VP Group: Vegpro Grows Beyond Kenya, Chinese Version
VP Group was founded in 1979
In 2012 Vegpro became VP Group
Managing Director is Bharat Patel
Pre-packaged vegetables and flowers
  - Every day more than 60 tons of veggies are flown to European market.
Retailers from United Kingdom are their main market
VP Group Divisions

- VP Corporate
- VP Floriculture
- VP Food
- VP Logistic
- VP Energy
- VP Marketing
- VP Trading
SWOT
Strengths

- Kenya’s largest vegetable producer
- Roses are most profitable enterprise
- Rapid growth
- International
- Strong labor force
- Good customer Service
- Sustainability

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Weaknesses

- Company organization
- Manual processes
- Informal HR processes
- Company identity
- Low margin on vegetables
- Small company vision – “just farmers”
- Diversification of product portfolio
- Electricity/Power
Opportunities

- Automation
- Export to other countries
- Energy efficiency
- Soft fruit gap
- Sugar
- Ghana & South Africa
- U.K high flower demand
- Sea freighting

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Threats

- Economy
- Rising production costs
- Margin pressure
- Retailer supplier standards
- 8-10% import duty in Europe
- High reliance on U.K market
- Highly competitive market