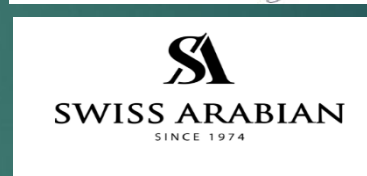


# Best Mark Uganda Ltd.

Best Distribution

## Associated Brands



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## Business Associates



CORPORATE  
PROFILE

*Best Mark* Uganda Ltd  
“Best Distribution”





## • ABOUT

- **Best mark Uganda Limited** is an international company specializing in importing, marketing and distributing consumer goods in the food sector to regional wholesalers and retailers. Our main office is in Kampala, Uganda and we are active in the East African Region. The company also specializes promoting and distribution products predominantly internationally made confectioneries and biscuits.
- Since its establishment in 2019, Best mark Ltd has come a long way towards developing and expanding its product portfolio. Best mark (U) Limited has over the years has developed a wide customer base of premium and mid-tier retailers in the supply of luxury high quality confectionery products and other FMCG products. We have grown consistently and today we are the sole Distributor of some of the premium brands and their products in the East African Region, especially in Uganda. Our strength lies in our services to our customers and a strong network of supermarkets and retailer in over 10 districts in the country.
- BEST MARK is the exclusive agent and distributor for VIGOS, SAPIL & GUYLIAN products in Uganda.
- Distribution and marketing of foods, home and personal care products.
- **Foods:** margarine and related spreads / culinary product / tea / coffee **Home and Personal care:** Detergents / toilet preparation (deodorants / oral hygiene / hair care / skin care products / fragrances). Our company specializes in creating Private Label for chain stores like: Shoprite, Millennium, Jazz, Game, etc. In addition to the above, and to further develop our marketing and distribution capability, we are strategically linked with distributors who cater to all niches of the market, throughout the country.
- Our Company has separate staff and employees, including traveling sales people, telemarketers, drivers, warehouse personnel, accounting, data analysis/statistics and General Management.

## • VISION

- To be a regional leader in the markets that we specialize in by supplying quality and healthy products that are competitively priced through a thorough product development process and tie-up with world's leading companies and brand, utilizing our expert knowledge in global sourcing and Local delivery.

## • MISSION

- To widen the world of "Tastiness and Enjoyment" and meet all expectations regarding "Healthy living and Reassurance".
- We strive to be closely in tune with our customers' feelings and to always be there to brighten their daily lives. Our responsibility as "Refreshment and Confectionery" professionals is to continue finding innovative ways to meet our customers' needs, today and tomorrow.

## • OUR VALUES

- Respect, reliability, consistency, commitment
- Ethos, personal and entrepreneurial Spirit
- Innovation and continuous market pioneering.
- Trust: Reliable & credible
- Excellence: Highest standards

## QUALITY YOU'D EXPECT AT PRICES YOU WOULDN'T

## • VALUE PROPORTION

- Best Mark's philosophy of "What's In It For the Customer", combined with competitively priced quality products and highly skilled sourcing of custom products and solutions, is supported by a team of people who "do what we say we are going to do". This, along with our hands-on management team & ownership, has earned us the trust and privilege of being the business partner of choice to our customers.
- Over 1+ years of service to our customers.
- "Easy to do business with" attitude.
- We listen to & understand your challenges while providing solutions as unique as you are.

## • OUR PEOPLE

- Do what they say they're going to do.
- Go the extra mile for a customer.
- Provide excellence in the execution of whatever they do.
- Provide custom solutions, value-added services and cost effective products.
- Support and help our customers, not simply sell them products.
- Provide excellent follow up and honest answers. • Exceed customer's expectations.
- Foster the development of the synergies and capabilities of the organization and each individual
- Be a transparent, wholesome company trusted by the society.

## OUR PROMISE

### TO OUR CUSTOMERS

- Strive to understand, anticipate and fulfill their needs, providing them with the highest levels of products with quality service.
- Enrich their lives with innovative products, which offer safety and reliability and brings convenience and entertainment to their homes.
- Reach out and get ever closer to them wherever they are. • Make our products affordable through prudent sourcing, competitive pricing and convenient payment schemes.

### To Our Employees:

- Provide them with a safe, fair and healthy work environment.
- Invest in their training and professional development so that each employee can realize his or her own ambitions and full potential.
- Reward those who match our vision with dedication and commitment, such that they will share the fruits of our success.

### To Our Shareholder:

- Sustain outstanding performance and achieve steady growth and profitability.
- Seek excellence in everything we do.
- Maintain transparency and good governance

### To The Future:

- Stay true to our core values and business vision
- Nurture and grow our dreams
- Tackle opportunity with prudence, courage and resolve • Continuously develop our capabilities
- Tackle each task with passion and live each day with gratefulness.