



AL-FARSI
FOODS

KANO, NIGERIA.

ABOUT US

Al-Farsi Foods is a company based in Kano State, Nigeria. It was founded in 2016. It is a company that offers high quality convenience products through unique range of Marinated chicken and food taste enhancers (marinades).



Our Mission

To make home cooks live their happiest lives in the Kitchen by cutting down the food preparation time by 70%. Food preparation time is a major factor that discourages cooking meals by home cooks from cooking.



Our Vision

To start our own Livestock farming, there by monitoring the livestock feed fed to our Chicken and Cattle breeds. We imagine a world where there's no such thing as having preservative in processed food.



STRATEGIC GOAL

By improvement in the quality of our products by continuous research and development, we plan to keep meeting the demands of our customers by introducing products that would cut down food preparation time further by 90-100%.

VALUES

Our values include producing innovative, quality and hygienic products that give convenience in cooking. At the same time providing fair salaries for workers and giving back to the community we work with by creating job opportunities.



COMPANY OWNERSHIP

The company was founded by Sakina Abdulkadir-Bello. Built from the ground up the business is established as a Business name. It was established with so many aims, which part of it the Cheesebread Chicken.



MANAGEMENT TEAM

The Staff will be managed by the CEO. The staff will work on a Salary plus a commission on sales and KPI. List of respective permanent staff are:

- Sakina Abdulkadir (Food Production Manager/ CEO)
- Abubakar Bello Mohammed (Managing Director)
- Umar Ibrahim (Assistant Food Production Manager)
- Deborah .O. Jeremiah (Sales Manager)

AL-FARSI FOODS TEAM

- Production Team
- Sales/ Marketing Team
- Distribution Team

TEAM STRENGTH

- Availability of Trained workforce
- Highly enthusiastic team

WHAT WE PRODUCE

Al-Farsi foods is Halal certified, all protein products are hand slaughtered. Modern freezing methods will be definitely be adapted to further lock in valuable nutrients while retaining the quality and taste one would expect.

A well planned and controlled cleaning and sanitation program for rooms, machines and equipments is closely followed up to achieve a hygienic measures and standard.

Cheese-bread Chicken Fillets



CHEESE-BREAD CHICKEN FILLETS

Cheese-bread Chicken fillet is a dish that consist of Chicken fillets that have been seasoned and coated with seasoned batter. The can be air-fried or deep fried in Oil. The breadding adds crisp crust (coating) to the exterior of the chicken will the interior is juicy and flavourful.

Cheese-bread Chicken Nuggets



Arewa Mojo Marinated Chicken wings

Marinades



Sausages



DISTRIBUTION

To ensure our products are received in good condition and timely manner, Al-farsi will manages its logistics services throughout all retail shops.



BUSINESS STRENGTH

- Easy availability of raw material for food production.
- Lack of Stiff competition from National players.
- Broad market share.

SALES AND MARKETING STRENGTH

- No competition Advantage
- Social Media Influence
- Health conscious trend
- Consumer love for the Brand

DISTRIBUTION STRENGTH

- Huge Network of Distribution facility in the country



CONTACT US

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