

1. INTRODUCTION

Great Coffee Farmers Ltd is a company in coffee production and export. It has been established and founded by two Siblings a brother and sister from the year 2017 but most of its coffee farmers have been in coffee agriculture from the year 1960 including our parents. Great Coffee Farmers Ltd has rented for 4 years a cooperative's coffee washing station named Kirezi coffee located in Nyanza District Southern part of Rwanda which was unable to manage its operations. Our company produces fully washed coffee and hulls all available quantity of coffee depending on coffee harvest and available orders. The company has 8 permanent employees and the range of 30-50 seasonal employees.

The target of Great Coffee Farmers Ltd is to acquire its own coffee washing station in the year of 2022.

2. BASIC CORPORATE DATA

Name of the company:	Great Coffee Farmers Ltd
Status:	Limited Liability business company Registered in Rwanda on 11 th September, 2017.
Company number/Tin Number:	107392649
Registered office:	Gikondo Sector Kicukiro District Kigali City Rwanda Country

3. VISION

Great Coffee Farmers Ltd is dedicated to becoming East African-leader in green coffee processing and export.

4. MISSION

Great Coffee Farmers Ltd's mission is to process and export Green coffee in Africa, Europe America and Asia countries.

5. COMPANY VALUES

We will operate within strict legal and ethical guidelines. We will comply with all requirements of Rwanda Bureau of Standards. We will increase quality assurance of our coffee by cupping the sample from each bag to be exported. We will nurture our employees-team and will introduce

measures to promote job satisfaction.

6. PRODUCT AND SERVICES

Our product is Rwanda Arabica coffee. Each container to be exported is licensed by Rwanda Board of Standards after approval of National Agricultural Export Development Board(Naeb). This coffee has only to be processed through wet mill method. This coffee is the best in the world as it comes from African highest mountains in Nile Congo creates.

The basic services we render to our buyers is logistics arrangements and follow up even if sometimes it may depend on whether the contract is Free On Board (FOB) or Free On Transit (FOT).

7. MARKET AND COMPETITOR ANALYSIS

The coffee is classified into two races: Robusta coffee and Arabica coffee. Great Coffee Farmers Ltd is involved in Arabica type.

Great Coffee Farmers Ltd is operating in East Africa region. All African, American, European and West Asia coffee traders are very interested in East African Coffee and mainly from Rwanda. And as East African Coffee has never satisfied this set of clients, Great Coffee Farmers Ltd is focusing on exploiting the unsatisfied clients' desire.

8. COMPETITIVE ADVANTAGES

The competitive advantages are the clear emerges of understanding of where you have advantages over your competitors. We have also identified these clear emerges and for our business, most of them are:

- ✓ Strong research and development capabilities;
- ✓ Excellence in management, operation and administration,
- ✓ Low cost production,
- ✓ Superior quality products,
- ✓ More experienced in the sector,
- ✓ Ownership of capital equipments,
- ✓ Barriers to new entries,
- ✓ Strong and continuing economies of scale,
- ✓ Strong and more valuable intellectual property.