



Tiba Globe's Story

- Tiba was **Founded in 2019**, driven by high ambition & co-operation with multiple leading companies.
- Tiba distributes for **multiple brands local & international Industries.**
- **Mutuality & Transparency** the philosophy of the company in dealing with our Partners via full support & high speed actions to fulfill the needed services and enable them to attain their objectives





Who are we?

Company Profile | 2020

Leading Distribution & logistics company.
We partnered with more than 17 brands (Local & International) all over Egypt.



Vision

To become the leading partner by choice in the area of Distribution & operation in the MEA region.

Mission

To add value to our Partners, Customers & Employees through availability, efficiency & dedication.

Objectives

Reach 1 Billion EGP by end of 2022 through growth with our existing partners & diversified business lines/portfolio.

About us!



How we work

We work with **Two different models** of Distribution to ensure customized solutions to our Partners

- **Cost plus model**
- **Margin Model**



Cost plus model

Covering operational cost with considerable margin against investment.

Margin Model

Gross Margin to cover operational cost (S&D)

Our Two Models



CORE VAULES



Commitment to our..



Partners

Long Term partnerships.
Exceeding expectations.
Transparency.
Upfront Investments.



Customers

Partnership built on trust.
End user satisfaction.
Value added products & services.



Employees

Employer of choice.
Respect & Fairness.
Good work Environment.
Career Development.
Rewarding packages.





100 elite trucks



200 Employees



**7 branches & warehouses
across Egypt with 4,000 SQM**



2,500 pallet position



**Handheld operation
(Salesbuzz)**

Our Capabilities



Our Geographical presence in Egypt



RED FOR OUR BRANCHES.
GREEN FOR OUR DISTRIBUTION POINTS.



Our Retail Environment Coverage Phase I (2021)



<i>Tiba coverage vs. Egypt universe *</i>																
Channel	RE	Cairo	Tiba	%	Alex & Beheria	Tiba	%	Delta	Tiba	%	UE	Tiba	%	Total Universe	Tiba	%
Modern Trade	Hypermarket	28	28	100%	2	2	100%	10	10	100%	1	1	100%	41	41	100%
	Supermarket Chain	669	669	100%	178	178	100%	84	84	100%	97	75	77%	1028	1006	98%
Retail	Convenience Store	1395	250	18%	1520	250	15%	393	130	33%	441		0%	3749	630	17%
	Coop	516	120	23%	197	34	22%	125	30	24%	289		0%	1127	184	16%
	Grocery	50452	2120	4%	16121	900	16%	7080	2597	37%	40906	780	2%	114559	6397	6%
	Home Grocery	4097	3900	95%	1153	900	32%	625	590	94%	10297	1124	11%	16172	6514	40%
	Kiosk	7083		0%	1209		30%	2438		0%	4076		0%	14806	0	0%
	Meqla	3635		0%	1439		19%	481		0%	2039		0%	7594	0	0%
	Seeds Shops	8881		0%	2771		17%	1531		0%	8098		0%	21281	0	0%
	Supermarket	253	250	99%	36	15	83%	114	90	79%	59	47	80%	462	402	87%
	WS	676	650	96%	8	100	86%	2790	1343	48%	417	508	122%	1315	2601	198%
	Semi WS	473	430	91%	150		79%	1980	58	3%	445	130	29%	1020	618	61%
Grand Total		78158	8417	11%	24784	2379	10%	17651	4932	28%	67165	2665	4%	183154	18,393	10%

- STRONG DISTRIBUTION NETWORK REACHING ALMOST 20K STORES ACROSS EGYPT COVERING MORE THAN 18 GOVERN-ORATES & 100 CITIES (EXCLUDING CATERING UNIT COVERAGE).
- PHASE II: TO REACH 30K STORES EXTENDING COVERAGE TO SEEDS SHOPS, KIOSKS, GROCERIES & WS (2022).



- WELL EXPERIENCED & PROFESSIONAL SALES & OPERATION TEAM.
- AVAILABILITY IN MAIN CITIES ALL OVER EGYPT.
- COMBINED COVERAGE MODEL.
- ADVANCED ERP & SALES SYSTEM (SALES BUZZ).
- AVAILABILITY OF TRADE MARKETING TEAM.
- STRONG SOCIAL MEDIA SUPPORT FOR ALL COMPANY ACTIVITIES.
- PROFESSIONAL TEAM OF CUSTOMER SERVICE AROUND THE CLOCK.

Our Value proposition



FINANCIALLY

TIBA GLOBE HOLDS A STRONG FINANCIAL STANDINGS.

- **SOLID FINANCIAL GOVERNANCE SUPPORTED BY ADVANCED SYSTEMS & MANAGEMENT REPORTS.**
- **OUTSTANDING TRACK RECORD OF PAYING IN FULL, ON TIME (EXTENSIVE PARTNER REFERENCE CAN BE PROVIDED).**
- **LONG STANDING RELATIONSHIP WITH SEVERAL LEADING BANKS E.G. QNB, MISR BANK.**



HOW WE ADD VALUE TO OUR PARTNERS

WITH OVER 3 DECADES OF EXPERTISE IN RETAIL, DISTRIBUTION AND SERVICES TIBA IS A FINANCIALLY STABLE AND GROWING ORGANIZATIONS.

THROUGH THE KNOWLEDGE ACQUIRED WITH EXPERIENCE, TIBA IS IN A POSITION TO PROVIDE PARTNERS WITH MARKET INTELLIGENCE, CUSTOMER INSIGHTS AND COMMERCIAL ADVICE, TO SUPPORT WITH STRATEGIC MARKETING AND BRAND POSITIONING.

Strong logistics facilities.
Spread over 4000 sq. ft. across main cities.
24 hours operations over 3 shifts.

Investment in **leading edge technology** – solutions & tools.
Technology led innovations across the Business.

Full payment on time,
always solid financial governance and practices.

Strong leadership team with distinguished professionals drawn from a broad spectrum of industries.





Foody Partnership 2019-2020

Channel	Value Sales			Contribution	
	2019	YTD Aug 2020	2020 outlook	2019	2020
قطاع الارح و التجزئة	13,234,322	9,171,629	13,757,444	16.6%	16.2%
قطاع الجملة	7,528,472	5,400,417	8,100,626	9.4%	9.5%
قطاع التوريدات	12,864,696	8,420,405	12,630,608	16.1%	14.9%
الموزعين	11,484,259	7,700,771	11,551,157	14.4%	13.6%
قطاع حكومي	9,220,191	6,984,729	10,477,093	11.5%	12.3%
الاسواق	25,584,312	19,021,890	28,532,834	32.0%	33.5%
الاجمالي العبور	79,916,253	56,699,841	85,049,762	100%	100%
اسكنلرية	7,619,881	5,774,464	8,661,696		
بحيرة	2,046,188	312,253	468,380		
غرفة	9,013,092	6,312,668	9,469,002		
Grand total	98,595,414	69,099,226	103,648,839		

Expected closing at 100M EGP

TOP 10 SELLING SKUS ACROSS WS & RT

مبيعات الاصناف		قطاع الارج و التجزئة		74.16%	82.56%	
بالشهور		2019	2020	2019	2020	
كود الصنف	اسم الصنف	اجمالي القيمة				
الخل	6001	خل 1 لتر	2,756,792	2,049,233	20.83%	22.34%
الفول	2028	عرض فول سادة 400 جم 3 علب	1,206,746	1,517,826	9.12%	16.55%
الصلصة	4003	صلصة برطمان 300 فودي	665,744	983,577	5.03%	10.72%
الصلصة	4009	صلصة 3 كيلو	2,157,279	628,307	16.30%	6.85%
الفول	2027	عرض فول سادة 1*2 400 جرام	825,133	485,668	6.23%	5.30%
الخضار	3010	ذرة حلو 400 جم	440,196	473,228	3.33%	5.16%
الخضار	3002	فاصوليا بيضاء بالصلصة 420 جرام	409,450	391,246	3.09%	4.27%
الصلصة	4055	صلصة برطمان 500 جرام	247,497	366,207	1.87%	3.99%
الصلصة	4005	صلصة 400 جرام	474,229	347,696	3.58%	3.79%
الفول	2010	فول مدمس سادة 400	631,195	329,130	4.77%	3.59%
الصلصة	4010	صلصة 800 جرام	427,276	302,590	3.23%	3.30%
مستودع	9001	فول سادة 400 جرام مستودع	652,883	203,277	4.93%	2.22%
الخضار	3004	فاصوليا حمرا 400 جرام	361,553	115,413	2.73%	1.26%

مبيعات الاصناف		قطاع الجملة		81.17%	85.76%	
بالشهور		2019	2020	2019	2020	
كود الصنف	اسم الصنف	اجمالي القيمة				
الفول	2010	فول مدمس سادة 400	2,573,138	2,310,663	34.2%	42.8%
الصلصة	4003	صلصة برطمان 300 فودي	86,464	485,331	1.1%	9.0%
الخل	6001	خل 1 لتر	196,508	397,897	2.6%	7.4%
الصلصة	4009	صلصة 3 كيلو	2,181,313	325,069	29.0%	6.0%
الفول	2028	عرض فول سادة 400 جم 3 علب	5,054	310,889	0.1%	5.8%
الصلصة	4005	صلصة 400 جرام	367,346	247,300	4.9%	4.6%
الخضار	3010	ذرة حلو 400 جم	270,705	154,660	3.6%	2.9%
العصير	1000	نكتار مانجو 250	238,234	153,426	3.2%	2.8%
الخضار	3002	فاصوليا بيضاء بالصلصة 420 جرام	167,608	133,808	2.2%	2.5%
الفول	2002	فول مدمس مصري 400 جرام	24,291	112,170	0.3%	2.1%
الفول	2015	فول مدمس 3 لك	220,391	93,270	2.9%	1.7%
الفول	2003	فول مدمس لبناني 400 جرام	24,314	88,220	0.3%	1.6%
الفول	2004	فول مدمس سعودي 400 جرام	23,515	71,431	0.3%	1.3%

فول 400 سادة , صلصة 300 , خل 1 لتر.
Main SKUs in sales & contribution.



Tiba scope of Distribution

Channel	Value Sales		
	2019	YTD Aug 2020	2020 outlook
قطاع الارج و التجزئة	13,234,322	9,171,629	13,757,444
قطاع الجملة	7,528,472	5,400,417	8,100,626
الموزعين	11,484,259	7,700,771	11,551,157
اسكندرية - تجزئة و جملة	1,979,698	1,500,246	2,250,368
بحيرة - تجزئة و جملة	531,614	81,125	121,688
*غردقة - تجزئة	1,000,000	1,000,000	1,000,000
Grand total	35,758,365	24,854,189	36,781,283

37M EGP IS THE SCOPE AS PER 2020 EXPECTED CLOSING (OR 41M EGP IF WE INCLUDED ALEXANDRIA, BEHEIRA ALMOST WHOLE BUSINESS)



Our Business Proposal

REACHING 57M EGP IN THE 1ST YEAR.

We expect to close 57 MM EGP 1st year & based on the performance we will set the next 4 years plan with average 15% growth.

Assumption RT & WS	Traditional Trade	Whole Sale
	List price	
فول	140	126
صلصة	78	70
خل	63	63
Ave- Drop Size	225	2,590
No# of invoices	144,000	9,600
Expected value	32,371,200	24,864,000

Channel		WS	ISM	KR	Retail
Bus. Cont %		43%	4%	18%	36%
Target yearly	57,035,000	24,664,000	2,000,000	10,000,000	20,371,000
Avg Target monthly		2,055,333	166,667	833,333	1,697,583
Avg sales daily	26	79,051	6,410	32,051	65,291
Avg by customer per visit		2590	1000	400	225

Our Business Proposal

- ALL SHIPMENTS/DELIVERIES TO BE MADE TO OUR WAREHOUSES LOCATIONS IN EACH HUB/CITY IN LINE WITH THE FORECAST THAT WILL BE PROVIDED WITH A SPLIT BETWEEN MONTHLY/WEEKLY PLAN FOR LOGISTICS PREPARATION.

- REQUIRED OPERATION COST IS 22% 20% FIXED & 2% AGAINST TARGET ACHIEVEMENT.
- ANY TRADE SPEND TO BE COVERED BY FOODY INCLUDING WS DEALS, WS PRICE DIFFERENCE, RETAIL ACTIVITIES, ETC.
- EXCLUSIVE DISTRIBUTION AGREEMENT CONTRACT TO BE VALID FOR 2 YEARS
- TO AGREE ON % OF RETURNS & DAMAGES AS % OF GROSS SALES.
- REQUIRED MONTHLY CONSUMER & TRADE ACTIVITIES CALENDAR
- ANY KIND OF POSM PRODUCTION IS THE RESPONSIBILITY OF FOODY IN LINE WITH THE PRE-AGREED TRADE MARKETING AGENDA.





Thank you!

**Message us for
inquiries or comments.**