

Nigeria's WaraCake expands and launches WaraChow service

Nigerian e-commerce startup WaraCake has expanded into 23 Nigerian states and has also announced the launch of a new food delivery service called WaraChow.



The WaraCake online marketplace was launched by founder Olatunde Ayilara in 2015, and provides independent bakers and confectionery makers with a platform to sell and then deliver their goods to customers across the country. The new states the cake delivery system now covers include Abia, Adamawa, Anambra, Bauchi, Bayelsa, Benue, Cross-river, Delta, Edo, Ekiti, Enugu, Imo, Jos, Katsina, Kwara, Nasarawa, Niger, Rivers, Taraba.

"This expansion is fostered by our passion to fulfill the unique requests of every customer and keep them satisfied by our products and services regardless of locations or time constraints. It will, therefore, help our customers order cakes online at waracake.com to any of the above locations, with our very reliable and quality conscious vendors," says Ayilara.

WaraCake was one of the Tony Elumelu Entrepreneurship programme beneficiaries in 2016 and since then has been able to scale rapidly and widen its scope. In 2017, the startup introduced [online gifting platform WaraGifts](#), and now it's launched WaraChow, a service operating in Lagos that is focused on delivering meals to individuals at home or at the office.

WaraCake's delivery system currently employs over 60 Nigerians.

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