

Innovation is the key to Granule's success

2020 was a challenging business year for everyone and hit businesses particularly hard. While there were many companies that were forced to close their doors during this time, others, like sugar commodity trading company Granule, managed to rise to the challenge. Founder and CEO of Granule, **Jeremy Capouya**, spoke to **Tennille Aron** about how leaning into his entrepreneurial mindset during one of the most unpredictable years in recent history helped him successfully grow the business.

Nobel Prize winner Dr Albert Szent-Györgyi said, "Innovation is seeing what everybody has seen and thinking what nobody has thought." This is exactly what founder and CEO of Granule Holdings, Jeremy Capouya, did. With over 15 years' experience in the sugar trading industry, Capouya brought about this learning to improve Granule's product and service offerings. Through thorough research of the commodity market and his clients' requirements, Capouya realised that the pandemic was not only changing the way people lived, but it was also causing massive demand for specific commodities that Granule was not yet supplying. Seeing this as a fantastic opportunity, the company decided to leverage off the success of their well-established sugar supply sector and branched out and diversified Granule's commodity offerings to include icing sugar, cocoa powder, and glucose in bulk, which enabled them to grow significantly in a constrained market.

WHAT IS AT THE CORE OF GRANULE'S SUCCESS?

Much of Granule's success can be attributed to their internal team of experienced experts, whose commitment and hands-on approach to building industry partnerships empowered Granule to overcome various challenges and continue to grow, while still providing their clients with high-quality service.

Since their establishment in 2019, Granule has grown from strength to strength, utilising their extensive

industry knowledge to stay abreast of market trends and provide clients with tailor-made solutions. Their dedicated team are industry experts with over 40 years' combined experience in trading, empowering Granule to consistently provide a range of commodities that are both of high quality and competitively priced. Granule is extremely client-centric with the needs of their clients at the core of their decision making. By paying close attention to their clients' requirements and leveraging their deep understanding of the industry, Granule is able to anticipate potential changes and adapt to their clients' demands. They are flexible enough to introduce new solutions to fulfil fast-evolving demands within a short time frame, as proven over the last 18 months.

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Granule operates with the intention of ensuring their clients are provided the highest level of service, and quality



products at the most competitive prices.

The company has also focused on fostering relationships with key players in the sugar industry. These partnerships form the core of Granule's broad international network, which enables the supply of high-quality commodities.

Further, their vast distribution network allows them to consistently supply these commodities in bulk, throughout Sub-Saharan Africa. Paired with their in-depth knowledge of the products and services they supply and strong partnerships with producers, Granule ensures their clients receive their stock on time, all the time.

With their impeccable service record, willingness to tailor solutions for any client, and a range of valuable commodities otherwise difficult to obtain, Granule is the wholesale commodity supplier for any food and beverage business looking for a wholesale partner they can rely on. •

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granule

As established distributors of various commodities, we pride ourselves in supplying high quality wholesale sugar, cocoa powder, icing sugar and glucose to manufacturers in the food and beverage industry.



Our logistics network extends throughout Sub-Saharan Africa. We strive to provide excellent logistic service, on-time deliveries, and competitive pricing, creating the foundation on which we build our long-lasting relationships.

Clients we have worked with



Granule Holdings was founded on the basis of providing our clients with exceptional service delivery. We are a forward-thinking entrepreneurial enterprise that is focussed on quality, efficacy, and sustainable growth.

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