



**ABLE PERFECT GHANA LIMITED**

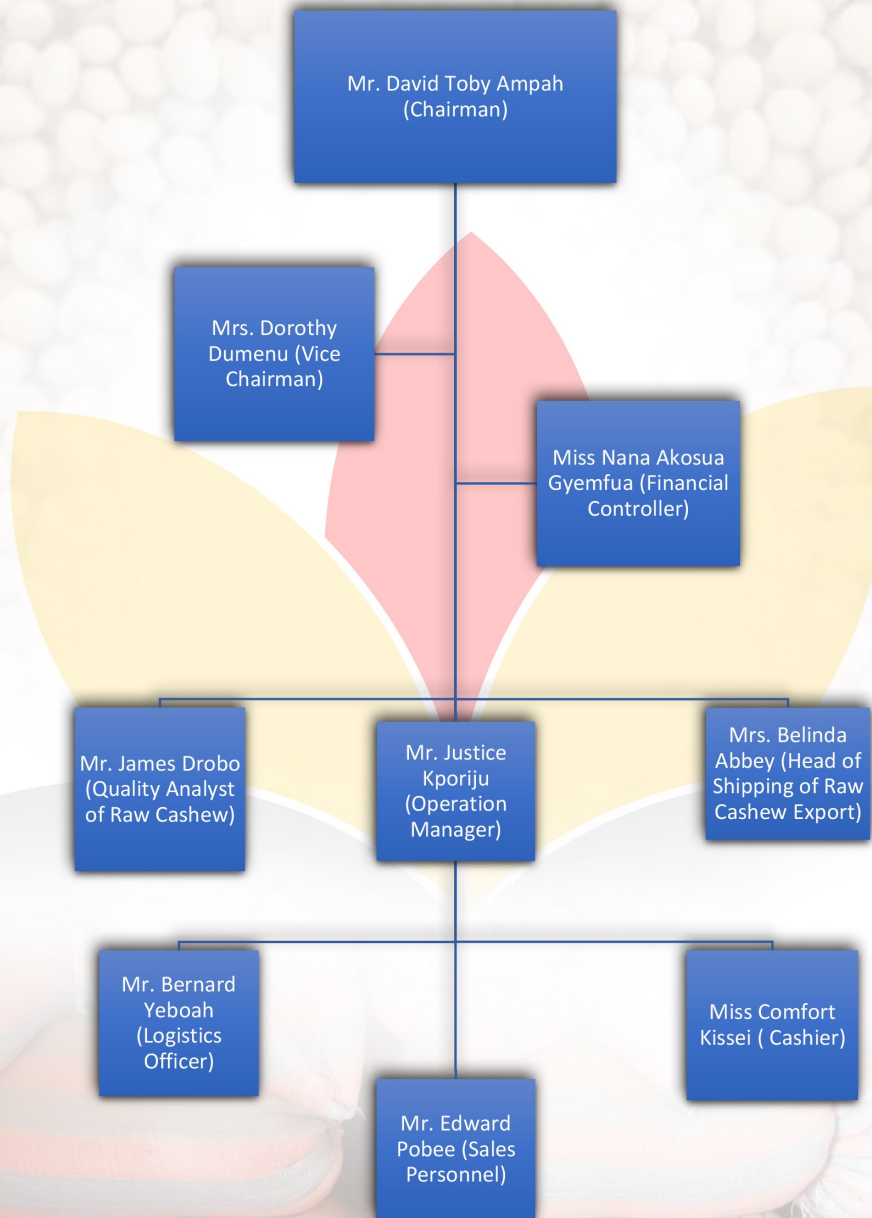


## Profile of company

Able Perfect Ghana Limited has a number of people on board who work tirelessly to achieve the aims and mission of the company. These people aid in managing and running the day-to-day activities of the company. Below are the various staff positions and qualifications;

NAME	POSITION	BACKGROUND	EXPERIENCE
Mr. David Toby Ampah	Chairman	BSc. Business Administration - Central University College (Ghana)	Worked as Accounts Personnel for the past 5years with Stallion Industries (Stallion Group)
Mrs. Dorothy Dumenu	Vice Chairman / Brand Manager	BSc. Procurement and Supply Accra Polytechnic (Ghana)	Procurement officer, Supply analysis and Manager
Miss Nana Akosua Gyemfua	Financial Controller	BSc. Accounting and Finance – Wisconsin International University College (Ghana)	Commodities and Sanitary products Manager
Mr. Edward Pobee	Sales Personnel	HND Sales and Marketing – Kumasi Polytechnic.	Commodities and Sanitary products manager
Miss Comfort Kissei	Cashier	Senior high	Commodities and Sanitary products Manager
Mr. James Drobo	Quality Analyst (Raw Cashew Export)		Logistics
Mr. Justice Kporiju	Operation Manager (Raw Cashew Export)		Logistics
Mrs. Belinda Abbey	Head of Shipping (Raw Cashew Export)		Logistics
Mr. Bernard Yeboah	Logistics Officer		Logistics

# ABLE PERFECT'S FAMILY TREE



**Profile of Directors and Management (Key management Personnel-Age, work experience, educational background, and other professional information)**



**MR. DAVID TOBY AMPAH (CHAIRMAN)**

As stated above are the various personnel's educational backgrounds, work experiences, and roles they take in the company.

As the Chairman, I have been working over the last seven years as an accounting person with a commodity trading company known as Stallion Industries & Investments Ghana Limited, a subsidiary of Stallion Group of companies. I am 33 years old, a Ghanaian, and having worked with a commodity trading company over these years, I have been able to acquire very important skills and contacts (Suppliers & customers) and also market information concerning the Ghanaian commodities market. During these years I have

been building strong customer and supplier relationships in the commodities I would be trading that is, Tomato paste, rice, sugar, and sanitary products, and also equipping myself with international trade matters.

It is in this view that I set up Able Perfect Enterprise in 2012 as the business to trade in these commodities. We have been able to successfully sell our first large baby diapers and toilet rolls consignment to our customers which we sourced locally from an importer. We have been selling in small quantities previously to our customers.

Our project is to source our products directly from our already established overseas suppliers mainly from mainland China. This would help us increase our gross profit margins through reduced input costs and meeting our customers' increasing demand and also as the market is at its growth stage.

With my ideas and skills acquired coupled with these funds we at Able Perfect Ghana Limited will be able to achieve our goal and be one of the most sought-after brands in Ghana and at large.



## ENTERPRISE BACKGROUND

### **MRS. DOROTHY DUMENU (VICE CHAIRMAN)**

Able Perfect Ghana Limited is a Ghanaian based Company registered and business founded by Mr. David Toby Ampah which is duly registered under the Registration of Business Names Act, 1962 (Act 151) with registration no. BN088742012 as an importer and general merchant dated on 26th June, 2012. Able Perfect enterprise currently wishes to operate as an importer of food commodities into the Ghanaian market with the aim of achieving great strides into the importation and distribution of food commodities by offering a more focused food product which form the majority of most local and continental dishes in Ghana.



## MISSION STATEMENT

Able Perfect Enterprise has a mission to be the most highly valued by

### **OUR CUSTOMERS**

Our core purpose is to create value for customers to in order to earn their lifetime loyalty.

### **OUR FINANCE PROVIDERS / PARTNERS**

As the providers of finance, it's crucial that they value our business highly. We would offer sustainable, profitable growth and returns from a combination of our capabilities and exposure to rapidly growing markets in Ghana.

## 1.1. PRODUCT LINE

Able Perfect wishes to sell and promote four (5) new product brands in the Ghanaian market. Below is a description of each product and brand.

### RICE

We import the 25kg Thai rice 100% broken which as part of our industry survey and experience is one of the most preferred type of rice in Ghana which is consumed by consumers in the urban markets which makes up about 76% of the total rice market in Ghana. (MIDA, 2009)



### OIL

The 25Ltrs Vegetable cooking oil is the second product we would import and sell in the Ghanaian market. As with the rice, the 25ltrs vegetable cooking oil is in great demand as compared to the other sizes due to price and volume relativity from our industry survey.

### BRAND

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### TOMATO PASTE

Tomato paste which can be considered a “like-product” to the other tomato products including canned and fresh tomato would be our third product in our product line. Below are the various sizes we would be dealing in.

1. 70g Easy Open and Hard Open
2. 210g Easy and Hard Open
3. 400g Easy and Hard Open
4. 2.2kg Easy and Hard Open



## **BRAND**

We hope to introduce a new brand into our target market with the name “Tomato Queen”.

## **SUGAR**

The final product in our product line is 50kg Fine Sugar. The purpose of adding this product to our product portfolio is to also satisfy another significant segment of the commodities market with great growth potential in order to achieve a kind of balanced portfolio.



## **BRAND**

Brazilian White Sugar

## **BRAND**

### Sanitary & Beverages

As highlighted earlier, these products in our portfolio can be classified as staple foods in Ghana and especially the urban centers which make up the majority of the total consumption market. As a regular constituent of most local and continental dishes, this product increases our strategic capabilities for competitive advantage. Attached below is a picture of all the products in our product portfolio.



## **1.2. ENTERPRISE STRUCTURE**

The enterprise would operate a simple product divisional structure modified to suit the nature of the enterprise. This structure would enable Able Perfect enterprise to focus our attention and control on product performance and profitability. In addition to this, it would enable the business to track the growth in each of its products and ensure proper distribution of resources and approach to each of the products market. Below are the four main divisions in Able Perfect Enterprise.

- **Rice Division**
- **Vegetable Oil Division**
- **Tomato Paste Division**
- **Sugar Division**
- **Sanitary & Beverages Division**

These various divisions are supported by each of the following functions.

- *Marketing/Distribution Function*
- *Administration Function*
- *Finance Function*

### **1. INVENTORY MANAGEMENT**

This activity relates to establishing proper systems for the following activities

- *Managing inventory levels to prevent stock-outs and high inventory levels.*
- *Receipt, handling and warehousing of inventory to reduce cost and wastage*

### **2. INFORMATION MANAGEMENT**

This involves having efficient systems for collection and flow of accurate information to the appropriate people for decision making. Some of this important information would be

- *Having accurate information about customer demand and sales trend*
- *Supplier production and distribution plan*
- *Resource availability and utilization*

### **3. FUND MANAGEMENT**

In order for the entire supply chain network to work efficiently it needs to be sufficiently liquid at all the nodes to ensure the trade is sustained. For that matter, the business needs to ensure that it ensure better fund management to always remain liquid to meet its obligations in addition to ensuring its customers are liquid and credit worthy at any point in time.

### **4. BRAND RECOGNITION**

It's crucial that any organization involved in this trade to be able to established a brand known to most households whenever that particular commodity come to mind. The business may achieve this by embarking on an extensive advertisement of its products and other promotional initiatives, all in the view of making its brand a household name.





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