



MENTEE

Miriam Khabuli Nabakwe

Founder, Chief Visionary Officer,
Kienyeji Stores Limited



Kenya

Kienyeji's was birthed in 2014 as a home-based business by our founder Miriam Nabakwe driven by a belief underpinned by her own experience that there was a desire for organic traditional food in the hearts of most urban dwelling Kenyans. Traditional food requires a special skill taught through apprenticeship from the older generation. This is the essence of Kienyeji's: Real traditional food like you what you get back in the village. Miriam started the business in her kitchen in a suburb of Nairobi in 2014. She operated from her kitchen with a small staff of women well-versed in preparation of traditional foods. Kienyeji's original offering was limited to traditional vegetables sourced from small hold farmers in Western Kenya. Kienyeji's vegetables were prepared, cooked and packed for delivery around Nairobi. Demand increased and so Kienyeji's started precooking vegetables and sun drying them for Kenyans and Kenyan-at-heart customers in the diaspora, primarily Western Europe and North America. These were pre-ordered and delivered by customers visiting Kenya and returning to the diaspora. Kienyeji's - and it paid off. In 2019 Miriam reached out to family friends who supported her boot-strapping to ensure adequate equipment to meet growing demand obtained through word of mouth and online sales through Kienyeji's Facebook and Instagram presence. Business grew so much that Miriam started looking for a location for pick-up orders. Once again Miriam family and friends came through with financial support enabling her to secure her first retail outlet. Since then, Kienyeji's has opened a commissary and is set to launch a brand-new larger retail space to allow even more people to enjoy the Kienyeji's experience. Kienyeji's has been featured in many local and international media houses both traditional and online anxious to tell the many Kienyeji's stories. Kienyeji's over-night success came over 15 years.



MENTOR

Eunice Mwongera

CEO & Founder,
Hillside Green