

GLOBAL REACH  
LOCAL ACCESS



**COMPANY  
PROFILE**



2020

**PREMIUM QUALITY. FAIR PRICES. RELIABLE SERVICE**

# GLOBAL REACH LOCAL ACCESS

**PREMIUM QUALITY. FAIR PRICES. RELIABLE SERVICE**

**Robiati Distribution is a 100% Namibian-owned company specialising in the import and distribution of Fast-Moving Consumer Goods (FMCG).**

The company was launched in 2012, operating from a 65 m<sup>2</sup> apartment, after which it relocated in 2013 to a 190 m<sup>2</sup> warehouse in the southern industrial Area of Windhoek.

Today Robiati Distribution operates from a 1400 m<sup>2</sup> warehouse supported by a container yard.





## OUR PROMISE

We not only take great care when selecting products, we also seek and enthusiastically visit manufacturers around the world.

Because we are curious and enterprising, we always manage to find something new, resulting in what has become a diverse basket of products.

**ONE THING NEVER CHANGES:**

**OUR PASSIONATE PURSUIT OF  
QUALITY AND OUR DEDICATION  
TO CLIENT SERVICE.**

100%

NAMIBIAN OWNED





WHAT WE STAND FOR

## OUR VISION

Our vision is to become the first entrepreneurial FMCG distribution company in Namibia that maintains international standards for excellence in products and services, while attaining the highest possible growth for its appointed principles.

## OUR MISSION

- To create leading and trusted brand representation in Namibia.
- To create modern distribution and warehousing facilities across the region that will serve our customers.
- Exceed our customers' expectations in sales fundamentals and brilliant basics.







## OUR VALUES

### HONESTY & INTEGRITY

We work hard to be the best at what we do, and succeed at the expense of no one.

We seek to achieve our objectives with honesty and transparency, honouring our commitments to both customers and principles.

### QUALITY

We will always deliver high-quality products and services to our customers, providing genuine value for money.

### CUSTOMER SATISFACTION

We treat customers as peers.

We endeavor to earn customer loyalty by meeting (and exceeding) their expectations.

### PRINCIPLES

We use our voice to inspire positive change.

We work to maintain stable, long-lasting business relationships by promoting accelerated growth.

### PEOPLE

Prioritise happiness over growth Under all circumstances, we support and invest in the development of our greatest asset, our employees.

# DELIVERY AND MARKET PRESENCE

**ROBIATI DISTRIBUTION HAS ESTABLISHED A NATIONWIDE PRESENCE THROUGHOUT THE REGIONS OF NAMIBIA.**

## **Logistics**

We operate from the base of our Windhoek warehouses, at the same time maintaining a warehouse in Swakopmund for distribution to the coastal areas of Walvis Bay, Swakopmund and Henties Bay. These retail centres are witnessing an increase in the number of stores and outlets for which we cater.

We maintain a fleet of vehicles for deliveries in Windhoek and its surrounding areas and have agreements with third parties to make deliveries to all major towns in Namibia.

Beyond a trustworthy delivery network, we service retail outlets and lodges in very remote places. Our most distant customer is a Shoprite store 1,225 kilometres away. Although transport and logistics costs are high in Namibia, we pride ourselves in the best rates possible, never compromising our level of service.

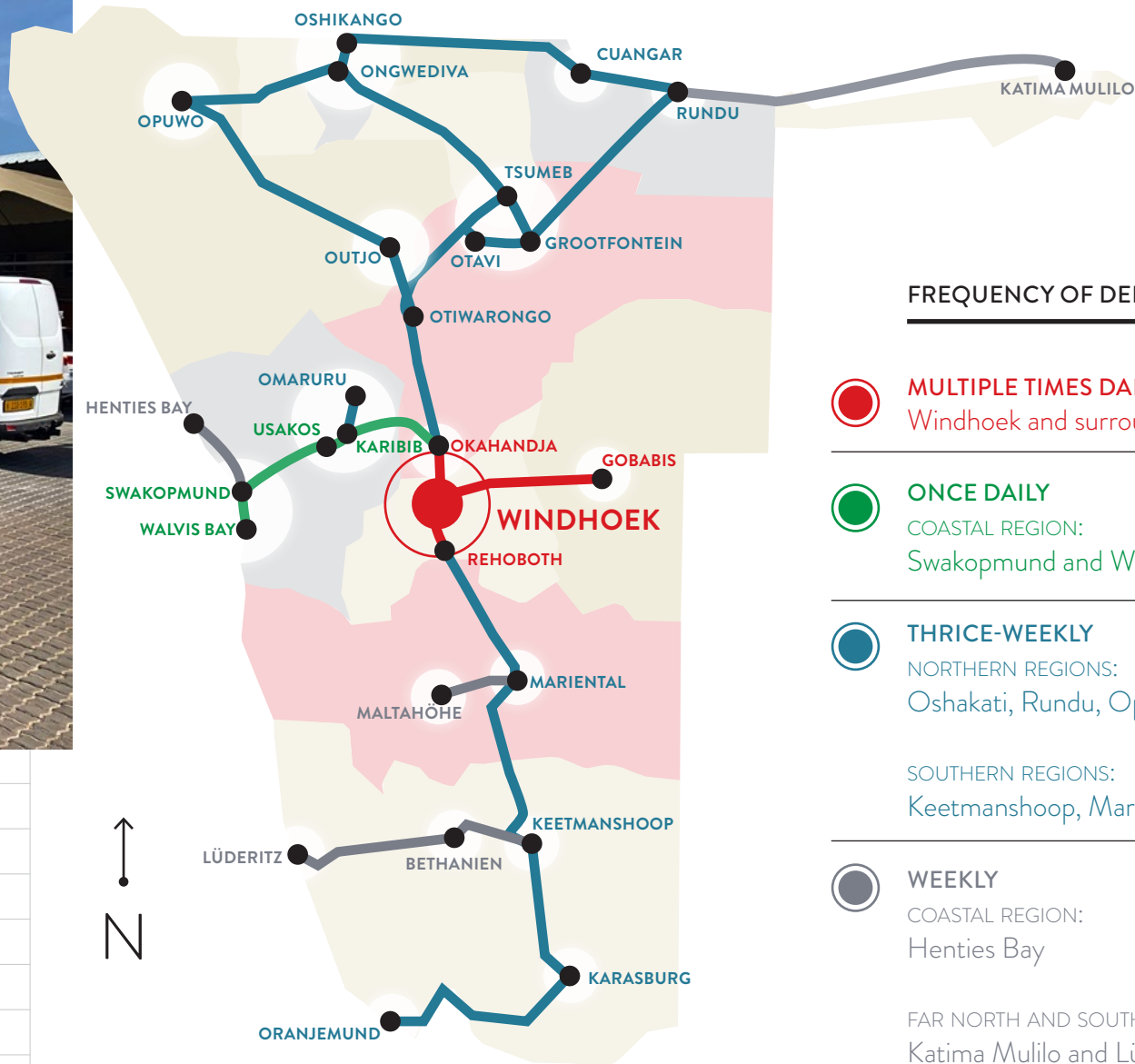


**OUR FURTHEST SHOPRITE  
STORE IS**

**1,225 km's**

**AWAY. WE SEE THIS AS OUR  
OPPORTUNITY.**





FREQUENCY OF DELIVERY



**MULTIPLE TIMES DAILY**  
Windhoek and surrounding central areas



**ONCE DAILY**  
COASTAL REGION:  
Swakopmund and Walvis Bay



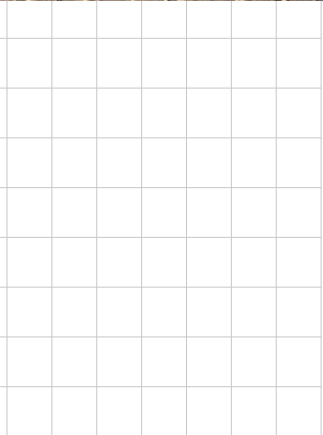
**THRICE-WEEKLY**  
NORTHERN REGIONS:  
Oshakati, Rundu, Opuwo, Tsumeb, Otjiwarongo and Okahandja

SOUTHERN REGIONS:  
Keetmanshoop, Mariental and Oranjemund



**WEEKLY**  
COASTAL REGION:  
Henties Bay

FAR NORTH AND SOUTH:  
Katima Mulilo and Lüderitz



# COMPANY COMPOSITION AND STRUCTURE

## EXECUTIVE TEAM

### **Nabil Robiati, Co-Founder**

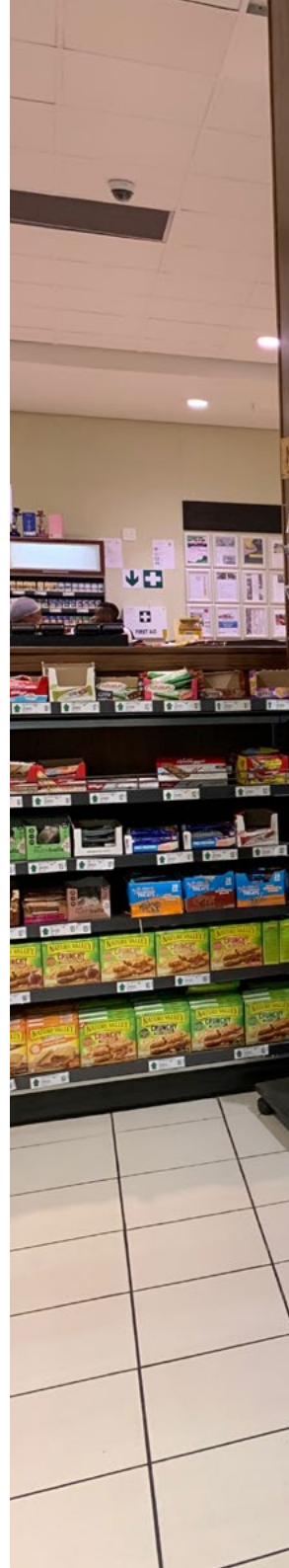
Nabil obtained a BA in International Relations from the University of London and subsequently earned a Master's Degree in International Development from UNSW, Sydney. He has more than 20 years experience with startups in different fields, including Information Technology and infrastructural development.

He has focused attention over the past 10 years researching market routes for premium FMCG companies.

### **Ramin Hossaini, Co-Founder**

Ramin obtained a degree in Information Technology, majoring in Computer Science at the University of Cape Town. He is an experienced entrepreneur with a proven track record in the Food & Beverages industry, as well as in the technology sector.

He has experience in distribution, management, IT solutions, philanthropy, logistics management, financial projection, strategic and creative planning, and data science and analytics.



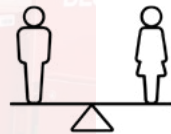




## ROBIATI DISTRIBUTION IS THE FASTEST GROWING FMCG COMPANY IN NAMIBIA.

We employ a growing number of personnel whose tasks are paramount to the success of the business.

1. Field Marketers and Merchandisers
2. Drivers
3. Warehouse Pickers
4. Accounting and Administrative staff
5. Stock & Inventory-control Manager
6. Sales Representatives
7. In-store Promoters



50:50

female to male ratio

We pride ourselves for having an **excellent gender balance** in the workplace.

We are also proud of our **commitment** to staff training for all staff members, at the same time providing **multitasking opportunities** to broaden their job descriptions, combining skills from different positions to **improve their skill sets**.

# OUR RANGE OF SERVICES



Secure warehousing



Collection and delivery to various markets



Invoicing and order assembly



Shipment tracking





Brand marketing  
through  
strong social-media  
presence

Sales forecasting  
and reporting



Sales and merchandising  
in major towns and cities  
throughout Namibia



Debt collection





# OUR CLIENTS

## RETAILERS

## WHOLESALE












## FORECOURTS

## FURNITURE

## HOSPITALITY & TOURISM INDUSTRY

# PREMIUM BRANDS

## TIERS & ROUTES TO THE MARKETPLACE

Robiati Distribution's **position** in the **marketplace** has been built through hard work, excellent service delivery and by maintaining good relationships with its client base.

These attributes have landed **several fruitful partnerships** with **international brand** suppliers.

To mention but a few, the following brands are carried and distributed in Namibia by Robiati Distribution:



Montagu  
TRUSTED QUALITY SNACKS

Häagen-Dazs

OLD EL PASO

Pillsbury

NATURE VALLEY

FINN CRISP

HARIBO

Ritter  
SPORT

STORCK

Toacker

VENCO

Barilla

DE CECCO  
dal 1886

Beyers  
The heart of chocolate

GODIVA  
Chocolatier

SPARKLING  
ICE

Seltzer

Snapple

Pringles

meiji

NOMU

HiPP

SUREE  
FREE BRAND

kikkoman

Willow  
Creek  
OLIVE ESTATE  
GOODNESS IS IN OUR NATURE

YAMASA

TOBLERONE

AriZona

CLOSEMYER

granoro  
il Primo

Coca-Cola

CALLEBAUT  
BELGIUM SINCE 1911

Almond  
Breeze

Bostik  
smart adhesives

ALCOLIN

Dr Pepper  
Est. 1885

Kellogg's

Cadbury

Mars

Mondelēz

ARNOTT'S  
THERE IS NO SUBSTITUTE FOR QUALITY

HERSHEY  
THE HERSHEY COMPANY

Reese's

MIAMI  
Inspired by the moment of perfection



**GEORGE FOREMAN**

Jamie Oliver

**salton**



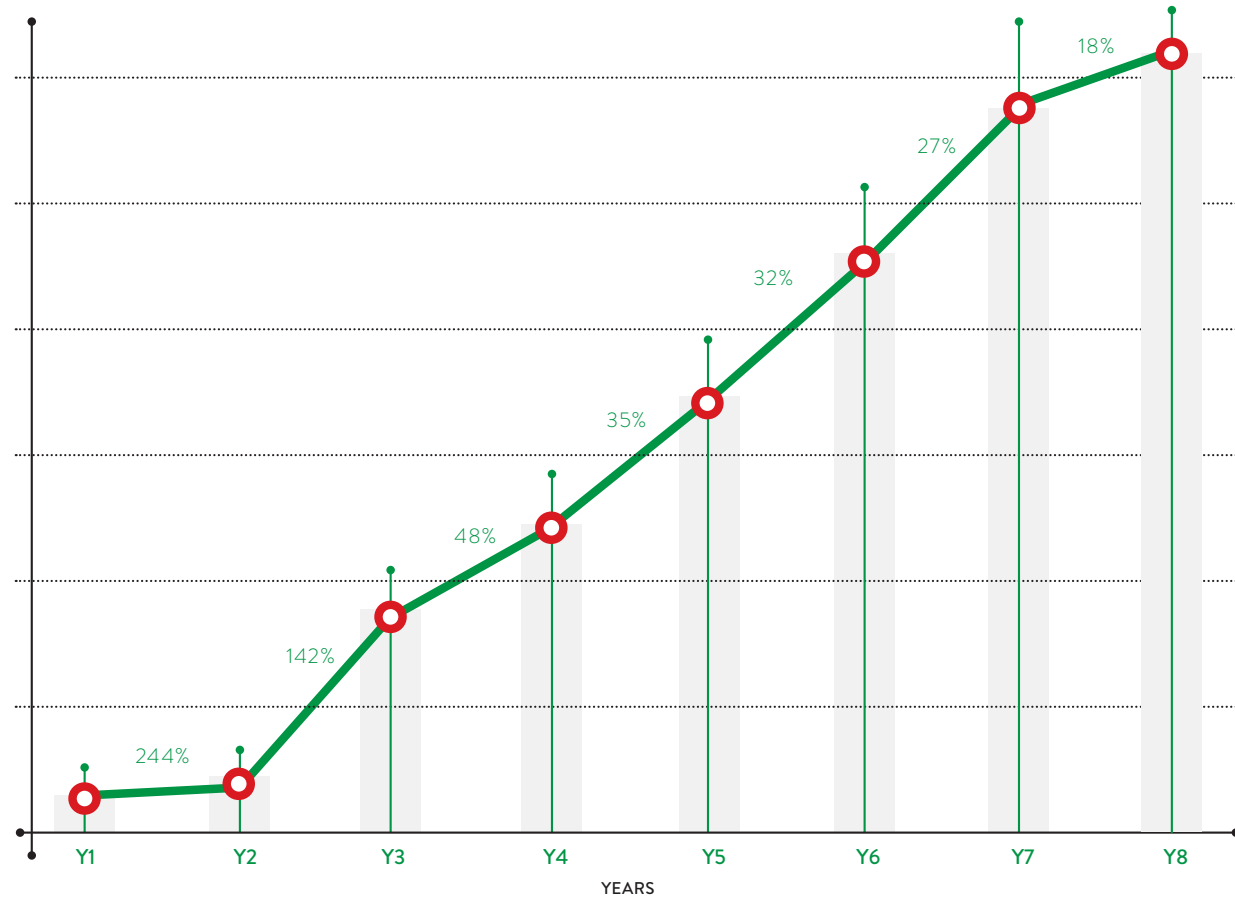


# ORGANIC GROWTH

**ROBIATI DISTRIBUTION HAS EXPERIENCED GROWTH YEAR ON YEAR DESPITE THE PRESSURES OF AN ONGOING RECESSION IN WHICH THE ECONOMY HAS CONTRACTED FOR TEN STRAIGHT QUARTERS.**

While similar operations have closed their doors over the past two years, our company remains well placed in the market.

The graph below depicts the growth curve the company has realised since its inception.



# CONTACT US

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