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# Coffee Project

Where Every Sip Tells a Story



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# INTRODUCTION

Women all over the world want the best for their family, friends, loved ones, but most of all, they want to be empowered to make a difference with something that they build, own and grow.

With this vision and idea, we decided to assist a group of women who genuinely wanted to have their own work

platform to support their families, improve their lives and that of the people around them. Their only problem, was financing and a bit of organization.

During our visit to Banjul, we noticed that something as simple and easy to operate as a coffee service or coffee bar could provide an income and a possibility to grow a small business to a full income generating opportunity for the women who wanted to control their own destiny.

***Moo Moo was born.***



## Phase 1

The first phase of the project focused on **evaluating** whether there was a genuine demand for freshly brewed coffee—offered at an affordable price, served with quality, and delivered with a smile. It quickly became clear that all these elements were not only needed but warmly welcomed.

**At present**, the most commonly available coffee is **instant, powdered sachet coffee**, typically sourced from a single supplier. This product lacks the rich flavor and aroma typically associated with real coffee, yet it remains the standard in most local cafés, hotels, and eateries.

Sensing an **opportunity for improvement**, we brought a simple French press (cafetière) and freshly ground coffee during our visit. Our goal was to **test the potential impact** of introducing a better-quality coffee experience.

***The results spoke for themselves.***



Our initial testing took place at the hotel where we were staying. We offered samples of the freshly brewed coffee to a diverse group of guests—locals, travelers, and visitors from various nationalities. The response was unanimous:

*“This is the best coffee we’ve had here.”*

**We then extended the test** to the local expatriate community, which includes staff from international companies, NGOs, and long-term residents. The **feedback** was just as **enthusiastic**, with one recurring comment:

*“If this coffee were served in a café, I’d come every day.”*

Finally, we visited several local restaurants currently serving standard powdered coffee. After tasting our freshly brewed version, each one confirmed the same verdict: **the flavor was richer, the presentation more appealing, and the overall experience far superior.**



## Phase 2

### *From a Simple Idea to a Sustainable Model*

Once we confirmed the community's desire for better coffee, we turned to the practical side: could this initiative be affordable, high-quality, and truly sustainable?

The answer was clear, **yes**. With minimal start-up costs, a product that outperforms the status quo, and a structure designed for long-term growth, the Moo Moo project doesn't just work, **it thrives**.

By focusing on smart sourcing, empowering ownership, and delivering a product people love, we are building more than a coffee service. **We are creating a blueprint for economic independence.**

### **Cost-Efficient**

Local materials and micro-financing make the launch and operations budget-friendly and scalable.

### **High-Quality**

Real coffee, fresh taste, and a customer experience that exceeds expectations.

### **Sustainable**

With ownership, training, and savings built in, this model is designed to last and grow.



## What Is The Plan ?

Our goal is to **empower** a group of local women by **providing** them with the essential tools, resources, and **support** to build a sustainable coffee service business. This initiative is more than just an income-generating activity, it's **a platform for long-term empowerment, financial independence, and community development.**

By equipping these women with the means to run their own operations, we're fostering a model that **promotes savings, self-determination, and future scalability.**

*We are currently committing to the following:*

### Essential Equipment: ☐

Supplying cafetières in two sizes to launch the coffee service as a collaborative community initiative.

### Coffee Provision: ☐

Providing a consistent supply of high-quality ground coffee for the next 6 months.

### Microfinancing Support: ☐

Offering small-scale funding to help women purchase essential local supplies and kickstart their service with confidence.

### Location Sourcing: ☐

Identifying and securing operational spaces in collaboration with local suppliers and stakeholders.

### Marketing & Strategy: ☐

Delivering ready-to-use marketing materials, business planning, and strategic consultancy to support brand growth and customer engagement.

### Logistics Support: ☐

Ensuring monthly transportation and storage of up to 2 cubic meters of product through pre-arranged logistics solutions.

### Expert Guidance: ☐

Providing access to qualified consultants and on-the-ground support to guide the project and address operational challenges.

This plan is designed to ensure the project's viability from the start, with structure, mentorship, and a clear path toward growth and impact.

# What Do We Need ?

**80 cafetieres of 2 sizes  
(40 of each size total)**

**Ground Coffee in  
sealed packs**

We are looking for partners to  
join the collaboration to supply  
the following

**Condiments:  
stirring spoons, sugar in  
single sachets, long life milk  
in single cups**

**Contribution to micro  
financing for the  
project**

**Cups**



If you are interested in the project then **please reach out** to the project coordinator **via email or by telephone** on this site.

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