



PRODUCT CATALOGUE

2021

www.baadigoob.online




About Us

BaadiGoob is a digital commercial platform which creates profitable market for local small scale and medium size entrepreneurs selling products grown or made locally. Running a small and medium range business in Somalia faces many obstacles, especially for marginalized communities and women entrepreneurs. For instance, businesses trading in locally grown/made products such as honey, cultural artifacts, fruits and vegetables, seafood, and other locally produced goods lack start up financial resources, market research data and information and cash flow investments.

Creating a special local market is essential for the growth of the country's economy and improving living standards of the local population. BaadiGoob therefore responds to that unique need and aims to close the opportunity gap for women entrepreneurs and members of disenfranchised communities get access to these competitive markets.

BaadiGoob also established freelancing job opportunities for many job-seekers and employers with job vacancies in the country. In fact, Somalia is rated at the bottom of the Human Development Index (HDI) on both literacy and employment for youth when compared to youth around the world. There are many highly skilled and qualified youths currently enrolled in different vocational training skills and trade schools in Somalia. The graduates of these programs often lack career planning and job placement opportunities. A large number of youths trained by 'Hano Academy ' www.hanoacademy.com for example, develop skills and knowledge necessary to serve in



different sectors of the country's economy. On the other hand, there are clients i.e., business owners and managers looking for skilled manpower to perform different technical jobs on a short-term basis (freelancing). Our e-Platform links up such employers with skilled employees to perform these short-term assignments on freelance basis. By freelance, we mean the client only pays for the work done and can decide whether to continue the service or completely stop engagement with the employee based on the employer's needs. For long term employment, our sister company 'Khibrad Recruitment Agency' www.khibrad.com is there to help sourcing quality labor force by conducting thorough background checks for job-seekers thereby ensuring clients recruit reliable and qualified candidates.

Our eCommerce portal provides a conducive process through which people can buy and sell products online. We verify the availability of the products and conduct background checks for business executives selling through our platform to avoid fraud. We also have a dedicated communication line for our clients for urgent and emergency reasons.

BaadiGoob also specializes in supply chain management services, strategy implementation, procurement and logistics. There are also other services, which BaadiGoob offers including rentals and event hosting and management facility. We are always looking for partners who believe in our mission, so join us to support local businesses and new entrepreneurs joining the market.

Our business model is flexible and recognizes the need for comprehensive solutions that are practical, achievable, and sustainable. It ultimately lives or perishes by the quality of the design and analysis component. Practical, relevant and current experiences inform a consulting process that utilizes proven tools and methodologies that equip business managers to address change and transformation in their organizations with confidence.

Our Mission

Our mission is to unlock the creativity and entrepreneurship power of our people, to strengthen the economy and open opportunities especially to women and disenfranchised communities to drive up growth and prosperity

Our Main Target

Our target is Somali business entrepreneurs especially women and members of disenfranchised communities seeking to advertise, market and sell their products and supplying them to potential clients

What We Believe

We believe in advancing humanity, building trust and providing everyone access to economic opportunities and business solutions for economic growth and human development

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A woman wearing a dark blue headwrap, a black long-sleeved top, and a vibrant orange and red striped skirt stands in front of a wall. The wall is composed of white panels, some of which are covered with green artificial grass. She is smiling and looking towards the camera. A large blue circle is overlaid on the image, containing the text 'Somali Tradition and Culture'.

Somali Tradition and Culture

Somali Tradition and Culture

Somali cultural clothing is more than just material sewn together for glamour or personal protection from the excruciating tropical climate but are a signifier of unique identity and culture. Somalia has a distinctive traditional wardrobe that signifies the cultural values of its people. These include both female and male regalia used for special occasions, such as marriage ceremonies and other cultural celebrations. The garments, costumes and other fashionable handwoven wardrobes are uniquely handmade and specially crafted by local professional weavers, especially women and members from marginalised communities which are sold locally. BaadiGoob offers a marketing platform through which these women can advertise, showcase and sell their clothing with fashionable artifacts both locally and internationally. BaadiGoob links these local entrepreneurs with prospective customers, thereby bridging the gap between the buyer and seller thus making business transaction and networking easier and convenient.



Traditional Clothing
Men's Cloth



Somali Gourd



Traditional Clothing
Women's Cloth



Somali Traditional
Decoration



Traditional Clothing
Men's Cloth



Traditional Clothing
Women's Cloth



Somali Drum



Ameel



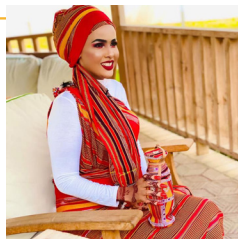
Somali Cultural Decoration



Koorta Geela



Koore Geel



Somali Traditional Dress



Somali Decoration



Somali Comb



Somali Cultural knife



Somali Spear and Shield



Somali Traditional Decorating Artifact



Somali Gourd



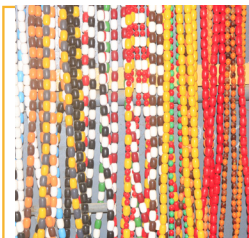
Traditional Culture



Somali Wooden Plate and Spoon



Somali Decoration



Kuul Somali



Kuul Somali



Somali Barawaani Hat



Somali Traditional Men's Dress



Somali Cultural Belt



Somali Decoration Artifact



Somali Dress of Women



Somali Traditional



Somali House Artifact



Somali Shirt Scarf and Hat



Somali Traditional Men's Dress



Somali Traditional Men's Dress



Somali Crook Handle



Gambar



Somali Basket



FOOD ITEMS

Seafood

Food Items

Somalia is known for its unique cultural cuisine enjoyed both locally and internationally. However, despite the high acclaim of food quality, superiority and uniqueness, business entrepreneurs in the food industry do not fully exploit the potential commercialisation or scaling up of the local cuisine. Our food has a glorious history and speaks about the journey of the Somali people and their interaction with different cultures throughout the centuries. Our unique geographical location is a crossroad on the Red Sea, the Indian Ocean, and the Middle East. Our food flavours resemble and are a mixture of African, Arabian, Italian, and Indian.

Below is a list of food items that BaadiGoob facilitates its sale to locals and internationals. Not only is BaadiGoob creating a local market for the food suppliers but it also links up people with food for special occasions using traditional cuisine as a highlight for social and political gatherings.

Seafood

We specialise in a variety of seafood including Lobster and Fish. We supply and deliver fresh and frozen seafood directly to the customer's residence or business. Our short-term plan includes export of seafood throughout the country and region.



Red Snapper Fish



Fish and Vegetable



Lopester



Grouper Fish



Fish and Vegetable



Fish, Lobster and Vegetables



King Fish



King Fish



ER Fish



ER Fish Fillet



Sword Fish



Red Grouper Fish



Red Grouper Fish Fillet



Fresh Fish



Hilsa Fish



Fish Fillet



Emperor Fish



Emperor Fish Fillet



Tuna Fish



Tuna Fish Fillet



Lobster



FOOD ITEMS Meat

(Lamb, Sheep, Beef,
Chicken) and Eggs

Food Items

Meat (Lamb, beef, Carmel, Chicken) and Eggs

Do you want fresh meat of any type including chicken, beef, mutton, and camel for your next meal? Do you need a tray of fresh eggs delivered to your doorstep? Enjoy our services as you eat nutritious camel meat or flavoured soft goat meat.

In fact, don't forget to contact us when you are baking next time because you might certainly need fresh eggs! Just dial the number below and we will deliver immediately



Lamb Meat



Full Chicken



Chicken 2 legs



Full Chicken



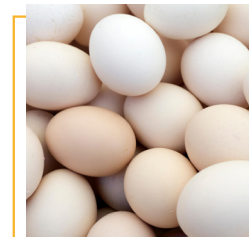
Whole Wing



Half Chicken



Organic Eggs



Eggs



Camel Meat



Camel Meat



Mice Meat



Mice Meat



Liver



Beef Meat



Beef Meat



Beef Meat



Lamb



Chevon



Ribs Lamb Meat



Mutton Shoulder Lamb



Goat Meat



Sheep



Mutton Shoulder Sheep



FOOD ITEMS

Fruits and Vegetables

Food Items

**Vegetables, Fruits (Fresh & Dry Fruits),
Dates, Honey, Butter, Jams, Peanut,
Chocolate and Snacks**

BaadiGoob links up buyers and sellers dealing in fruits, vegetables and honey. We have the sweetest natural honey branded with our experts and prepared to meet the best standards.

Make your life sweet and delicious by ordering one or all of these products from our business platform. We ensure products sold on BaadiGoob meet the highest standards. Our team will be ready to listen to your concerns and ensure you get the best.



Tomoto



Lettuce



Collard Green



Coriander



Cabbage



Carrot



Cucumber



White Pumpkin



Sweet Potato



Garlic



Potato



Yellow Pumpkin



Eggplant



Red Onion



Onion



Basil



Pepper



Spinach



Lemon



Orange



Grapefruit



Green Plum Tomatoes



Bagal



Red Apple



Green Apple



Guava



Spondias Dolcis



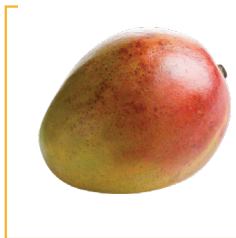
Coconut



Watermelon



Annona



Mango



Canab



Banana



Chips



Maize



Pupcorns



Pawpaw



Lime

Processed & Packed by:
BaadiGoob Online
Hodan District, Mogadishu, Somalia
Email: info@baadigoob.online
Website: baadigoob.online
Tel: +252 614195303



KEEP OUR ENVIRONMENT CLEAN
STORE IN A COOL DRY PLACE

Na'im Natural Honey



1kg

Ingredients: Pure Natural Honey

Preservation
Honey may crystallize after a long time. If this happens, place the honey jar in warm water and stir.

Health benefits

- Boosts immunity
- Used to treat colds & coughs especially in young children
- It is an excellent skin softener and has many more health benefits

NB: It preserves medicinal value if not heated

Made in Somalia **Best Before:** AUG. 2025



Honey



Honey



Honey



Honey



Tamarind



Peanut



Prunes



Dates



Rice Masala



Chicken Stock



Black Raisin



Raisin



Mixed Fruit Jams



Fish Masala



Chicken Masala



Tomato Powder



Salt



Kit Kat Chocolate



Dairy Milk Chocolate



Chocolate



Snickers Chocolate



Butter



Butter



Rooti Abukey



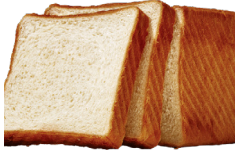
Rooti Jilican



Nestle Chocolate



Abu Walad Biscuits



Bread



Peanut



Starberry Chocolate



Chocolate



Peanut Butter



Chocolate



Peanut Butter



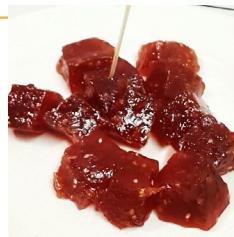
Peanut



Icun



Biscuit



Xalwo



Mashmash



Cake



Sisin Sweet



Coconut Sweet



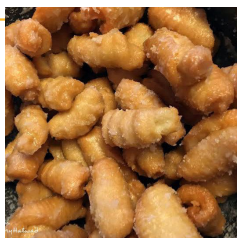
Bajiye



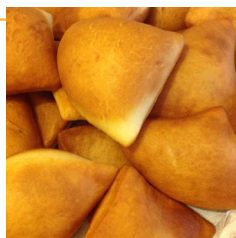
Sanbuus



Mandazi (Bursaliid)



Shushumoo



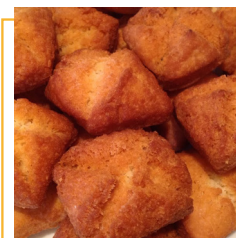
Bur Mandazi



Nacnac Loos



Somali Rice Cake



Kac kac



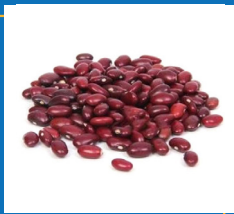
FOOD ITEMS

Cereals
(Beans, Seeds, Rice,
Pasta, Spaghetti, Flour)
and Sugar

Food Items

Cereals (Beans, Seeds, Rice, Pasta, Spaghetti, Flour, Sugar)

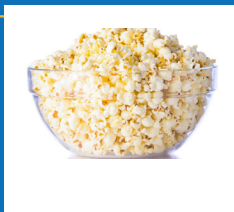
At BaadiGoob you will find multigrain cereals and different brands from our online stores at the convenience of your home. Our products have been sieved and selected well and are free from stones or other form of dirt. The rice and pasta are of top quality, and we provide a variety for you to make your selection easier.



Beans



Mixed Beans



Pupcorn



Beans



Red Beans



Corn



Roman Beans



Green Beans



Sorghum



Wheat



Hamza Rice



Basmati Rice



Basta Arbella



Basta Arbella



Basta Lucia



Basta Barilla



Spaghetti



Maize Flour



Wheat Flour



White Sugar



Brown Sugar



Sugar



FOOD ITEMS

Sauces, Spices
Herbs and Oils



Sauces



Hot Spicy



Tomato



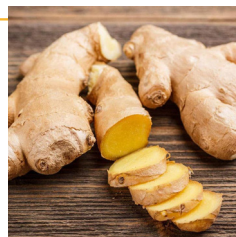
Tomato and Green Pepper



Ginger Powder



Dried Ginger



Wet Ginger



Cinnamon



Claves



Turmeric Powder



Cayenne Pepper Powder



Nigella Seed



Black Cumin



Black Pepper



Nutmeg



Saffron Powder



Cardamom Green



Cardamom Brown



Curry Powder



Cummin Seeds



Tea Bags



Star Anise



Sesame Oil



Oil




Sunflower Oil



Olive Oil



Somali Butter Oil



Cleaning Product, Personal Hygiene and Blankets

Cleaning Product, Personal Hygiene and Blankets

Cleanliness is next to Godliness, or so they say! Here are the cleaning products available at BaadiGoob. Some of the cleaning products are locally produced by local women and youth to generate a source of income and therefore linking them with a direct market will enable them to earn a decent living and improve their livelihoods.

Covid-19 pandemic brought us challenges that require a high standard of personal hygiene and cleanliness. This created a market for hand sanitisers, soap, and shampoos in Somalia and around the world. While some clients prefer the commercially produced products, other entrepreneurs ventured on the production of hand sanitisers, soap, and shampoo to fill the growing local demand of the two products. The products are of high quality and are affordable to people from different economic spectrums. BaadiGoob provides the business platform through which such products can be ordered and supplied instantly online by a click of a button. The current situation calls for limited exposure and social movement to limit transmission rate from one place to another, and thus BaadiGoob offers the best solution.

Even though Somalia is generally hot throughout the year, soft blankets are useful and necessary at night in Somalia, especially during the rainy seasons. Apart from providing warmth, blankets also protect users from mosquito and other insect bites. Most businesses shy away from trading in blankets due to market dynamics. However, with the influx of Somali diaspora, there has been an increase in the demand for this product. At BaadiGoob, we ensure your comfort and health safety just by making that order.



Dettol Hand Wash



Hand Soap



Detergent Powder



Detergent Liquid



Fasclean



Washing Machine



Dry Clean Machine



Rubber Gloves



Lifebuoy Hand Wash



Dustpan



Chlorine Powder



Squeegee Mop



Trash Can



Broom



Vacuum Cleaner



Cleaning Cloths



Soap



Face Wash



Body Cream



Perfume



Hair Oil



Perfume



Body Cream



Hair Cream



Face Mask



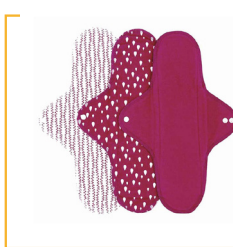
Face Mask



Face Mask



Tampons Womens



Tampons Womens



Tampons Womens



Tampons Box



Nivea Mens Active



Hair Shampoo



Blankets



Bed Blankets



Towel

A vibrant collection of stationery items. In the foreground, a stack of colorful notebooks (yellow, green, blue, and patterned) is next to a row of sharpened colored pencils in various colors (brown, orange, purple, blue, green, yellow, pink). Behind them, two cups hold more pencils and pens. The background is softly blurred, showing more stationery. A semi-transparent blue circle with the word 'Stationary' in white is centered over the image. A yellow triangle is in the top right corner.

Stationary

Stationary

Stationery includes books, pens, and office writing materials. Schools, students both at the primary and secondary levels and even university learners require classroom supplies such as stationery. Businesses and local offices also use stationery in their daily business. BaadiGoob links up buyers and sellers at the touch of a button. Imagine your books delivered directly to your class? We make it happen at BaadiGoob.



Pens



Paper A4 Size



Printer



Color ink



Stationary



Notebook



Files



Office File Folder



Computer



Laptop



Blackboard Duster



Sharpener



Pencil with Eraser



Single Line Copy Book



Manila Paper



Marker Pen



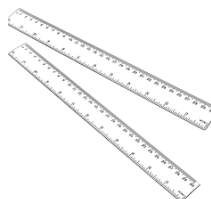
Bic Ballpoint Pen



White Dustless Chalk



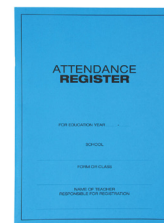
Ruler



White Ruler



Square Line Book



Class Registration Book



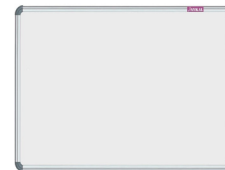
Flip Chart Paper



Flip Chart Board



Blackboard



Blackboard White



Projector



Calclater



Envelope A4



Machine Cutter A4



Push Pin




Stapler



Paper Clip



ID Card



Construction Materials

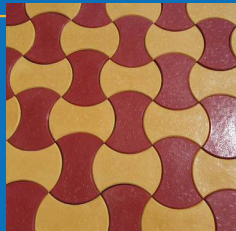
Paver Block (Interlock/Cabro)

Construction Materials

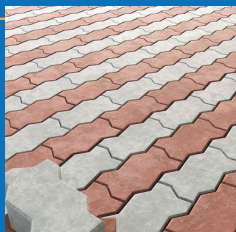
Construction materials of different types of structures are easily available via BaadiGoob. Clients who want materials delivered on site only have to negotiate with our suppliers via the platform. Once an agreement is reached, the materials will be delivered on site within a short time.



I Shaped Paver Block



Damru Paver Block



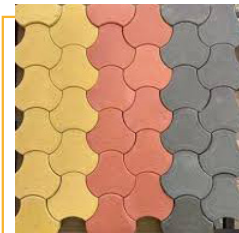
Zig Zag Paver Block



Cosmic Paver Block



I Shaped Paver Block



Cosmic Paver Block



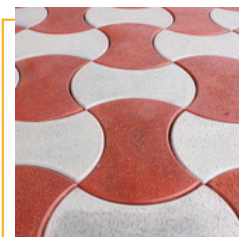
Eye Paver Block



Zig Zag Paver Block



Diamond Paver Block



Damru Paver Block

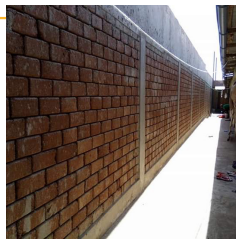


Construction Materials

Stretcher Blocks,
Concrete Foundation Block and
Cinder Hollow Block
and Others Building Materials



Hydraform Soil Interlocking Block
(9by x 8by 115mm)



Standard Soil Interlocking Block
(200mm x 115mmx100mm)



Hydraform Soil Interlocking Block
(9by x 8by 115mm)



Standard Soil Interlocking Block
(200mm x 115mmx100mm)



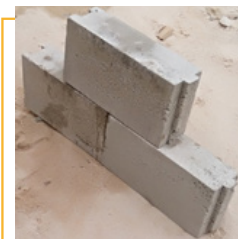
Hydraform Soil Interlocking Block
(9by x 8by 115mm)



Standard Soil Interlocking Block
(200mm x 115mmx100mm)



Partitioning Interlocking
Hollow Block



Partitioning Interlocking
Block



Cinder Hollow Blocks



Interlocking Block



Partitioning Interlocking
Hollow Block



Cinder Hollow Blocks



Trowel



Smoothing Trowel



Wrench



Pipe Wrench



Coping Saw



Flooring Saw



Ladder



Drill



Smoothing Plane



Hand Saw



Pliers



Digging Bar Shovel
Spade



Level



Hammer



Claw Hammer



Wedge Hammer



Cement



Wood



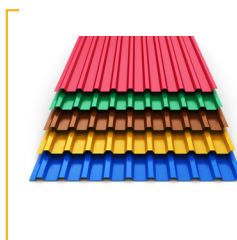
Measuring Tape



Axes



Reinforcement



Roofing Materials



Glass Window



Plastic Water Pipe



CONTACTS US

- 📍 BaadiGoob, KM5, Hodan District, Mogadishu, Somalia
- 🌐 www.baadigoob.online
- ✉ info@baadigoob.online
- ☎ +252 (0) 614195303