

CORPORATE PROFILE

Route**2**Market



Route to Market – One of Zimbabwe's most reliable and experienced distribution and merchandising companies

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Who We Are

Route to Market is one of Zimbabwe's most experienced distribution and merchandising company for all your confectionery, groceries, beverages and cosmetic ranges. We are committed to a culture of integrity and professionalism whilst managing a motivated, effective and efficient team. We offer both wholesale and retail distribution as well as sales and merchandising. We ensure your products are delivered on time and are on the shelf, in prime space, ready for the customer to purchase.

Route²Market



Our Structure

Route to Market aspires to be the preferred choice for manufacturers in Zimbabwe and in the region.

In 1995, the first of the Route to Market's brands Warpack opened its doors on 1st of September by John de Wet, offering sales and merchandising to Zimbabwean brands. In 2002 this was followed by opening Vaitive Distribution to provide distribution to Warpack's principal brands. In 2009, a secondary merchandising division, dPack was added, followed by another distribution business, Exclusive Brands, in 2012. With our personal and reliable service, we guarantee that your products will be picked up, packed, stored and delivered. We are well-known in the industry for providing the best service and can be found in all major cities and towns in the country.



JOHN DE WET

Founder / Director

John has more than 40 years' experience in the fast moving consumer goods industry in Zimbabwe. He is a member of the IMM. John is renowned for his strong leadership, and ability to deliver operationally to achieve improved business outcomes for our principals.



JASON DE WET

Chief Executive Officer

Graduating with a Bachelors in Accounting and Marketing from CUPE, Jason achieved the coveted Golden Key award as one of Top 5% of all students. Joining Route to Market in 1997, Jason has played an integral role in the growth of the company's business.



JOHAN KLUE

Chief Financial Officer



MOFFAT LANGEVELDT

Chief Operating Officer

With over 20 years' experience in the FMCG retail and distribution sectors, Moffat brings a wealth of expertise in both the financial & Commercial arms of business. His proven strength is to identify, develop, and strengthen brands



Our values

Our Vision

To be the preferred choice for manufacturers in Zimbabwe and to thrive on innovation by challenging ourselves to find better solutions continuously.

Our Purpose

To provide a full route to market service to our clients where brand products can be distributed country wide with our fleet, sold to wholesale and retail outlets and then stocked in prime positions on store shelves.

Our Values

To uphold a reputation of integrity and to provide the excellence in everything we do by delivering the highest standard and service to our clients always.

Route to Market in Numbers



All major formal and informal
retail and wholesale outlets
countrywide



Across Zimbabwe



Distribution

Route to Market has two distribution brands - Vaitive Distribution and Exclusive Brands. They provide countrywide distribution with a dedicated fleet of 9 trucks as well as an array of 3rd-party transport contracts. Route to Market has a combined staff complement of 75 throughout the country. Both Vaitive Distribution and Exclusive Brands have lead times of 24 hours for deliveries in Harare and Bulawayo and 72 hours for surrounding towns.

Route to Market delivers to all major formal retail and wholesale brands across the country - more than 400 outlets in total.





Warehousing

Route to Market has two warehouses totalling 11,000m² of floor space. Our head office warehouse is based in the capital city of Harare. This warehouse distributes to all towns north of central Zimbabwe. Our second warehouse is based in Bulawayo which is the second largest city in Zimbabwe, this warehouse distributes to all towns south of central Zimbabwe.

All our warehouses uses racking to maximise storage area. There is a batch tracking process for stock rotation. Numerous forklifts are used in the warehouse for efficient packing. Dedicated receiving and despatch areas ensure smooth movement of stocks in and out of the warehouses.

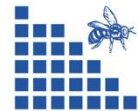
Route to Market offers an approved MCAZ pharmaceutical stock area. Hazardous stocks are cordoned off into fenced areas to avoid any contamination of stocks. Our warehouses are monitored 24/7 with cameras and there are stringent entry and exit policies in place to ensure the safety of your stock.

Sales and Merchandising

Warpack and Dpack are market leaders in the sales and merchandising industry in Zimbabwe, providing you with hassle free nationwide coverage, 365 days a year. Our main objective is to help you increase your presence in the market place and drive sales to grow your business.

Services include:

- National based account management
- Assist with product launches
- High-speed delivery of products to the shelf
- Instore sales and merchandising
- Display activity
- Marketing assistance
- Market intelligence
- Planogram execution



WARPACK
Sales and Merchandising Services



metro peech
WHOLESALE & browne



Our Principals

Route to Market are very pleased to be in partnership with Zimbabwe's most loved and leading FMCG and pharmaceutical brands. Some of our valued clients include:







Route**2**Market

Contact details

Tel: (+263) 444 6431 / 2

Email: info@r2mzim.com

Address: 28 Anthony Avenue, Msasa,
Harare, Zimbabwe