

Chandarana Foodplus: A Proudly Kenyan Story

Chandarana Foodplus, a prominent supermarket chain in Kenya, has an interesting and inspiring growth story rooted in its early beginnings and strategic expansion over the years. Here's a comprehensive overview:



Early Beginnings and Expansion

1

1959: Humble Beginnings

Chandarana Foodplus traces its origins back to 1959 when it was founded by a Kenyan-Asian businessman, Late Shantilal Thakkar and Late Jayantilal Thakkar, in Nairobi. Initially, it was a small grocery store located in the city's bustling Highridge Shopping Centre. The store focused on groceries to the local community, traditional way of serving over the counter.

2

1960s-1970s: Steady Growth

Through the 1960s and 1970s, Chandarana gained a reputation for its wide variety of products and competitive prices. The business steadily expanded its product range to include more international items, catering to the diverse tastes and preferences of Nairobi's cosmopolitan population.

3

1980s-1990s: Branch Expansion

By the 1980s and 1990s, Chandarana had established itself as a reliable supermarket chain as Chandarana Supermarkets Ltd with the tagline 'Driving down the cost of living', opening more branches across Nairobi. The brand continued to grow organically, emphasizing strong relationships with suppliers and a keen understanding of customer needs.

Early Beginnings and Expansion





Rebranding and Modernization

1

New Name

In the early 2000s, Chandarana embarked on a rebranding initiative, adopting the name Chandarana Foodplus to reflect its comprehensive range of products, including fresh produce, groceries, household items, and more.

2

Modern Retail Practices

This rebranding was accompanied by a modernization of its stores, adopting more contemporary retail practices and aesthetics.

Technological Integration and Innovation



Point-of-Sale Systems

Chandarana Foodplus has been proactive in integrating technology into its operations. This includes modern point-of-sale systems, inventory management software, and an online shopping platform.



Inventory Management

These innovations have streamlined operations, improved customer experience, and kept the chain competitive in the rapidly evolving retail market.



Focus on Customer Experience

Diverse Product Range

One of the key factors in Chandarana's success has been its unwavering focus on customer experience and convenience. The supermarket chain has continuously adapted to market trends and customer preferences, offering a diverse range of products from local and international suppliers.

Clean and Organized Stores

Their stores are known for being clean, well-organized, and staffed with friendly and helpful employees.

Community and Sustainability

Supporting Local Suppliers

Chandarana Foodplus has also been active in community engagement and sustainability initiatives. The company supports local suppliers, contributing to the local economy.

Green Initiatives

Additionally, it has taken steps to reduce its environmental footprint through various green initiatives, including reducing plastic usage and promoting recycling.

Community Support

Through our loyalty program and direct donations we have partnered with Food Banking Kenya to help feed communities around us.

Current Status and Future Outlook

1

Multiple Branches

As of today, Chandarana Foodplus operates multiple branches across Nairobi and other major counties in Kenya.

2

Expansion Plans

The chain continues to expand its footprint, driven by a commitment to quality, customer service, and innovation.

3

Online Presence and Growth

Looking ahead, Chandarana Foodplus aims to further enhance its online presence and continue its expansion to meet the growing demand in Kenya's retail market.



Origins and Growth

1959

Founded as a small grocery store in Nairobi

1960s-1970s

Expanded product range and gained a reputation for quality and competitive prices

1980s-1990s

Established itself as a reliable supermarket chain with multiple branches in Nairobi

Early 2000s

Rebranded as Chandarana Foodplus 'More than just Food' and modernized its stores

Present

Operates multiple branches across Kenya and continues to expand its footprint

Chandarana Foodplus Promise, Mission & Values



Promise

Proudly Kenyan, Best value, fast & convenient with localised variety and great shopping experience!



Mission

We aspire to be Kenya's preferred neighborhood supermarket by providing unique, nourishing, and environmentally friendly products at great value.

We are committed to delivering outstanding customer service through a highly skilled and motivated team that is not only empowered with comprehensive training but also driven by a promise of integrity and respect.

Our mission is rooted in innovation, passion, and teamwork, ensuring every visit to our stores is a delightful and satisfying experience for our customers and a fulfilling journey for our employees.



Values

The values that drive Chandarana Foodplus are central to everything we do:

Customer Comes First,

Happy, Healthy, and Empowered Team,

Promises Kept,

Humble, Respectful, and Transparent, Innovative & Passionate,

Teamwork is Dreamwork.