THE KIM MBURUT FIRST FRIDAY SHOW:
PROVIDING A YOUTH MARKETING PLATFORM

Name of Artist: Kim Mburu

**Project Title:** THE KIM MBURU FIRST SHOW: JITOKEZE YOUTH MARKETING PLATFORM

**Project Location:** Nairobi (initial)

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**Project Timeline:** Continuous
SUMMARY

Youth in Kenya are faced with various challenges as they seek to create employment for themselves. Apart from inadequate access to finance due to their inability to provide security against loans coupled by the fact that very few of them have permanent jobs, they also lack marketing skills as well as the finances to do their own marketing campaigns.

As a result, a lot of youth are locked out of the market since their goods and services lack the visibility required in order for them to tap into the market share.

The Kim Mburu Show Youth Marketing Space is an innovative marketing space that seeks to provide a marketing platform for youth products enabling the youth to break the market barrier in order to reach the public with their products.

Music has always been a toll for mobilizing the public and as such will be employed through regular concerts to attract the public thereby enabling youth to showcase their products and offer them up for sale so in other words, the show will be an OUTLET FOR youth products.

Initially, the show has focused on exposing young designers and musicians who have garments to sell but lack the muscle to hire or rent premises for showcasing their products and may not be able to muscle the big costs that come with participation in expos and fashion exhibitions.

The concept has been tried out and there is evidence and testimonials from past show where designers were able to sell clothes worth up to Kshs. 12,000 each on one night without taking into consideration enquiries made for their products after the show.

This demonstrates that youth have something to offer and all they need is a little lift to enable them get out there.

The Kim Mburu First Friday Show is a live musical show headlined and started this year by Kim Mburu (singer songwriter) and happens every first Friday of the month. The show is organized by Kim Mburu’s Green Africa Entertainment, an events management company in collaboration with Employment Now Foundation, a budding NGO with the vision of making unemployment among the youth history.

The ultimate goal of the show is to provide a marketing, mentoring and resource mobilization space for youth products and enterprises.

**PURPOSE**: To provide and innovative marketing space for up-and coming designers and musicians as well as other youth entrepreneurs.
**PROBLEM STATEMENT:**

**Why youth?**
Youth unemployment is a significant problem in Kenya. Kenya’s economy is currently dependent on rain fed agriculture but youth are moving to urban areas in large numbers due to climate change and population pressure making agriculture unviable for many. Therefore most new entrants to the labour force have to choose between working in small scale enterprises and being self employed. These factors have led to high levels of youth unemployment.

Youth Unemployment Statistics
- 60% of Kenya’s population is under the age of 35.
- Unemployment rate in Kenya is approximately 40%
- An estimated 64% of the unemployed population is the youth.

**Objectives:**
- Provide a marketing platform for youth products and talents
- Increase Visibility for the budding Employment Now Foundation
- Grow the fan base for the Kim Mburu First Friday Show
- Strengthen the Sponsors visibility in Kenya among the youth

**ACTIVITIES: HOW?**

As a first step, the show’s undertaking a promotional campaign for young up-and coming designers and music artists which will go on for the next 6 months. The show intends to
diversify to other youth products like art and craft, furniture, software, among other businesses and talents after the 6 month period allowing more youth talents and products to be exhibited.

HOW? The youth bring their clothes or any other products to the show. Time is provided in between the musical performances) for them to showcase their garments (for designers) using models while the three upcoming musicians will also have their space to perform at the show. An interview is also conducted (3 min each) just for them to share about their products and where they can be found/contacted.

It is expected that as the show proceeds, the number of designers, musicians, youth software developers among other youth entrepreneurs will grow and more youth will be able to come and showcase their products and talents.

WHEN AND WHERE?

The Kim Mburu First Friday Show takes place at Daas restaurant in Westlands Nairobi. Financial constraints hinder the organizing team from getting bigger venues that would allow for more youth products to be displayed and hence sponsorship is continuously being sought after.

This will provide more space for exhibition which is a problem being that the restaurant is quite small and also hinders opportunities to solicit for sponsorship affecting the sustainability of the show.
**SUSTAINABILITY**

Tickets are sold for Kshs. 700 advance to Kshs. 1000 at the gate ($8.5 - $12) The show attracts at least 100 attendants per month and is able to meet the operational costs (band, equipment and venue). However, a bigger venue and budget is required to promote the marketing concept and make it a national youth marketing platform.

**Results**

The show has been giving an opportunity for youth designers to showcase their wear. So far, they have been selling out after the show. This is because their clothes are bought during the show and orders are made for more after the show. A total of 3 designers are provided with models to do their catwalk.

The designers have been able to sell clothes worth Kshs. 46,000 ($560) after the last show was done.

This concept therefore is working in a small way and needs to be upscaled and replicated to include other youth products like art and crafts, painting, software among others. It will also need to attract investors who may be able to finance some of the youth entrepreneurs to be able to increase their productivity and enable them to have better economies of scale.

The next show happens on October 5\textsuperscript{th} 2012. See poster on [www.kimmburu.com](http://www.kimmburu.com) and follow the event on Facebook by searching [info@kimmburu.com](mailto:info@kimmburu.com).