



مجموعة الفا للتسويق والاستثمار
Alfa Marketing & Investment Group

Alfa Marketing & Investment Ltd.

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Overview

Country: Palestine

Area: 6035 km²

Currency Unit: New Israeli Shekel (NIS), Jordanian Dinar (JD), US Dollar (\$)

Currency Sub-division: Agora, Fils, Cent

Coin Units: NIS1=100 Agora, 1JD=1000 Fils, \$1=100 cents

Exchange Rate: \$1= NIS 4.25, 1JD=NIS 5.95 , \$1=JD 0.71

Population & Macro Economic Indicators

Population

- Population 3.1 Million
- Population growth rate is 5.8% per year
- The distribution of population is shown below:

	West Bank	Gaza Strip
City	30%	52%
Village	60%	15%
Refugee Camp	10%	33%

- %< 19 age group 59%
- Inflation in 1997 6.99%
- Unemployment 33%
- GDP (\$ Billion) 5
- GDP Per Capita \$ 900

Background

- Incorporated on March 8th, 1987.
- Owned and managed by The Masri Group .
- Distribution company specializing in import and distribution of fast moving consumer goods.
- Main area of operation: East Jerusalem, the West Bank & Gaza.
- Head office is located in Ramallah.
- Number of employees is 82.
- Capital was \$300,000 in 1994 and was raised to \$1,000,000 in 1997.

Year	Annual Sales in US \$
1996	3,266 K
1997	4,422 K
1998	4,506 K
1999	5,635 K
2000	12,706 K (projection)*

*Our projection is based on our acquisition of three new major agencies in late 1999, namely Unilever, Strauss Dairies, and Eden bottled mineral water.

Strategic Direction

- We aim to become the # 1 distribution company in Palestine.
- Our company specializes in the distribution of FMCG into all possible channels of trade.
- We provide well known premium brands to our consumers.
- We are a committed company that uses internationally recognized sales, marketing and distribution techniques to provide unrivalled services in our market.
- We are part of the Palestinian Society and strive to provide the consumer with safe and environmentally friendly goods.

5 Operating Divisions

- UNILEVER
- STRAUSS
- DRY FOODS AND CONFECTIONERY
- FROZEN FOODS (under study)
- PHARMACEUTICALS (under study)

Company Structure

Administration Department

- General Manager
- Executive Secretary
- Financial Manager
- 4 Accountants
- Cashier

Sales Department

- 4 Sales Managers
- 3 Area Managers
- 13 Key Account Representatives
- 14 Cash Van Salesmen
- 3 Secretaries

Medical Department

- 2 Supervisors
- 6 Medical Representatives

Marketing Department

- Marketing Manager
- Marketing coordinator
- 4 Merchandisers

Logistics Department

- Warehouse Manager
- 2 Warehouse assistants
- 6 Delivery Drivers
- 6 Warehouse helpers
- 8 Delivery Helpers

Company Fleet

- 13 Salesmen cars
- 11 Vans
- 10 Seven Ton Trucks
- 6 Fifteen Ton Trucks

Distribution Responsibility

*** Ramallah Head Office**

Responsible for deliveries to East Jerusalem, Ramallah , Bethlehem, Hebron , major towns and villages in Southern West Bank.

*** Nablus Branch**

Responsible for deliveries to Nablus, Tulkarem, Jenin, Qalquilia, major towns and villages in Northern West Bank.

*** Gaza Branch**

Responsible for deliveries to all cities and refugee camps in the Gaza Strip.

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Gaza

Bethlehem

Nablus

Ramallah

Egypt

Jordan

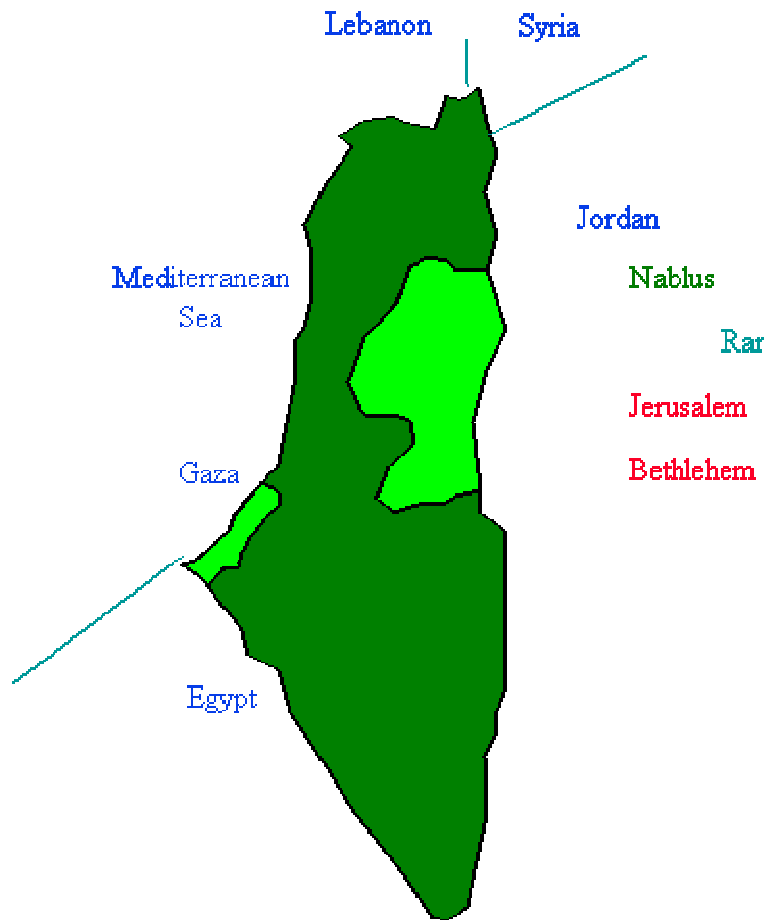
Lebanon

Syria

**Mediterranean
Sea**

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Jerusalem



Product Portfolio:

- Unilever / England & Holland - Lipton tea, Signal, CloseUp, Dove & Lux soap, Sunsilk shampoo, Omo detergents and others.
- Strauss Dairy Products / local - yogurt, salads, deserts, and beverages.
- Cow & Gate Nutricia / England & Holland - Infant and Baby Food Specialists (Products Include Infant Formulas, Infant Milk Cereals, Bebelac & Milupa Brands).
- Reckitt & Colman / England - “ Pif Paf ” -Insecticides.
- MD Foods Ingredients / Denmark- “ Dano” - Whole Milk Powder and Dairy Products.
- Tulip International / Denmark - “Tulip” - Tinned Luncheon Meat and Sausages.
- Ripensa / Denmark - “Daintee” - Danish Butter Cookies.
- Waterhouses Chocolates Confectionery/ England -Chocolates, Eclairs, and Toffees.
- Best Foods Jordan / CPC Affiliate- Knorr Soups, Mazola Corn Oil and Tinned Food Products.
- PEZ International/ Austria- PEZ Candy
- ELLEDI Gran Biscotti/ Italy - Wafers

- United Biscuits / England - McVITIE'S "Digestive" - Biscuits and Crackers
- Kaegi Sons Ltd / Switzerland - "Toggi, Toggenburger, Kaegi" - Wafers and Cookies.
- Eveready Energizer Batteries Ltd / Singapore - Batteries.
- Expoconser / Portugal - Canned sea food
- Willi Food International – Wide variety of food stuff
- Ferrero / Italy – Sweets and chocolates

Customer Portfolio

- 809 Pharmacies
- 243 Supermarkets
- 487 Mini Markets
- 204 Wholesalers
- 368 Photo Shops
- 4464 Groceries
- 204 Printing Press
- 66 Minilabs
- 135 Hospitals & Medical Centers

Average Frequency of Visits: Once a week and twice a week for dairy products.
Deliveries are made based on Pre Order System within 48 hours.

* Small groceries in rural areas are covered by the wholesalers. The approximate number of those groceries is 1500.

Professional Healthcare Customers

- 809 Pharmacies
- 65 Hospitals
- 298 Pediatricians
- 325 General Practitioner
- 146 Government Clinic
- 70 Health Clinic and Maternity Centers
- 66 Minilabs

Average Frequency of Visits: Twice a week and once a month.

Sales Percentage by Outlet Type

