

Feasibility study report:

Market Analysis: There is a strong demand for Banga sauce in Nigeria and among west African diaspora for authentic Banga sauce and palm fruit products like palm oil.

There is also growing interest in convenient cooking such as already made paste, sauce for traditional meals

There is a growing demand for ready to use packaged food due to lack of time among the working class, increased urbanization

Competitors

There are already competitors in the international market

We have brands like Chizzy banga paste offering fresh and frozen paste shipped abroad with cold chain packaging.

Existing banga sauce such as Pally Agro's Banga Sauce in various pack sizes.

Pricing of Banga sauc e.g ones online