A CASE STUDY IN CRISIS MANAGEMENT

INSTA PRODUCTS LTD
Insta Products Ltd.
Manufacturing fortified foods since 2003
Acquired by the Chandaria family in 2010
Distributed by food aid organizations such as:

- UNICEF
- USAID
- AMREF
- MSF
- WFP
- All production and shipments put on hold
- Root Cause Analysis
  - 850+ samples sent out
- Tested by
  - Insta
  - UNICEF
  - Ministry of Public Health, Kenya
Continue Producing

Shut Down Permanently

Move on and Rebuild
Re-analyzed all ingredients
The Financial Crisis

- No incoming cash flow for 12 months
- Construction for the new plant is starting
- Payments to be made

Staff Trained in:
- First Aid
- Hygiene
- Safety Procedures
How did we survive?

Reputation

Relations
Construction was finished in 5 months
Meets Requirements for
ISO 22000
Kenya Bureau of Standards Diamond Mark
FSSC imminent