



## INSIDE AFRICA AKWAABA SÀRL : ABOUT US

### Our Slogan:

"AkWaaBa"! Welcome! Un Parfum D'Afrique

**Our Colors:** Orange, Yellow, green, red and black

### OUR MISSION

The mission of Inside Africa is to provide a convivial environment for our multicultural customers offering a wide range of goods, products and services catering to their needs.

### OUR VISION

To make Inside Africa the first business place of choice where customers can feel the African warmth while provided with excellent customer services with a wide range of quality products and services.



## DESCRIPTION

Inside Africa is a family owned business offering an enriching journey to the African continent. Opened to an international clientele, Inside Africa provides unconventional products and services to its multicultural customers while promoting the African culture in Switzerland. The owners are Mr. & Mrs. Mike and Rosena Davis. Ghanaians, who immigrated to Switzerland in the 90s. Inside Africa has a broad base of international employees and offers equal hiring opportunities.





## OUR VALUES

- \* We are respectful, effective, warming, loving people with a heart of service.
- \* Every customer is valued and part of the Inside Africa family whether first time visitor or longterm customer.
- \* We promote, honesty, integrity, culture diversity and openness in all that we do.
- \* We foster an environment of collaboration with all our stakeholders including our partners, our employees and customers.
- \* We believe in God our heavenly father who is our savior. Our strength comes from the Lord and we love to share the love of Christ to people who want to hear.

### Timeline

**1992:** Arrival in Switzerland  
**1995:** Opened first shop in Vevey rue du Léman called "Afriyie lines"  
**1998:** Moved and expanded to a bigger space in Vevey Rue du centre 5  
**2000:** Enterprise name changed to Inside Africa  
**2005:** Opening of shop in Geneva Gare  
**2008:** Opening of shop in Lausanne Gare  
**2013:** Inside Africa Sàrl Akwaaba Sàrl is created  
**2016:** Opening of shop in Geneva Aéroport  
**2016:** Opening of shop in Fribourg Gare  
**2018:** Opening of Shop in Lausanne, Rue de l'Ale 9-12

OUR SHOPS have the particularity to be located in major Swiss Train Station: Lausanne Gare CFF, Fribourg Gare CFF, Geneva City Gare CFF and Geneva Airport. Our newest shop is located at the famous Rue de L'Ale 9-12 in Lausanne.

The business comprises 6 components:

**i. Hair/Skin Care Cosmetics and beauty supply:** The cosmetic offers a complete range of care adapted to the needs of each type of hair and skin. In skin care, we have face and body masks, soap, scrub, antiseptic lotion, toning creams, body lotion, butters and essential oils. For hair care we have diverse range of shampoo, conditioners, hair treatments, relaxers, coloring or shampoo.

**ii. Hair extensions and Wigs:** our multicultural customers have a choice of natural and synthetic hair extensions such as wigs and weave-on. Some of our brands include: Sleek Hair, Model Model, Bobbi Boss, and Janet Collection.

**iii. Grocery store :** We offer our multicultural customers a variety of fresh and frozen unconventional groceries



arriving weekly from Africa & Asia (eg fruits and vegetables such as Pineapple, Ghana Yams, plantains and cassava, okra or frozen Pondou and other legumes).

**iv. African handicraft, textiles and clothes:**

Customers may purchase jewelries, hand made carvings, paintings, sculptures and instruments. There is also a wide selection of woven or embroidered African fabrics such "Kente" from Ghana, Bogolan from Mali, Laces, Wax Hollandais and many African -stylish clothes for all occasions and seasons.

- v. **African beauty salon:** Our salon has highly efficient hairdressers providing services such as braidings, weaves, extensions, cornrows, relaxing, hair treatment and more.
- vi. **African cultural awareness:** Not only is Inside Africa a boutique selling product and providing services, the company is also known to organizing divers cultural events or sponsors events such as fashion shows and culinary ventures to promote African cultural awareness in Switzerland.

### **Success Story**

In the French speaking part of Switzerland, Inside Africa is one of the most recognized and successful afro-centric retailers catering to the needs of it's multicultural customers. Starting from a humble beginning, the business has been growing steadily and currently, there are five stores. Inside Africa's slogan "AKWAABA", means "Welcome" (expression of the warmth welcome of the Akan people from Ghana). The company pride its self on providing first class, high quality customer services to its clients. Every customer is valued and part of the Inside Africa family wether first time visiter or longterm customer. To meet the demands of customers in this highly innovative business sector, the company does its best to be up to date with latest trends.

### **Message from the owners:**

Our company success is only by the Grace of God our Lord Jesus Christ who as kept and sustained us by working hard and always being there for the customers. Starting from a humble beginning until present. God willing, we look forward to many more years to serving our divers and multicultural customers community with good products and services whiles continually building relationships and promoting the African culture awareness in Switzerland.

May God bless you all.

Mr. & Mrs. Davis