

Empretec Women in Business Awards

World Investment Forum

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NIGERIA

Amanda Etuk

Founder & Chief Executive Officer, Messenger

<https://getmessenger.ng/>

<https://www.linkedin.com/company/messenger-ng/>

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Amanda Etuk co-founded Messenger at a strategic moment around Valentine's Day in 2018. The birth of Messenger was not just a business venture as it responded to a pressing need of professional delivery companies Amanda recognized, particular with the rise of e-commerce sector.

Driven by innovation and a deep commitment to their community, Amanda and her partner launched Messenger with the belief that their business could provide meaningful employment opportunities for both skilled and unskilled workers. Messenger's mission since then was to reduce poverty by offering decent employment opportunities and infusing innovation into the traditional logistics landscape.

Over the past five years, Amanda's leadership has steered Messenger towards growing progress, employing 200 people who have become integral to the company's success. The standout feature of Messenger's approach is its "ride to own" programme, empowering riders with the opportunity to own their logistics assets. Through flexible instalment payments for motorcycles and strategic collaborations with industry giants, Messenger has not only redefined employment but also transformed individuals into entrepreneurs.

Amanda's client base is diverse, catering to manufacturers, distributors, e-commerce businesses, and individual customers. In the past, they struggled with long delivery times, supply chain visibility issues, transit losses, and the challenge of unreliable delivery personnel.

Looking ahead, Messenger works towards milestones. With embedded financial services aimed at covering operating costs, the company is set to venture into new cities across Africa, transcending its Nigerian roots. The long-term vision is ambitious, to champion last-mile deliveries across Africa, extending its footprint across multiple cities and markets.

