



UNIVERSITY FOR DEVELOPMENT STUDIES
FACULTY APPLIED SCIENCES



Preserving African Food Microorganisms for Green Growth (DFC No. 13-04KU)

**DOCUMENTATION OF SMEs TRAINED IN NEW BUSINESS MODEL
GENERATION AND IN PACKAGING TECHNOLOGY AND DISTRIBUTION
METHODS FOR FOOD (M14 AND OC5)**



UDS-Green growth local project team

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In fulfilment of work package five (**WP5**) of the green growth project, six (6) SMEs (Table 1.) in Northern Ghana have been trained in new business model generation and in packaging technology and distribution methods for food with particular emphasis on yoghurt production. SMEs were introduced to different business models with particular emphasis on the value proposition model. Furthermore, SMEs received training on marketing of the products with emphasis on the product design, technology, user convenience, quality packaging, accessories and warranties.

The six SMEs involved in yoghurt production have been given specific techniques for testing the quality and safety of raw milk and yoghurts, quality and safety management guidelines and handling and use of starter cultures. Finally, the SMEs enjoined to always have the consumer (end user) of their products in mind during development, manufacturing and packaging in order to meet or exceed their customers expectation. Once customers are satisfied, they (the SMEs) will continue to be in good business.

Table 1. SMEs trained in new business model generation and in packaging technology and distribution methods

| S/No | SME name | Location | Contact |
|-------------|--------------------------|-----------------|--|
| 1 | Notre Dame fresh yoghurt | Navrongo | nanadjei@gmail.com |
| 2 | Star fresh yoghurt | Bolgatanga | +233 (0)502883646 |
| 3 | Thess fresh yoghurt | Navrongo | +233 (0)242760011 |
| 4 | Sowno Enterprise | Walewale | +233 (0)241821930 |
| 5 | BNK fresh yoghurt | Bolgatanga | +233 (0)201034025 |
| 6 | EDMA foods | Bolgatanga | +233 (0)242930633/ mangelaadjei31@gmail.com |