



Ready-Mix Concrete

*Supplying Concrete to
a City on the Rise*



Concrete is at the heart of Somaliland's construction sector, which is expanding rapidly as cities grow and invest in new infrastructure. Hargeisa, in particular, is a city in constant construction, its roads, markets, homes, and commercial buildings reflecting both population growth and a drive for renewal. Until recently, however, Somaliland had only one batching plant, leaving the market vulnerable to high prices and uneven quality. In 2022, Pharo Ventures established the country's second batching plant in Hargeisa, creating greater competition, improving efficiency, and expanding access to certified concrete.

The Problem

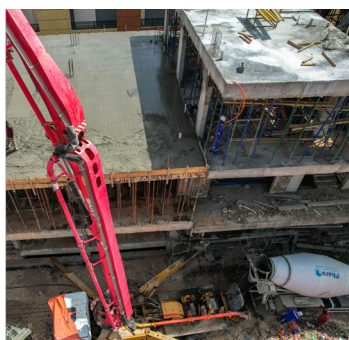
In a fast-growing city like Hargeisa, the lack of competition in the concrete market risked both high costs and poor quality, serious constraints for Somaliland's wider development. The construction sector is not only a major employer, but also underpins progress in housing, markets, roads, utilities, and trade facilities. Without reliable and affordable concrete, the momentum of Somaliland's urban growth and rebuilding efforts would be held back.

Our Response

Through Pharo Ready-Mix Concrete (RMC), we introduced Somaliland's second batching plant, breaking a monopolistic market and improving conditions for contractors and developers. Since its launch, RMC has produced more than 20,000 cubic meters of concrete, supplying major projects such as the reconstruction of the historic Waheen Market, as well as roadworks, residential housing, and commercial developments. This has had a threefold impact on the construction industry: contractors now have reliable access to tested and certified concrete; projects are completed more efficiently thanks to consistent supply; and prices have fallen, reflecting the healthier competition we helped to create.

Facts & Figures

- ▶ **20,000+ m³** of concrete delivered since inception.
- ▶ **USD 1.4 million** revenue in the last twelve months
- ▶ **Revenues up 550%** in the past two years.
- ▶ Major customers include Somaliland Hono Group, Hargeisa Theatre, Maan Construction, and Pharo Construction.
- ▶ **100%** order success rate.
- ▶ Customer satisfaction score of **4.6/5** with **31%** retention.



Rebuilding Hargeisa's Historic Waheen Market

In 2024, our concrete was used in a range of major projects across Hargeisa, from roadworks to residential housing. Most notably, RMC supplied over 4,800 cubic meters of concrete to contractors rebuilding Waheen Market, Somaliland's largest marketplace. The market was destroyed by a fire in 2022 that caused an estimated \$2 billion in damage. Its reopening marked a milestone for the city, and we are proud that RMC is contributing to the restoration of a vital and iconic commercial hub.