



COMPANY PROFILE • 2026

Connecting quality to every corner of Kenya.

Sales, marketing and market-access partner for manufacturers, suppliers and buyers across Kenya and East Africa.

WHATSAPP / CALL

+254 733 987 077

EMAIL

contact@veyramarketing.online

WEBSITE

veyramarketing.online

01 • WHO WE ARE

A Kenyan sales and marketing company with an African outlook.

Veyra Marketing Limited helps good products reach the right buyers. We work between manufacturers, suppliers and the market: building brands, generating demand, opening sales channels and closing orders across Kenya.

Our model is simple and lean. We don't sit on stock or warehouses. We invest our time where growth really happens: understanding customers, reaching them where they are, and turning interest into repeat business.

8+

Years of on-ground trading in African markets

12+

African countries where our team has worked

47

Kenyan counties in our market map

24/7

Digital sales desk on WhatsApp

OUR VISION

To be the most trusted bridge between quality products and the businesses that need them, in Kenya and across Africa.

OUR MISSION

To connect reliable suppliers with buyers through honest marketing, smart use of digital tools and personal, on-the-ground relationships.

Our values

Integrity

Genuine products, clear pricing, honest advice.

Reach

From Nairobi boardrooms to rural agro-dealers.

Results

Measured by orders and repeat customers.

Partnership

We grow only when our partners grow.

02 • WHY KENYA

East Africa's commercial gateway.

Kenya combines a large, young consumer market with the region's main port, its busiest trade corridor and one of the world's most advanced mobile economies. For any brand looking at East Africa, Kenya is the natural place to start.

KSh 17.6 trn

Size of Kenya's economy in 2025, growing 4.6% in real terms

57.8 million

People, a young and fast-growing consumer and workforce base

23.2%

Of GDP comes from agriculture, the backbone of rural demand

45.45 m tonnes

Cargo handled at the Port of Mombasa in 2025, up 10.9%

+19.5%

Growth in transit cargo to neighbouring countries in 2025

83.8%

Of workers are in the informal sector: the dukas, jua kali and traders

WHAT THIS MEANS FOR A BRAND

- Most buying happens through small traders and informal channels. Winning Kenya means reaching them, not just big accounts.
- Agriculture and transport drive demand in every county, far beyond Nairobi.
- Kenya is the springboard to Uganda, Rwanda, South Sudan and the wider region through the Northern Corridor.

Sources: Kenya National Bureau of Statistics, Economic Survey 2026; UN population data via DataReportal, Digital 2026: Kenya; Kenya Ports Authority 2025 figures via Ecofin Agency.

03 · KENYA, CORNER TO CORNER

We know where the demand is.

Every region of Kenya buys differently. Our market map guides where we campaign, who we call on and how we sell.

REGION	KEY TOWNS	WHAT DRIVES DEMAND
Nairobi Metro	Nairobi, Thika, Ruiru, Athi River, Kitengela	Industrial Area and EPZs, manufacturing, logistics hubs, head offices, construction
Coast	Mombasa, Kilifi, Malindi, Kwale	Port of Mombasa, clearing and transport, transit trucking, tourism, salt and mining
Central and Mt Kenya	Nyeri, Murang'a, Kerugoya, Embu, Meru	Tea, coffee, dairy, horticulture and miraa, agro-dealers, matatu and boda transport
Rift Valley	Nakuru, Naivasha, Eldoret, Kericho, Kitale	Kenya's grain basket, flowers, tea estates, agro-processing, the main highway to Uganda
Western	Kakamega, Bungoma, Busia, Malaba	Sugar and maize farming, cross-border trade at the Busia and Malaba posts
Nyanza	Kisumu, Kisii, Homa Bay, Migori	Lake Victoria trade and fishing, sugar belt, small-scale mining, a growing Kisumu port
Lower Eastern	Machakos, Makueni, Kitui, Voi	Quarrying and construction materials, dryland farming, the Mombasa–Nairobi corridor
North and North-East	Isiolo, Garissa, Marsabit, Lodwar	Livestock trade, energy and infrastructure projects, the LAPSSET corridor

Northern Corridor

Mombasa to Nairobi, Nakuru, Eldoret and Malaba, onward to Uganda, Rwanda, South Sudan and DRC.

Standard Gauge Railway

Links the port to Nairobi and Naivasha's inland container depots.

County economies

47 counties, each with its own towns, traders and buying seasons.

04 • WHAT WE DO

From market entry to repeat orders.

We cover the full commercial journey, so suppliers can focus on making great products and buyers can rely on one accountable partner.

01**Market entry and strategy**

Market sizing, competitor and price checks, target segments, regulatory pointers and a clear launch plan.

02**Brand building**

Positioning, local messaging in English and Swahili, product catalogues, posters and point-of-sale material.

03**Digital marketing**

Social media campaigns, WhatsApp commerce, search, websites and content that turn attention into enquiries.

04**Sales and key accounts**

Direct selling to fleets, factories, farms, institutions and contractors, with dedicated follow-up.

05**Channel development**

Recruiting and supporting dealers, resellers and agents in counties across Kenya.

06**Sourcing and supplier links**

Connecting Kenyan buyers with vetted manufacturers locally and in India, China, Egypt and the UAE.

07**Order coordination**

Quotations, order capture and follow-up from enquiry to completion, with suppliers handling fulfilment.

08**Market intelligence**

Regular reports on demand, pricing, competitors and opportunities from the field.

05 • DIGITAL MARKETING

Kenya buys on the phone. So we sell there.

Kenya is one of the most mobile-first markets in the world. Buyers discover products on social media, ask questions on WhatsApp and pay by mobile money. Our marketing is built around that journey.

77.5 m

Mobile connections,
134% of the
population

53.4 m

Mobile money
subscriptions, March
2026

23.4 m

Internet users, end
of 2025

18.4 m

Adults reachable
with TikTok ads, late
2025

17.0 m

People reachable
with Facebook ads

6.3 m

LinkedIn members
for B2B targeting

3.95 m

People reachable
with Instagram ads

EN + SW

Campaigns in
English and Swahili

OUR DIGITAL TOOLKIT

Social media advertising. Facebook, Instagram and TikTok campaigns targeted by county, sector and interest.

AI WhatsApp sales desk. Instant replies 24/7, lead qualification and hand-off to our sales team.

LinkedIn B2B outreach. Reaching procurement managers, fleet owners and decision makers.

Content and creative. Product posters, catalogues, short videos and AI-assisted design.

Click-to-WhatsApp ads. Ads that open a chat directly, where Kenyan buyers prefer to talk.

Search and maps. Google Search ads and business profiles, so buyers find you when they look.

Websites and landing pages. Fast, mobile-first pages with quote forms and WhatsApp buttons.

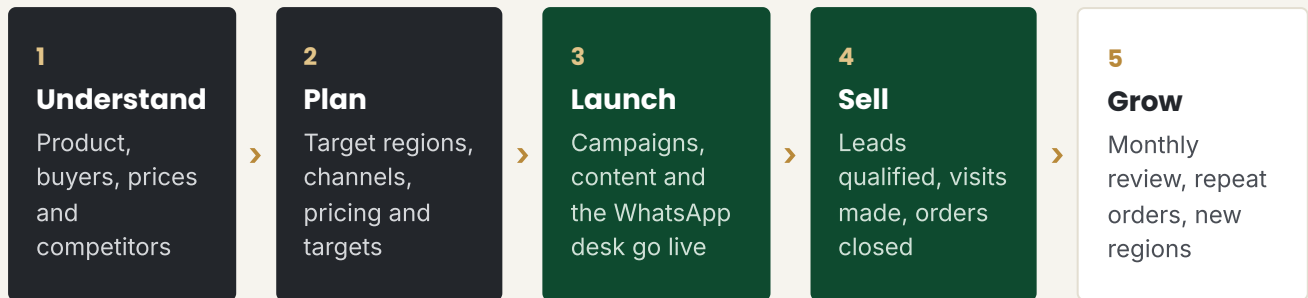
Tracking and reporting. Cost per lead, conversion to orders and clear monthly reports.

Sources: DataReportal, Digital 2026: Kenya (platform ad reach is from ad-planning tools and is not the same as active users); Communications Authority of Kenya, Sector Statistics Q3 FY2025/26, via Connecting Africa.

06 • HOW WE WORK

Digital reach. Personal relationships.

Digital tools bring us the enquiries. Our people and field network turn them into lasting customers. That combination is how we reach every corner of Kenya without heavy overheads.



Our network

- Manufacturers and suppliers in Kenya, India, China, Egypt and the UAE
- Trade contacts built over 8+ years across 12+ African countries
- Dealers, resellers and agents across Kenyan counties
- Fleet owners, contractors, factories and farm buyers
- Logistics and clearing partners at Mombasa and Nairobi

Who we serve

- **Manufacturers and brand owners** entering or growing in Kenya
- **Importers and suppliers** who need more buyers
- **Businesses** sourcing reliable products at fair prices
- **Farmers and agribusiness** needing the right inputs
- **Resellers** looking for quality ranges to stock

Accountability is built in: agreed targets, transparent reporting and monthly reviews with every partner.

07 • OUR GROWTH PLAN

Kenya first. Then East Africa. Then the continent.

We are building step by step, earning trust in each market before moving to the next.



Sectors we focus on

Automotive and transport

Fleets, workshops, spare parts and lubricants

Agriculture

Crop inputs, farm machinery support, agro-dealers

Industry and construction

Factories, fabrication, tools and consumables

Africa's single market under the AfCFTA, and Kenya's position in the East African Community, make a Kenyan base the smart way into the continent.

08 · WHY VEYRA

Why businesses work with us.

Local knowledge, nationwide

We understand how every region buys, from Nairobi's Industrial Area to county agro-dealers.

Digital-first selling

Targeted ads, an AI-assisted WhatsApp desk and clear reporting.

Strong supplier links

Vetted manufacturers in Kenya, India, China, Egypt and the UAE.

African experience

More than eight years of trading across twelve African countries.

Lean and accountable

No warehousing overhead. Agreed targets and honest monthly reviews.

Genuine products only

No counterfeits. Our name stands behind every product we sell.

Let's bring your products to every corner of Kenya.

Whether you make products or need them, talk to us.



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