

HIGHER LIMIT INVESTMENTS

COMPANY PROFILE



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About Us.

Introduction

Higher Limit Investments Limited is a Kenyan-based company specializing in the supply of general food items, essential goods, and a wide range of general merchandise. Our product portfolio includes dry grains, cereals, flour, edible oils, packaged foods, beverages, sugar, and canned goods, as well as dry foods, PPEs, office stationery, computer accessories, and general spare parts.

We serve businesses, institutions, and organizations with high-quality products delivered reliably and affordably. In addition to procurement, we offer tailored logistics solutions that ensure efficient, secure, and timely delivery to various locations—whether urban centers or remote sites. With a strong focus on consistency, flexibility, and customer satisfaction, Higher Limit Investments Limited is your trusted partner for comprehensive supply and logistics needs.



Mission & Vision.

MISSION

- To provide high-quality food products, dry foods, general merchandise, and dependable logistics solutions to businesses, institutions, and organizations. We are committed to delivering value through reliable supply, efficient distribution, and exceptional customer service that supports the smooth and sustainable operation of our clients.

VISION

- To be a leading and trusted provider of quality food products, dry foods, general merchandise, and integrated logistics solutions across Kenya and beyond—empowering organizations through reliable supply, efficient delivery, and exceptional service.

CORE VALUES

- ✓ Integrity – Honesty in every transaction.
- ✓ Reliability – Delivering what we promise, on time.
- ✓ Quality – Only certified and high-standard goods.
- ✓ Customer Focus – Tailored services for every client.
- ✓ Innovation – Modern supply chain and logistics solutions.

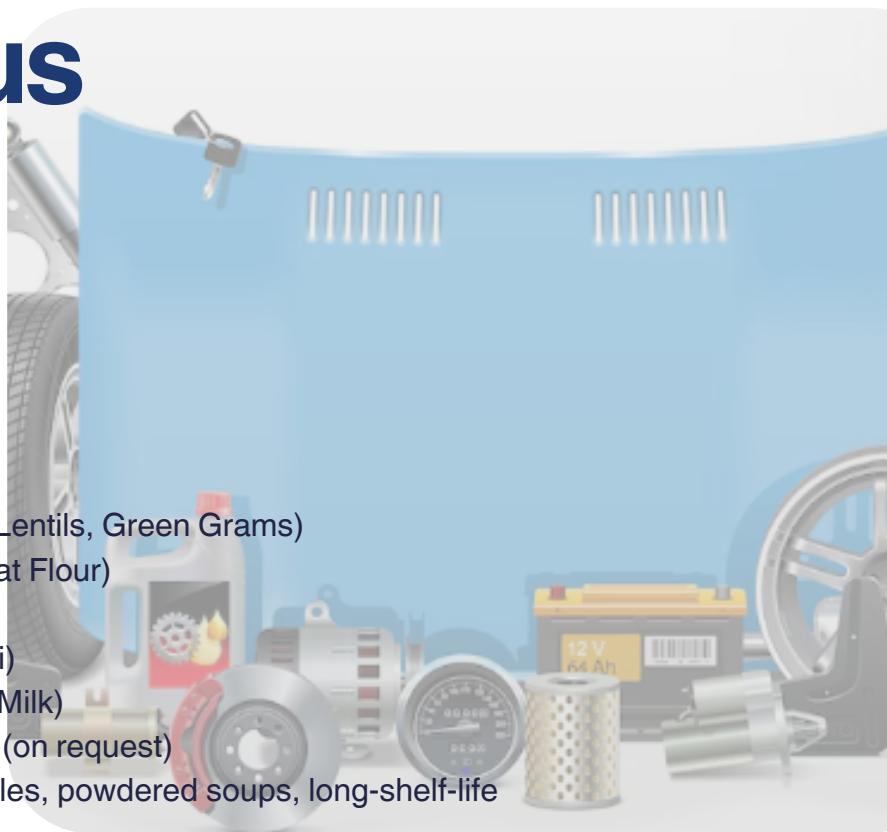


Why choose us

- Competitive Prices
- Reliable Delivery Network
- Quality Assurance & Compliance
- Experienced Staff & Personalized Service

Our Products

- Dry Grains & Cereals (Maize, Beans, Rice, Lentils, Green Grams)
- Flour & Baking Products (Maize Flour, Wheat Flour)
- Edible Oils & Fats (Cooking Oil, Margarine)
- Packaged Foods (Pasta, Biscuits, Spaghetti)
- Beverages (Tea, Instant Coffee, Powdered Milk)
- Sugar, Salt, Canned Foods, Fresh Produce (on request)
- Dry Foods & Non-Perishables (Instant noodles, powdered soups, long-shelf-life items)
- Office Stationery & Supplies (Paper, pens, files, toner cartridges)
- Computer Accessories (Keyboards, mice, flash drives, cables)
- Personal Protective Equipment (PPEs) (Gloves, masks, overalls, safety boots)
- General Spare Parts (Mechanical, electrical, and utility parts for basic maintenance and operations)

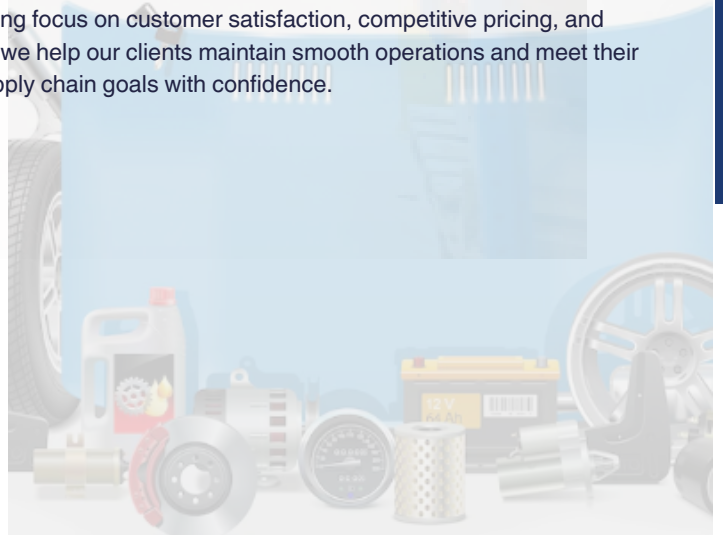


Our Story

We are a reliable and efficient supplier of essential goods, specializing in the distribution of high-quality products including cooking oil, rice, soaps, cereals, and other household and food items. In addition to consumables, we also supply a wide range of general merchandise such as spare parts, personal protective equipment (PPEs), and dry foods to meet diverse operational needs. Our company partners with organizations across various sectors—such as manufacturing, healthcare, education, and non-profits—to ensure consistent and timely delivery of supplies.



Through integrated logistics services, we offer end-to-end delivery solutions that guarantee safe, efficient, and cost-effective distribution across urban and remote locations. With a strong focus on customer satisfaction, competitive pricing, and dependable service, we help our clients maintain smooth operations and meet their procurement and supply chain goals with confidence.



Our Marketing Plan

1. Target Market:

Businesses, institutions, NGOs, and retailers that require bulk supply of essential goods (e.g., oil, rice, cereals, soaps) along with reliable logistics services. Focus on clients in urban and peri-urban areas with regular procurement needs.

2. Unique Selling Proposition (USP):

"One-stop solution for quality goods and dependable logistics — delivered on time, every time."



PRODUCT

We supply high-quality essential goods—including cooking oil, rice, cereals, soaps, and more—sourced from trusted manufacturers. Our products are packaged and delivered in bulk or customized quantities to meet diverse client needs. We also provide integrated logistics services for seamless delivery.



PRICE

We offer competitive and transparent pricing, with flexible packages for bulk orders. Our pricing model is designed to give clients cost savings through volume discounts while maintaining consistent quality. Custom quotes are available based on order size and delivery frequency.



PROMOTION

- Direct sales outreach and relationship building
- Online presence showcasing product quality and pricing advantage
- Limited-time bulk discounts for first-time buyers
- Referral incentives for existing clients



PLACE

We serve clients across key urban and peri-urban centers, with a strong distribution network supported by in-house logistics. Our delivery services ensure goods reach clients directly and efficiently, minimizing delays and handling risks. We also offer scheduled deliveries for recurring orders.

www.higherlimitinvestments.com



Higher Limit Investments



+254 723 927 987

+254 722 201 055



info@higherlimitinvestments.com

higherlimitinvestments@gmail.com



EPZ Plaza, Off EPZ Rd,
Kitengela, 2nd flr