



**A Meridian Group Company**

**Company Profile**  
Farmers World & Agora  
2017



## **Farmers World Ltd & Agora Ltd**

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Address: 30 Churchill Road, Limbe, Blantyre, Malawi.

### **MISSION**

Farmers World and Agora's shared mission is to distribute the farming inputs necessary for national food security by servicing the agricultural and basic needs of smallholder farmers and rural consumers, providing superior customer service and competitively priced goods.

### **VISION**

Our vision is for Farmers World and Agora to continue to be at the forefront of service innovation, driving Malawi's growing power with everyday consumers and through partnerships with organisations.

### **OVERVIEW**

Farmers World Ltd (FWL), was established and registered in Malawi alongside its sister company Agora Ltd in 1995. Farmers World and Agora service the needs of small-holder farmers providing a range of farming inputs, through 75 stores across Central and Northern Malawi and 38 stores in Southern Malawi. Fifteen years ago, the chains' core business was the importation and distribution of fertilizers, which has since evolved to include a more complete farming input range of fertilizers, seeds and chemicals, as well as basic commodities, and hardware.

The far-reaching network of stores is the ideal vehicle for the distribution of key products in the Meridian stable, including Superfert Fertilizer, Demeter Seed, Power Flour (maize meal), and Thanzi and Cristal salt (produced by Transalt in Mozambique).

FWL and Agora have assisted the Malawi Government through the Ministry of Agriculture for several years by way of supply and distribution contracts for various agricultural products including fertilizers, maize and legume seed.

Farmers World and Agora continue to develop their rural distribution network, offering convenient locations to rural communities, with these value-added services also provided:

- The Makwacha mini ATM cash withdrawal facility, which introduced debit card technology into the outlying areas of Malawi making cash accessible to people in 113 rural locations across Malawi.
- Agricultural extension services through our Farm Services Unit (FSU), providing smallholder farmers with technical and practical farming advice to ensure correct utilization of inputs which in turn promotes customer loyalty to Farmers World & Agora.
- Zachangu remote purchasing and delivery services, whereby customers have the option to make a payment for their products in the store closest to them and arrange collection at whichever Farmers World or Agora shop is most convenient to them.

To support the rural retail network, FWL has extensive warehousing facilities in Lilongwe, Kasungu, Mzuzu and Liwonde. Agora has 4 warehouses in Limbe. This ensures that there is always stock readily available close to the retail network, to meet the customer's demands promptly which is the key to our business ideology.

In addition to retail outlets, Farmers World and Agora supply inputs on a larger scale to the Malawi Government, tobacco producers and other organisations. Having a depot in just about every corner of Malawi means that we can service broad scale contracts with ease.

FWL and Agora are committed to the provision of appropriate benefits to all stakeholders, including the development of its employees through training and company study grants. Farmers World Ltd, currently employs 710 staff members. The number of staff increases to a little more than 800 during the high agricultural seasons, with just over 100 temporary staff taken on during those periods.

Farmers World and Agora are heavily invested in corporate responsibility initiatives in the local communities we serve and have developed to become an integral part of the Malawian farming landscape.

### **KEY CLIENTS**

- Smallholder farmers in a largely rural market.
- Government, through the various subsidy programs.
- NGO's and other donor funded groups.

### **KEY PROJECTS & ACHIEVEMENTS**

- The contracts entered with the Malawi Government include; the Farm Input Subsidy Program (FISP), the Malawi Rural Development Fund (MARDEF) Program and more recently the FISP Pilot Program.
- Through Malawi Fertilizer Company supply of specialized fertilizer (customized fertilizer) to various private organizations i.e. Illovo, Malawi Mangoes, JTI and Limbe Leaf. Supply of these specialized fertilizers is based on customer specifications.
- Supply of construction materials to various Government agencies as well as NGOs for the construction of community infrastructures nationwide.
- Supply of relief food items to affected communities through Government agencies, religious groups, private organizations and NGOs.
- Rebranding of all 75 FW branches in line with the newly developed brand identity is scheduled to commence in early 2018.
- The Makwacha mini ATM project is the first of it's kind in Malawi.
- 2017 is the second successful year of partnership with LLTC subsidy program to fulfil farming inputs to 20,000 small-scale tobacco farmers.

### **SOCIAL RESPONSIBILITY**

- Farmers World is active in current issues affecting local communities. Most notably donating a 24 bed maternity shelter at Chilumba in Karonga.
- Agora supports the Samaritan trust which assists in school fee requirements of needy students.
- Agora is involved in community policing initiatives where Agora branches are located.

**FARMERS WORLD MANAGEMENT**

Directors	Dimitri Giannakis Chris Giannakis Maria Giannakis Kritzas Cornelius Bezuidenhout
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Financial Controller	Johan Snyders
Operations Manager	Emmy Sohal
Group Marketing Manager	David Lecluse
Procurement Manager	Rajesh Salian
HR Manager	Macloud Ndovie

**AGORA MANAGEMENT**

Directors	Chris Giannakis Maria Giannakis Kritzas
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Financial Controller	Andries Marais
Regional Manager	James Murotho
Operations Manager	Jayendra Kher
Warehouse Manager	Sajjad Sattar
HR Manager	Bernard Phiri

