



RESOURCEFUL

MORE THAN PRODUCTS.
BUILDING AFRICA'S FUTURE.



QUALITY
AFRICAN PRODUCTS



EMPOWERING
BUSINESSES



ACROSS ALL
54 AFRICAN COUNTRIES



WHOLESALE
PRICES, REAL VALUE

BUY LOCAL. GROW TOGETHER. BUILD AFRICA.

Connecting local producers, manufacturers, and distributors
with customers and resellers across the continent.

One Africa. One Market. Limitless Opportunities.



54 COUNTRIES



STRONGER
TOGETHER



SUSTAINABLE
GROWTH



SHOP WHOLESALE.
SUPPORT LOCAL.
BE RESOURCEFUL.



Who We Are

Resourceful Africa is a diversified African enterprise focused on **commercial opportunities, local procurement, market access, and the development of sustainable business relationships.**

We work with a network of suppliers, manufacturers, producers, distributors, service providers, and business partners to source and supply products and services according to customer and organisational requirements.

Our capabilities allow us to participate in a wide range of procurement opportunities, including the **supply and delivery of goods, wholesale and retail distribution, sourcing and procurement, and other commercial services.**

We place strong emphasis on:

- Quality products and reliable service
- Competitive and transparent pricing
- Local and African supply chains
- Reliable sourcing and procurement
- Efficient order fulfilment
- Professional customer service
- Supplier and business partnerships
- Compliance with customer and procurement requirements
- Supporting local businesses and economic participation

Our Vision

To build a stronger, more connected and prosperous Africa by creating opportunities for **African businesses, entrepreneurs, producers, manufacturers, and consumers to participate in the continent's growing economy.**

Our Mission

To connect quality African products and services with customers and organisations through **reliable sourcing, competitive supply, responsible business practices, and innovative platforms.**

We seek to make it easier for businesses and institutions to access products and services while creating market opportunities for African suppliers and producers.

Our Core Values

Integrity

We conduct our business with honesty, transparency, accountability, and professionalism.

Quality

We are committed to supplying products and services that meet the required specifications and customer expectations.

Reliability

We value dependable service, effective communication, and the fulfilment of our commitments.

Innovation

We use technology, entrepreneurship, and innovative business models to improve how products and services reach the market.

Local Economic Participation

We support African manufacturers, producers, farmers, distributors, entrepreneurs, and other businesses by creating opportunities for them to access broader markets.

Collaboration

We believe sustainable economic growth is achieved through strong partnerships between businesses, communities, institutions, and individuals.

Procurement & Supply Capability

Resourceful Africa is positioned to participate in procurement opportunities requiring the **sourcing, supply, and delivery of a broad range of products.**

Depending on the requirements of a particular procurement opportunity, we can work with appropriate manufacturers, wholesalers, distributors, producers, and other approved suppliers to source products according to the required:

- Specifications
- Quantities
- Quality standards
- Brands or equivalent requirements
- Delivery requirements
- Packaging requirements
- Country-of-origin requirements
- Pricing requirements
- Tender or RFQ conditions

Our diversified supplier approach enables us to respond to different procurement requirements while maintaining a focus on **competitive pricing, product quality, and reliable fulfilment.**

Local Supply & African Economic Participation

Resourceful Africa believes that Africa's economic future depends on the ability of local businesses to participate meaningfully in supply chains and markets.

Where commercially and operationally appropriate, we seek to source from **local manufacturers, producers, farmers, distributors, wholesalers, and service providers.**

Through our platforms and partnerships, we aim to:

- Increase market access for African businesses
- Support local manufacturing and production
- Create opportunities for entrepreneurs and SMEs
- Promote locally produced goods
- Strengthen African supply chains
- Encourage collaboration between businesses
- Contribute to sustainable economic development

Why Resourceful Africa

Resourceful Africa offers a flexible and diversified business model that enables us to respond to different customer and procurement requirements.

Our strengths include:

Diversified Business Operations

Our presence across multiple sectors provides a broad commercial and operational foundation.

Supplier & Sourcing Network

We work with suppliers and business partners to identify and source products according to specific requirements.

Market Access

Our retail, e-commerce, media, and digital platforms provide multiple channels for connecting businesses and customers.

Competitive Procurement

We seek competitive supplier pricing to enable commercially viable and cost-effective supply solutions.

Customer Focus

We place strong emphasis on communication, responsiveness, and meeting customer requirements.

African Market Focus

Our business is built around the belief that African businesses and products should have greater access to markets across the continent.

Our Commitment

Resourceful Africa is committed to conducting business responsibly and professionally.

We aim to build long-term relationships with customers, suppliers, institutions, and business partners based on **trust, reliability, quality, transparency, and mutual value creation.**

For every procurement opportunity we undertake, our objective is to understand the requirement, identify appropriate supply solutions, and deliver according to the agreed specifications, quantities, timelines, and conditions.

Resourceful Africa

Solution • Convenience • Experience

Solution

We solve problems through the products, services, platforms, and businesses we create and deliver.

Convenience

We make it easier for people and businesses to access products, services, information, travel, education, commerce, and opportunities.

Experience

We strive to create meaningful, reliable, and positive experiences across every interaction with our brands, platforms, products, and services.

Contact:

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