

Final Project Report

Project Name: Jiko Fanisi na Rahisi

Organisation Name: Mlandege Home Store Ltd



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Executive Summary

JIKO FANISI NA RAHISI project aims to establish a sustainable and efficient supply chain for modern e-cooking appliances in Zanzibar Islands focusing on a direct-to- consumer model. The project was carried out by Mlandege home store by significant sponsorship from **MECS, LOUGHBOROUGH UNIVERSITY AND UKAID** with following objectives:

- Understanding deeply the dynamic of e-cooking appliance market in Zanzibar
- Growing and scaling the business for reliable supply of Electric Pressure Cookers
- Developing effective distribution strategies
- Establishing strong relationships with key stakeholders
- Gaining insight into consumer behaviours and preferences
- Creating dynamic and sustainable growth model
- Enabling Zanzibar to reach 70-80 percent clean cooking

Duration of the project: 10 months (February – December 2025)

Methodology

The project used different methodologies to reach objectives such as **Research, Promotion and Awareness, Sales and Supply, After Sales Services.**

Findings:

Some of the findings from the project:

- Lack of knowledge and awareness of proper usage and benefits of EPCs
- No particular brand to rely on or start with modern cooking approach
 - Low quality products in the market
 - High demand
 - Low income
 - Low power/ unstable voltage/ connection:
- Misunderstandings and rumours



Lessons learned:

The project has provided the unique opportunity to learn crucial facts and an understanding of the community as follows:

- EPC is the simplest, healthy and economic clean cooking choice to all type of families
 - The transition to Clean Cooking in Zanzibar community is very possible
 - Private sector can give huge contribution to clean cooking
 - Environmental pollution can be highly reduced

Conclusion

The project was significant work that have been changing people's life ever since it started. This has not only happened to Mlandege Home Store company alone, but also to all those who had an opportunity to engage with it, from individuals to numbers of union groups and others. We have successfully built a good family of **Fuego Pressure cookers**, and growing together to the rest of the Zanzibar community.

We have learned and benefited a lot from the project and realised the future benefits that it holds, therefore we cannot leave behind our good missions and objectives. As we have completed some major objectives of the project so far *such as growing and scaling our business, understanding deeply the dynamic of e-cooking appliance market, developing effective distribution strategies, establishing strong relationships with key stakeholders and gaining insight into consumer behaviours and preferences*

So as we say, the project has open us the way the towards clean cooking adoption.

Table of Contents

Contents

1. Introduction	6
2. Methodology	8
3. Findings and Lessons Learned	17
4. Lessons learned	19
5. Next Steps.....	20
6. Conclusion	21

2. Introduction

This project seeks to establish a sustainable and efficient supply chain for modern e-cooking appliances which are electronic pressure cookers (EPCs), focusing on a direct-to-consumer model. By targeting health-conscious consumers, busy professionals, and families, we aim to provide innovative cooking solutions that simplify meal preparation while promoting healthier lifestyles. We targeted strategic partnerships with local retailers and effective marketing penetration and consumer engagement. We also have a commitment to exceptional after sales service that fosters customer loyalty and satisfaction, ensuring a positive impact on the e-cooking appliance market and contributing to a healthier cooking culture.

Our objectives: We set several objectives for the project, including the sale of 500 EPCs, as follow:

Growing and scaling our business for availability and reliability of EPCs - Throughout the project, we expect to learn and experience how to scale up our business by the market increase, capital, income, skills, reaching out, product and service improvement, customer care etc., and finally to become strong e-cooking supplier in Zanzibar.

Understanding deeply the dynamic of e-cooking appliance market - We are going to identify trends about the products, recognizing competitive advantages for example particular awareness of economic benefits of e-cooking (EPCs, rice cookers), product standard quality to effectively positioning of the products.

Developing effective distribution strategies - We about to learn developing strategies that ensures our appliances reach the consumers both effectively and efficiently. The value for money, our valuable awareness and best customer services are packaged? and get realised altogether.

Establishing strong relationships with key stakeholders - This is important and good way to grow our business growth and strong supply chain. We aim to establish good relations with suppliers, our distributors, and retailers for securing favourable terms, ensuring a reliable and sustainable supply chain.

Gaining insight into consumer behaviours and preferences - This another important objective that we are interest to learn and practice through the project. It will enable us to buy best products, develop marketing strategies that work well and even tailoring offers to meet our specific goals.

Creating dynamic and sustainable growth model - After learning all the above we will be able to learn this too. By refining marketing strategies, improving customer services, and enhancing operational efficiency including updated market and customer data base, monitoring and evaluation, etc, we are going to get the model that adapt to changing market conditions and consumer preferences that will make e-cooking more friendly, adaptable and economically preferable.

Enabling Zanzibar to reach 70-80 percent clean cooking - By learning from what happened with Gas – cooking adaptation, which was realised recently by rising awareness, we are here to learn, challenge and devote for e-cooking awareness and adaptation too. From your continued support, and our side working hard on it, aiming and learning from experiences, this will be achievable. From our experience up to now, we have not seen any resistance to the uptake of eCooking. The only setbacks are lack of awareness and low income, which can be figured out by more support and strategies. This means, once we win the above-mentioned setbacks, everybody will be able to join the transition to see 70- 80 % cooking cleanly.

The clean cooking awareness and implementation is growing rapidly since our country, The United Republic of Tanzania, launched the National Clean Cooking Policy from May 2024. It has the aim to reach 80% accessibility through the country by 2034, by promoting Electricity (e-Cooking), LPG, improved biomass stoves and other clean cooking solutions. Many efforts are being taken from national and international partners so far to support and enable successful transition over the country, and this project is no exception to that in contributing directly to (e-Cooking) awareness and community transition. This is to say that clean energy and cooking projects are most welcomed in our Country, and the Government is very supportive and making efforts to realise the goals.



3. Methodology

As the project aimed to introduce a best and affordable clean cooking technology (EPCs) to the local population, assess its acceptance, and establish a sustainable supply chain, it had comprised four key phases with different methodologies/strategies as follow:

1. Research:

Here a preliminary investigation was conducted to gauge the existing awareness, perceptions, and usage patterns of electronic pressure cookers within Zanzibar community. It also aimed to identify potential barriers and opportunities for adoption.

The mixed questionnaire method, one on one on the particular areas was used in order to get right information, real insight and saving project time. This was done early on **APRIL 2025**. We were able to reach 200 participants in 4 urban regions of Zanzibar (Urban, West A, West B and Central district). Participants were picked at their own homes, working places and those spotted walking nearby. All participants were adults, and mostly married, head of the families in both genders. They all participated fully on their knowledge and we learned different facts from them.





2. Promotion and Awareness



The phase involves introducing and disseminating information about the benefits of electronic pressure cookers through awareness campaigns, ads and events. The goal was to encourage trial usage, ensure affordability, supply and aftersales services. We did this in following methods:



Product launching: This took place on **17th September 2025** for the purpose to introduce our own brand, to build a reputation as the reliable and affordable product to use, and our company as the frontier of the change and finally building network for potential customers, different social community and stake holder for e-Cooking. The event was attended by 101 people; 65 cooperative unions representatives, Government officers from ZBS (Zanzibar bureau of Standard) and The Ministry of Energy of Zanzibar, invited guests like small restaurant owners, mama lishe, teachers, news reporters, and other individuals.



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Social Media: we started our social media pages to easily communicate with Zanzibar communities and openly show our products to them with all benefits for the users.

https://www.instagram.com/fuego_smartcooker?igsh=dXhheWw3NjFoeHJ6

https://www.tiktok.com/@fuego_smartcooker?_r=1&t=ZM-92oips1JUCq

<https://www.facebook.com/share/1GAstEEuoA/>



Tv and Radio: Used to promote and send awareness to the rest people who live in remote areas all over Zanzibar.

Website: it is one of the best strategy that act as our media for displaying our EPCS to both potential and existing customers. It is used to as a quick reference to refer customers at any time. It helps us to reach to customers who have limited time to chat to or reach easily, by leading them to the website they can see the products and read most information they want to know or we want them to know at their convenient time and places. All intended information will be available on the website like FAQ, announcement, offers, challenges and. As we spread awareness, website is useful tool.

Apart from that, we use website to take direct orders from customers, they can even pay for an EPCs and get it delivered to their locations.

Finally, website increases our Brand uniqueness, value and image.

www.fuego.co.tz

Promotional materials: Different items for promotion were used to motivate and spread knowledge and rising awareness such as banners, brochures, T-shirts. Promotional prices and etc.







The following is currently at Zanzibar International Trade Fair, we got the chance to participate from December 29 until January 16, 2025.



3. Sales and Supply

This phase focused on the sale and distribution of electronics to various customers from different regions within Zanzibar and exploring the market.

Methods: This is done through our Shop, distribution channels, and different community groups. All these are our sources of customers, sales and supply chain. Our business model allows two modes of payment which are by Cash and by instalments.

Through paying by instalments, customers have to pay 15% upfront then 25% every month to finish the total amount of 140,00 TZS unit price after three months. Our team follow up with customers to ensure that they pay on time.

Paying by cash is done through our shop and resellers, but through community groups like Sacco's, social unions or other organisations can pay either way.



4. After Sales Services

This is the last phase of the project but continuous one. It has got a significant role to play for both business growth and adaptation of the Clean cooking transition in the community.

We do the services through main two methods:

- Training: We do it to all our new customers especially if it is the first to use an EPC once they buy within the first week.

- Repair: If any fault found on the product, they can bring them to our centre for check-up or repair for free within warranty time, as all our products have officially warranty time of 12 months.

Through the mentioned methodology/strategies the project gained good results. The following are the main successes we achieved throughout the project.:

- The research phase successfully provided valuable insights into the Zanzibar community's understanding of pressure cookers. It highlighted both positive and negative perceptions, allowing for targeted messaging in subsequent phases.
- The promotion was effective, it enabled us to establish our own brand (FUEGO pressure cookers), engaging with significant number of individuals interested in adopting electric pressure cookers. This engagement facilitated the understanding and the demonstration of the technology's advantages. Now all our customers trust us, our brand and services and we continuously to engage to new potential customers.

Also with promotion we were able to enter new markets from SACCOS and cooperative unions and other groups, so far, we only supplied to **18 groups** out of hundreds that exists, it is worthy and promising market to engage with. However, it requires more time and financial resources to keep up with.

- By sales and supply, the project achieved notable sales, exceeding 150 units within the time of three months from mid-September to November and up to this January we have sold over 240- Units. 81 people paid in cash, the rest paid by instalments.
- After sales services has solidified our brand, products and reliable services to our customers. They feel free and happy to call for more information, asking about different proper uses of our products.

However, some challenges and limitations appeared in some ways:

- **Limited Geographical Reach:** Due to time constraints and other resources, the project reach was limited, particularly we couldn't reach remote areas of Zanzibar such as Makunduchi, Tumbatu, Nungwi, Jambiani, Donge, Pwani Mchangani, and the Pemba

island as well. These areas remain potential market for the Clean cooking transition in Zanzibar. We will go for them whenever we can and ask for support to facilitate that.

- **The direct sale by cash as mode of payment** from our shop and other channels didn't go so well, it was very slow and the time was limited to reach our targets, so we focused on the pay by instalment mode within 3 months that went well. Customers who visited the shop often already had an idea of what they wanted to purchase and didn't stay long enough for a sales rep to explain about the appliance.
- **Negative Perceptions:** The circulation of videos depicting accidents involving pressure cookers on social media created a significant challenge. These negative portrayals instilled fear and reluctance among potential customers. Addressing these concerns required dedicated efforts to educate the public on safe usage practices. While some success was achieved in this area but overcoming it completely requires more time, awareness and supply.

4. Findings and Lessons Learned

In fact, 10 months of the project has given us a lot of lessons to learn, and among many of them, these are vivid ones:

Findings

- **Lack of knowledge and awareness:** In Zanzibar, the majority of the population lack the right knowledge and awareness about clean cooking benefits to them, the society and country in general beside the proper uses of EPCs. Most people in Zanzibar city like to buy whatever devices they like to use in their kitchens regardless of the availability or affordability of clean cooking devices. They can end up owning multiple devices, which they may be given as a gift, or purchased just to try once, which they seldom use. All of those whom we met and explained to them were surprised to see how EPCs work, and how useful to them but they didn't know it before.

For example, we had an event with cooperative union which all its members were men (31 people), and knew nothing about EPCs, but after giving them awareness and live cooking show, they all bought one piece each for their homes. And the same case repeated to other groups of 45 men and many others. This is to say, regardless of which genders, knowledge and awareness is the key to the transition of Clean Cooking.

- **No particular brand of appliance was known:** We found out the market have different products (EPCs) models from different brands, others are new and some are second hand. There was no leading brand in the market as it is slow moving products only bought by few interested customers.

We confirmed that giving awareness without having a particular brand we trust to start with, will be like telling people to go to a new place or journey without giving directions or map. We decided to start our own reliable **brand, FUEGO PRESSURE COOKERS** (www.fuego.co.tz), so that we could easily lead people to buy good products from us rather doing it randomly.

We learned this from the research phase, and we faced a lot of questions during meetings and events. Actually, it was very wise and lucky to start our brand because we could answer

all the questions, making it easy to understand for them and trust the whole project, we couldn't do it if questions were about random brands we didn't even knew before.

- **Low quality products in the market:** We found that there are many low-quality products in the market, some are new and some are used ones. They bring unworthy business competition as customers without awareness buy for very cheap price, but for the case of EPCs, cheap quality and cheap price is not advised and may be harmful to consumers. Cheap products have added to the bad rumours around EPCs and may contribute to the slow transition to clean cooking if not addressed.

We need to work hard on awareness and supply to move them out of the market.

Once people have enough knowledge, they will no longer buy them again.

- **High demand:**

There will be a high demand of EPCs in the market as soon as people become aware and realise the benefits through experience, and as we envisage EPCs to be used in every home. Some of our potential customers are waiting for 12 litres capacity unit as they plan to fit according to their families. Therefore, the number is growing, and we are hoping for better future.

- **Low income:** During the project we found out this is one of the factors that affecting the adoption of Clean Cooking to majority in rural and urban areas due to low income. Despite of being aware and wanted to start, they couldn't afford even by paying by instalment plan and some found it costly to have more than one cooking devices. For customers who could not make the upfront payment, we reduced it from 15% to 7%. However, as a small company, we are unable to do this at a large scale without financial support.
- **Low power/ unstable voltage/ connection:** Some places in Zanzibar have the problem of power shortage, most people in these areas could not buy EPCs due to this problem. They said for the moment they won't be able to use them even if they buy.
- **Misunderstandings and rumours:** Many other people couldn't buy EPCs just because of bad rumours of accident such as injuries to consumer or explosion of the devices. It took us a lot of work and efforts to make them understand the products and the proper use of

them by taking safety measures and simple instructions. However, few of them could buy. Actually, the problem is knowledge of the proper usage or may be of low-quality products that were bought randomly from the market. Most of our after sales work is supporting the correct use of the appliance.

5. Lessons learned

EPC is the simplest, healthy and economic clean cooking choice to all type of families: We have learned that using EPCs will save time, electricity cost and retain healthy ingredient of the food. Above all it cooks food deliciously. We practically proved almost all mentioned above by doing many live cooking shows every week, and testing most local dishes like Pilau, biriani, ugali, ndizi nyama, kaimati, cake and etc. Furthermore, it prevents food contamination, keeps both consumers and house environment clean from any biomass emission or smoke.

The transition to Clean Cooking in Zanzibar community is possible: We have learned from the project, despite of limited and other resources, we manage to establish our brand supply chain, giving awareness and reaching more than **810 families** physically apart from social media and mass media reach. Hence, we will continue to do what we can and looking for more support to reach all the objectives we expected as we go further.

- **Private sector can give huge contribution to clean cooking:** Apart from the Government efforts and implementation, private sectors like Mlandege home store, local and international organisations collaborations and support can give huge contribution and speed up the changes. Hence support to private sectors is much more needed to facilitate complete transitions and adaptation of clean cooking.

Environmental pollution can be highly reduced: EPCs do not have emissions or any kind of biomass contents which directly contribute to prevent air pollution. Also it prevents the environmental degradation like cutting down of trees and destroying other natural inhabitants for cooking purpose and etc

6. Next Steps

The result of the project means a lot to us and now has become official business to Mlandege Home store. We will use them operationally to strengthen our brand and broaden our reach for EPCs. We are very interested and have built our vision to see that each household use EPCs as the main way for cooking in Zanzibar.

We have learned from the result about big issues that were prevented the uses of clean cooking especially EPCs, now we looking forward to address them fully in proper ways we can. The results of the project can be useful to different stake holders of Clean Cooking sectors and environment at large starting from consumers, manufactures, business companies to Governments, local and international organizations. We plan to engage with other stake holders very soon as we get opportunities.

Mlandege Home store has been amazed by the results and believe to finish the work and nourish the community of Zanzibar. We are now ordering another consignment with **560** units of different size capacity (6ltrs, 12lts) for strengthening our supply. However, we are looking for more funding opportunity to expand our reach and cover several necessary costs required. We will always remain as advocate for Clean Cooking and ready to work with new partners and supporters or stake holders to facilitate these objectives. We trust MECS will be able to support these initiatives further again.

7. Conclusion

The project was significant work that have been changing people's life ever since it started. This has not only happened to Mlandege Home Store company alone, but also to all those who had an opportunity to engage with it, from individuals to numbers of union groups and others. We have successfully built a good family of **Fuego Pressure** cookers and growing together to the rest of the Zanzibar community.

We have learned and benefited a lot from the project and realised the future benefits that it holds, therefore we cannot leave behind our good missions and objectives. As we have completed some major objectives of the project so far *such as growing and scaling our business, understanding deeply the dynamic of e-cooking appliance market, developing effective distribution strategies, establishing strong relationships with key stakeholders and gaining insight into consumer behaviours and preferences.*

So as we say, the project has shown us the way, and we will always be frontiers and best advocates Clean Cooking and looking for better future ahead.

We are really thankful to the main sponsors for their efforts and every support they provided to make sure this remarkable project is perfectly initiated, and so to our Mlandege team for their great contribution and devotion to it.