

JACOB'S
WELL IMPORTS LTD.



COMPANY Profile

WELCOME

JACOB'S WELL IMPORTS LTD IS A Malawi-Uk Business group's campaign in promoting trade and investment between the two countries.

Under the trade mark "Experience Malawi", we are bringing to the international market Malawian products. We are the official importers of Malawi Gin

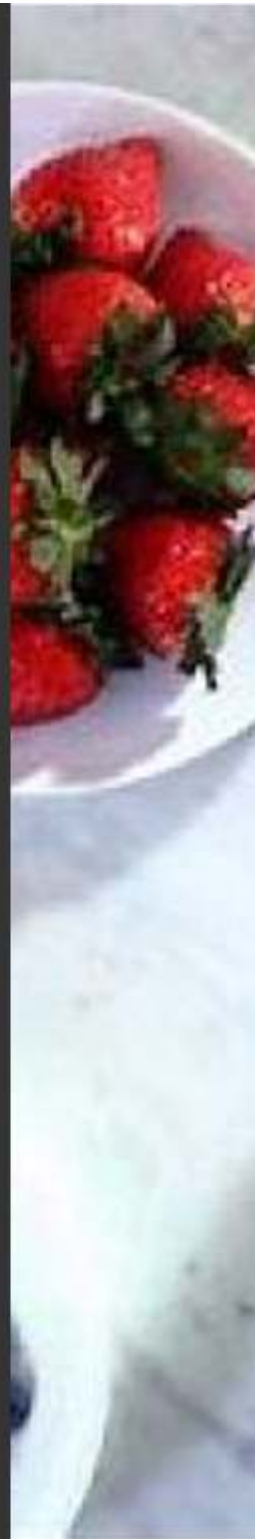


ABOUT US

JACOB'S WELL IMPORTS LTD was established on the 22nd of May, 2019, as part of the MALAWI-UK BUSINESS BROUPE'S campaign in promoting trade and investments between the two countries.

Under the trademark of "EXPERIENCE MALAWI", we are bringing to the international market Malawian products that are of the highest quality and depict what Malawi, a unique place; the warmth of our people, the ever-present smiles and friendliness.

These are some of the many reasons why we are called "The Warm Heart of Africa."





MALAWI GIN

“THE SPIRIT OF MALAWI.”



FREE SHIPPING

Fast & Secure Delivery under 3 bottles. Bulk orders contact sales team



24/7 CUSTOMER SERVICE

We offer 24/7 Support



QUALITY GUARANTEED

Discover the taste of Malawi Gin



ABOUT MALAWI GIN

Available in a clear 750ml bottle; ABV : 43%, Country of Origin: Malawi.
Produced by Castel Malawi Ltd

MARKETING

An Icon brand that contributes to Malawi national pride in tourism under the slogan
Discover Malawi, Malawi Gin.

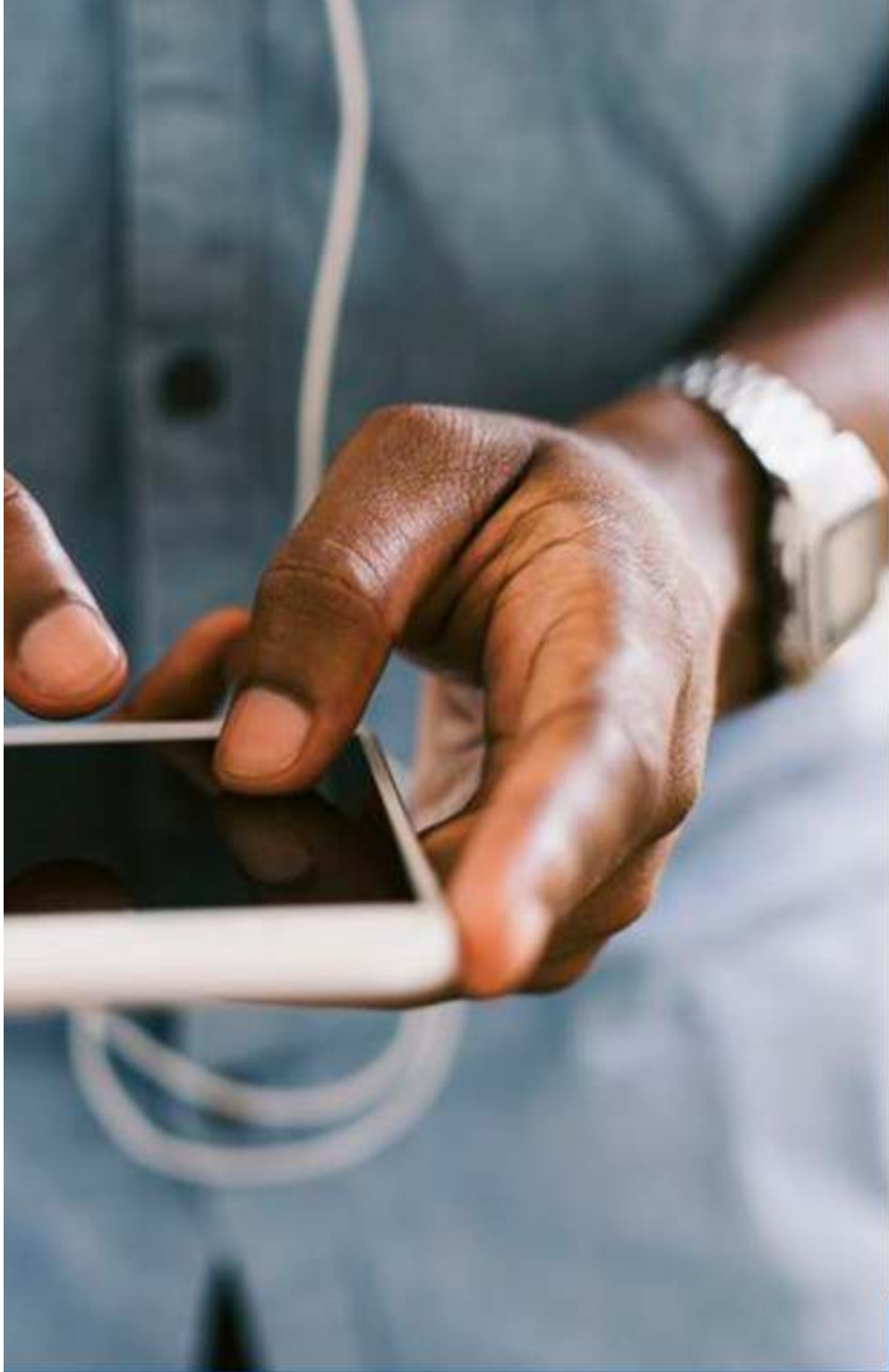
WHY SHOP WITH US

Shopping with us is 100% safe and secure as we do not store complete details or payment information of your credit/debit card in our system.

This information is directly transmitted securely to the bank for payment processing. However, caution must always be taken by the customer while making transactions on any online venue.

We follow a policy that is- "we are responsible for what we sell."





FACT

Unique taste of Malawi's very own Gin discovered in 1965 by Discerning drinkers

BRAND

Malawi Gin features a body label with elephant and a spirit of export quality

MARKET OVERVIEW

UK Gin Market is amongst the top 10 Markets in the world with Revenue amounts to US\$3,357m in 2019.

The market is expected to grow annually by 10.4% (CAGR 2020-2023). In relation to total population figures, per person revenues of US\$49.46 are generated in 2020. The average per capita consumption stands at 1.2 L in 2020.

COMPETITION

1. Top Selling Brands in UK Markets in 2019

BRAND	VOLUME HL	VALUE (Million in Pounds)
Gordon Pink Gin	379,883	380.4
Gordon's	309,165	305
Bombay Sapphire	106,361	128
Tanqueray	89,939	114.8
Beefeater	75,485	94.8

Please note also that the local London Gin has a great command in the market and its main outlet are supermarkets.



2. Prices per competing Brand

BRAND	PRICE (Pounds)
Gordon Pink Gin	34.00
Gordon's	30.15
Bombay Sapphire	36.00
Tanqueray	34.62
Beefeater	39.35

2. Prices per competing Brand Continued

London Gin	28.00
Hayman's old tom	26.69
Death door	39.24
Fifty pound London Gin	35.34
Gin mare	39.46

• Malawi Gin Wholesale Price is *25 pounds* per bottle

3. Positioning Malawi Gin

Malawi Gin by far surpasses a lot of brands in the market in terms of quality and taste. The brand has a unique feel that consumers automatically falls in love with.

Malawi Gin suits well in Supermarket outlets as well as in bars, pubs and restaurants.

Malawi Gin is an Uber gin, making it an ideal for special gift



4. Sales projected Plan 2020-2021(cartons)

2020

September.....600 cartons | October700 cartons | November.....1400 cartons
 December2000 cartons

2021

January.....2000 cartons	February.....2500 cartons	March.....3000 cartons
April.....3500 cartons	May.....4500 cartons	June..... 6000 cartons
July.....6500 cartons	August.....8000 cartons	September... 8000 cartons
October.....10000 cartons	November..... 15000 cartons	December..... 15000 cartons

Retail Activity Grid |

ADVERTISING / MARKETING / PROMOTION - ACTIVITY GRID F'19/20

ACTIVITY PILLARS	OFF-TRADE											
	NATIONAL RETAIL ACCOUNTS											
	EDLP - PRICE PROMOTION	VAP'S	BROADSHEETS / CATALOGUES / LEAFLETS	CORRECT PROGRAM FOCUS								
ONLINE / SPECIALIST	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
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On-Trade Activity Grid |

ON-TRADE													
RATE OF SALE DEVICES	ACTIVITY PILLARS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	BRAND & COCKTAIL TRAINING	X	X	X	X	X	X	X	X	X	X	X	X
	PERFECT SERVE INCLUSION	X	X	X	X	X	X	X	X	X	X	X	X
	PRINTED LISTING	X	X	X	X	X	X	X	X	X	X	X	X
	LOGO INCLUSION	X	X	X	X	X	X	X	X	X	X	X	X
COMMERCIAL EXECUTION	DESCRIPTIVE WORDING	X	X	X	X	X	X	X	X	X	X	X	X
	NATIONAL ON-TRADE KEY ACCOUNT FOCUS	X	X	X					X	X	X		
	POURING STATUS	X	X	X	X	X	X	X	X	X	X	X	X
	12 MONTH TRADING TERMS	X	X	X	X	X	X	X	X	X	X	X	X
	VOLUME INCENTIVE REBATES	X	X	X	X	X	X	X	X	X	X	X	X
CONSUMER INTERACTION / PROMOTION ACTIVITY	SELF RUN PRICE PROMOTION		X	X								X	X
	SUMMER ACTIVITY											X	X
	BARMEN / WAITER INCENTIVES											X	X

5. Marketing plan



JACOB'S
WELL IMPORTS LTD.
Official Importers of Malawi Gin



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