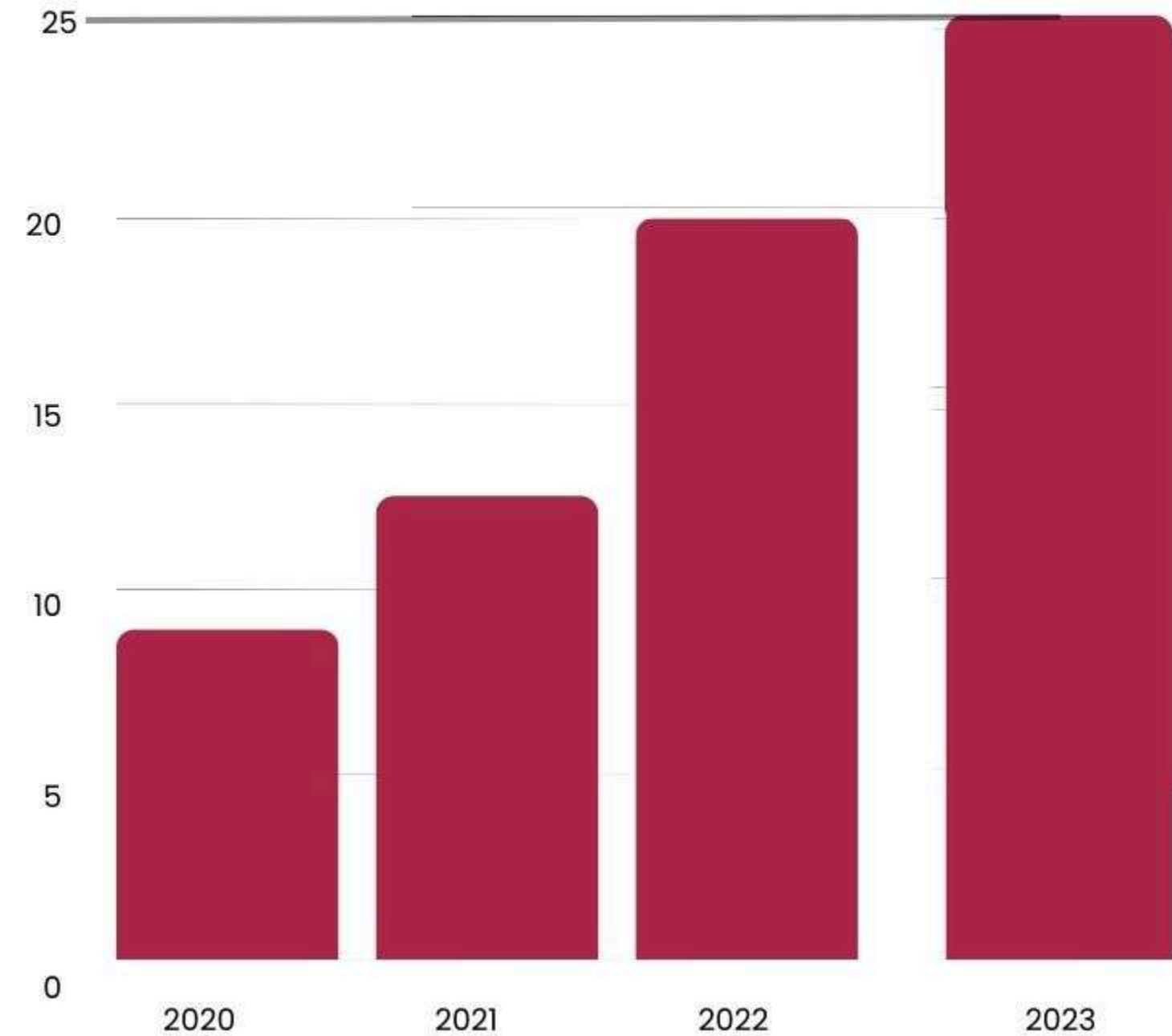
**28%**  
GROWTH RATE

**20,597**  
CUSTOMERS SERVED

**8 years**  
LTV

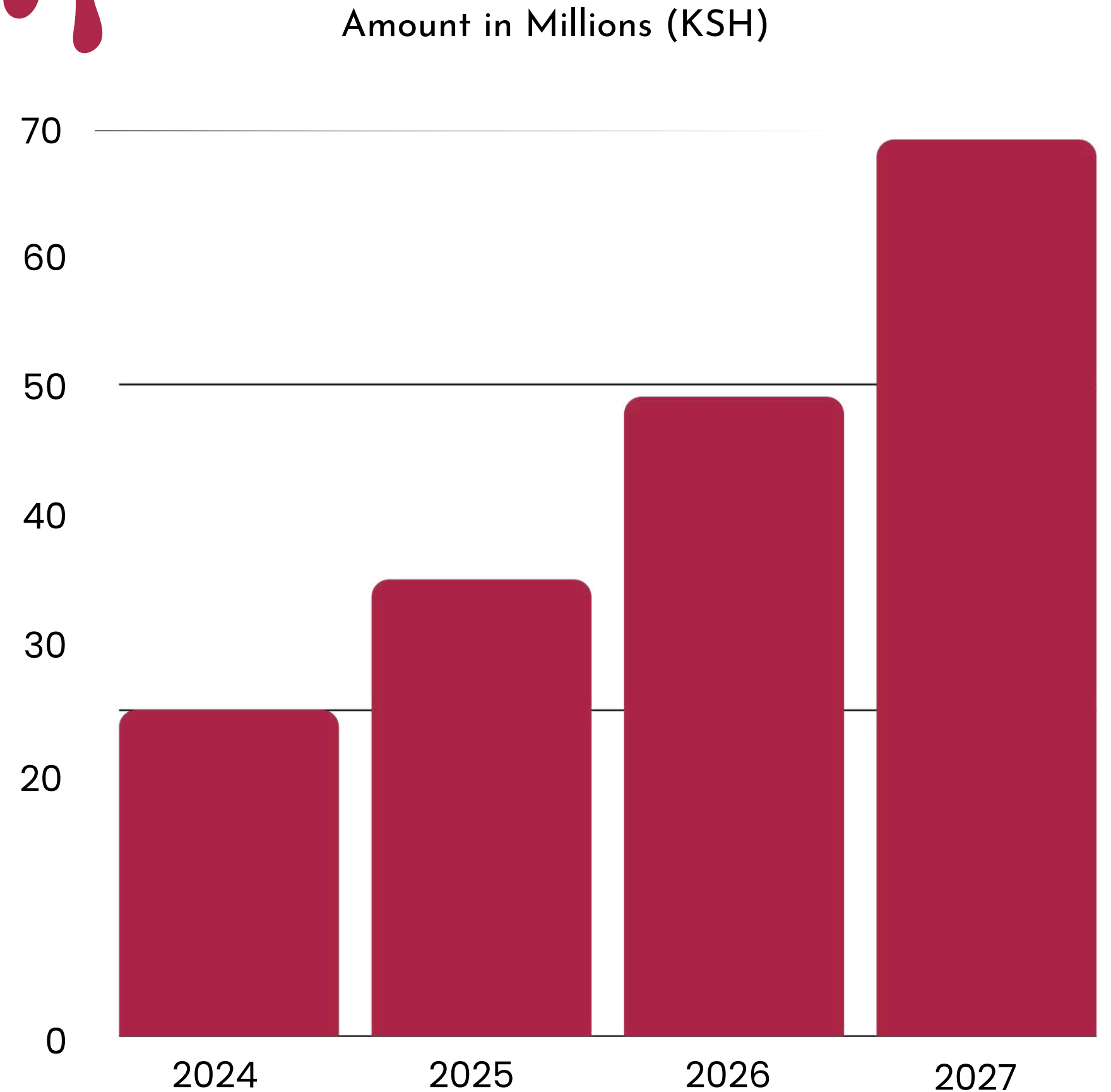
## Historical Revenue

Amount in Millions (KSH)



# Future Projections

With an average growth rate of **40%**  
Our Annual revenue is projected to  
be: **54.88** by the year 2027 with profit  
margins of 45%





# Competition



## COMPETITIVE ANALYSIS

The Global market size of the baking industry is:

TAM	Som	3%
<b>\$1.24 bn</b>	<b>\$124 M</b>	<b>\$1.86 M</b>

General Products



High Quality Product/influential marketing

Customized Products/ Long distance delivery

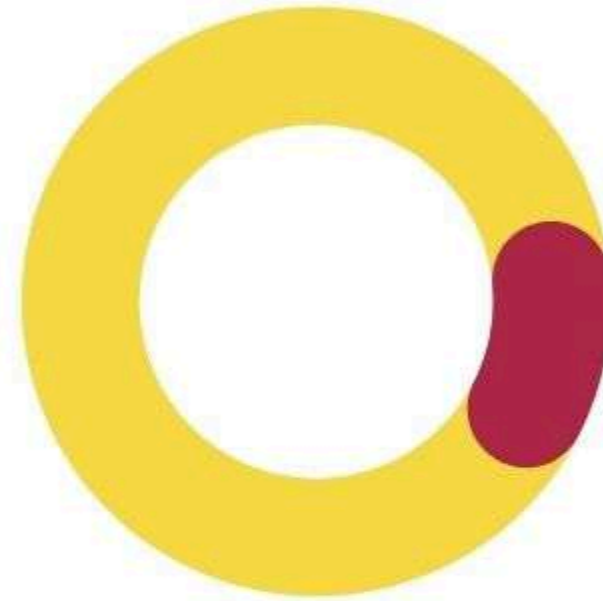
Low quality products

# KEY RISKS



## Delivery

Customers getting goods as they were when leaving the bakery



## Perishable goods

Products may go Bad if not bought on time



## Order Cancellation

Last minute cancellations even after deposit is paid

# Social and spiritual impact

Ajani House is grounded in prayer, commencing each day with spiritual reflection. Our commitment extends to impactful Corporate Social Responsibility (CSR) initiatives, positively influencing both the spiritual and social realms. With a team of more than 22 employees, we strive to make a meaningful difference.



# Our Customers



**M.P. SHAH HOSPITAL**  
— A Legacy of Care —



**KUEHNE+NAGEL**



and many More.....



# Media



Ktn Home Enteprenuer show

- <https://youtu.be/EGi27AE19FY?si=SMiclqi5c-0kwvCZ>

Diana Bahati show-

- [https://youtu.be/LLNeau7RUPA?si=IG5rBu\\_PAVZxhw9n](https://youtu.be/LLNeau7RUPA?si=IG5rBu_PAVZxhw9n)





# Social Media



**WaJesus Family**



**Bahati&Diana**



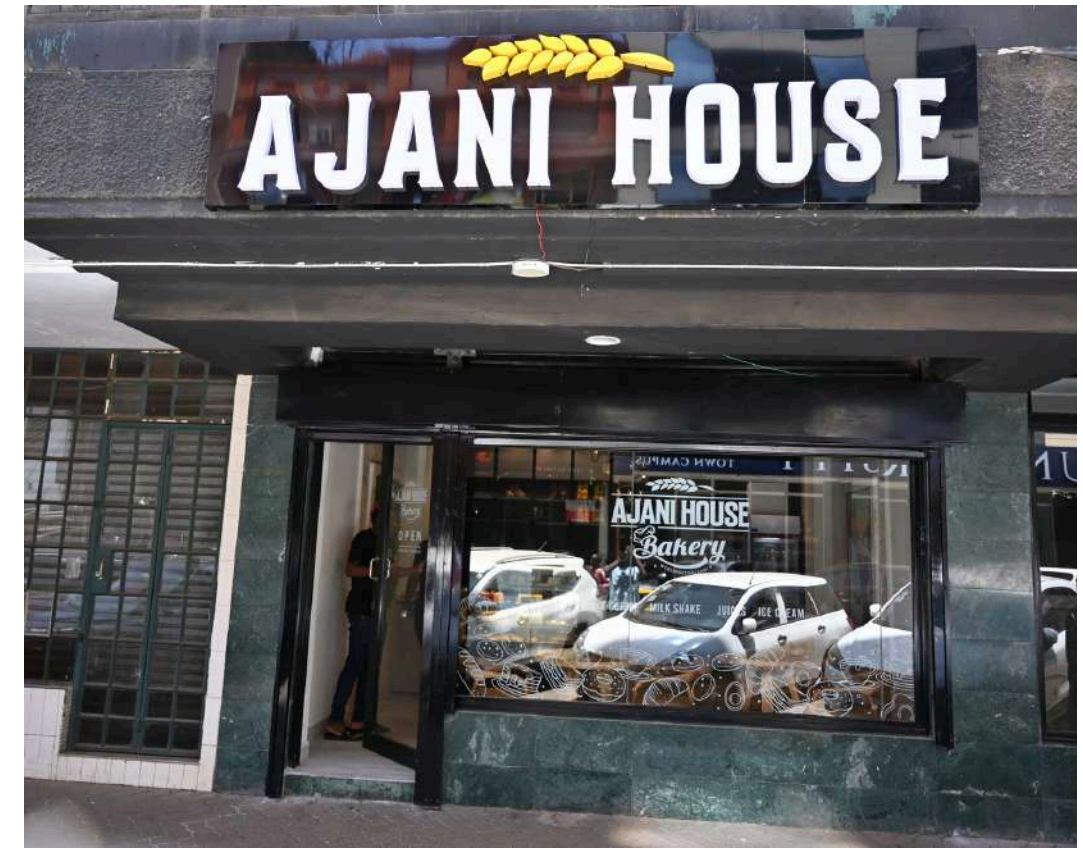
**Wadosi Family**



**Pika na Raych & Kymo**

# WHERE AJANI IS TODAY

- **CBD Branch** - established and performing strongly
- Order volume doubled in the last year
- Strong corporate, walk-in and custom cake demand
- Operating at **80–90%** capacity daily





# THE CHALLENGES LIMITING GROWTH

- Production area is too small for current demand
- Limited cold & dry storage affecting efficiency
- No branded packaging for safe delivery & premium look
- Turning away last-minute and bulk orders





# INVESTMENT ASK: KSH 6 MILLION



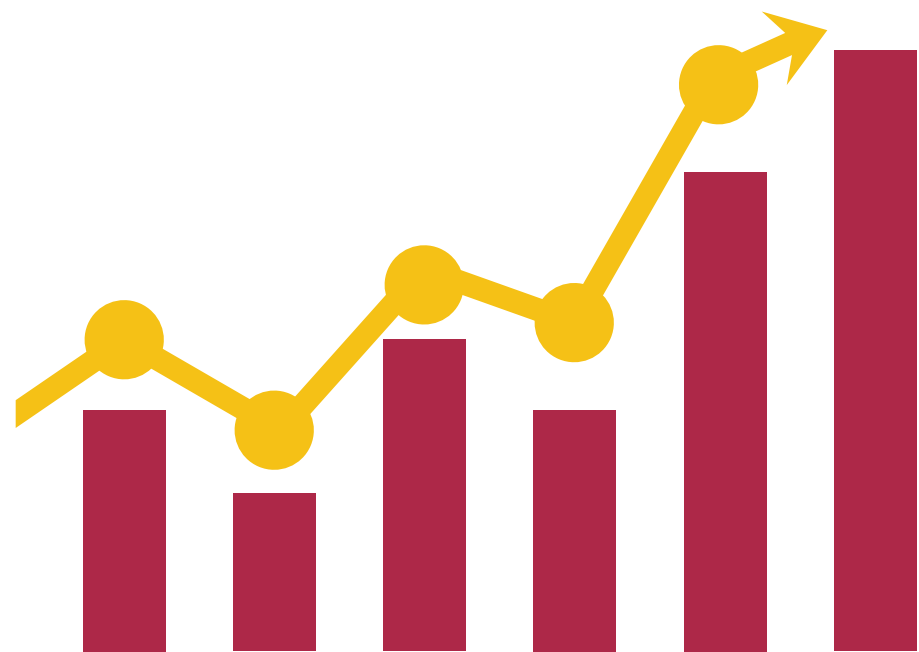
- **Production Area Upgrade** — better layout, improved equipment, increased efficiency and safety.
- **Storage Expansion** — cold storage and dry storage to reduce waste, increase capacity, and handle bulk corporate orders.
- **Branded Packaging Materials** — custom boxes, cake boards, seals, and delivery-safe packaging to protect our products and elevate Ajani as a recognizable, premium brand in the market.”





# PROJECTED RETURNS

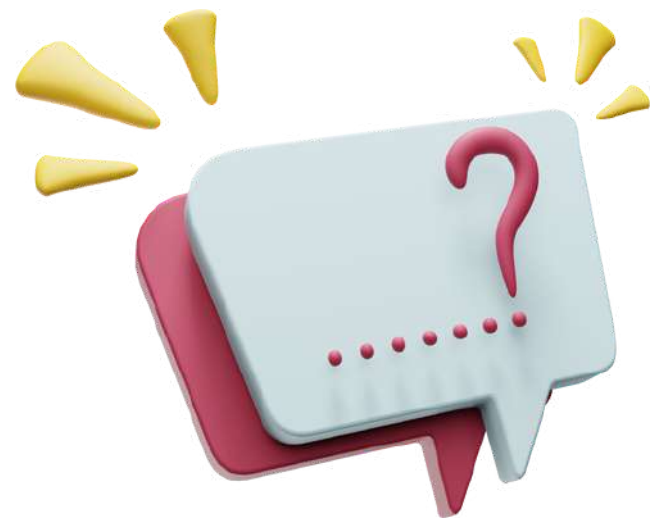
1. 40–60% Revenue Growth within months
2. Higher output + reduced waste
3. More corporate orders + gifting opportunities
4. Stronger brand identity for nationwide delivery





# WHY INVEST IN AJANI?

- Proven traction after previous investment
- Clear demand already exceeding supply
- High-margin products (premium cakes)
- Founder with execution track record
- Investment goes to areas with immediate ROI





# GET IN TOUCH



+254 728 439776

We are Located Along **Kasarani-Mwiki Road** opposite Kasarani Police Station and Next to Family Bank.

**Nairobi CBD Town**-Monrovia St, Nairobi

We are Open Everyday and We deliver Countrywide



@ajanihouse



@ajanihouse





# THANK YOU!

Feel free to approach us  
if you have any questions.

**+254 728 439776**

